

Ramsey County Workforce Investment Board  
**Market Driven Workforce System Committee**

January 8, 2009  
**Minutes**

**WIB Members Present**

Joe Crowe  
David MacKenzie  
Rob McKenzie  
Dan Strittmater

**Members Absent**

Craig Anderson EA  
Bev Fritz EA  
Kirk Hayes  
Jane Sanem  
Lori Stone EA

**Staff/Guests Present**

Amy Filice, City of Saint Paul  
Mary Jo Gardner, WIB CEO  
Ellen Muller, City of Saint Paul  
Brenda Norman, Strategy Team Consulting  
Rick Polanski, Youth Council Member  
Kate Raleigh, WIB Staff  
Carli Stark, WIB VISTA  
Chris Stoehr, DEED  
Victor Thompson, Strategy Team Consulting  
Tim Vogt, Strategy Team Consulting  
Terry Zurn, Workforce Solutions

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**Call to Order**

Mary Jo Gardner called the meeting to order at 1:00 pm in absence of the Chair.

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**Introductions**

All attendees introduced themselves.

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**Approve Minutes**

**Motion** made by Rob McKenzie with second by Joe Crowe to approve the November minutes as presented.

**Motion carried.**

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**Accept Chair Nominations**

The Committee is in need of a new Chair as Craig Anderson is now chairing the Education Committee. Anyone interested may nominate themselves; Kirk Hayes is open to a Chair nomination. Nominations for Chair were called for.

**Motion** made by Rob McKenzie with second by Joe Crowe to nominate Kirk Hayes for the position of Workforce Committee Chair.

No other nominations were made.

**Kirk Hayes was approved as Chair of the Workforce Committee.**

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**Update on Current Initiatives**

Mary Jo gave updates on current WIB initiatives.

The Metropolitan Manufacturing Sector Initiative (MMSI) is strategizing about how to serve manufacturers' current needs in the economy. Mary Jo will keep this committee updated on this topic.

The Metro WIB received a \$50k FIRST grant from the state to connect the different local manufacturing initiatives, including MMSI, MPowered and the Twin West Chamber initiative. This connection aims to provide manufacturers with a better understanding of the services available and the work they are doing.

The healthcare initiative is in its early stages, with meetings conducted with HealthEast, HealthPartners and Fairview. The initiative resulting from this effort will most likely happen on a metro level.

The TriWIB has decided on a next step to their collaboration. Each WIB will select three members to send to a planning meeting to define the group's initiative. The planning meeting will be held in February- members interested in participating should contact Mary Jo.

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### Strategic Plan Next Steps

Mary Jo welcomed the Strategy Team Consulting members to the meeting. The group is made up of three PhD candidates from the University of Saint Thomas who will facilitate the WIB's strategic planning process this year. Members are Brenda Norman, Tim Vogt and Victor Thompson.

The group discussed elements that need to be defined in the process of creating a new strategic plan, including the project timeline, participants, and questions answered. After the meeting today, the team will present a draft agenda and planning session for the WIB's approval. Every strategic plan has some specific elements, which were found in the WIB's 2003 Strategic Plan. These elements include environmental scanning piece, identifying the vision, and doing a SWAT analysis.

Questions raised and issues discussed included:

- Outcome and measurement of goals- how is success measured?
- What parts of the original plan should be reserved, changed, taken out?
- It is important to be very clear and exact on the topic and purpose of creating this document.
- What alternative methods can be used to allow for more participation in this process?
- Who is the main customer of the WIB?
- The role and influence of the WIB needs to be kept in mind as the plan is developed- ensure that the vision is appropriate for the intent, scope and abilities of the WIB.
- What is the guiding question this plan will address?
- What part does plan implementation and action steps play in this process?
- What has been "accomplished" from the last strategic plan?
- How does the WIB take small-scale accomplishments and bring them to the "next level"? How does the WIB create systems change and what are the WIB's unique responsibilities and opportunities?
- What background information or other data needs to be examined in the process of creating this plan?

Decisions made include:

- The 2003 plan will be used as a basis for the new strategic plan.
- The plan will remain on a visionary level with annual work plans created from the document to outline action steps and tactics.
- Pre-work will be done so input can be gathered prior to the large group meeting and discussions can progress from there. This will also allow for input from members who may not be able to attend the session.
- The invitees will include: FWIB, WIB, Youth Council, and Education Committee members, the Port Authority, City and County Representatives, MOU partners, education and training organizations, etc. The group will be comprised of 50 plus people.
- The WIB will hold one day-long strategic planning event with pre- and post work to aid in planning.
- The Strategic Planning Team will present a plan outlining the strategic planning process to staff by the end of January. This committee and the Executive Committee will review this process electronically prior to the planning session.
- The planning session will take place from 8:30-4:30 on March 5<sup>th</sup>. Location will be determined.
- The Strategic Planning Team will complete the plan document by April 30, 2009.

The strategy team asked the committee what guiding question does the board want answered at the strategic planning meeting. Answers included:

- How can the WIB integrate private and public workforce development sectors?
- What are the three more important priorities for the WIB to focus on?
- How does the WIB make itself essential to Ramsey County businesses? and
- How does the WIB position itself to be the change agent for workforce issues in the community?

- How can the WIB's unique structure best affect the local workforce system?

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**Adjourn**

Upon completion of the agenda, the meeting adjourned at 3:01 p.m.

**Next Meeting** -March 5, 2009