

RAMSEY COUNTY WORKFORCE INVESTMENT BOARD
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COMMUNICATIONS/MARKETING COMMITTEE

February 12, 2001, 3:30 am
Women Venture, 2324 University Ave, St. Paul

Members Present

Patricia Brady	Lorrie Louder
Marcia Fink	Melissa Osborne
Shelly Franz	Shelley Rose
Kevin Locke	

Staff Present

Nancy Minion

Members Absent

Mary Brunkow	Dianne Johnson
Jan Curtis	Mary Schmitz
Sheldon Jensen	

Guest

Lee Helgen
MN Workforce Council

Call to Order

The February 12, 2001 Communications/Marketing Committee meeting was called to order at 3:30 p.m. by Lorrie Louder, Chair.

Legislative Update

Lee Helgen of the Minnesota Workforce Council Association gave an update on legislative issues affecting workforce in the 2001 session. He also explained that MN Workforce Council is a statewide trade association representing 16 Workforce Service Area organizations operating under the WIA (of which Workforce Solutions is a member) and that MWCA has been in existence for 5-6 years. He works closely with the county lobbyists on workforce issues. He said that one of the top initiatives of MWCA is to maintain the dislocated worker's program. There was much discussion regarding dislocated workers.

Approval of Minutes

Motion was made by Shelley Rose and seconded by Melissa Osborne to approve the January 22, 2001 minutes.

Motion

Motion carried

Communication Plan

Patricia Brady said that when John Metcalf meets with the WIB on March 1 regarding strategic planning, he will also be working on a marketing plan with them. It was decided to table the discussion on the Louisville/Jefferson County model until after March 1 and to come up with some specific questions to ask Mr. Metcalf at that

meeting. Marcia Fink handed out a sample of the St. Paul Area Chamber strategic plan as another tool for the Committee to review.

It was stressed that all members of the WIB must send out the same message and that the Communications/Marketing Committee will be working on what that message is.

Questions to Ask John Metcalf

1. What are the roles of the committees?
2. Who will identify resources – him or us?
3. What level of detail do we need for a communication plan?
4. How to accomplish the introduction of “us” to the general population?

The Committee will work on specifics of the marketing/communications plan after it determines John Metcalf's big picture effort.

Resources

Patricia will put together a list of existing resources in Ramsey County for workers and employers and email that list to the Committee members.

New Department Name

Patricia said that the new name of the Department is **Workforce Solutions**, with no mention of “Ramsey County” so that people don't look at it as a county agency. The County Board approved the new name and liked the idea of not identifying “Ramsey County” in the name. A graphic artist has developed a variety of logos which staff is reviewing. Patricia will bring the best logos to the next Committee meeting for its review.

There being no further business, the meeting was adjourned at 4:50 p.m.

Future Meetings

- ◆ NOTE - The February 22 meeting is cancelled.
- ◆ Next Meeting - Monday, March 12, at 1:00 p.m. (WomenVenture, 2324 University Ave, Room 112)