

RAMSEY COUNTY WORKFORCE INVESTMENT BOARD
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COMMUNICATIONS/MARKETING COMMITTEE

January 22, 2001, 10:00 am
Women Venture, 2324 University Ave, St. Paul

Members Present

Patricia Brady
Mary Brunkow
Marcia Fink
Shelly Franz
Sheldon Jensen

Kevin Locke
Lorrie Louder
Melissa Osborne
Shelley Rose
Mary Schmitz

Staff Present

Nancy Minion

Members Absent

Sherry Allenspach
Dianne Johnson

Call to Order

The January 22, 2001 Communications/Marketing Committee meeting was called to order at 10:10 a.m. by the Facilitator, Shelly Franz.

Introductions

Everyone on the Committee introduced themselves and discussed why they wanted to be a part of the Committee.

Work of the Committee

Patricia Brady reviewed the objective, scope and deliverables for the Communications/Marketing Committee.

Discussion was held and several issues were brought up and discussed:

1. We need to know if there is a budget, how to go about preparing the marketing plan (resources, staff, consultant, County resources, etc), and the authority of the Committee.
2. This Committee has a lot of resources amongst its members – need to tap into them.
3. We need to define the audience.
4. Media is an important avenue.
5. Legislative involvement – MN Workforce Council Association has 17 workforce centers in MN; suggested inviting Lee Helgen (MN Association of Counties) to talk to the group at its next meeting about legislative initiatives.
6. The Ad Hoc 90-Day Strategic Planning Committee passed along to the C/M Committee the project of identifying the resources currently available to Ramsey County employees and employers.

7. The Committee needs a general working plan and an evolving plan.
 - ◆ The Committee issues will be ongoing and ever changing.
 - ◆ Urgency to communicate (what the WIB is about and what it can do).

Election of Communications/Marketing Committee Chair

Motion

Motion was made by Mary Schmitz and seconded by Sheldon Jensen that Lorrie Louder be elected as Chair of the Communications/Marketing Committee.

Motion carried

Strategic Plan Update

Patricia Brady gave an update on the Strategic Planning Committee's progress. A full update will be given to the full WIB on February 1. There was discussion about the necessity of the Communications/Marketing Committee working closely with the Strategic Planning Committee so there is no duplication, and in order that the marketing plan fits in with the strategic plan.

Other Issues

1. Patricia Brady mentioned that the Department had come up with a new name "Workforce Solutions" and is in the process of designing a logo. There was discussion regarding a WIB logo and resources for helping with that.
2. Patricia Brady mentioned the current Ramsey County web site. There is a link for "Job Training" which will be changed to Workforce Solutions. Discussion followed regarding getting out our message on that site. Patricia also mentioned that staff is looking into having the minutes of meetings available on a web site.
3. Shelly Franz recommended that the Committee use the Louisville/Jefferson County WIB marketing plan as a template. It was discussed and agreed that Nancy Minion will scan in the plan and email it out to the Committee for their review and revisions. At the February 12 meeting people should be prepared to discuss their changes.
4. There was discussion about using a group email communication tool called "egroups.com." Nancy Minion will look into it. Marcia Fink will send Nancy the information on it.

There being no further business, the meeting was adjourned at 11:50 a.m.

Future Meetings

- ◆ Monday, February 12, 3:30 pm – WomenVenture, 2324 University Ave, Upstairs Conf Room A.
- ◆ Thursday, February 22, 1:00 pm – WomenVenture, 2324 University Ave, Main level, Room 110
- ◆ Beginning in March – 2nd and 4th Mondays of the month at 1:00 p.m. (place to be determined)- March 12, March 26, April 9, April 23 (we will assess the committee's accomplishments on April 23 and determine the necessary frequency of future meetings.)