

Ramsey County Workforce Investment Board
Communications and Marketing Committee
June 12, 2002

Members Present

Shelley Rose, Chair
Mary Brunkow
Scott LeMire
Melissa Osborne

Members Absent

Mike Chanaka
Jan Curtis
Lorrie Louder

Staff

Kathy Korf

Call to Order

Shelley Rose called the meeting to order at 11:30 a.m.

Approval of Minutes

Motion was made by Scott LeMire and seconded by Mary Brunkow to approve the minutes of the May 8 meeting as written. Due to the lack of a quorum at the start of the meeting, an electronic vote will be done to conclude the vote.

Motion pending

WIB Annual Report

Shelley Rose led a discussion on the WIB's Annual Report.

- The Annual Report is ready for distribution. Shelley will draft a cover letter for Doug Cropper's review. Scott LeMire suggested that the letter include contact information for individuals interested in joining the WIB and that a reference be made in the letter to the WIB's website to an electronic copy of the Annual Report.
- Shelley remarked that the Committee needs to understand the WIB budget before it begins its work on the next Annual Report due in December, and that she is going to request a similar budget amount. (**ACTION ITEM**)
- Shelley asked that the 2002 Annual Report be added as an agenda item for the July 10 meeting agenda. (**ACTION ITEM**)
- Shelley offered to revise the 2002 Business Plan Summary to include the 2002 Annual Report. (**ACTION ITEM**)

WIB Membership Orientation

Mary Brunkow mentioned that Larry Eisenstadt of the Minnesota Department of Economic Security is willing to be a presenter for the WIB membership orientation once it is scheduled to review WIA requirements/mandates.

Recruitment Plan

- Melissa Osborne mentioned plans to contact WIB members who resigned during the past program year to find out why they left and if they had conflicts with the WIB's meeting schedule. **(ACTION ITEM)**
- Shelley Rose commented that the Chamber is pushing for a renegotiated Partnership Agreement and the hiring of a CEO/Executive Director to ensure that the WIB is not hindered in its work. The need for ongoing conversations between WIB leadership and the Saint Paul Chamber to ensure open communication was noted. Shelley Rose will keep the Committee informed regarding these discussions.
- Recommendation was made that the Committee hold off on its short-term recruitment efforts until pending City and County appointments get resolved and instead focus on long-term recruitment at this time.
- Melissa Osborne suggested that the WIB Fact Sheet be revised to make it "look pretty" and to include the WIB's vision, mission and goals. Melissa asked that once revised, the Fact Sheet be posted to the WIB's website and be linked to the WIB's application form. Kathy Korf responded that Barb Hoffman of Workforce Solutions is in the process of getting her computer set up to do this type of work. **(ACTION ITEM)**
- Concern was expressed about comments made by some WIB members that the elected officials are not taking the appointment process serious.
- Due to the lag time involved in the appointment process, Melissa Osborne identified the need to reconnect with the individuals who applied for WIB membership and were recommended for appointment by the Executive Committee. Melissa Osborne and Kathy Korf offered to draft a follow-up e-mail message to applicants thanking them for their continued commitment to serving on the WIB. **(ACTION ITEM)**
- Melissa Osborne informed members that there is confusion among applicants about the process for the nomination letters and suggested that information on the nomination letters be included in the WIB's Fact Sheet. Kathy Korf offered to revise the WIB application form to ask if the applicant belongs to a chamber and if so, which one. **(ACTION ITEM)**
- Mary Brunkow reported that she will be contacting Joanne McDonald about the One-Stop (HUD) vacancy on the WIB to find out if she is interested in serving or if she can recommend someone who meets WIA requirements. **(ACTION ITEM)**
- Question was raised about the status of the City Council vacancy on the WIB to replace Jerry Blakey who resigned. Kathy Korf responded that Council President Dan Bostrom's Office sent an e-mail message to all City Council members about the WIB vacancy and that she is waiting for a response. Question was raised if a representative of the Mayor's Office could fill the vacancy. Kathy responded that the Mayor's Office inquired about that option and that she informed them that the WIB's Bylaws specify that the City appoint a City Council member. She notified the Mayor's Office that the WIB's Bylaws would need to be changed in order to appoint a representative of the Mayor's Office. Discussion was held. Members suggested that the Bylaws language be revised to include a City Council designee, which could include a representative of the Mayor's Office or City Council Aide. **(ACTION ITEM)**
- Melissa Osborne asked to meet with Kathy Korf to review the membership work that is currently in process prior to the next meeting. Melissa and Kathy will schedule a meeting within the next couple of weeks. **(ACTION ITEM)**

Marketing Policies of One-Stops

- Mary Brunkow distributed copies of the survey questions recently sent to WorkForce Center Partners regarding their marketing efforts; responses are due June 15.
- Mary Brunkow distributed a packet of MN WorkForce Center marketing materials which promote employer services. Mary mentioned that the packets are distributed at employer presentations and include an Employers' Internet Recruiting Guide. Scott LeMire suggested that a note be added to the cover of the packet that the services are FREE. Mary mentioned that all WorkForce Center partners are being asked to provide similar information to help the Committee learn who the WorkForce Center partners are marketing to.
- It was noted that there is some overlap between the Communications and Marketing Committee and the Advocacy Committee efforts regarding the One-Stops. Shelley Rose offered to discuss the overlap with Marcia Fink and Ellen Watters.
- It was clarified that the core WorkForce Center partners are Workforce Solutions, State Services for the Blind, Rehabilitation Services and Job Service.

Wagner-Peyser Employer Outreach

Mary Brunkow gave a brief update on plans for the \$100-150,000 in surplus Wagner-Peyser funds that are available for employer outreach efforts in the East Metro area. Mary noted that these funds are available due to the State hiring freeze and asked the committee for recommendations regarding the use of the funds.

- It was noted that the most effective way to connect with employers about services is one-on-one; laptop presentations were cited as very effective.
- Suggestion was made that outreach efforts focus on small businesses.
- Mary Brunkow noted that discussion is taking place about the possibility of a Metro Area Employer Services Center.
- Concern was expressed that WorkForce Center partners are not getting their resumes into the MN Job Bank and that they need to be convinced to do so. Discussion was held.
 - The need to train customers to add their resumes to the system was noted.
 - The importance for customers to understand the company they are interested in working for was noted.
 - Question was raised if an electronic link could be provided to company profiles.
- Melissa Osborne reported that she attended an all-day recruiting event hosted by the University of Minnesota School of Management. The purpose of the event was to engage community business to help them understand how the U of M conducts business. Question was raised if the WIB would be interested in participating in future events such as this.

Adourn

The meeting was adjourned at 1:00 p.m.

Next Meeting

Wednesday, July 10, 2002, 11:30 to 1:00 p.m., Midway WorkForce Center, 2455 University Avenue

NOTE: As a result of the electronic voting, the May 8 meeting minutes were approved as written. The ballots were sent electronically to absent members on June 13 as verified by Kathy Korf of Workforce Solutions.

Shelley Rose, Chair