

**RAMSEY COUNTY WORKFORCE INVESTMENT BOARD**

**COMMUNICATIONS/MARKETING COMMITTEE**

June 18, 2001, 1:00 p.m.

Workforce Center, 2455 University Avenue, St. Paul

**Members Present**

Patricia Brady  
Mary Brunkow  
Jan Curtis  
Lorrie Louder  
Shelley Rose

**Staff Present**

Donna Divine  
Nancy Minion

**Members Absent**

Marcia Fink  
Shelly Franz  
Sheldon Johnson  
Dianne Johnson  
Kevin Locke  
Melissa Osborne

**Call to Order and Introductions**

The meeting was called to order at 1:10 p.m. by Lorrie Louder, Chair.

**Approval of Minutes**

There was not a quorum present so no action was taken on the minutes of the May 21, 2001 meeting.

**One-Stop System**

Mary Brunkow discussed the one-stop delivery system. One-stops were established in 1995 with the intent that all programs would be available in one place. This would consolidate services thereby reducing the costs for multiple building leases, equipment, etc. and making it easier for potential employees to have access to more services in one center. The vision of the MN Workforce Center System is to be the service provider of choice for all Minnesotans. There are 53 one-stop centers in Minnesota. Ramsey County has three fully functioning workforce centers with one affiliate site.

Discussion followed. Patricia Brady suggested that the WIB focus more on one-stops rather than Workforce Solutions, which will market the "system" rather than the department. Shelley Rose suggested that the WIB look at getting rid of all of the duplication of efforts of other groups. Shelley also stressed the importance of getting the strategic plan in line with our vision and moving forward to market the one-stop system.

### **Workforce Solutions' Logo**

Patricia Brady passed out the new Workforce Solutions' logo. The Committee all agreed that it was a great logo. Nell Chmielewski, an independent contractor who works with employers, designed the logo at a reduced fee to the Department. The logo and name will be trademarked and then letterhead and business cards will be printed in the near future.

### **Dakota County Workforce Center Video**

At the last meeting, Dave Nierman, Dakota County Workforce Center, gave a presentation on marketing your workforce center. At today's meeting, the Committee viewed a video of PSAs that Dakota County produced to publicize their "Job Squad." The Committee discussed the possibility of hiring a professional marketing person some time in the future, once a marketing plan has been developed.

### **Committee Key Topics**

Lorrie Louder asked about the status of a Fall Grand Reopening for Workforce Solutions and the WIB. It was decided to put that on hold until the strategic plan is completed. There was discussion about moving forward with a grand reopening for Workforce Solutions and later an event with both the WIB and the Department.

The Committee briefly discussed that some business representatives on the WIB have expressed some concern about WIB operations and work priorities. It was discussed that it is very important that prior to the WIB strategic planning process, which will be kicked off July 19, this issue be resolved. The Committee agreed by consensus that Patricia and the WIB co-chairs, in conjunction with the Executive Committee, will work to resolve this matter.

### **Marketing Plan Outline**

The Committee decided to move the discussion of the marketing plan out until after the strategic planning process was completed.

### **Adjournment**

There being no further business, the meeting was adjourned at 2:35 p.m.

### **Next Meeting**

Friday, July 27, 2001, 9:00-10:30 a.m, North St. Paul Workforce Center, 2098 11<sup>th</sup> Avenue East, N. St. Paul (Conference Room A)