

RAMSEY COUNTY WORKFORCE INVESTMENT BOARD
COMMUNICATIONS/MARKETING COMMITTEE

March 26, 2001, 1:00 p.m.

Women Venture, 2324 University Ave, St. Paul

Members Present

Patricia Brady
Jan Curtis
Shelly Franz
Dianne Johnson
Lorrie Louder
Melissa Osborne
Shelley Rose

Staff Present

Nancy Minion
Betsy Scheller

Guest

Rose Tuiyott

Members Absent

Mary Brunkow
Marcia Fink
Sheldon Jensen
Kevin Locke

Call to Order and Introductions

The meeting was called to order at 1:05 p.m. by Lorrie Louder, Chair. The Committee and guests introduced themselves. Dianne Johnson brought a guest from Kenya, Rose Tuiyott.

Approval of Minutes

Motion

Motion was made by Shelley Rose and seconded by Shelly Franz to approve the February 12, 2001 minutes.

Motion carried

Workforce Solutions' Logo

Nancy Minion showed the Committee the top three logos that were selected by Department staff. The Committee discussed the logos and recommended that a couple other options be designed. Michelle Osborne volunteered to find a student at a graphics art school to design a logo so that the Committee and staff can review it. There was discussion regarding what we are looking for in a logo, colors, the message we want to send, etc.

WIB Web Site

Nancy Minion updated the Committee on the status of the WIB web site. There will be a button to click on via the Workforce Solutions site. The IS Dept. is in the process of putting minutes and agendas on the site for testing purposes. Only current minutes and agendas will be available so it doesn't take up so much space on the server. The WIB's mission and vision are on the home page of the site with links to the various committees. Under each committee, there are links to minutes and agendas. There are also links for

those wishing to apply for the WIB and Youth Council. We do not have an exact date for rollout.

Open House - Event

Betsy Scheller, Workforce Solutions' staff, discussed the Department's plan to hold an open house type of event inviting the "public" to celebrate the Department's new name, direction, etc. some time in May at the North St. Paul WorkForce Center location. Betsy requested assistance from the Committee on resources for invitations, press releases and producing a video to be used as a public relations tool to show at other locations, the community, employers, Chambers of Commerce, etc. Shelley Rose volunteered to look into possible production companies and costs and report back to Betsy. It was noted that this would be quite expensive.

There was discussion on the many pieces that would be needed to pull the event together – designing, writing, printing and mailing invitations and press releases, obtaining a promotional item, food, etc. Shelley Rose will meet with Betsy for possible resources. Lorrie Louder said she will check with their PR person for some assistance.

It was suggested that at the event, there could be a take-away piece (e.g., a resource sheet) that includes information on who we serve, the program, resources. There was much discussion by the Committee as to their confusion of what Workforce Solutions is, who it serves, what it offers. A suggestion was made to produce a PR brochure for WIB members to be able to hand out to potential employers and job seekers. A request was made for staff to bring to the next meeting a copy of marketing materials that are currently used. Shelley Rose volunteered to review the literature prior to the meeting (Nancy Minion will collect and send to Shelley).

The Committee recommended that the open house type event be held in the Fall rather than in May in order for strategic planning to be in process. It was also noted that by then we should have the Department's mission, vision and logo finalized.

Discussion was held regarding staff planning a WIB member "drop in" type of event at the WorkForce Center in order for WIB members to learn more about what the Department is and does. Betsy will work on putting together some type of schedule and invitation to be sent to the WIB members.

Strategic Planning Update

Patricia said that it was decided that John Metcalf would not be working with the WIB on the strategic planning process. Instead, the Executive Committee will be meeting with two, possibly three, consultants in order to select one to help with the WIB's strategic planning process. That meeting will be held on April 20.

Shelly rose requested that we discuss at the next meeting any budget authority that the committee may have. Patricia indicated that we can talk about this at that time.

Communication Plan

Lorrie commented that we should wait until after the strategic planning process to see how the communication plan will fit with that.

Adjournment

There being no further business, the meeting was adjourned at 2:30 p.m.

Next Meeting

Note: The April 9 meeting has been cancelled.

Monday, April 23, at 1:00 p.m. (WomenVenture, 2324 University Ave, Room 110)