

RAMSEY COUNTY WORKFORCE INVESTMENT BOARD

COMMUNICATIONS/MARKETING COMMITTEE

May 21, 2001, 1:00 p.m.

Women Venture, 2324 University Ave, St. Paul

Members Present

Patricia Brady
Mary Brunkow
Marcia Fink
Sheldon Johnson
Lorrie Louder
Shelley Rose

Staff Present

Donna Divine
Nancy Minion

Guests

Christina Gosack – intern with Shelly Franz
Dave Nierman – Dakota County Workforce Ctr
Jim Schultz – Midway Workforce Center

Members Absent

Jan Curtis
Shelly Franz
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. The Committee and guests introduced themselves.

Approval of Minutes

Motion

Motion was made by Sheldon Jensen and seconded by Shelley Rose to approve the April 23, 2001 minutes.

Motion carried

Budget/WIB Member Roles

Lorrie Louder provided a clarification of the Committee's budget situation, to follow-through on Committee members' questions from the previous meeting. Her comments reflected her conversation with Patricia Brady. There is no specific budget allocated to our Committee. County Board budget actions/allocations focused its tax levy dollars on high priority items. Patricia stated that it is not uncommon in WIBs around the country that members come to the table with time and, in some cases, resources to certain WIB efforts. There is, however, a key opportunity in the future for WIB members to indicate to County Board members their suggestions as to funding priorities. Some committee members expressed a strong desire to see County funding in the future for WIB Committees. Patricia and her staff will keep us informed as to all future opportunities to provide input on funding opportunities as they become available.

Shelley Rose recommended that the Committee come up with a budget to be presented to the Budget/Operations Committee for next year. She said we should get creative this year for dollars for marketing.

Governor's Workforce Development Council

Patricia Brady gave a short summary of the Governor's Workforce Development Council's Spring Training Conference in April and handed out a "Draft Governor's Workforce Development Council Vision, Challenges, Goals and Strategies for Minnesota's Workforce and Economy" for the Committee to review.

Marketing the Workforce Center

Dave Nierman, Dakota County Workforce Center, gave a presentation on marketing your workforce center. He discussed how they created a logo and name ("Job Squad") that they use to advertise and market their center. He handed out their 2001 marketing plan for the Committee to review and said it has taken them three years to get to the point they are today. He said they have a full-time marketing person for the center. Dave said they have trademarked the "Job Squad" name and logo. He left a video they produced of PSAs that the Committee will view at its next meeting.

Workforce Solutions Marketing Materials

Brochures used by Workforce Solutions were reviewed by the Committee. Donna Divine went through the various brochures available at the WorkForce Center. It was recommended that these brochures be looked at and revised for consistency and to reflect the new name and logo. It was suggested that they look less "government." The new look should also contain the current logo of the State WorkForce Center.

Workforce Solutions' Logo

Patricia said that Nell who is an independent contractor who works with employers has taken on the task of designing a Department logo as a "charity case," rather than charging her regular fee. She has come up with a few excellent logos that the Department will be looking at.

"Do Drop In" Events

Shelley Rose attended a dislocated worker job search workshop at the North St. Paul WorkForce Center and said that it was well attended. Donna Divine said that the list of workshops will be updated and sent out to WIB members.

Strategic Planning Process

Patricia handed out the Workforce Solutions' strategic planning timeline and discussed the Department's management team's strategic planning process. She also handed out its draft mission and vision and said they are almost done with the development process of the Department's mission and vision.

There was discussion around being sure that the WIB's strategic plan and the Department's strategic plan coincide. There didn't seem to be a concern that there would be a problem in that.

Patricia discussed the Employer Services Unit that the Department is developing in order for businesses to work with businesses.

Shelley Rose handed out a suggested "Outline for Building a Marketing/ Communications Plan" for the Committee. Members will review the outline and be prepared to discuss at the next meeting. It was suggested that the Committee have a plan by Fall.

Adjournment

There being no further business, the meeting was adjourned at 2:45 p.m.

Next Meeting

NOTE MEETING PLACE - Monday, June 18, 1:00-2:30 p.m. at the Midway Workforce Center, 2455 University Avenue, St. Paul.