

Ramsey County Workforce Investment Board
General Membership Meeting
Thursday, February 5, 2004, 2:30 – 4:30 p.m.

Minutes

Members Present

Shelley Rose, Chair	Scott Lemire
Patricia Brady	Lorrie Louder
Mike Chanaka	William Lowe
Gary Christensen	Tom Macy
Kathleen Engesser	Mary McKee
Traci Gauer	Jackie Mlynarczyk
John Giovannini	John Mohr
Brenda Goldman	Paul Nelson
Phil Hanson	Willie Nesbit
Kirk Hayes	Joe Richburg
Louis Henry	Phil Saari
Allen Hester	Donovan Schwichtenberg
Doug Hubbard	Teresa Tschida
Sheldon Jensen	Robert Veilleux
Hyon Kim	Jenni Wagner
Shar Knutson	Ellen Watters
Vinod Kumar	Tené Wells
Greg Lambert	William Yang

Members Absent

Marcia Fink- EA
Kevin Locke
Jim McDonough- EA
Howard Orenstein
Dean Shawbold
Ginny Sullivan
Vern Vick- EA

Staff/Guests Present

Kitty Gogins, WIB CEO
Kate Bates, WIB Staff
Nancy Hendrickson, DEED
Harriet Horwath, Workforce
Solutions
Kyle Uphoff, DEED
Terry Zurn, Workforce
Solutions Staff

Meeting called to order at 2:30 by Shelley Rose

Approve Agenda and Minutes

Motion made by Kirk Hayes with second by Sheldon Jensen to approve the December 4th minutes and the February 5 agenda as written.

Motion Carried

Member Introductions

Due to the nine new WIB members present at this meeting, all members introduced themselves and their organization.

Recognition and Announcements

Members were recognized for their recent achievements, and upcoming events were announced (see attachment 1).

Approve RFP Plan for Youth Program

An ad hoc from the Youth Council has been working on writing an RFP for Youth Program services for PY '04, to commence July 1st, 2004. This was done to create a competitive program and to ensure high-quality services. The RFP was brought to the Executive Committee meeting in January. The group approved the RFP, pending on certain factors, such as the neutrality of the selection committee and the quality of the selection criteria. All agree that this looks like a complete RFP, implementing elements important to the Youth Council and WIB.

Motion made by Doug Hubbard with second by Sheldon Jensen to approve the Youth Program RFP.

Motion Carried

Approve CEO Report on Priorities

Kitty Gogins presented the WIB's top 5 priorities, our progress against the agreed upon four-month objectives, and the list of proposed priorities for 2004. The top five 2003 accomplishments were defining industry clusters to focus on in Ramsey County, playing an integral role in Ramsey County getting the Bioscience Workforce Link grant, obtaining state commitment

for a business services pilot in Ramsey County in 2004, supporting development of job-seeker and employer guides and being awarded the Governor's Workforce Development Council's Silo Smashing award.

The WIB has made significant progress against its four-month goals. Progress on our number one goal of improving business services has progressed significantly farther than hoped. Not only did we get a commitment in concept from the state to pilot business services in our County, but a Business Services Ad Hoc group has defined a pilot plan and timetable with hopes of having a pilot up by this summer. Regarding healthcare barriers, ad hoc groups on both barriers have met, defined the current situation and identified preliminary action plans. It has become clear that these are long-term change efforts. WIB staff and members have supported the Bioscience Workforce Link project, and funding is secured for the first phase. On the issue of membership, it seems that the WIB will have no problems fulfilling the requirement of 25 business members by April 1st. The Volunteer Job Coach program has not progressed as well as hoped. The St. Paul Council of Churches has found low interest in volunteering- out of the 100 churches approached only six volunteers came forward. There may be a training session in February, but the project may also need to be reworked.

The proposed goals for 2004 are much in alignment with the past goals of the WIB (see attachment 2). They are as follows:

1. Pilot business driven hiring-retention services in Healthcare
2. Support Biosciences Workforce Link Start Up
3. Integrate WIB strategic priorities into Ramsey County program operation
4. Obtain needed WIB operating funds
5. Membership achieves and is maintained at full compliment
6. Support broad based effort to bring down barriers to healthcare industry supply
7. Advocate for system change resulting in more demand driven and enhance local control and flexibility

Much of the discussion focused on the fourth goal, that of funding, because it was agreed that the successes of most of the other goals depend upon the WIB continuing to have resources to operate. Ideas to accomplish this were soliciting funding from WIB member companies, checking with other cities in Ramsey County for possible funding, and exploring grant opportunities.

It was thought that these goals are very ambitious for the WIB, and may be very hard to accomplish in the time allotted. It is clear that members will need to be engaged in working toward these goals. There will need to be a collective mindset that the WIB staff is assisting the board in achieving these goals, as opposed to the staff completing the goals with the assistance of the board. There was concern that a volunteer board may not be able to commit as much time as needed for all of these, and it was suggested that a few top goals be selected, or we view these as stretch goals, not expecting all to be met.

Motion made by Lorrie Louder with second by Ellen Watters to move the fourth goal to the first goal

It was suggested that some goals be kept on an internal goal list, and others be communicated broadly. John Giovannini suggested that we should keep operating funds as a top priority for our internal efforts, but since it is not externally focused, exclude it in external communications. Both Lorrie and Ellen accepted this as a friendly amendment to the motion they had previously made

Motion carried.

Mary McKee abstained from voting.

Update and Input on Business Services Pilot

At the December WIB meeting we identified as our number one priority enhancing business services, and thereby the demand driven aspect of the system. The WIB has made tremendous progress on this goal. We are moving forward with a pilot in the Healthcare sector, expected to be up by this summer. The state Department of Employment and Economic Development (DEED) and the WIB are collaborating on development and execution of the pilot. DEED is moving forward on a similar pilot in Minneapolis in the financial services sector. The pilot scope is hiring, retention, training and business growth. Desired outcomes include: high customer satisfaction, increased employer market penetration, improved workforce system outcomes, improved economic competition and a model that is scalable at the state level. The key goals the pilot must address are: defining a sustainable business model and a workable delivery model.

There are a few key challenges to the success of this pilot. Those are bringing business credibility into a pilot run by state employees and helping migrate state staff from a job seeker focus to employer focus. To achieve these outcomes, the ad hoc committee recommends having a strong business voice in planning and development and having an on-the-ground business mentor. Currently we lack funds to support this plan. While the state is providing significant staff and many in-kind resources, there is still an expected \$125K gap.

A holistic plan for raising funds to support this pilot, WIB Operation and the Biosciences Workforce Link needs to needs to be defined.

A question that came up with this pilot was how to measure the work that is being done. Ideas were measuring credibility, meeting employer needs and increasing awareness in the community. While this pilot will be directed at Healthcare, it will be open to any employer who is interested. It was made clear that the WIB would serve only as an influencer in this pilot, as opposed to an implementer. If there are any other questions, individuals should feel free to call Kitty Gogins to address their issues.

Discuss DEED Legislative Agenda

DEED strategic direction is to increase the demand driven nature of the workforce system. To this end, they are proposing significant systems change during this legislative session. They propose that state money that currently funds services for Dislocated Workers be shifted to helping those receiving Unemployment Insurance (UI) benefits find jobs and get off UI. This proposal is still a work in progress, but appears to be consistent with our advocacy position statement, specifically our principles of increasing the demand driven aspect of the system and increasing local control and flexibility. Overall, this is potentially an excellent opportunity to transition to active advocating influencing both the direction of the proposal and its passage.

The board members in Labor and Education raised concerns, as the legislation could diminish the funds to support their programs. This agenda is in the beginning stages, and the WIB will discuss the issues surrounding it as they become more defined.

Discuss WIB long term operating model

In an attempt to define our long-term operating structure, specifically defining a viable a employer-of-record option, the ad hoc is now in discussion with the County Attorney regarding how the WIB could obtain an employer tax ID as a government joint-powers board or as a non-profit organization.

Sharing of Upcoming Events

Willie Nesbit announced that the Children of Uganda presentation is happening at the Ordway on Sunday, February 8th. They are children who have lost parents to AIDS.

Adjourn Meeting

The agenda was completed and Shelley Rose adjourned the meeting at 4:30 p.m.

Next Meeting: April 1, 2:30-4:30, St. Paul College, room 137A/B

Attachment 1. Recognition and Announcements

Recognition:

Welcome new members: Brenda Goldman, Louis Henry, Hyon Kim, Vinod Kumar, William Lowe, Jim McDonough, Willie Nesbit, Joe Richburg, Phil Saari, and Teresa Tschida!

Thanks and best wishes to Mary Brunkow and John Giovannini on their retirement.

Outstanding WIB Contribution

- WIB Leadership for gaining commitment from the state to pilot business services in Ramsey County

Articles/Awards Recognizing WIB Members

- The Capital City Bioscience Corporation, St. Paul Chamber, And Workforce Solutions was awarded \$153 K for the Bioscience Workforce Link project
- Mike Chanaka has been elected as Chair of the Employer Services Partnership Advisory Committee
- St. Paul College received \$1 million grant for watch making program from Rolex
- The Public Housing Authority received a \$350 K grant for job training, working in partnership with the schools

Announcements:

- With our treasurer retiring we are looking for volunteers and/or nominations for the position.
- Youth Career Expo will be held at St. Paul Technical College on February 26. Youth from St. Paul, Roseville, White Bear and other schools will attend.
- If you drop your WIB member manual off with Kate anytime over the next 6 weeks, she will return an up-to-date reference
- WIB Staff is in need of a new computer. Please advise if you would be able to donate a PC. Specifications: 300 megahertz or higher processor clock speed, Intel Pentium/Celeron family or AMD K6/Athlon/Duron family, 128 megabytes (MB) of RAM, 6 Gigabyte or larger hard disk, Standard graphics card capable of 24-bit color at 800 x 600 resolution or greater, CD-ROM drive, Keyboard and Mouse

Attachment 2.

2004 WIB Goals

Draft February 5, 2004

Priority Order

1. Obtain Needed WIB Operating Funds

There is a gap in the WIB operating budget for next fiscal year. Several factors will determine the final amount, but it is expected to be at least \$25 K.

Goal: By December 31, 2004, have all operating funds in place for fiscal year ending June 30, 2005.

2. Pilot Business Driven Hiring and Retention Services in Healthcare

There is a high interest among both state and local partners to make the system more demand driven, however funding for business focused services remains a major challenge. The pilot should focus on our highest priority industry sector, healthcare.

Goal: The WIBs number one goal in 2004 is to pilot business driven hiring and retention services in Ramsey County. The pilot must represent true systems change in how the public sector workforce system responds to employer needs.

3. Support Biosciences Workforce Link Start Up

The WIB plans to support start up of the public-private collaboration to (1) better define bioscience/medical device industry workforce needs and to (2) begin the workforce preparation needed to support a vibrant biosciences industry as well as address how our growing, disadvantaged workers and immigrant population can be prepared for successful careers in this industry.

Goal: Biosciences WorkForce Link is fully funded (\$270K) and Phase I implementation is underway.

4. Integrate WIB Strategic Priorities into Program Operation

The WIB needs to integrate our strategic priorities and principles into local program operation.

Goal: The 2004 local plan for WIA Title 1 and other WorkForce Center Programs reflect the WIB Strategic priorities for Ramsey County.

5. WIB Membership Achieves and Is Maintained at Full Compliment

Goal: January 15: 21 business members

April 1: 25 business members

Ongoing: Over 90% of all WIB positions, and specifically business positions, are filled or have appointment in process

6. Support Broad Based Effort to Bring Down Barriers to Healthcare Industry Workforce Supply

Begin the long-term work of addressing systemic problems causing worker shortages. The WIB selected two barriers for further review: (1) working to minimize language and acculturation barriers for the growing pool of immigrant workers and (2) increasing transfer of MNSCU credits across institutions to enhance furthering education to move up the career ladder.

Goal (1) To advocate for systems change for one barrier

(2) Offer services around working with English Language Learners in business services pilot

7. Advocate for System Change Resulting in More Demand Driven and Enhance Local Control and Flexibility

The State Department of Employment and Economic Development (DEED) has prepared an early draft of legislation that supports our principles of making the system more demand driven and increasing local control and flexibility to meet local community needs.

Goal: Work with DEED to finalize legislation and actively advocate for passage.