

Ramsey County Workforce Investment Board

August 7, 2008

Minutes

WIB Members Present

Craig Anderson
Amy Brenengen
Mike Chanaka
Joe Crowe
Robert de la Vega
Kathy Engesser
Bev Fritz
Trixie Golberg
Kirk Hayes
Lee Helgen
Butch Howard
Doug Hubbard

David MacKenzie
Rob McKenzie
Barbara Mednick
Bob Morse
Paul Nelson
Mary Russell
Jim Schultz

Members Absent

Patricia Brady- EA
Bernie Hesse
Jim McDonough EA
Brian Miller

Jane Sanem EA
Lori Stone
Cynthia Yongvang

Staff/Guests Present

Mary Jo Gardner, WIB CEO
Tom Gillaspay, State Demographer
Rochelle Hayes, HealthPartners
Kate Raleigh, WIB Staff
Wendy Underwood, City of St. Paul
Terry Zurn, Workforce Solutions

Call to Order

The WIB meeting was called to order at 2:31 p.m.

Recognition and Announcements

- See Attachment 1.

Mike Chanaka added that business members will be invited to a strategic plan meeting with the objective of ensuring the business perspective is reflected in the strategic planning process, and to reenergize and reengage the business members.

Approve Consent Agenda

Approve Minutes from June Meeting

Approve Agenda

Ratify Partnership Agreement

Ratify ABE Letter of Support

Motion made by Mike Chanaka with second by Bev Fritz to approve the consent agenda as presented.

Motion carried.

Approve Creation of Education Committee

As a result of the reduced WIB size, the number of education representative spots on the board went from six to two. To ensure that the voice of education remains strong on the board, it was suggested that an education committee be formed. The Executive Committee approved this concept and the education representatives were brought together to gauge interest and define an operating structure for the committee. The committee is defined as a standing committee with WIB and non-WIB members, meeting monthly. As this is a standing committee of the WIB, the WIB needs to approve its creation.

There was discussion on who is on the Education Committee. The five education representatives who were on the 50-member WIB are the “founding” members of the new Education Committee. The committee has discussed who else should be recruited for the committee, with a desire to bring Saint Paul Public Schools back on, and add representatives from training and education entities around Ramsey County representing K-12, post-secondary education and Adult Basic Education.

Motion made by Kirk Hayes with second by Kathy Engesser to approve the creation of the Education Committee.

Motion carried.

Approve Education Committee Operating Rules

The operating rules of the Education Committee are based on those of the Youth Council and have been reviewed by the Executive Committee. The rules outline the membership of the committee, indicating that two members of the committee will also be WIB members- they are the Job Corps representative and the Chair of the Education Committee. The Job Corps representative is a required partner and member on the WIB; the committee voted Craig Anderson as the Interim Chair of the committee, serving until the committee is established and members are on board.

The board further discussed the operating rules of the Education Committee. It was asked if the committee has established a membership limit; this has not been discussed, but the committee will discuss at the next meeting. There was discussion on the stated goal of having a balance of representatives from the City and the suburbs. It was clarified that this will be a goal of the committee, but that it will not hinder those who want to serve on the board. Members discussed the operating rule that allows for alternates to attend the meeting in place of the appointed members; the language was intended to allow for members to send alternates in their place occasionally, but not to have the alternate serve as a replacement for the appointed member. The committee will review the possibility of striking this language from the operating rules, as the absence of this language would not preclude alternates from attending.

Motion made by Kathy Engesser with second by Kirk Hayes to approve the operating rules in consideration of the committee further reviewing the issues discussed and bringing back any amendments made to the rules to the full WIB.

Motion carried.

Demographic Change And The Workforce of The East Metro

Tom Gillaspay, MN State Demographer, was present to discuss the demographic change affecting the population and workforce of the east metro area.

Mr. Gillaspay discussed the past issues and trends of the east metro area, reflected on the current demographics and shared the trends predicted for the next 5-20 years.

Highlights of the east metro, and MN as a whole, have been the high education level of the population, the high income level and low poverty rate, and the low unemployment rate. While MN still ranks competitively with other states, the education rates are declining and the unemployment rates are increasing. In order to remain competitive in the United States, and the world, it is imperative that the East Metro, and the state, focus on educating our residents.

Other trends discussed include:

- Increasing number of those in workforce born outside of this country, and accordingly, the increased number of students in public schools who speak a language other than English at home.
- Globalization- the graduates produced in MN and the USA are competing with graduates from all over the world.
- Energy prices- the price of energy is affecting the cost of doing business, and the cost of living, all over our country. There is an increased interest in Transportation Oriented Development where home, work and shopping will be located in one place.
- Demography- the suburban population is moving further out every year, and this is where many foreclosures are occurring. The populations of the southwest counties in MN are declining as the younger generation move out and do not come back to raise their families. Additionally, the diversity of the state is increasing, but MN remains one of the least diverse states in the country.
- Aging population- this affects the need for healthcare workers and accessible treatment, as well as the need for skilled workers to replace those retiring in all fields. At this point, there will be a need to either increase the number of individuals in the workforce or increase the efficiency with which the workforce operates. In reality, both will be needed to remain competitive.

Committee Reports

Market-Driven Workforce System Committee

Craig Anderson gave an update for the Workforce Committee. A grant of \$355,000 was received from the MN Job Skills Partnership board to fund further training through the Metropolitan Manufacturing Sector Initiative (MMSI). Classes for the next round of students will start this fall. The MN Department of Employment and Economic Development provided \$30k in funding to support the Single Point of Contact (SPOC) for the MMSI project. The SPOCs serve as the contact for all training participants, as well as the employers. They are an integral part of the program as they provide support and motivation to the students as they move through the training. Additionally, MnSCU provided \$25k for marketing efforts, of which the MMSI program will be included.

A meeting was held on August 1st to discuss the structure and process to utilize when developing the new strategic plan. Those in attendance agreed to modify and update the existing Strategic Plan, with a goal to plan for three years, involve WIB members and partners in the planning, and to complete the process in less than six months. WIB leadership will be meeting with a small group of PhD candidates from the U of MN who are interested in facilitating this process at no cost.

Youth Council

Kirk Hayes gave an update on the Youth Council. The Youth Lead Recognition event was held on June 17th at Harriet Island; 49 of the 58 youth recognized at the event were present to accept their recognition. Tubby Smith, Head Coach of the U of MN Men's Basketball team was the featured speaker and helped make the event a success.

Workforce Solutions received an additional year of funding on a small grant that provides college interns to work in Career/College Centers in local high schools, helping students plan for after graduation. Johnson High School and Guadalupe Alternative Programs have utilized this service in the past and are interested in having an intern again this year.

Representatives from the Building Lives ad hoc have started to meet with legislators to discuss Building Lives and the possibility of securing sustainable funding in the state budget. They recently met with Rep. Paymar who is interested in the program.

The Youth Council is looking for nominations for the Vern Vick Award at their August 28th meeting. In the past, individuals associated with Youth Council have been awarded, and the Council is interested in entertaining nominations from the greater community serving youth.

Communications, Advocacy and Oversight

Bob de la Vega gave an update from the Communications, Advocacy and Oversight (CAO) Committee. Funds have been granted for the WIB's fund development plan, and an ad hoc has been formed to work with the consultant on this project. The group will soon be meeting with the consultant to begin developing a plan to secure WIB funds. As a part of this effort, a Speaker's Bureau has been formed of individuals willing to discuss the WIB with funders and businesses; if anyone is interested in being a part of this, please let Mary Jo know. The WIB's VISTA volunteer will start next Wednesday, August 13th, and will focus her efforts on fund raising and marketing.

The committee was asked to review the WIB's attendance policy; upon review the committee felt it was a task more suited for the Executive Committee and have asked them to review and take action if necessary.

The committee met with Melanie Huggins, Saint Paul Public Libraries Director, at a recent meeting. Discussion was around the opportunities available to job seekers and businesses at the library, as well as ways the WIB can partner with the library to better serve customers. In October, the library staff will track the specific types of questions that patrons ask in regards to workforce. Workforce Solutions staff will meet with Melanie to learn more about the resources available from the library. The CAO Committee found Melanie's presentation to be very informative, and she may be asked to present to the full WIB.

The Marketing ad hoc of the CAO Committee has been working on updating the WIB's website. The goals for the new site include making it more easily accessible and understood by the general public, and it will be focused on the key audiences- funders, business, members, and job seekers.

Chair Recognition

Paul Nelson was recognized for his efforts and achievements during his time as Chair of the Board, from August 1, 2007 to July 31, 2008.

Adjourn

The meeting was adjourned at 4:28 p.m.

Next meeting: Thursday, October 3, 2008

Attachment 1: Recognition and Announcements

Recognition:

- Thank you to the following partners for their work on the Governor's Workforce Development Council grant phase of the Metropolitan Manufacturing Sector Initiative: Saint Paul College, Craig Anderson, Saint Paul Adult Learning, Workforce Solutions, and Friends of the WIB member and employer Paul Huot.
- Congratulations to Saint Paul College for the award of a \$354,000 MN Job Skills Partnership (MJSP) grant to continue work on the Metropolitan Manufacturing Initiative. An extra thank you goes to Paul Huot, Huot Manufacturing, and Craig Anderson, Saint Paul College, for their presentations in support of this project to the MJSP Board.
- Congratulations to Saint Paul College for their grant to work with the metal forming industry and a separate grant of \$260,000 to help HealthEast Care System implement a Lean Health program at St. Johns Hospital in Maplewood.
- Thank you to Paul Nelson for his leadership and efforts in developing the successful Tri-WIB meeting held on June 13th with WIB members from Dakota-Scott, Ramsey and Washington County WIBs. Thanks also go to Cathy Weik, Dakota-Scott Counties WIB Chair, and Brenda Carlson, Washington County WIB Chair for their leadership.
- Thank you to the following individuals for representing Ramsey County at the Tri-WIB meeting: Becky Anderson, Amy Brenengen, Mike Chanaka, Joe Crowe, Councilmember Lee Helgen, Janet Ludden, Commissioner Jim McDonough, Bob Morse, Paul Nelson, Commissioner Jan Parker, Jim Schultz, Dean Shawbold, Jody Yungers and Terry Zurn.
- Thank you to Bob Morse for securing a computer donation for the WIB's new VISTA volunteer.
- Thank you to the individuals who donated funds to support the YouthLEAD Recognition Event on June 17th at Harriet Island – Bill Lowe and Jackie Mlynarczyk. In attendance were Patricia Brady, Mary Jo Gardner, Doug Hubbard, Jackie Mlynarczyk, Kate Raleigh and Jody Yungers. Thank you to those who attended.
- Thank you to WIB members who will be serving on the Fund Development Ad Hoc – Bob de la Vega, Chair, Trixie Golberg, Rob McKenzie and Jane Sanem.
- Thank you to WIB member who have agreed to be on the WIB Speakers Bureau for the Fund Development project – Mike Chanaka, Bob de la Vega Kathy Engesser, Doug Hubbard, Paul Nelson, and Friends of the WIB member Brenda Goldman.
- Thank you to Kirk Hayes and Doug Hubbard for their visit to Representative Paymar in support of finding sustainable funding for the Building Lives program.
- Thank you to Mary Russell for her lead on the Strategic Plan Planning Meeting. Thank you to members who attended and added to the conversation.
- Thank you to Kathy Engesser and Barb Mednick for their work on updating the WIB's website.
- Thank you to all of the WIB's partners who helped to create Ramsey County's local plan- it has been approved by the state.

Announcements:

- The WIB received \$9,000 from the Saint Paul foundation to work with a fund development consultant.
- The Saint Paul/Ramsey County Department of Public Health and the Wilder Foundation are co-sponsoring a leadership forum with James Garbarino, Ph.D., on September 4th entitled “Transforming our Ramsey County community to more fully recognize and embrace the human rights of children and young people”. The event is free and registration can be found at: <http://www.co.ramsey.mn.us/ph/phregistration.asp>.
- Leadership opportunities: the position of Chair-Elect is open on the Youth Council, Workforce Committee and CAO Chair. There are also two spots for business members who would like to serve as at-large members on the Executive Committee. If you are interested in any of these positions, please contact Mary Jo.
- The next WIB meeting, October 2, 2:30-4:30, will take place at Ramsey County Workforce Center – Saint Paul, 540 Fairview. DEED Commissioner McElroy, will be speaking.