

## Ramsey County Workforce Investment Board

December 3, 2009

### Minutes

#### WIB Members Present

Patricia Brady  
Elizabeth Campbell  
Steve Carlson  
Joe Crowe  
Mary Dahlquist  
Kathy Engesser  
Amy Filice  
Lee Helgen  
Clarence Hightower  
Butch Howard  
Doug Hubbard  
Barb Jeanetta  
Janet Ludden  
David MacKenzie  
Rob McKenzie  
Bob Morse  
Scott North  
Mary Russell  
Joe Stratig  
Dan Strittmater

#### Members Absent

Craig Anderson EA  
Jacquelyn Carpenter EA  
Toni Carter EA  
Mike Chanaka EA  
Robert de la Vega EA  
Bev Fritz EA  
Trixie Golberg EA  
Dennis Johnson  
Barbara Mednick  
Paul Nelson  
Jim Schultz EA

#### Staff/Guests Present

Mary Jo Gardner, WIB Staff  
Ann Olson, Saint Paul City Council Staff  
Kate Raleigh, WIB Staff  
Terry Zurn, Workforce Solutions

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#### Call to Order

The WIB meeting was called to order at 2:35p.m.

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#### Recognition and Announcements

- See Attachment I for Recognition and Announcements.

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#### Approve Consent Agenda

- Approve Agenda
- Approve Minutes from October Meeting
- Accept 2009 Accomplishments
- Accept 2010 Budget

**Motion** made by Doug Hubbard with second by Janet Ludden to approve the consent agenda as presented.  
**Motion carried.**

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#### Approve Merger of the Market-Driven Workforce System (Workforce) and Communication, Advocacy and Oversight (CAO) Committees

Dan Strittmater and Butch Howard, Chairs of the Workforce and CAO Committees respectively, informed the WIB that both committees have discussed and voted on merging their two committees into one new committee. Initially this was considered because of the overlap in content and to grow the committees to allow for a richer discussion on issues. The plan for the new committee is to eliminate the duplication of information shared and allow for greater information exchange. The new committee will maintain all members who are interested in

serving on the new committee, and will take any new members who are interested in joining. Instead of the bi-monthly meetings held by the Workforce and CAO committees, monthly meetings will be planned with meetings cancelled as attendance and content dictate.

**Motion** made by Dan Strittmater with second by Joe Crowe to approve the consent agenda as presented.

**Motion carried.**

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**Discussion: WIB Strategic Priorities for 2010**

Mary Russell lead a discussion on what the WIB's strategic priorities should be for 2010. Members were asked to refer to Attachment II of the October 1, 2009 minutes and the approved 2009 WIB Accomplishments as background materials (Attachment II of the October minutes captured discussion at that meeting of areas of focus for 2010). Members were asked to review the three strategic priorities identified for 2009 and think of what is still relevant, what may not be, and what other areas should be added. The priorities identified for 2009 were:

- I. The WIB will strengthen its role as a strategic leader in workforce development.
- II. The WIB will utilize the FWIB's 501(c)(3) status to secure funds, ensuring the WIB's financial sustainability and enhancing the ability of community partners to meet emerging workforce needs.
- III. The WIB will actively engage in workforce opportunities, through local and regional collaborations, to meet the needs of employers and jobseekers in Ramsey County and beyond.

In contrast with the format followed in past years, where the WIB's committees discuss and develop priorities and submit them to the WIB for approval, this year discussion is starting at the full WIB. Mary asked for thoughts on the 2009 priorities and where the WIB should head for 2010, with the assumption that the committees would take direction from the full WIB to further focus and refine the strategic priorities before bringing them to the full WIB for final approval.

Members discussed the progress made on and relevance of the 2009 priorities. Additionally, members discussed issues they felt the WIB should address in the coming years, as well as the structure and level of work accomplished by the board. At the end of the meeting, members were asked to write other ideas on post-its and leave them for staff. Thoughts from the discussion and written feedback are captured in Attachment II.

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**Adjourn**

**Motion** made by Rob McKenzie with second by Butch Howard to adjourn at 4:06 pm.

**Motion Carried.**

## **Attachment I**

### **Ramsey County WIB Meeting December 3, 2009**

#### **Recognition:**

- Thank you to Mary Russell for representing the WIB at the meeting with Senator Franken at the Anoka County WorkForce Center on Saturday, October 10 to discuss workforce development in Minnesota.
- The Ramsey County WIB's Healthcare Initiative was presented at the Minnesota Adult Basic Education Transitions Conference on October 23<sup>rd</sup>. Speakers included Dave Manthey, Saint Paul College, Nancy Bjorn Nordeen, Saint Paul ABE, Tom Cytron-Hysom, Saint Paul ABE and Mary Jo Gardner.
- Thank you to WIB members Joe Crowe, Mary Russell, and Dan Strittmater and Education Committee member Judy Mortrude for their continuing work on the WIB's Healthcare Initiative.
- The Friends of the WIB welcomes Steve Carlson as a new Director.
- Congratulations to Workforce Solutions and its partner agencies YWCA of St. Paul, GAP, Northwest Youth and Family Services, Tree Trust and the City of St. Paul Youth Job Corps for placing 456 youth into summer jobs utilizing ARRA (American Recovery and Reinvestment Act) funds.
- Congratulations to Workforce Solutions and its vendor partners who were awarded Incentive Funds for meeting and exceeding the PY '08 WIA Performance Standards in the Dislocated Worker, Adult and Youth programs.
- Congratulations to Workforce Solutions for being awarded an additional \$282,619 in Dislocated Worker funding from the Job Skills Partnership Board to serve individuals utilizing the WorkForce Centers.

#### **Announcements:**

- The Minnesota Workforce Council Association's Winter Meeting will take place on Thursday, December 17, 2009, 9:30 am – 3:00 pm at the Dakota County Workforce Center, 1 Mendota Road W, West Saint Paul, MN 55118. Agenda items include Updates, Ratification of State and Federal Legislative Platforms, and Strategy Discussion Regarding WIA Reauthorization. Please RSVP to Kate Raleigh.
- The WIB's 2010 Meeting Calendar will be created and distributed within the next month.
- The next WIB meeting is February 4, 2:30-4:30.

## Attachment II

### Discussion: WIB Strategic Priorities for 2010

#### Discussion on 2010 Priorities

- The WIB should strive to be data-driven and results-oriented in defining efforts and determining progress.
- Separate operational priorities from oversight/advisory priorities.
- Further explore and utilize the WIB's role as an oversight body for the WIA programs. Look at where funding is going, the associated outcomes and consider how money is best spent.
- Look in to what the WIB does with outcomes/reports from service providers (Workforce Solutions).
- Explore other fields/career tracks on which to focus a regional collaboration (ask the Workforce Committee to look in to this).
- Include progress notes with priorities and tactics- what percent of each area has been accomplished?
- Complete (an environmental scan /a landscape sketch) to define barriers, challenges and areas of focus for the next few years.
- Discussion on taking away any of the three priorities from last year- they are long range and the tactics should be adjusted for the short-term action. With this, it may be appropriate to keep the main priorities the same, with the possibility of adding a priority. There is continuing discussion on this question.
- Suggestions of what the board may want to add: identify growth opportunities, work with youth, move workers in to higher-paying jobs, etc.
- Look in to having measurable outcomes for goals/priorities/tactics.
- Include Workforce Solutions in the strategic planning discussion- what areas do they see needing focus? Suggestions were: board development, an understanding of what is going on in the labor market, educating the board; continuing to engage in collaborations around the state.
- Take a more regional perspective of efforts- employers are not concerned what county employees come from.
- Utilize the FWIB to seek grants supportive of collaborations for emerging needs.
- Focus on transition and training to ensure those in the labor market are employed (learn about transitional employment and subsidies).
- Develop as advocates for job seekers, as well as employers (specifically with DEED).
- Keep the WIB's mission and vision in mind while determining areas of focus.
- Consider long-range versus short-range planning.
- Members who have specific ideas/requests for focus should email them to Kate at [kraleigh@rcwib.org](mailto:kraleigh@rcwib.org).

#### Written Input

Posted under Priority I: The WIB will strengthen its role as a strategic leader in workforce development.

- Clarify oversight role and ensure we are fulfilling out role from an audit/compliance role
- Need to identify measures of success.
- How do we know we have accomplished our goal?
- Importance of all committee goals/tactics be in alignment with overall WIB 2010 plan.
- Ensure we are asking businesses what their needs are and what skills are needed. Public stats are fine but industries can provide more current and detailed info.
- Seek more long-term training with post training coaching opportunities.
- Share to what degree we have attained a priority.

Posted under Priority II: The WIB will utilize the FWIB's 501(c)(3) status to secure funds, ensuring the WIB's financial sustainability and enhancing the ability of community partners to meet emerging workforce needs.

- Could we get an overview of training grants that are available nationally and make decisions about which to apply for?
- Make sure that funding for training initiatives matches employer needs.

Posted under Priority III: The WIB will actively engage in workforce opportunities, through local and regional collaborations, to meet the needs of employers and jobseekers in Ramsey County and beyond.

- Develop transitional employment sectors

- Restore wages
- Get people back to work
- Get people employed
- I'd like specific goals- i.e.
  - Identify a new initiative
  - Expand healthcare initiative to train twice as many people
  - Identify at least three legislative items to advocate for
- Access to more current/meaningful employment data (job growth/loss)
- Increased flow of communication with employers regarding needs and wants
- WIB should look at job creation modeled after the Minnesota Emergency Employment Development (MEED) initiative (subsidized wage program).
- Do we need to consider IMPACT of what we do- how do we measure?
- We need to identify
  - Who or what is most likely to generate jobs next year, future years
  - Will they be generated without WIB intervention or does the WIB have to do something to make them happen?
- We need to determine
  - Are our job applicants ready to work in jobs that will be generated?
  - If not, what do they need to become ready?
  - Will the WIB need to do something to get them ready or will it happen by itself?