

Ramsey County Workforce Investment Board

February 5, 2009

Minutes

WIB Members Present

Craig Anderson
Patricia Brady
Amy Brenengen
Toni Carter
Mike Chanaka
Joe Crowe
Robert de la Vega
Kathy Engesser
Kirk Hayes
Lee Helgen
Butch Howard
Dennis Johnson
David MacKenzie
Rob McKenzie
Barbara Mednick
Bob Morse
Paul Nelson
Mary Russell
Jim Schultz

Members Absent

Kathy Engesser
Bev Fritz EA
Trixie Golberg
Doug Hubbard
Scott North EA
Jane Sanem
Dan Strittmater EA
Lori Stone EA

Staff/Guests Present

Amy Filice, City of Saint Paul
Mary Jo Gardner, WIB CEO
Kate Raleigh, WIB Staff
Carli Stark, WIB VISTA
Joan Truhler, Workforce Solutions

Call to Order

The WIB meeting was called to order at 2:37 p.m.

Recognition and Announcements

- Commissioner Jim McDonough was recognized and thanked for his participation on the WIB.
- See Attachment 1 for further recognition and announcements.

Approve Consent Agenda

- **Approve Agenda**
- **Approve Minutes from December Meeting**

Councilmember Helgen requested to add an item in "Other"- a discussion on Green Jobs and the recent Living Cities grant.

Motion made by Kirk Hayes with second by Paul Nelson to approve the consent agenda as amended.

Motion carried.

Approve Executive Committee At-large Member

The Executive Committee has nominated Bob de la Vega to serve as an at-large member of the Executive Committee.

Motion made by Rob McKenzie with second by Craig Anderson to approve Bob de la Vega as an at-large member on the Executive Committee.

Motion carried.

Committee Reports

Communications, Advocacy and Oversight

Butch Howard gave an update from the CAO Committee. The new website has been launched- members are encouraged to look through the site and let staff know of further changes to be made. Appreciation was given to Kathy Engesser and Barb Mednick for their work on the new site.

The Annual Report has been started and it will be brought to the March CAO Committee meeting before coming to the WIB's April meeting for final approval.

The Fund Development committee is working towards securing sustainable funding for board operations. The main focus of recent meetings has been to put together the marketing plan through 2010. This will focus the efforts of building awareness of the organization and fostering partnerships. There was also discussion at the ad hoc meeting regarding the funds remaining in the Fund Development Consultant grant from the Saint Paul Foundation. The WIB was granted a six-month extension on spending out the rest of the funds and will use them if a need arises to work with the fundraising consultant again.

There was a question on the WIB's role related to the MFIP program. It was explained that the WIB has an advisory role and most work happens with the biannual service agreement and when specific issues come up that Workforce Solutions would like the WIB's opinion on.

Market Driven Workforce System

Kirk Hayes gave an update from the MDWS (Workforce) Committee. The Metro WIB got a \$50k FIRST grant to coordinate the various manufacturing programs in the metro to give employers a more comprehensive picture of what is available.

The TriWIB has requested three members from each WIB to meet and decide on next steps for the TriWIB initiative. Thanks go to Dave MacKenzie, Dean Shawbold and Jody Yungers for representing the Ramsey County WIB in this effort.

The Workforce Committee met with the team that will be facilitating the strategic planning session with the board and defined the process that will be used at the planning session on March 5th.

Craig Anderson gave an update on the Metropolitan Manufacturing Sector Initiative (MMSI). Though the program has been successful since its inception, the current economy is preventing the start of another round of classes. At this time, the collaboration is determining a way to continue the program in some form and Craig is going to meet with the MN Job Skills Partnership board to see what can be done within the confines of the grant to continue this project. This may include adding employers into the project that are not in the current program that have openings at their businesses.

Youth Council

The WIB, through the Friends of the WIB, was awarded a \$30,000 grant from the Otto Bremer Foundation to support the Building Lives program. These funds will serve five to seven at-risk or adjudicated youth over the next year. There has been a bill introduced in the legislature to establish \$1 million per year for Building Lives in the DEED budget. As the bill moves forward volunteers will be called upon to testify at the capitol in support of the program.

The Youth Council is in the process of updating the WIA youth plan. Workforce Solutions works on this plan and brings it to the Youth Council for review and guidance.

The February Youth Council meeting will include a discussion involving the direction of potential funds from the stimulus plan. All are welcome to attend the meeting on February 26th from 3:30-5:00 at the Ramsey County WorkForce Center in Saint Paul.

Education

The Education Committee has been discussing their charge and membership recruitment. Judy Mortrude, Saint Paul Adult Learning, is the newest member of the committee. Some of the issues the committee has discussed include advocacy, recent immigration statistics, skill gaps, baby boomers retirement, the achievement gap, and lack of awareness of high demand industries.

Workforce Solutions Year in Review

Patricia Brady gave a presentation on Workforce Solutions' accomplishments over the past year. Workforce Solutions helps businesses, job seekers, as well as the working poor and emerging workforce. In addition to WIA programs, Workforce Solutions serves MFIP customers, offers transitional jobs through a subsidization program, and works with non-custodial parents.

Patricia introduced Joan Truhler, manager of Employment Services for MFIP in Ramsey County, who was able to answer questions about the MFIP program. There was good discussion surrounding this program, and others, including:

- The educational assistance provided by MFIP
- Transitional work programs that give participants short-term work experience
- The Dislocated Worker Program currently has a two-month waiting list and Patricia plans to address the MN Job Skills Partnership Board about this issue.
- The calculation of the return on investment of program funds- it is based on an IBM model of calculating ROI. Looking at ROI allows for evaluation of the program's efficiencies and effectiveness.
- The role of Business Services in the community- the state's Business Service Specialist go into the community and survey businesses to define their needs- if workforce issues are identified, Workforce Solutions is brought in to help.
- The Business Services Unit of Workforce Solutions can do things for small businesses that do not have a Human Resources department such as exit interviewing and preliminary testing on job seekers.
- The Business Services Unit will be marketing Work Keys in 2009 and they can come to the WIB to explain this program.
- It was suggested that Workforce Solutions creates a satisfaction survey to determine if employers' needs are being met.

Other

Councilmember Helgen initiated a discussion on green jobs. The WIB discussed their role in this new industry, how green jobs are defined, what training is needed to fill positions and what current industries are included. Discussions on this topic will be continued in future meetings.

Adjourn

Motion made by Kirk Hayes with second by Rob McKenzie to adjourn the meeting at 4:12 p.m.

Motion carried.

Next meeting: Thursday, April 2, 2009

Recognition:

- Welcome new members Commissioner Toni Carter, Ramsey County Board of Commissioners, Scott North, St. John's Hospital, and Dan Strittmater, Presbyterian Homes and Services.
- Thank you to Commissioner McDonough for his five years of service to the WIB. Commissioner McDonough was an active member of the board working towards the continued development of the WIB's structure, capacity and partnerships.
- Thank you to Kirk Hayes for accepting the position as Chair of the Market-Driven Workforce System Committee (Workforce Committee).
- Thank you to Paul Nelson for representing the WIB at the US Department of Labor's WIN/WIN Listening Session held in January in Saint Paul. This session was an opportunity to convene data providers and users, from across multiple disciplines and areas (workforce development, economic development, education, state, local, etc.) to think through how DOL could co-create a labor market information system for the 21st Century that can be used around the US.

Announcements:

- The WIB's Strategic Planning Session will take place on Thursday, March 5th, from 8:30-4:30 at the MN Department of Education in Roseville. Please RSVP to Kate by February 23rd if you plan to attend.
- The WIB has launched its redesigned website at www.rcwib.org! The new site focuses on the various audiences accessing the site and is written to be better understood by the community at large.
- The Youth Council will hold their March 26 meeting at Boys Totem Town, 3:30-5:00pm. Please RSVP to Kate if you are interested in attending this meeting.
- The MWCA will host its Legislative Breakfast/Day at the Capitol on Wednesday, February 11th. An invitation will be sent to legislators on key committees inviting them to stop by for an "open house" breakfast from 8:00-9:30am. Attendees may choose to schedule follow up visits with their legislators later in the day. RSVP to Kate if you plan to attend.
- The next WIB meeting is April 2, 2:30-4:30.