

## Ramsey County Workforce Investment Board

June 4, 2009

### Minutes

#### WIB Members Present

Patricia Brady  
Amy Brenengen  
Toni Carter  
Mike Chanaka  
Joe Crowe  
Robert de la Vega  
Kathy Engesser  
Amy Filice  
Bev Fritz  
Trixie Golberg  
Lee Helgen  
Butch Howard  
Dennis Johnson  
David MacKenzie  
Rob McKenzie  
Bob Morse  
Paul Nelson  
Mary Russell  
Jim Schultz  
Dan Strittmater

#### Members Absent

Craig Anderson EA  
Steve Carlson EA  
Doug Hubbard EA  
Barbara Mednick EA  
Scott North EA  
Jane Sanem  
Lori Stone

#### Staff/Guests Present

Mary Jo Gardner, WIB CEO  
Kate Raleigh, WIB Staff  
Carli Stark, WIB VISTA  
Julie Trupke-Bastidas, Office of the  
Legislative Auditor  
Terry Zurn, Workforce Solutions

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#### Call to Order

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

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#### Recognition and Announcements

- See Attachment 1 for Recognition and Announcements.

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#### Approve Consent Agenda

- **Approve Agenda**
- **Approve Minutes from April Meeting**
- **Approve Local Plan**
- **Approve FastTRAC Plan**

**Motion** made by Commissioner Carter with second by Councilmember Helgen to approve the consent agenda.  
**Motion carried.**

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#### Approve Strategic Plan

Mary Russell presented a summary of the strategic plan process that started in August 2008 with the full day planning session held on March 5, 2009.

The Strategic Plan produced two key focus areas. They are:

1. Increasing the educational alignment between education systems and employer needs, and
2. Building awareness and engagement of business.

A follow-up meeting was held on March 24 to finalize the WIB's Mission and Vision statements as well as to further develop the goals, as discussed at the Strategic Planning Session. The resulting statements are:

- Mission  
To be the catalyst for comprehensive workforce development strategies that address both employer and job seeker needs.

- Vision  
The RCWIB will be the recognized leader in identifying future workforce issues and developing appropriate responses to those issues.

A question was raised about the capacity of the convening role of the WIB. It was clarified that the role of the WIB is not only to convene business leaders within the WIB board, but also in the community. An example of convening business leaders in the community is the current healthcare initiative.

**Motion** made by Mike Chanaka with second by Kathy Engesser to approve the Strategic Plan.

Discussion was held suggesting the following changes:

- Page three-outcomes for strategic plan are really the outcomes of the process. The phrasing should be changed accordingly.
- The first sentence of the second paragraph on page three under Background should state “The Strategy Consulting Group facilitated the Strategic Planning session,” replacing the previous word “conducted” with “facilitated.”
- Change the Strategic Goal on page 3 to “Ensure the alignment of education and resources in order to be prepared to meet future business needs and opportunities.”

Friendly Amendment accepted by Mike Chanaka and Kathy Engesser to make the changes stated above.

**Motion carried.**

The WIB would like to thank all who contributed in the strategic planning process. A variety of stakeholders participated in the process, which ensured the success and diversity of opinion in the planning sessions.

## **Update on WIB Initiatives**

### **MMSI**

The partners in the Metropolitan Manufacturing Sector Initiative met with the Minnesota Job Skills Partnership Board regarding proposed changes in the program. With the changes in the economy, the participating employers are either experiencing hiring freezes or laying off employees. The decision was made to put additional training on hold. The grant was for three years, allowing time for this decision; partners will meet again in October to discuss next steps.

### **Healthcare Initiative-**

The WIB has been working with HealthEast, Health Partners, Fairview, and Presbyterian Homes to define workforce needs within the healthcare sector. Although many job positions were discussed, through the meetings a common need identified was medical billers and coders.

Saint Paul College and Saint Paul Adult Basic Education have been exploring training for this job field. Meetings have been scheduled to ensure alignment of services with the business needs, making certain curriculum will meet those needs and result in qualified, employable job applicants.

A meeting will be held on June 22 convening training organizations, healthcare providers and the WIB to identify factors such as the number of positions available or that will become available and when those positions are expected to become available. There will also be discussion on the focus groups of the program, such as incumbents or entry-level job seekers, and the extent of training for each group. Funding for the program has not yet been determined. When evaluating funding streams, sustainability of the program will be taken into account.

The process that was used to create this initiative will be documented in the hopes that other industries can use it as a model and repeat the process to create successful need-based initiatives.

Questions were raised regarding the process of gaining support of the healthcare system providers. It started by contacting Human Resource departments, and then branched into contact with the business leaders. They saw the

value of the program and wanted to be involved in all steps in order to develop a system that ensures business needs are met.

### **Building Lives-**

Funding has been secured from the Minnesota State Legislature for the Building Lives Program. Building Lives supports adjudicated and at-risk youth with the support of an adult mentor. The pilot grant was given in 2002 by the Department of Labor and the program was developed by Workforce Solutions, serving 406 youth over a three year period. The WIB has been seeking sustainable funding to continue the program.

\$100,000 for each year of the biennium was dedicated to Building Lives through the Economic Development Omnibus bill. Thank you to all who attended meetings, supported and continue to support the WIB's effort to gain sustainable funding for the program.

The WIB will continue to seek new funding streams for Building Lives.

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### **Update on American Recovery and Reinvestment Act Funding**

Patricia Brady gave a presentation on the American Recovery and Reinvestment Act funding. Highlights of the presentation are as follows:

- The following grants have been allocated to Ramsey County from the Recovery Act totaling \$3,695,553.00:
  - \$1,247,316 for WIA Title I Dislocated Workers
  - \$ 631,993 for WIA Title I Adult
  - \$1,724,980 for year-round WIA Youth and a summer Youth Program
  - \$ 91,264 for WIA Youth special projects
  - \$ 161,000 FastTRAC Program
- The Summer Youth Program funding covers the period from May 1, 2009 – September 30, 2009.
- The balance of the funds must be obligated for a time period no later than June 30, 2010.
- Workforce Solutions and existing program vendors will deliver the services funded through ARRA as follows:
  - Goodwill/EasterSeals will provide job search assistance at Ramsey County Libraries
  - Under the Adult program, 35 education scholarships will be provided to low-income and public assistance participants for training in Goodwill/EasterSeals Financial Services, Automotive, Construction Job Training
  - Workforce Solutions, Guadalupe Alternative Program (GAP) and the YWCA of St. Paul will conduct Summer Youth programs that will provide up to five months of short-term employment
- Workforce Solutions, HIREd, GAP and YWCA of St. Paul will provide year-round youth services with ARRA funding
  - 50 youth from Boys Totem Town will receive services to in our Special Youth Projects
  - 500 jobs will be created for the Summer Youth Program split between the City of St. Paul and suburban areas
  - 620 jobs will be filled by additional participants in the year round youth program, Adult and Dislocated Worker Programs
- The Recovery Act programs will be in addition to the County's already existing programs

Concerns were raised about the capacity to carry out these programs in the limited timeframe given. Temporary staff are being hired to facilitate the programs. As of now, it is unknown what will happen with the temporary employees once the Recovery Act funds are spent. Along with the new employees, current staff members are taking on bigger caseloads to accommodate the expansion of programs.

Transparency and accountability are very important with the spending of Recovery Act funds. There will be monthly reports to the state. The WIB will be updated at the August meeting on the progress of the programs.

On a related note, there was a mixer for the Central Corridor workforce outreach held at the Wilder Center with a number of companies that will be involved in projects and training opportunities present. Parties interested in employment and training opportunities attended.

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### **County Board Workshop**

All members are encouraged to attend the County Board Workshop on June 16. The event is an opportunity for the WIB to update the County Board on the work that has been accomplished since the previous workshop in 2004. An e-mail will be sent out with more specific details about the workshop as they become available.

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### **Other**

Bob Morse was recognized for his work as WIB Chair this year.

The annual YouthLEAD event will be on June 18 at the Harriet Island Pavilion. If anyone would like to contribute to the event, please contact Kate Raleigh.

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### **Adjourn**

**Motion** made by Amy Filice with second by Mike Chanaka to adjourn the meeting at 3:53 p.m.

**Motion carried.**

Next meeting: Thursday, August 6, 2009

### **Attachment 1: Recognition and Announcements**

#### **Recognition:**

- An appropriation for the Building Lives program was signed into law within the Economic Development Omnibus bill, dedicating \$100,000 in funding for each year of the biennium. Thank you to all who attended meetings, met with legislators, wrote letters, made phone calls and provided input. A special thank you to Nick Riley and Claudia Brewington, Ramsey County Intergovernmental Relations, for their work at the legislature.
- Thank you to the 20+ members who participated in the follow-up meetings for the strategic plan, ensuring a variety of voices and opinions were represented during the plan development process.
- Thank you to all partners for their contributions to the 2009 Local Plan, including Workforce Solutions, DEED Job Service, DEED Rehabilitation Service, Adult Basic Education, Quality Career Services, the Greater Metropolitan Workforce Council, State Services for the Blind and Veteran's Services.
- Thank you to Dave MacKenzie and Dan Strittmater for accepting the Chair positions for the Youth Council and Workforce Committee, respectively.
- Thank you to Kathy Engesser and Barb Mednick for their work on the WIB's first quarterly newsletter, Workforce Connections. The newsletter was sent to WIB and committee members, in addition to other community partners. Please let Kate know of other individuals who should be on the distribution list.

#### **Announcements:**

- In his State of the City address in April, Mayor Coleman cited the WIB's current healthcare initiative as an important project serving the businesses and job seekers in our community.
- The County Board will host the WIB at a County Board Workshop on Tuesday, June 16<sup>th</sup>. The workshop will address the ongoing operations of the board and the WIB's newly developed strategic plan. All members are encouraged to attend this meeting and participate in the opportunity to have a dialog with the board on the future of the WIB. Please RSVP to Kate if you plan to attend.
- The WIB is seeking individuals for two leadership positions on the board- Chair-Elect and Treasurer of the Board. Individuals interested in serving as Chair-Elect must be business representatives. The role of Treasurer is open to all members. Nominations will be called for both positions at the August board meeting. Please contact Mary Jo for more information.

- The 4<sup>th</sup> Annual YouthLEAD Recognition Event is scheduled for June 18<sup>th</sup> from 6-7:30pm at Harriet Island Pavilion. The event recognizes the accomplishments of participants in YouthLEAD, the County's youth program. WIB members are welcome to donate funds to the FWIB in support of this event and all members are invited to attend.
- The MN Workforce Council Association's annual summer meeting will take place in Duluth from August 11 - August 13. Contact Kate for information if you are interested in attending.
- All members are asked to join a WIB committee. Membership on the Communication, Advocacy and Oversight Committee and the Workforce Committee is voluntary. Membership on the Executive Committee, Education Committee and Youth Council are by approval. Below are upcoming meeting dates. Contact Kate for further information and to select your committee.
  - Executive Committee- Wednesday, June 17<sup>th</sup>, 9:00-10:30
  - Youth Council- Thursday, June 25<sup>th</sup>, 3:30-5:00
  - Education Committee- Wednesday, July 8<sup>th</sup>, 9:00-10:30
  - Workforce Committee- Thursday, July 9<sup>th</sup>, 2:30-4:00
  - Communication, Advocacy and Oversight Committee- Friday, July 10<sup>th</sup>, 11:30-1:00
- The next WIB meeting is August 6<sup>th</sup>, 2:30-4:30.