

**Workforce Innovation Board of Ramsey County  
Communications & Outreach Committee Meeting Minutes**

January 30, 2020, 3:00-4:30pm  
Glass Conference Room – 2<sup>nd</sup> Floor  
90 W. Plato Blvd., Saint Paul, MN 55107

**Committee Members Present**

Butch Howard  
Koami Pedado  
Carly Voshell  
Brooke Walker

**Members Absent**

Dillon Donnelly

**Staff/Guests Present**

Ling Becker, Ramsey County

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**Call to Order and Introductions**

Chair Butch Howard called the meeting to order at 3:00 pm.

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**Conflict of Interest Statement**

Howard distributed the statement which is reviewed and signed by all WIB and committee members annually.

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**Committee Mission Statement**

Becker explained that enhancing communications was a common theme that came out of the WIB's strategic planning session. It was decided that this work should be centralized within one committee that will lead the WIB's efforts around sharing stories, talking about the work of the WIB and connecting with new partners. Becker explained that the county's communications department can execute the projects. She sees this group focusing on identifying the missing messages and getting them out to the community.

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**WFS Communications Work Plan**

Workforce Solutions' (WFS) Communications Plan was reviewed. The plan includes a list of all WFS' programs, media channels, target audiences for each program, a list of the WIB's events and projects, and new communications opportunities for the WIB to consider.

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**Strategic Plan Review**

The WIB's Plan and dashboard were reviewed. Becker explained that this committee isn't leading any of the WIB's priorities but will highlight, articulate and add value to the work of all the other committees.

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**Committee Work Plan and Dashboard**

Becker suggested the committee come up with three to five tasks it wants to complete this year. The WIB has \$30,000-\$40,000 to execute its priorities. There will be an opportunity for the committees to request some of the funds. Ideas to add to the Work Plan included:

- Working with the Partnership & Equity Committee to host a convening of Community-Based Organizations (CBOs)
- Promote the inclusive hiring resource list and equity checklist being developed by the Partnership & Equity Committee
- Serve as the reviewers of the one-page industry flyers being developed to highlight data around in-demand jobs. There was concern about members' capacity if the number of members isn't expanded.
- Document, highlight and share success stories about businesses that are doing unique workforce development work and on initiatives such as Youth Works! and youth cohorts.

- Partner with the WFS and the Partnership & Equity Committee to lift up employers who have been excelling in equity work. This could involve creating a video interview with employers to explain how they changed the cultures within their organization.
- Elevate the messaging around one WIB feature, such as the Vern Vick Award.
- Do an environmental scan of available equitable community outlets to determine which culturally specific channels the WIB could use when sending messaging or news. All WIB members could be asked to submit culturally specific channels they are aware of. The county's communication team can then activate this strategy by using these channels for targeted communications.

It was decided that the committee will focus on four primary tasks: share inclusive hiring practices, promote the inclusive hiring resource list and equity checklist, gather information about culturally specific communications channels, and provide feedback on workforce program and service communications (ongoing). Becker will add these items to the work plan.

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### **Other**

The committee decided to change the 2020 meeting schedule. Meetings will now take place on the first Thursday of odd months from 1-2pm at Community Action Partnership. New meeting invites will be sent.

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### **Adjourn**

The meeting was adjourned at 3:58 pm.

**Next meeting:** March 5, 2020 at Community Action Partnership, 450 Syndicate Street N.