

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

March 5, 2020, 1:00-2:00pm
Community Action Partnership
450 Syndicate Street N.
Saint Paul, MN 55104

Committee Members Present

Koami Pedado
Carly Voshell
Brooke Walker

Members Absent

Butch Howard-EA

Staff/Guests Present

Ling Becker, Ramsey County

Call to Order

The meeting was called to order at 1:00 pm.

Approve January Minutes

Motion (Voshell/Walker) to approve the January 30, 2020 minutes as presented. Motion carried.

DEED Equity Goals

A memo from DEED Commissioner Steve Grove was reviewed. Becker suggested the committee take on the project of aligning the communications list with DEED's equity goals to ensure that underrepresented populations know about these workforce services. She suggested that once the list is created, the committee consider how it might want to use available WIB funds to expand communications to these populations.

New Partnership with RTT

LMI Snapshots: Becker explained that Ramsey County has a partnership with RealTime Talent (RTT), a resource that allows access to live job boards. The data from RTT is being used to create data reports for specific sectors and professions. Becker plans to release one each month starting with healthcare, manufacturing, IT, public sector, and finance. Templates for the healthcare sector broken down by four-year degree and high school education levels were reviewed. There was discussion about what types of services could be included in a hospitality report. Becker agreed to send out a more detailed report on the manufacturing sector. Feedback on the reports included:

- Be mindful of the range of the wages within the sector when showing median salary – could need more analysis
- Focus on entry level careers to show where people can start
- Listing opportunities by employer is helpful

Becker reported that the county's new data portal will have the ability to post jobs along the Green Line. She hopes this will highlight opportunities in that area and identify training/transportation gaps.

Culturally Inclusive Communications List

Voshell started a communications list to collect contact information. It was decided that the committee will do a report out at the next WIB meeting and ask members to share 3-5 contacts. Voshell will create a google form that can be sent to the members after the meeting. The committee will populate the list with some examples before it is sent. Information to collect includes:

- Name
- Title
- Organization
- Email address

- Sector (business, non-profit, etc.) - dropdown
- Community that they reach

There was agreement that the organization can be outside of Ramsey County since many serve Ramsey County residents. Becker will pre-populate the list with current partner organizations. Once completed, the list will be used to identify gaps so that outreach can be done in those areas.

Committee Dashboard Review

The dashboard was reviewed. Becker will update the list to reflect the progress on the list and labor market snapshots.

Other

Becker asked for suggestions on filling the last couple business openings on the WIB. She explained the challenges around recruiting a diverse candidate who has hiring authority and has the capacity to meet the time commitment. Ideal candidates would be Latino. Los Ocampos, Marsden and Walker West could be considered. It was suggested that if Walker West is a non-profit, consider looking at their board or business members of other non-profit's boards. Becker would also like someone in the banking industry, possibly Spire.

Adjourn

The meeting was adjourned at 1:41 pm.

Next meeting: May 7, 2020 at Community Action Partnership, 450 Syndicate