

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

November 5, 2020, 1:00-2:00pm

Via Zoom Video Conference

Committee Members Present

Koami Pedado
Carly Voshell
Brooke Walker

Members Absent

Staff/Guests Present

Ling Becker, Ramsey County

Call to Order

Becker called the meeting to order at 1:07 pm.

Approve September 3 Minutes

Motion (Walker/Voshell) to approve the September 3, 2020 minutes as presented. Motion carried unanimously by roll call vote.

Committee Projects

Community Presentations/Webinars: Becker will be hosting a community conversation with youth on December 1. She suggested this committee assist the WIB in releasing a semi-monthly disparity dashboard. It would feature same type of information each time but highlight different communities or industries.

WIB Member Highlights: Ramsey County Communications is working on a template that will be used to highlighting WIB members through social media each month.

Labor Market Info: Becker suggested this committee consider doing more communication around labor market data. The Job Seeker Connections Newsletter now has over 10,000 subscribers and is a tool that this committee could leverage.

Director Update

CARES Updates:

- Becker shared update information on the disproportionate employment impacts on young people, those with less education and the BIPOC community. 63% of Blacks who were part of the labor force in 2019 have filed for unemployment.
- A special allocation of TechPaks is being distributed to young people through a network of community partners under the Tech4Future initiative.
- Enrollments in the Dislocated Worker program are down. Walker believes part of the problem is that low-wage workers think this program doesn't apply to them/they won't qualify. The messaging to individuals and to non-profit community support networks needs improving. The required process for registering in MinnesotaWorks is also a barrier. Walker is seeing an increase in issues with housing among homeowners and renters who are running out of unemployment. She feels there is a need to advocate for extending unemployment and other programs.
- *Outreach Efforts:* The county is doing targeted outreach to increase awareness about rent and food assistance and workforce services. 17,000 postcards were sent to people who are behind on their property taxes and to renters in certain census blocks. There has also been culturally specific targeted advertising on radio, streaming platforms and social media. Getting the word out while also spending advertising dollars that help these organizations is a win-win.

Committee Restructuring and Schedule: Becker explained that a new strategic plan will be delayed while the county is working on the Economic Competitiveness and Inclusion Plan. In the meantime, the WIB will develop a 6-9 month crisis work plan, make some staffing changes, adjust meeting times, and realign some of the committees. This committee will become the Partnership and Outreach Committee and will

add a focus on engagement with partners to its work. Additional committee members will also be added. Becker sees the communication list started by this committee evolving into a partnership matrix of the county's CARES partners.

Committee Dashboard Review

No discussion.

Other

No other items were discussed.

Adjourn

The meeting was adjourned at 1:53 pm.

Next meeting: January 12, 2021, 3-4pm