

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

September 3, 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 1:05 pm.

Approve May 27 Minutes

Motion (Walker/Voshell) to approve the May 27, 2020 minutes as presented. Motion carried unanimously by roll call vote.

Committee Chair Discussion and Election

Becker reported that Butch Howard retired from HMSHost and the WIB. Several new WIB members will be appointed soon; some could join this committee. She suggested holding off on selecting a new Chair until the committee makeup is more established.

Director Update

COVID: Becker shared unemployment information. Claims in Minnesota hit 900,000, or about 30% of the labor force. Unemployment in Ramsey County was lower than the state and the metro area before COVID and is now higher. The impact to the urban core is significant and will be felt for a long time. Populations most impacted are young people, those with less education and people of color. COVID has exposed the need to accelerate training for residents.

Job Connect: A new job board has been launched that contains job and training opportunities as well as the ability to sign up for a twice monthly job seeker newsletter. Becker would like this committee to think about more ways to reach people who are not connected to the county but would benefit from this information. Some things to consider are, what else should be included (information from other organizations?), in what languages, etc.

CARES Efforts: Several initiatives have been launched, including the opening of seven Career Lab locations, the distribution of refurbished laptops and hotspots through the TechPak program and the execution of 95 contracts with community service providers.

Next Steps

Becker suggested this committee consider a couple of projects to work on over the next couple months. One idea is to create member profiles as a way to highlight WIB members and eventually link to the equity work the Partnership & Equity Committee is working on. Walker suggested sharing the disparities information more broadly and on an ongoing basis. Becker has been doing presentation to several chambers. WIB members could attend with her to listen and share. Walker suggested doing bi-monthly presentation for non-profits, adult education providers and other organizations through public webinars. The events could start as data sharing opportunities with potential to grow into more dialogue over time. This will allow the WIB to establish itself as the trusted source for what is evolving in the community. Walker will work with Becker on timing for the events in hopes of having a few before the end of the year. Voshell and Pedado will advise Becker on the content and best ways to advertise them. A catchy name should be determined. Walker would also like to have a resource page where the information is published so people can use it as a reference.

Other

No other items were discussed.

Adjourn

The meeting was adjourned at 1:42 pm.

Next meeting: November 5, 2020, 1-2pm