

Workforce Innovation Board of Ramsey County
Constructions-Green Jobs Committee Meeting Minutes
Tuesday, September 12, 2023
2:00pm – 3:00pm
Zoom Video Conference

Present:

Becky Brink Ray
Chris Duffrin
Muneer Karcher-Ramos
Don Mullin
Russ Stark

Absent:

Joseph Adamji
Elisa Rasmussen-EA

Staff/Guests:

Mariann Macalus, Workforce Solutions
Becky Milbrandt, Workforce Solutions
Rachael Molenaar, Workforce Solutions
John O’Phelan, Workforce Solutions

Call to Order & Land Acknowledgement

Chair Mullin called the meeting to order at 2:05pm and read the land acknowledgement aloud.

Approve July Minutes

Motion (Stark/Mullin) to approve the July 11, 2023, minutes as presented. Motion carried unanimously by voice vote.

3M Skilled Documentary

Molenaar provided a recap of the documentary produced by 3M in partnership with Generous Films. It follows the stories of four individuals in non-traditional skilled trades and addresses misperceptions that may be preventing more people from pursuing these careers. The committee discussed possible screening events and opportunities in partnership with 3M in getting it seen by folks in the community; how to spread the word through social media with links, breaking up each of the clips; reach out to folks that are mentoring young people starting with schools; promote/market at Career Connect Day and other upcoming events for young adults. Youth Build would also be a perfect audience for this. It might also be something for non-profit trades which O’Phelan will pursue to let them know. The message in the trailer is powerful so everyone thought it was a good idea to do outreach. Feel free to send any other thoughts on opportunities for outreach to Molenaar or Milbrandt.

Committee Work Plan

Updates provided on the following initiatives:

Hidden Worker Initiative: O’Phelan shared the Hidden Worker event being held October 24 at the International Institute of Minnesota. This initiative provides insight and access to opportunities for contractors to learn about the variety of areas where they can legally employ international students and workers who are skilled and ready or the construction industry. This is for construction contractors/employers, HR professionals and senior leadership who are currently embracing this opportunity or looking to be a champion of this work within their own company or industry.

Build Your Own Future Campaign Next Steps: Milbrandt provided an update on the campaign to elevating the industry. She shared the webpage that is being worked on for Career and Employment Counselors to learn about emerging industries, with the hope to get new information in front of those helping people find jobs. O’Phelan shared the Frequently Asked Questions section of the webpage which will include a section on glossary of terms. Everyone thought the refresh was great and this would be something to put in front of career navigators who meet with students to get their feedback. It was suggested that the community training section be expanded so that job seekers know what this means. There could be short videos to share about people who have been through the system. Please send any additional thoughts to Milbrandt.

Better Understanding of Future Work in Construction-Green Jobs: Molenaar shared the new series that is starting November 20 at Arlington Hills Community Center. This series is for workforce professionals on

emerging industries and future of work to get new information in front of those helping others find jobs. Topics include green construction, green tech, robotics & AI, cannabis and much more. If there are other topics that should be included, connect with Molenaar.

Director Updates

Molenaar provided the following updates in Becker's absence:

Other Funding Coordination: The WIB is in the process of applying for an EDA Recompete Grant. It focuses on areas of persistent economic distress and support. The geographic areas in Saint Paul that are eligible include parts of Frogtown and Dayton's Bluff. The focus is to develop a plan to build strategies to increase family-sustaining employment for residents ages 25-54 in these specified geography through the Recompete Plan. The current focus is to develop a plan. If the plan is selected, there could be the potential for receiving \$20M. Minneapolis has some eligible areas but may not apply. Templates for letters of support are forthcoming. In addition, a group entitled "Making Grant Connections" which is in partnership with Becker, the director of the Minneapolis Workforce Board, and a consortium of partners is being formed that will work together to increase coordination and reduce duplication in applying for federal funds.

Young Adult Advisory Group: The county is connecting with young adults who are interested in engaging with the green construction industries. Molenaar asked if there was any interest in an advisory board or a focus group with any of them. Initial reaction is that this would be a great idea in connecting with high schoolers and a good opportunity to provide additional leadership and expanding this component. Molenaar/Milbrandt will connect with Nix as he's working on something similar called Youth on Boards.

Other Committee Updates

No further items discussed.

Adjourn

Upon completion of the agenda, the meeting was adjourned at 3:02pm.

Next Meeting: November 14, 2023, 2:00pm to 3:00pm via Zoom