



Workforce Innovation Board of Ramsey County
Joint Business Services and Integration Committee Meeting Minutes
March 25, 2019
8:30-10:00 am

Present:

Elena Gaarder
Kate Probert
Ramona Wilson

Butch Howard

Absent:

Toni Carter-EA
Michael Fondungallah
Kristin Guild-EA
Don Mullin
Jennifer Roettger
Tracy Wilson
Anivuin Xiong

Staff/Guests:

Ling Becker, Ramsey County
Karyn Berg, Ramsey County
Becky Milbrandt, WIB Staff

Call to Order

In the absence of the Chair, Butch Howard called the joint meeting to order at 8:37 am. All those in attendance introduced themselves.

Introduction of WIB Executive Director

Becker shared some information about her background and goals for the future work of this committee and the WIB. She thanked everyone for their participation.

Approve Meeting Minutes

Motion (Probert/Gaarder) to approve minutes from the January 14, 2019 Joint Business Services / Integration Committee meeting as presented. Motion carried.

Grant Updates

P2P Collaboration: Probert reported on the gathering of Pathways to Prosperity partners. The three main action items that resulted were:

- Develop an internal document to be used by counselors/staff as a training referral tool to help residents map out career pathways and an external flyer to share with residents and families as a resource for identifying training opportunities in our local area
- Coordinate quarterly sector-based resource events in the community. These events are already taking place. Berg explained that the most recent event focused on women in the trades. The next one will center on healthcare. Probert would like to get WIB members more involved in these events. Berg will make sure all WIB members are added to the communication list.
- Organize an education network conference for counselors/staff. Plans for this will begin in April.

Berg stated that there is a need to connect with an expert on applicant tracking systems in order to develop tips to help people navigate the screening process. Howard suggested contacting the system developers. Becker suggested inviting HR staff from local businesses to talk to counselors, partner staff and job seekers about this issue. This committee will be asked to work on and support this event. RealTime Talent could be asked to participate. The panel should include representatives from the WIB's targeted sectors as well as a mix of small, medium and larger businesses. Berg could put together a 3-4 questions survey to send to local businesses to gather information about their systems before this event.

Youth at Work: Probert reported that WFS and some partners will be applying for this DEED grant to serve young adults ages 14-24. The focus is on pre-employment activities such as career navigation and learning opportunities in order to get them connected to work. The grant mandates that the WIB be a partner. Probert would like to leverage the WIB to serve as mentors and hosts for career exploration visits. Becker suggested counselors could also participate in these industry tours to see the behind the scenes view of careers within these industries. This committee could also lead a robust marketing

campaign to gather and share data on the targeted sectors, highlighting job titles, wages, career paths, interest characteristics, etc. She will provide examples of similar graphics prepared by the High-Tech Association. Other sector associations could already be doing this work. Becker suggested this committee should consider two to three things it will own and elevate over the next couple of years. This will be part of the WIB's strategic planning process.

Updates

MOU Partner Convening: Probert explained that the MOU partners were convened for a networking event. The discussion focused on getting to know each other's services and cross promoting these offerings. The One-Stop Operator Consortium will be planning another partner meeting in the next few months. It will be held at a partner site to allow attendees to see their work in action. There was discussion about partnerships with agencies working with those with criminal backgrounds. This committee could champion this segment of the population to elevate the truths. Groups such as Twin Cities Rise have created tools that the WIB could use to promote to local businesses and job seekers.

CareerForce: Probert reported that a full CareerForce (CF) update will take place at an upcoming WIB meeting. Current focus is on ensuring a welcoming environment, streamlining workshops, branding, and updating the website. Signage will be updated in all Ramsey County locations. The CF public launch will take place across the state April 15-19. Special events are being planned for all County sites. A larger event will be planned when the signage installed in North Saint Paul. Probert reminded the committee that CF is owned by MN Association of Workforce Boards, DEED and the Governor's Workforce Development Board but driven locally to remove confusion and increase knowledge/exposure of the public workforce system.

People's Fellowship Business Outreach: Probert explained that the People's Fellowship is a two-generation program designed to build wealth for families living in the Promise Neighborhood. It is hoped that participants can be placed in paid internships at minority owned businesses. She asked the committee members to send her any contacts they may have in minority owned businesses.

Business Outreach

Becker suggested there be an open platform for discussion on ways to connect with business partners. She wants to leverage and elevate the WIB and the County's role as the thought leaders in this area. Becker will work with staff to see which businesses we are already connecting with and identify gaps. She suggested this committee consider calibrating this work and go beyond hearing about things and move to acting. Becker would like to see the WIB truly act as a convener. Dakota County's WIB has an annual workforce summit. Becker wants the Ramsey County WIB to do something like this or an awards event that is tied to economic development. Discussions about this will take place with the full WIB. It was decided that business outreach will be discussed again at the next committee meeting. There was discussion about the format of WIB meetings. Wilson expressed a desire for there to be a formal "ask" to help clarify what the members are being asked to do. Becker will send an email describing what we want, to what end, so members know what we are asking for and why. Relationship mapping and an improved onboarding process will help form connections among WIB members. Becker stated that part of the WIB's strategic planning process will include a discussion of what is needed in order to achieve their goals. This will serve as an opportunity to reset the WIB to a more proactive leader.

Other

No other items were discussed.

Adjourn

Upon completion of the agenda, Russell adjourned the meeting at 9:57 am.