

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

Tuesday, March 11, 2025

2:00-3:00pm

Zoom Video Conference

Committee Members Present

Fidelity Goodlaxson
Chad Kulas
Pamela Maldonado
Trish Stevens
Pai Her

Members Absent

Katie Kapaun-EA
Donna Rapacz-EA
Carly Voshell-EA

Staff/Guests Present

Cliff Kallemeyn, Resident
Mariann Macalus, Workforce Solutions
Becky Milbrandt, Workforce Solutions
Catrice O’Neal, Workforce Solutions

Call to Order & Land Acknowledgement

Stevens called the meeting to order at 2:02pm and read the land acknowledgement aloud.

Approve January Minutes

Motion (Kulas/Goodlaxson) to approve the January 14, 2025, meeting minutes as presented. Motion carried unanimously by voice vote.

Committee Work Plan/Project Updates

2024 Annual Report: Milbrandt provided an update indicating the annual report is live on the county’s open data portal, allowing more flexibility in adding visualization and graphics. Changes made include new narratives, visualizations and the addition of metrics for the Career Services team and the WIOA Dislocated Worker program. The new color scheme enhances its visual appeal. The report will be shared with the WIB first, followed by the County Board and community partners the early part of April. Positive feedback was received about the new look, digital version, and additional data. There is still an opportunity to make suggestions to the report which can be sent to Milbrandt. Even with the leadership change, O’Neal indicated the report will continue to follow the same guidelines and process. The youth programming and ARPA work that has been highlighted in years past will likely end as these programs shift and wrap up in 2026.

Outreach Metrics: Milbrandt stated the goal of the outreach metrics is to drive continuous improvement and shared the following:

- **WIB Newsletter:** An overview of the WIB newsletter was provided. Metrics were shared on the newsletter’s performance, including the number of subscribers and opens and page click data.
- **Ramsey County Means Business:** The performance of this website was shared including user engagement and top pages viewed. The training dashboard and Job Connect are the most viewed.

Ramsey County Means Business Website Report: The SEO (Search Engine Optimization) report was shared which includes recommendations for improving the site’s visibility and user experience. One need for improvement is the back links within the site that bring folks to Ramsey County’s website. Low priority recommendations to improve the site included greater use of header tags (different size fonts), increased page text, update URLs to be more human and search engine readable, and to optimize for mobile page speed insights.

Staff Updates

CareerForce Relocation: Milbrandt announced the relocation of the CareerForce Center to Metro Square and shared details about the first day of services being successful with about 30 visitors. Pictures of the Center were shared and its features were highlighted. Signage is up at the previous location to direct people to this new location. Milbrandt shared the outreach campaign that will start March 13. She noted the alignment of the grand opening with the county’s expanded Service Center opening sometime this summer.

CareerForce MN.com: Milbrandt shared the URL address will be changing to CareerForce.MN.gov later this spring. This will ensure the site is more secure and in line with best practices for websites maintained by government agencies. As more information becomes available it will be shared in multiple ways.

Upcoming Events: Milbrandt shared the following events:

- Green Ramsey Expo & Career Fair: March 19 at Minnehaha Rec Center – 10am-1pm.
- Level Up Young Adult Career & Resource Fair: April 24 at YMCA – St. Paul Eastside, 9am-1:30pm.
- Youth Job and Resource Fair: May 3 at Maplewood Mall, 10am to noon.
- Tech Month: Planning underway to host 1-2 events in May and share other local events.

Other

No further items discussed.

Adjourn

The meeting was adjourned at 2:54pm.

Next meeting: Tuesday, May 13, 2025, 2-3pm via Zoom