

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

March 09, 2021, 3:00-4:00 PM

Via Zoom Video Conference

Committee Members Present

Chris Duffy
Susan Jambor
Cindy Larson
Trish Stevens
Julie Thiel
Brooke Walker

Members Absent

Staff/Guests Present

Ling Becker, Ramsey County
Stella Center, Wallin Education Partners
Matt Ladhoff, Wallin Education Partners
Rebecca Milbrandt, Ramsey County

Call to Order

Duffy called the meeting to order at 3:02 PM.

Approve January 12, 2021 Minutes

Motion (Jambor/Walker) to approve the January 12, 2021 Partnership & Outreach Committee minutes as presented. Motion carried unanimously by roll call.

Land Acknowledgement

Duffy read the land acknowledgement aloud.

Wallin Education Partners

Ladhoff and Center shared information about Wallin Education Partners, an organization providing a college completion program to lower-income and first-generation citizens. The average duration for the program is six years and includes a research-based curriculum, data-based decisions, and continuous improvement. The biggest need is for students to build social capital through networking. Becker suggested the WIB host a one-time networking event with students at a WIB meeting in late summer or early fall. Events like this could become an annual service project between the WIB and organizations in the community that do this type of work. There was support for this project. Details will be discussed at the next committee meeting.

Committee Work Plan/Projects

Communication Audit: Duffy and Thiel shared the results of their audit of existing county communications tools and platforms. The audit was to answer questions such as what content looks like, are the right people receiving this information, and how often are we communicating. Recommendations:

- Conduct an audience audit for the e-newsletter
- Tweak the WIB's website copy
- Focus more on impact and accomplishments
- Be more visual
- Be more succinct and actionable
- Commit to sending out the WIB e-newsletter quarterly

Partnership Matrix: Jambor reported that the spreadsheet currently has almost 100 partners; details are continuing to be added. Becker explained that the Workforce Partners page on the Ramsey County Means Business site can be built out and filters/search functions added. The list will also be maintained in a spreadsheet format and used as the basis for the WIB newsletter email list.

COVID Impact Event: Becker reminded everyone about the COVID Employment Impact webinar on March 24. The event will focus on populations most impacted by the pandemic. A social media campaign and emails to partners will be sent next week to promote the event.

WIB Newsletter: Becker explained that the job seeker newsletter goes out monthly. The plan is to send the WIB newsletter (geared toward employers and partners) monthly to start and possibly move to quarterly in the future. There was support for continuing to send WIB news emails to members every two weeks. An assessment will be done in December on the newsletter and email effectiveness. Jambor mentioned having some challenges navigating the CareerForce website. The newsletter could link to events on the CareerForce site. Becker shared the idea of doing a social media campaign to feature WIB members. Each member would be asked to submit a testimonial about why they are on the board. Headshots could be taken of all WIB members for use in these features and on the website. Duffy will write up a recommendation from the committee and forward it to Becker and Milbrandt.

2020 Annual Report

No discussion. The draft report will be shared with committee members soon.

Other

No other items were discussed.

Adjourn

The meeting was adjourned at 3:57 PM

Next meeting date: Tuesday, May 11, 2021, 3-4pm