

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

May 11, 2021, 3:00-4:00pm

Via Zoom Video Conference

**Committee Members Present**

Chris Duffy  
Susan Jambor  
Cindy Larson  
Julie Thiel

**Members Absent**

Trish Stevens--EA

**Staff/Guests Present**

Ling Becker, Ramsey County  
Becky Milbrandt, Ramsey County  
Luke Weisberg, East Side Employment Xchange  
Rachel Speck, East Side Employment Xchange

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**Call to Order & Land Acknowledgement**

Duffy called the meeting to order at 3:00pm. Jambor read the land acknowledgement aloud.

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**Approve March Minutes**

**Motion (Jambor/Thiel) to approve the March 10, 2021 Partnership & Outreach Committee meeting minutes as presented. Motion carried unanimously by roll call.**

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**Inclusive Employer Cohorts**

Becker provided an overview of the inclusive employer cohort proposal developed by the Center for Economic Inclusion. The program will include ten 90-minute sessions over the next year. A comprehensive communication plan is needed to help explain what the program will include and promote the opportunity to small businesses (less than 100 employees) with a goal of having at least 20 businesses in the cohort. Some suggestions were to include a tangible/action oriented final project in order to be a certified completer and to come up with a strong name for the program. Committee members will work on these ideas before the next meeting. Becker is also hoping that a couple WIB members will volunteer to attend the sessions with the cohort and provide updates to the WIB.

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**Committee Work Plan/Project Updates**

*Wallin Education Partners:* Becker stated that Wallin will share information about their program at the June WIB meeting. Duffy agreed to introduce the committee's recommendation to have Wallin students attend a WIB meeting in the fall for a networking event to connect with board members.

*About the WIB Content:* Duffy presented proposed new language to describe the WIB on the website and in various communications. Other suggestions included using bullet points to elevate action items and modifying the application page to include more engaging verbiage and quotes from members.

*Partnership Matrix:* Milbrandt provided an update on the matrix. The web developer is currently building out the online directory which has grown to include over 150 organizations. Included in each listing will be the organization's description, web link, and contact information. Once completed, a launch email will be sent with an invite to attend a "virtual open house" which will include a tour of the Ramsey County Means Business site. Having a guest speaker or training component could help drive attendance.

*WIB Newsletter:* Milbrandt gave an overview of the April newsletter. To help grow the distribution list, Duffy will send an email challenging each WIB member to provide three contacts to receive future newsletters or share the May newsletter with at least three people.

*WIB Member Features:* A feature on Duffy was shared via Twitter and LinkedIn. A different WIB member will be featured each month.

*Labor Market Info Sheets:* Due to time constraints, committee members will review the samples and share feedback via email. Jambor expressed concern about the wages being more than what small businesses can pay.

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**Dreams Pursued - Eastside Employment Xchange**

Speck and Weisberg shared information about East Side Employment Xchange, an organization that seeks to create collaborators from previous competitors and strengthen the ability to place East Side job seekers with East Side work that is equitable. Speck talked about a partnership with Ramsey County which surveyed East Side to find out where they are employed now and where they desire to be employed. The over 400 responses found construction, technology, healthcare, arts and entertainment, and entrepreneurship were the most desired industries. There was support for inviting Speck and Weisberg to present at the June WIB meeting. They will emphasize their recommendations page and include discussion question for the WIB to talk about how this impacts the WIB's work.

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**Other**

No other items were discussed.

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**Adjourn**

The meeting was adjourned at 4:01 pm.

**Next meeting:** July 13, 2021, 3-4pm