



Ramsey County Workforce Innovation Board:

The Workforce Innovation Board of Ramsey County (WIB) is 1 of 16 legislatively mandated [Workforce Boards in Minnesota](#). Working in partnership with the [City of Saint Paul](#), the WIB harnesses the power of business, government, economic development, education and the community to develop strategic solutions that address employer and job seeker needs.

The WIB is responsible for setting local strategic direction and providing local oversight for [CareerForce](#), Minnesota's public workforce system.

The WIB's Mission

The Workforce Innovation Board of Ramsey County will be the catalyst for comprehensive workforce development strategies through a lens of equity and inclusion that address both employer and job seeker needs.

The WIB exists to:

- Help maintain the economic health of Ramsey County.
- Identify current and emerging workforce issues and needs.
- Create partnerships to serve the needs of businesses and job seekers.
- Oversee publicly-funded workforce programs in Ramsey County.

2019 Strategic Planning Background

In June 2019, the Ramsey County Workforce Innovation Board (WIB) began a two part strategic planning process that spanned through October 2019. It was an opportune time for a new strategic plan as the existing plan that was in place was out of date and a new Executive Director of the Workforce Innovation Board was hired. The planning effort also built upon a series of interviews that were conducted with WIB members by Ramsey County's Director of Policy and Planning during an interim period between WIB staff leadership.

The Executive Committee of the WIB took a leading role in this effort providing direction and guidance as to the strategic planning process. This work was led by the Policy and Planning Department of Ramsey County which provided the planning design and facilitation of this effort.

WIB members were provided advanced reading to prepare for the strategic planning effort. Information included:

- Mission and Vision of WIB
- Brief history of WIB
- Current committees and purposes
- Programs and client profiles/demographics

- Budget chart and 2019 Performance Measures
- Current WIB roster
- WIB Assessment themes from previous interviews

Strategic Planning Part 1

The following were the steps taken by the participants during the first session:

- Frame purpose and protocols of session
- Questions of clarity on background materials
- Victory – Visualizing a successful WIB
- Current Reality which included a SWOT Analysis and a PEST Analysis
 - SWOT
 - Strengths of our team
 - Weaknesses of our team
 - Opportunities for our team
 - Threats to our team
 - PEST analysis
 - Political impacts to our work
 - Economic impacts to our work
 - Social impacts to our work
 - Technological impacts to our work
- Commitment Discussion – what will we commit to as a WIB member?
- Consensus Workshop in which the board considered:
 - **What does the board want to accomplish over the next three years?**

Strategic Session Part 2

As a part of our second session, other folks were invited to participate as the group began a deep dive into their Consensus Workshop Outcomes. Included were representatives from the City of St. Paul's Planning and Economic Development office, Ramsey County Government Affairs department, and Ramsey County's Racial and Health Equity Administrator. In addition, members of Ramsey County's Policy and Planning department as well as planners from Ramsey County Workforce Solutions assisted in the session.

There were originally five areas identified. Of these five, two were assigned to the Executive Committee, leaving three additional outcomes for the group to focus on specifically. At this second session, participants spent time in a single consensus outcome area and focused on action steps and timeline for action around these strategic outcomes.

Strategic Planning Summary

From the session 1, five areas of strategic outcomes were identified to be accomplished over the next three years. They are:

- **SO1:** Build an effective, engaged and representative board
- **SO2:** Drive outcomes for job seekers and businesses through partnerships
- **SO3:** Continuously improve and evaluate outcomes
- **SO4:** Influence public policy to address workforce needs
- **SO5:** Lead transformational efforts to end systemic inequities

From session 2, participants focused in on three areas of outcomes and brainstormed activities of effort within each area. Areas identified focused on:

- Partnership collaboration (Shared Successes)
- Racial equity (Equity Now)
- Influencing Policy (The Wonks)

Leveraging the input from session 2, a series of work plans were created around a revised chart of committees.

WIB Committees 2020

Executive Committee	The purpose of the Executive Committee is to provide proactive overall leadership, drive and coordination of all WIB activities and to ensure sound decisions on funding and financial management. Meetings are held semi-monthly.
Membership Committee	The purpose of the Membership Committee is to focus on WIB member recruitment and member engagement – assuring that obstructions to WIB and committee participation are minimized.
Partnership and Equity Committee	The purpose of the Partnership and Equity Committee is to improve opportunities for people of color, indigenous, and those with barriers to employment in Ramsey County by leading transformational efforts to end systemic inequities.
Communications and Outreach Committee	The purpose of the Communications and Outreach Committee is to inform the community on workforce issues as well as highlight program opportunities and successes.
Youth Committee	The purpose of the Youth Committee is to focus on workforce development for youth. Their mission is to “support and build a foundation for all youth to thrive as healthy, productive members of our community.”
Policy and Oversight Committee	The purpose of the Policy and Oversight Committee is to create strategic regional alignment to address workforce needs, promote legislation and policies that addresses those needs, and to provide direct oversight on WIOA workforce programs and partnership oversight over other programs delivered by Ramsey County Workforce Solutions.

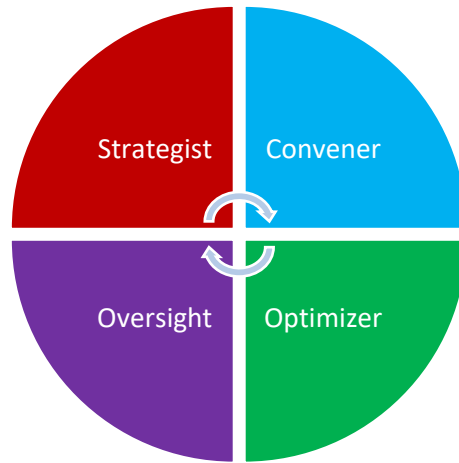
Committee Responsibility for Strategic Outcomes

	SO1: Build an effective, engaged and representative board	SO2: Drive outcomes for job seekers and businesses through partnerships	SO3: Continuously improve and evaluate outcomes and results	SO4: Influence public policy to address workforce needs	SO5: Lead transformative efforts to end systematic inequities
Executive Committee					
Membership committee					
Partnership and Equity Committee					
Communications and Outreach Committee					
Policy and Oversight Committee					
Youth Committee					

Lead
Support



WIB Functions are both strategic and operational



Strategist	Convener	Oversight	Optimizer
Understanding trends, setting the collective vision	Bring partners together, align services and vision	Design and manage customer-centered service delivery	Use data to drive decisions, continuous improvement
Partnerships with policymakers	Developing comprehensive plans	Act as stewards of Federal and non-Federal funds	Motivating staff to constantly seek ways to improve performance
Fostering innovation	Engaging business and community partners	Recruiting and inspiring talented members	
	Looking at traditional and non-traditional partnerships		

Executive Committee Work Plan:

The purpose of the Executive Committee is to provide proactive overall leadership, drive and coordination of all WIB activities and to ensure sound decisions on funding and financial management. Meetings are held semi-monthly.

Task	Timeline	Lead	Strategic Outcome	Operational Outcome
Restructure committees to match strategic outcomes	Q4 2019	Ling	SO1: Build an effective, engaged and representative board	Convener: Bring partners together, align services and vision
Create format for board meetings to meet goals of: <ul style="list-style-type: none"> • Building/leveraging relationships of members • Meetings have actionable results and debate on relevant topics 	Q4 2019	Executive Committee	SO1: Build an effective, engaged and representative board	Convener: Bring partners together, align services and vision
Review board dashboard and discuss board candidates at EC meetings	Continuous	Vice Chair	SO1: Build an effective, engaged and representative board	Oversight: Recruiting and inspiring talented members
Discuss board make up and length of terms and renewals	Q1 2020	Executive Committee	SO1: Build an effective, engaged and representative board	Oversight: Recruiting and inspiring talented members
Plan board retreat meeting annually with the goal of ensuring WIB members are engaged, tracking on the strategic plan and understanding changing economic conditions and developing opportunities and challenges.	Q3 2020	Executive Committee	SO1: Build an effective, engaged and representative board	Convener: Bring partners together, align services and vision Strategist: Understanding trends, setting the collective vision
Set aside program snapshot time at each EC meeting to focus on a program with	Q1 2020	Ling with Executive Committee support	SO3: Continuously improve and evaluate outcomes	Oversight: Act as a steward of federal and non-federal funds

deeper conversation improvement opportunities and issues identification. Draft annual calendar of snapshot reviews				Optimizer: Use data to drive decisions, continuous improvement Optimizer: Motivating staff to constantly seek ways to improve performance
Receive regular committee updates from Policy and Oversight Committee and review at EC meetings	Continuous	Policy Committee Chair	SO3: Continuously improve and evaluate outcomes	Oversight: Act as a steward of federal and non-federal funds Optimizer: Use data to drive decisions, continuous improvement Optimizer: Motivating staff to constantly seek ways to improve performance
Develop dashboard of WIOA program performance matrix	Q3 2020	Ling	SO3: Continuously improve and evaluate outcomes	Optimizer: Motivating staff to constantly seek ways to improve performance
Consider and review GMWC regional goals and determine alignment for Ramsey county goals	Q1- Q2 2020	Commissioner Carter/CM Tolbert/Ling	SO3: Continuously improve and evaluate outcomes	Convener: Bring partners together, align services and vision
Create form and process for committees to receive strategic funds	Q1	Mary Russell	O3: Continuously improve and evaluate outcomes	Oversight: Act as a steward of federal and non-federal funds Strategist: Fostering innovation

Partnership & Equity Committee

The purpose of the Partnership and Equity Committee is to improve opportunities for people of color, indigenous, and those with barriers to employment in Ramsey County by leading transformational efforts to end systemic inequities.

Task	Timeline	Lead	Strategic Outcome	Operational Outcome
Leverage and highlight disparity data at each committee meeting.	2020	Michelle Belitz	SO5: Lead transformational efforts to end systemic inequities	Optimizer: Use data to drive decisions, continuous improvement Strategist: Understanding trends, setting the collective vision
Conduct an organizational scan of who is supporting efforts on inclusive hiring in Ramsey County.	Q1 2020	Ling	SO5: Lead transformational efforts to end systemic inequities	Convener: Bring partners together, align services and vision
Ask all WIB members to submit one inclusive hiring best practice from their organization	Q2 2020	Ramona lead Full WIB involve	SO5: Lead transformational efforts to end systemic inequities	Convener: Looking at traditional and non-traditional partnerships
Assess targeted groups of employers on inclusive hiring practices (small, medium, large)	Q2 2020	Committee	SO5: Lead transformational efforts to end systemic inequities	Convener: Engaging business and community partners
Support business with inclusive hiring tools: Resource list and equity checklist	Q4 2020	Committee in partnership with Communications and Outreach Committee	SO5: Lead transformational efforts to end systemic inequities	Strategist: Fostering innovation Convener: Engaging business and community partners

Policy and Oversight Committee

The purpose of the Policy and Oversight Committee is to create strategic regional alignment to address workforce needs, promote legislation and policies that addresses those needs, and to provide direct oversight on WIOA workforce programs and partnership oversight over other programs delivered by Ramsey County Workforce Solutions.

Task	Timeline	Lead	Strategic Outcome	Operational Outcome
Identify Policy Committee Structure	Q4 2019	Sean	SO1: Build an effective, engaged and representative board	Oversight: Recruiting and inspiring talented members
Clone other bills from other states and review and update WIB legislative policy statement	Q3 2020	Committee	SO4: Influence public policy to address workforce needs	Strategist: Fostering innovation
Meet with key policy makers at state level	Q1- Q2 2020	Committee	SO4: Influence public policy to address workforce needs	Strategist: Partnerships with policymakers
Develop WIB communication plan for WIB policy statement and train full WIB.	Q2 2020	Co-lead with Communications and Outreach Committee	SO4: Influence public policy to address workforce needs	Convener: Bring partners together, align services and vision
Evaluate and learn about programs where possible administrative or policy changes are needed: Dislocated Worker/Mass Lay Offs	Q1 2020	WFS Staff	SO4: Influence public policy to address workforce needs SO5: Lead transformational efforts to end systemic inequities	Strategist: Fostering innovation
Create WIB information materials for area political candidates	Q4 2019 - Q1 2020	Ling/Shannon	SO4: Influence public policy to address workforce needs	Strategist: Partnerships with policymakers
Diagram current elected official in County and understand their policy alignments to the WIBs	Q1 2020	Shannon	SO4: Influence public policy to address workforce needs	Strategist: Partnerships with policymakers

Regularly reviews WIOA program dashboards	Continuous	Committee	SO3: Continuously improve and evaluate outcomes	<p>Oversight: Act as a steward of federal and non-federal funds</p> <p>Optimizer: Use data to drive decisions, continuous improvement</p> <p>Optimizer: Motivating staff to constantly seek ways to improve performance</p>
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Communications and Outreach Committee

The purpose of the Communications and Outreach Committee is to inform the community on workforce issues as well as highlight program opportunities and successes.

Task	Timeline	Lead	Strategic Outcome	Operational Outcome
Share and communicate on WIB member inclusive hiring practices as collected by the Equity and Partnership Committee	Q4	Committee	SO5: Lead transformational efforts to end systemic inequities	Strategist: Understanding trends, setting the collective vision
Share and communicate inclusive hiring resource list and equity checklist as collected and compiled by the Equity and Partnership Committee	Q4	Committee	SO5: Lead transformational efforts to end systemic inequities	Strategist: Understanding trends, setting the collective vision
Identify broad list of community/culturally targeted stakeholders for WIB and Workforce Solutions Communications	Q2	Committee	SO5: Lead transformational efforts to end systemic inequities	Convener: Bring partners together, align services and vision
Provide general feedback for Workforce Solutions communication materials as needed.	Continuous	Ling	SO3: Continuously improve and evaluate outcomes	Optimizer: Motivating staff to constantly seek ways to improve performance

Youth Committee

The purpose of the Youth Committee is to focus on workforce development for youth. Their mission is to “support and build a foundation for all youth to thrive as healthy, productive members of our community.”

Task	Timeline	Lead	Strategic Outcome	Operational Outcome
Learn about youth employment barriers	Continuous	Committee	SO5: Lead transformational efforts to end systemic inequities	Strategist: Fostering innovation
Create a youth oriented communications plan	Q3 2020	Committee	SO5: Lead transformational efforts to end systemic inequities	Optimizer: Motivating staff to constantly seek ways to improve performance
Support Ramsey County Youth Work! Initiative	Q4 2019 Q1-Q2 2020	RC WFS Staff	SO5: Lead transformational efforts to end systemic inequities	Strategist: Fostering innovation Convener: Bring partners together, align services and vision
Gather nominations, evaluate and present Vern Vick Award	Q2-Q3 2020	Committee	SO2: Drive outcomes for job seekers and businesses through partnerships	Strategist: Fostering innovation
Implement having Vern Vick Award winner to join the Youth Committee for the following year	2021	Committee	SO1: Build an effective, engaged and representative board	Convener: Bring partners together, align services and vision Oversight: Recruiting and inspiring talented members
Survey employers and participants involved in work experiences	Continuous	RC WFS Staff	SO3: Continuously improve and evaluate outcomes	Optimizer: Motivating staff to constantly seek ways to improve performance

Add Youth Member to the Youth Committee	Q1 2020	Committee	SO1: Build an effective, engaged and representative board	Oversight: Recruiting and inspiring talented members
Recruit more employers to the Youth Committee	Q1-Q2 2020	Committee	SO2: Drive outcomes for job seekers and businesses through partnerships	Convener: Engaging business and community partners
Monthly evaluation of Youth Dashboard and quarterly evaluation of performance outcomes	Continuous	Committee	SO3: Continuously improve and evaluate outcomes	Optimizer: Motivating staff to constantly seek ways to improve performance

Membership Committee

The purpose of the Membership Committee is to focus on WIB member recruitment and member engagement – assuring that obstructions to WIB and committee participation are minimized.

Task	Timeline	Lead	Strategic Outcome	Operational Outcome
Recruit and monitor board membership	Continuous	Chad, In-coming Chair	SO1: Build an effective, engaged and representative board	Manager: Recruiting and inspiring talented members Convener: Engaging business and community partners