

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

Tuesday, May 14, 2024

2:00-3:00pm

Zoom Video Conference

Committee Members Present

Susan Jambor
Katie Kapaun
Chad Kulas
Donna Zingsheim Rapacz
Trish Stevens
Carly Voshell

Members Absent

Pamela Maldonado-EA

Staff/Guests Present

Ling Becker, Ramsey County
Mariann Macalus, Ramsey County
Becky Milbrandt, Ramsey County

Call to Order & Land Acknowledgement

Chair Jambor called the meeting to order at 2:01pm. She read the land acknowledgement aloud.

Approve March Minutes

Motion (Stevens/Voshell) to approve the March 12, 2024, meeting minutes as presented. Motion carried unanimously by chat vote.

Committee Chair

Becker shared that Stevens who has been a long-standing committee member is willingly to serve as the next committee chair. If elected by this committee, she will take over for Jambor who is retiring at the end of the year and not seeking reappointment to the WIB.

Motion (Jambor/Voshell) to elect Trish Stevens as Chair of the WIB Partnership and Outreach Committee. Motion carried unanimously by chat vote.

Committee Work Plan/Project Updates

Becker provided updates and highlighted upcoming events.

Tech Month: Several events are taking place throughout May, including many sponsored by the WIB or Saint Paul Full Stack.

- Green Career & Environmental Health Resources Fair, May 1 – sponsored by the WIB.
- Future of Work Tech Panel, May 6 – sponsored by the WIB.
- Tech Public Pathways Panel, May 15 – sponsored by the WIB.
- Tech Trainers Roundtable, May 29 – sponsored by the WIB in partnership with MNTech and RealTime Talent. Erin Olson from RealTime Talent has been invited to the June WIB meeting to talk about how AI is changing the recruiting process.

Recent Events:

- Clean Energy Economy MN, April 30 - an event Becker attended focused on how Minnesota transitioning to a clean energy economy.
- Open house for small business construction contractors to learn about the CERT program, May 9.
- Launch Pad career & resource fair for graduating high school seniors, May 9.
- MN Construction Crew 10th Annual Hiring Expo, May 14.

Upcoming Events:

- Youth Works! youth provider spring networking event, May 29 – sponsored by the WIB.
- Midway Area Job Fair, June 26 – sponsored by the WIB.

Communications and Outreach: Now that Ramsey County's Communications Department staffing has stabilized, there is an opportunity to do some postings, develop more coordinated strategies and track outreach metrics. In the coming months, data will be provided to the committee.

Ramsey County Means Business (RCMB): There is an opportunity to do a site redesign offering the workforce side of the site a more unique identity and updating the design to be more in line with website best practices, including using more icons. Milbrandt shared information compiled using Google Analytics, showing the pages on RCMB that get the most visits. The Inclusive Employer Toolkit saw a large spike in hits when it was launched. There will be more social media to continue promoting the toolkit. Other pages getting a lot of views are Job Connect, the training dashboard and the partner directory. A new postcard was created to promote the resources on RCMB.

Director Update

- **Sharing WIB Initiatives**

Employer Resources Brochure: Becker shared the Ramsey County Community & Economic Development's Resource Guide with the intention of mimicking it for Workforce using some funding for the WIB. She asked the committee to share for what should be included. Anyone interested in being on a mini work group, let Becker know.

Strategize Toolkit Features: Milbrandt shared the work being done on improving the online and downloadable versions of the Toolkit which includes links in the Hiring section on skills-based hiring resources, a section under Recruiting on innovative employee benefits packages and links to information on the use of pronouns and updated LGBTIQ+ references. There was discussion on how to continue to share and expand outreach on the Toolkit such as testimonials from WIB members, and lunch & learn session with folks who have used the Toolkit along with the chambers. Toolkit templates will be created so the chambers can use them in kicking off their events and also do a kick-off at next year's Summit. Committee members will review the Toolkit to see what items could be highlighted on the templates that would get people interested.

- *Intentional Full Stack Saint Paul Partnership*: Becker shared information on the partnership opportunity between the WIB's Tech Committee and Saint Paul Full Stack to align their work and workforce goals. This is a great opportunity for both reach Saint Paul and Ramsey County residents. Full Stack is working through the logistics of the coordination with the WIB and will present an update to the WIB to formalize this partnership.
- *Update on Youth Systems Building Academy*: Becker explained that Workforce Solutions participated in the Academy offered by the Department of Labor. A key them was to move toward a collective impact model to help young residents find employment opportunities. The county will partner with community organizations to carry out this initiative.

Other

Becker thanked Jambor for her service on the WIB.

Adjourn

The meeting was adjourned at 3:01pm.

Next meeting: Tuesday, September 10, 2024, 2-3:00p via Zoom