

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

Tuesday, September 10, 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

Fidelity Goodlaxon, CAPRW
Mariann Macalus, Workforce Solutions
Becky Milbrandt, Workforce Solutions
Ramsey Molenaar, Workforce Solutions

Call to Order & Land Acknowledgement

Prior to the Call to Order, introductions were made and Milbrandt shared the changes in the Workforce Solutions department given Becker's new role as County Manager. Chair Stevens called the meeting to order at 2:02pm. Jambor read the land acknowledgement aloud.

Approve May Minutes

Motion (Jambor/Kapuan) to approve the May 14, 2024, meeting minutes as presented. Motion carried unanimously by voice vote.

Committee Work Plan/Project Updates

Milbrandt provided the following updates:

- **Inclusive Employer Toolkit – MAGC Award:** The Minnesota Association of Government Communications (MAGC) is an organization of professionals dedicated to improving public sector communications. At the annual Northern Lights Awards ceremony on July 17, the Ramsey County Communications & Public Relations team received several awards including a silver award for the Inclusive Employer Toolkit. Some ideas for how to continue sharing and expanding the use of the Toolkit were a social media campaign featuring testimonials from business leaders about how the Toolkit has benefited them and their organization and hosting virtual lunch & learn sessions on the sections of the Toolkit. Milbrandt thanked this committee for all the work on the Toolkit design and contents.
- **Ramsey County Means Business Site Refresh:** Work is currently underway with the website host and Ramsey County's Community & Economic Development (CED) department to approve new page templates, refresh the site look and images, and check colors, contrast and layout to ensure accessibility.
- **Workforce Resource Guide:** The WIB approved funding to create this guide that mimics the CED guide. The goal is to have it ready for the Inclusive Hiring Connections Summit in January. The ask of this committee is to preview the guide and provide feedback. Milbrandt will reach out to those who have expressed interest in being part of the review team.
- **Creative Arts Strategy:** The Ramsey County Board held a workshop, led by Commissioner Frethem in June, to discuss and gather support for an art and culture economic strategy. There are several proposed strategies and workforce development is one of them. The workforce strategies include leading a creative arts and media job and resource fair and developing a landing page on Ramsey County Means Business to serve as a one-stop resource for film industry and individuals seeking creative careers. Workforce Solutions is working with Springboard for the Arts for the job and resource fair to be held before the end of year along with working with Golden Shovel on the landing page. The link to Commissioner Frethem's report will be included in the follow up email which states that this industry lost a lot in the pandemic.

- **WIB Equity Training:** The WIB meeting in October will include the Racial Equity Framework Training. The County Manager’s office has adapted the training from an internal training series available to new and current county employees and is supported by ongoing funding included in the county budget. Both the WIB Equity and Executives Committees expressed interest in this training for all WIB and committee members.

Staff Updates

The Opportunity Project for Cities (TOP): Molenaar explained that the TOPC uses open data to create digital tools that address community needs. It involves governments, community leaders, and tech volunteers to build a culture of transparency and responsiveness. Ramsey County, the City of Saint Paul and Goodwill-Easter Seals are currently working with the Centre for Public Impact on TOPC. The program uses effective partnership-building between communities, local governments and tech experts to build open-source digital solutions to the challenges residents face. TOPC is supported by the Knight Foundation and receives pro-bono technical support from Google.org. Through this project, the team is working to build a tool to assist job seekers with learning about and connecting to career opportunities in the green construction and clean energy industries. Two focus groups monitored by St. Paul, Ramsey County and Goodwill-Easter Seals MN are being conducted to share ideas and help expand green job opportunities locally. More to come on the digital tool development in the next few weeks.

Youth Systems Building (YSB) Academy: Molenaar explained that Ramsey County was selected to receive technical assistance and support from the U.S. Dept. of Labor with other communities around the country. The county has been leading a team with representation from five other partner organizations. This team has been building out a YSB plan for the next two years. Most of the work is aligning on ensuring Youth Works! partners work together cohesively, enhancing efficiency and effectiveness. The plan is to have the WIB’s Youth Committee be an active participant in this work to provide guidance and direction and to play a larger role in leading the systems change work. A youth advisory board will be developed to allow young people to determine their own workplan for up to a two-year commitment, paid by Ramsey County.

Upcoming Events:

- **Career Connect Day:** This is the third annual event hosted by the St. Paul Area Chamber at the Saint Paul RiverCentre on October 15. It is an opportunity for local high school students to explore future career paths. Transportation for all Ramsey County high school students will be sponsored by the WIB. All WIB and committee members are invited to spend time in the booth talking with students.
- **Inclusive Hiring Connections Summit:** This is a half day opportunity for HR professionals to connect with inclusive hiring resources and community-based training providers. All WIB and committee members are invited to help in a variety of ways such as being a greeter, hosting a breakout room or moderating a panel. The exact date and location in January 2025 are yet to be determined.
- **Manufacturing Month:** October is Manufacturing Month. There are a number of resources, data and events on the county website to check out. One particular event is the Future of Work manufacturing panel on October 7 at Rondo Library. This is an opportunity for workforce development professionals to learn about the latest trends, technologies, and career opportunities.
- **Workforce Development Month:** September is Workforce Development Month. Investment in the education, training and career advancement of Ramsey County’s workforce is crucial to the ability of the county and state to compete in the global economy and to achieve economic equity. Milbrandt thanked the committee and WIB members for their leadership and commitment in leading these efforts.

Other

No further items addressed

Adjourn

The meeting was adjourned at 3:01pm. **Next meeting:** Tuesday, November 12, 2024, 2-3:00p via Zoom