



# Business/Employer

Date : February 10, 2014

Time: 3:00 pm

Location: AMC/Phone

**Attendees:** Anne Kilzer, Jay Hancock, Patricia Brady, Mike Haney, Tom Norman, Sandy Froiland, Don Hoag, Robert Crawford, Jackie Buck, Deb Bahr-Helgen, Ron White

## Notes

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### Agenda item: Recap of Last Meeting/Discussion

#### Discussion:

Last meeting - started discussing things that are working, not working so well. Don noted that one of the differences between WSAs working with business and DEED- DEED has to make cold calls; WSAs are generally working on projects. This is a fundamental difference. Jay said that VRS does not do a lot of cold calling either; either working on a new project or following up with a business with who they already have a relationship- particularly on behalf of consumers looking for a job with accommodations.

Vendors need to be included in those who are contacting businesses. We would want to ensure that they are coordinating with our efforts as well. Jackie noted that Business Services Reps that cover large areas are now starting to respond to businesses reaching out seeking assistance.

There are some challenges with communications. Reports at WIB meetings are good but not enough; there have to be strategic discussions as well.

How do we tie Job Skills Partnership efforts into these recommendations/strategic efforts? Mike asked if Tom could invite Paul or other Job Skills Partnership Board staff. Tom will do so.

Mike asked that everyone go back one more time to understand what is/is not working in their areas regarding all of the folks who are interacting with employers. Where are the disconnects? What would we recommend to increase opportunities? Tom noted that this information will be helpful to DEED leadership as they look at training and assignments for the current BSR staff. Tom is also talking to Veteran's staff about how the interactions can be coordinated/maximized.

#### Action items

#### Person responsible

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|---|------------|
| ✓ Invite JSPB staff to meeting  | Tom Norman |
| ✓ Talk to partners about what is/is not working in your area or program | All        |

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### Agenda item: Future Meetings

#### Discussion:

Robert asked if the Job Service Managers would be participating in these discussions. Tom said they will be having conversations with the managers about what their work plan is and how they interact with employers. Tom would like them to have a toolbox that they can bring to employers as the economy changes. Employers are saying they need help with succession planning, recruiting, etc. Hoping to serve a deeper set of needs.

Deb asked that we also discuss who the BSRs take direction from. At the local level, we need them to be

flexible and responsive... how can this be achieved? The strategic plan they are working off of has to be relevant to the local level. Tom agreed that this is an issue that should be addressed as we move forward. Jackie noted that this ties back to concerns regarding transparency and communication; we have to ensure these things are happening.

For the next meeting, a list will be compiled that can be added to regarding who is currently calling on businesses. Discussion ensued regarding how external partners learn/understand what we are doing; the opportunities we currently have to best use the resources we have and ensure they are aligned. How can we use technology to assist these efforts? Including local partners in Salesforce would be positive; currently being used by BCD, BSRs, Chamber Grow Minnesota, Greater MSP. Mike noted we should look at Wisconsin is doing in this regard- they will be using Salesforce not only to track Business services, but also labor exchange and other state-provided services. Tom suggested that Jackie give a demonstration to the MWCA Operations Committee. Mike Haney and Mark Jacobs have been planning to meet with folks in Wisconsin to learn about what they are doing; Mike suggested Jackie join them. Robert noted that this has to be coordinated with Greater MSP to ensure that parallel systems are not being created. Jackie said that the five current partners are working toward more, rather than less sharing; particularly over the past year. Greater MSP is collaborating with DEED and the Chamber to do outreach meetings across the metro area.

**Conclusions:**

Group agreed that an in person meeting would be useful to make headway in presenting recommendations.

Anne, Tom and Mike will get together to put together a synopsis of what has been discussed prior to the February 27 strategic planning meeting. The MWCA Business Services meeting agenda will be devoted to this topic as well. Anne will send out a meeting notice.

**Action items**

✓ Preparation for next meeting

**Person responsible**

Anne, Tom, Mike

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**NEXT MEETING DATES:**

- No meeting on Feb 17 (Presidents Day)
- February 24 3:00 pm – 4:00 pm; Minnesota Counties Insurance Trust Building, 100 Empire Drive, Saint Paul
- February 26 1:00 pm -2:00 pm; Minnesota Counties Insurance Trust Building, 100 Empire Drive, Saint Paul
- February 27 Strategic Planning Session; Minnesota Counties Insurance Trust Building, 100 Empire Drive, Saint Paul