



Business/Employer Strategic Planning Committee

Date: January 27

Time: 3:00 pm

Location: Phone

Chairs: Mike Haney, Tom Norman

Attendees: Anne Kilzer, Jackie Buck, Marie Larson, Jon Benson, Barb Chaffee, Joanne Heen, Jay Hancock, Rick Roy, Deb Bahr-Helgen

Notes

Agenda item: Overall Committee Work

Discussion:

Mike noted that the MWCA will devote the February 27 meeting to strategic planning; to meet the timeline this committee should try to meet for an hour once a week until then. Mike asked that each member outline what their expectations are for this committee.

- Anne- logistical/staffing support; consistency with other committees working on strategic planning.
- Barb- state and local vision that is consistent across all areas; not a cookie cutter approach but putting something together so that state and local staff can work together. Provide strategic information to Workforce boards.
- Jay- Better understanding of how we can work together and Vocational Rehab's role. Utilizing employer interaction so participants can find meaningful employment.
- Joanne- Important to formulate some kind of mission as to how we reach out to business community in a consistent way so employers a) know we are here and b) how they can benefit from using our services. Deeper market penetration.
- Jackie- Streamline and become more efficient with resources. Proactive approach to better serve needs of employers
- Marie – Tools in the toolkit; consistency in what is being presented to businesses; expand collective knowledge of all staff that is interacting with business leaders; alignment and common solutions.
- Tom- using a common format to communicate with business so they understand resources available through all of our partners.
- Jon- Ditto. What ever it is that comes out of this committee should be manageable, sustainable and can evolve with changing economy, needs of businesses and jobseekers.

Tom echoed the thoughts shared. We have to have something that can be used and committed to. Will be helpful to identify what is currently being done, to capture that and what the gaps are. Acting on solutions that will be useful to the business community.

Agenda item: How to Move Work Forward

Discussion:

Mike noted that one of the things he and Tom have asked Rick to do is to gather data:

- How many employers
- How many are being touched by current programs

What other information do we need?

Rick will be working with Rachel Vilsak at the DEED LMI office to identify what data is available and how it could be useful. Susan Lindoo will also provide program data.

Barb asked if we have data on current OJT usage. Rick asked what information currently goes into WF1. Barb will look into what they track in WF1. Mike noted different programs have different reporting and activities. Discussion ensued about available information and metrics. Salesforce is also a system that can be used to provide information.

Jay noted businesses want a single point of contact; don't want multiple agencies calling on the same employer. In the southern portion of the state, vendor staff and state staff meet to coordinate outreach strategies. Would be nice to have more coordination. Deb agreed; coordination at the local level is key, a one-size fits all approach won't work.

Group discussed potential information that will be helpful and what current activities seem to be working. Minnesota Works seems to be a well-utilized tool. Can also compare whether current activities align with LMI data.

Conclusions:

We need an overall list of groups/organizations that call on businesses; what is their primary role when doing so? Each representative on this committee should briefly summarize activities and send to Anne. Rick can coordinate data.

Refer back to 10 elements of business outreach that Jackie can provide to identify what kind of outreach each group is doing.

Action items

Person responsible

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| ✓ Send current inventory of activities to Anne; Anne work with Rick.
DEADLINE: Friday, January 31. | Anne, Rick |
| ✓ Gather information from JSPB | Mike |
| ✓ Business Services Data; MnWorks | Jackie |

Agenda item: Future Meetings

Discussion:

Future Agendas:

- Go over data collected
- Discuss – What's working? Right things? Worthwhile?
- What kind of customer satisfaction, outcome data is available?
- What gaps exist?
- How can we utilize WIB employer knowledge and gather feedback from them?

Employer/Business Committee

Monday, Feb 3; 3-4 pm; conference call or in person; AMC, 125 Charles Avenue, Saint Paul

Monday, Feb 10; 3-4 pm; conference call or in person; AMC, 125 Charles Avenue, Saint Paul

TO JOIN CALLS by phone: 763-231-7677 or 866-755-7677; PIN 704383

Future meetings TBD.

MWCA/DEED Full Strategic Planning Group

February 27; MCIT, 100 Empire Drive, Saint Paul

