



Meeting Minutes – Workforce Working Group

Date: April 11, 2017

Time: 11 AM – 12:30 PM

Location: Prior Lake City Hall – Parkview Conference

Work Group Members:

Michelle Choudek (Chair)	X	Lee Foley		Nick Slavik	X
Darren Kermes (Chair)		Madelyn Hertaus	X	Patricia Timmons	X
Mike Beard	X	Brenda Lieske	X	Dr. Rod Thompson	X
Joy Bodin		Kathryn Reeder	X	Tim Wynes	X
Heather Fitzloff		Annie Sheehan-Kerber	X		

Staff Members:

Stacy Crakes	X	Mark Jacobs	X	Jean Sinell	X
Barb Dahl	X	Tim O’Neill	X	Jo Foust	X

Guests:

Melanie Smieja		Kathy Nielsen	X		

The meeting was called to order at 11:00 a.m. by Dahl.

Agenda Item 1: SCALE Update.

An update was provided on the SCALE Executive Meeting. The group was informed of current actions in process for each of the working groups:

- Housing
 - Presentations to city officials - An update on life-cycle housing presentations being made to cities was provided by Crakes.
- Workforce
 - Employer survey
 - MnCAPS partnership to survey of 16 – 24 year olds

Scott County is a place where people are stable, connected, educated, and contributing

- Ed Prep
 - Presentation from Dakota County re: “No Wrong Door” initiative to refer children for early childhood screening
 - Early learning vehicle
- Transportation
 - Needs survey for Dial-a-Ride services

Three focus areas were identified: (1) More cross pillar collaboration, (2) Focus on a targeted population or demographic group, and (3) Housing alignment with employment opportunities. A sub-committee is working to identify shared-measures the groups could use to determine success.

Discussion ensued regarding workforce housing and the need for more rental homes vs. apartments with comments that starter neighborhoods are just too expensive to build, in part because of all the city requirements. Commissioner Beard commented on changes that have happened at the city level, i.e. allowing granny pods, and whether or not a similar approach could be used for young adults.

Agenda Item 2: CAP Student Surveys.

Dahl and Crakes will meet with the CAP group on April 13, 2017 to discuss the proposed questions in the survey which is being developed to obtain input on why 18 to 24 year olds have a lower than average employment rate. Ideas on how to reach this demographic were discussed – Facebook posts with partners (cities, county, schools, chambers), Twitter, Instagram. Advertising the survey to parents of this demographic was also suggested with promotion through the SCALE group, DEED website, and WIC along with targeted Facebook ads, Twitter, etc. It was recommended the survey be short and simple. Incentives for participation were recommended, such as gift cards for Amazon Gift, Chipotle, Netflix, Valleyfair passes, etc.

An additional suggestion made after the meeting was to consider surveying the residents in our existing workforce housing units – to help identify what they need to continue to move on.

Agenda Item 3: Developing our Action Plan.

The following action items were discussed:

- Develop better connections between employers and school districts, identifying mentors to participate in school programming.
- Educate students on what careers are available and parents on career pathway options, working to remove the stigma on non-four year college options.
 - Expand mentoring opportunities between students and businesses and coordinate with resources available through the Optimists Club, Rotary Clubs and school districts.
 - Focus on connecting with people when they are 18 to then stay in touch as they move through those 19-24 ages.
- Explore post-secondary education options within the County as it relates to expanding locally offered programs versus new brick and mortar educational facilities.
- Identify reasons the unemployment rate is higher among 18-24 year old residents who are in the workforce.
 - Strengthen career pathways.
- Complete a local Business Retention and Expansion Survey to obtain input from large employers.

- Targeted Economic Development.

Next steps:

- The CAP group will be working on the survey to identify reasons the unemployment rate is higher among the 18-24 year old demographic, over the next month.
- A sub-committee will be meeting to discuss the Business Retention and Expansion Survey after the May Workforce Readiness meeting.
- The top three goals will be addressed at the next meeting – who else is working on them, where are the gaps, what to look at moving forward.

Agenda Item 4: Community Engagement.

This item was tabled.

Agenda Item 5: Input on identification of one demographic group.

Committee members were asked to identify what one demographic group should be focused on, that would have the greatest impact on the overall 50 by 30 initiative. The consensus from the Workforce Readiness group was young families. A two generation approach was brought up to focus on both the children and the parents and the question was raised about what ages would be considered young family. Millennials tend to be getting married and starting families later than past generations, and it was suggested targeting 18-30 years old might be the way to go; young families that have entry-level jobs, expenses relating to daycare and need entry-level housing options. Committee members noted the demographic group could also be categorized by income and diversity. It was noted that while Senior Citizens may not be the focus of the group, it is important to recognize the impact that growing demographic will have on the county.

Agenda Item 6: Employer Survey Update.

The subcommittee will be meeting after the next Workforce Readiness meeting on May 9 to develop a plan for the Business Retention and Expansion Survey.

The next meeting will be held on Tuesday, May 9, 2017 at 11:00 a.m.

The meeting adjourned at: 12:23 p.m.