



Meeting Minutes – Workforce Working Group

Date: June 13, 2018

Time: 11:30 AM – 1:00 PM

Location: Prior Lake City Hall – Parkview Conference

Workforce Group Members:

Darren Kermes (Chair)		Tim O’Neill		Patricia Timmons	X
Mike Beard		Maja Numainville	X	Jeff Vizenor	
John Bezek		Jeff Pawlicki		Tim Wynes	
Madelyn Hertaus		Kathlyn Reeder		Velvet Walker	X
Darren Kermes		Vanessa Roman		Cindy Walters	X
Donna LaBere	X	Erik Sill	X	Eric Weiss	
Brenda Lieske	X	Nick Slavik			
Kellie McElroy Hooper					

Staff Members:

Stacy Crakes	X	Mark Jacobs		Jo Foust	X
Barb Dahl	X	Jean Sinell		Zach Mitchell	X

Guests:

Heidi Shaw, Monster.com	X	Cat Soukup – Chart Industries	X	Amber Higgins	X
Jenn Brewington, City of Shakopee	X	Ashley Grell – Tree Trust	X		

The meeting was called to order at 11:30 a.m. by Dahl.

Introductions were made.

Dahl introduced the agenda items and asked the group to think about the next steps, action items to complete, using the data gathered and meeting frequency.

Agenda Item #1: Business In Focus Publication

Crakes provided an update on a call received from a national publication “Business In Focus”. They will be running a feature publication in August and invited Scott County and the Live Learn Earn to be included as a feature story. Due to timelines, the request went directly to the Steering Committee which approved participation. There will be no cost to Live-Learn-Earn, rather the publication requested a list of 20-25 businesses that they could contact to request advertisements. An article will be included regardless of businesses decision to advertise or not. This will be used for marketing economic development in the county and the Live-Learn-Earn efforts.

Agenda Item #2: Traitify Demo (Webinar with Monster.com).

Dahl introduced Traitify which is a program which includes a questionnaire with 56 pictures to help identify the career path that may fit a person’s career personality traits. The assessment is an image based methodology using “me” or “not me” personality traits centered around what you see yourself doing or not doing in a workplace. The survey takes approximately 90 seconds to complete. Statistics indicate there is a 95% completion rate. The program is designed to be mobile friendly.

The Dakota-Scott WorkForce Development Board has a subscription. A list of careers is provided to the participant, with a match rate, the required education, salary level range, employment growth anticipated, experience needed, career match based on personality traits. This is also tied to real jobs that are available and locations of the jobs.

The Dakota-Scott Workforce Development Administrator interface allows them to review of the number of assessments, most viewed careers, most recommended careers, etc. They are able to analyze the most viewed careers, such as health care, and arrange opportunities to learn more about topics of interest with tours, etc.

It was noted this is a great resource for youth and those looking for a career. Dakota-Scott Workforce will re-evaluate the program in 15 months. If the data is useful they may continue the program. At this time there is unlimited use for 100 subgroups and all residents of Scott and Dakota Counties.

Agenda Item #3: MNCAPS Project – Report/Final Presentation Recap

The Final Report from the MNCAPS student was distributed. This included information from an on-line survey as well as a focus group. Input on interest in a website to identify jobs available in Scott County was sought as a part of their project. The report indicates over 70% of respondents were interested in a job website. Those that participated in the Focus Group suggested a community focus be included with the job website.

Agenda Item #4: Monster.com – Jobs Website and Demos (Special Guest: Heidi Shaw from Monster.com and Bill and Dave via conference call)

Shaw provided examples of job websites Monster.com has worked with including an “Ohio Means Jobs” website, and U.S. Tech Vets.

She suggested the Workforce Development Committee develop a wish list of what the site should include and what type of experience we want the user to have. She also noted it is important to determine which zip codes to include. The information is fed by Monster.com which updates jobs constantly. There are employer accounts to post jobs. The group would have the ability to set the site for job seekers outside the zip codes but only allow the posting of jobs within the specified zip codes in the county

Committee members inquire how are expired jobs removed. Shaw stated there is a 60 day posting limit or if the job is no longer listed on its original site it is removed.

If a site is developed, it was recommended the site be designed with a focus on the geographic location of Scott Co. versus a county or government web site focus. It was also suggested it be designed to allow other organizations to drop in events (i.e. Chamber of Commerce's). Shaw noted Monster.com could host event calendars that they could link to their sites to avoid entering the events on multiple sites.

Cat Soukup of Chart Industries suggested limiting the posting of jobs available within Scott County zip codes but include employees/residents from outside the zip codes to respond to openings. The importance of marketing a job site to employers and job seekers and educating residents on opportunities here and benefits of staying within the county was noted.

The next meeting will be held on Wednesday, July 11, 2018 at 11:30 a.m.

Dahl stated the focus of the July meeting will be on what action we want to take using the information obtained. She suggested the creation of action groups and consideration of moving to quarterly meetings. Generally, the areas of focus appear to be post-secondary education, increased communication with schools, and a jobs website.

The meeting adjourned at 12:48 p.m.