Service Team: Economic Growth and Community Investment

Intentional coordination at the County Service Team Level:

- Investment in people
- Maximize efficiencies
- See gaps
- Deeper engagement with businesses and communities
- Libraries and Workforce aligned
Workforce Solutions

Mission: To strengthen the economic success of our community through personalized and effective workforce development.

Who we serve:
• Residents who are enrolled in several eligibility-based programs.
• Jobseekers looking for resources through Career Labs.
Minnesota County Total Populations:

1. Proximity to Ramsey County
2. Population Size

Selected County Populations = 2,864,546 *

* United States Census Bureau: Population estimates 2019
COVID-19 Has Disproportionate Employment Impacts on Ramsey County Residents

UI Applications as a Percentage of the Total Pre-COVID-19 Ramsey County Labor Force

- **Age 34 or Younger**
  - Pre-COVID-19 % of Labor Force: 45%
  - % of Total COVID-19 UI Applicants through May 7, 2021: 35%

- **HS Diploma or Less**
  - Pre-COVID-19 % of Labor Force: 41%
  - % of Total COVID-19 UI Applicants through May 7, 2021: 33%

- **BIPOC**
  - Pre-COVID-19 % of Labor Force: 49%
  - % of Total COVID-19 UI Applicants through May 7, 2021: 27%

**Legends**
- Pre-COVID-19 % of Labor Force
- % of Total COVID-19 UI Applicants through May 7, 2021

**Notes**
- BIPOC = Black, Indigenous, and People of Color
- Labor Force = People who are willing and able to work, including all working and unemployed residents
- 135,254 unemployment applications filed in Ramsey County from March 16 through May 7, 2021
- Percentages on each metric have remained mostly stable since the Summer of 2020.
Saint Paul Longer-Term Unemployment Estimates

Figure 1. St. Paul Unemployment Rate Estimates by Race and Ethnicity, 2019-2021

Source: DEED Local Area Unemployment Statistics, American Community Survey (ACS)
CARES Funding: $15M

- Community Contracts
- Youth/Young Adults
- Community CARES
- Virtualization
- Community Inclusion Innovation Fund
- Career Labs
- Workforce CARES Funding
- TechPaks
- Tech4Future Paks
- Student Support Kits
- Future Today
- Resiliency Fund
Digital Equity Initiative

- Refurbished Laptop
- Hotspot
- Digital Literacy Navigator
- IT Support

TechPak
Collaborative partnership with our libraries and service centers

- Online job search tools and resources.
- Information and referral to CARES community providers.
- Referral to employment and training programs.
- Career planning and assessment information.
- Phone or virtual job search assistance.
- Copying and printing.
- 7 locations across county service centers and city libraries
Workforce – Library Partnership

• Workforce Solutions and Saint Paul libraries meet regularly to ensure workforce program information, resources, services alignment and a common resident experience

• Ramsey County has continued Career Labs in 2021 under local “Residents First Funding”

• Saint Paul Libraries continued Career Labs in 2021 using CDBG funding
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Saint Paul Public Library
Career Labs
Mission: We welcome all people to connect, learn, discover, and grow.

Vision: We imagine a Saint Paul where all people feel seen, safe, and welcome. We imagine a city where libraries bring people together to experience hope, joy, and creativity through learning.
Strategic goals around workforce:
- Support an inclusive and innovative local economy.
- Ignite curiosity and build skills for an increasingly technology-driven world

Team: workPLACE committee
- Digital skills focus in response to Great Recession
- Jobseeker, small business, entrepreneur, ELL & citizenship, maker technology
- Bridge Fund response group
- Career Labs
Steps to Career Labs
target audience

- **Jobseekers economically impacted by COVID-19**
  - Job loss
  - Hours reduction
  - Change in household income
  - Uncertainty in future of industry

- **3 locations in Ramsey County**
  - Downtown county service center
  - Co-located with Ramsey County Libraries

- **4 locations identified in STP**
  - Dayton’s Bluff (co-located w/ Metro State)
  - Rice Street (North End)
  - Rondo Community Library
  - Sun Ray Library (Greater East Side)
welcoming spaces

- Accessible & connected meeting rooms
- Followed public health guidelines
- ALA recommendations
- Socially distanced computers
- Taped off waiting, walking paths, and working areas (computer stations and navigator stations)
- Laser pointers
- Resource tables
team training

- County customer service philosophy
  - “No Wrong Door”
  - “Residents First”
- “Day in the Life” Employment Counselors
  - Reviewed workforce referrals & partner sites
  - Templates & handouts
- Collaborated on an intake process
- Shared practices
## Technology & Data

<table>
<thead>
<tr>
<th></th>
<th><strong>SPPL</strong></th>
<th><strong>Ramsey</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact</strong></td>
<td>Phone/Online (Dayton’s Bluff main line)</td>
<td>Phone/Online (Customer contact center)</td>
</tr>
<tr>
<td><strong>Appointments</strong></td>
<td>LibCal</td>
<td>No Wait Inside (text reminders)</td>
</tr>
<tr>
<td><strong>Computers</strong></td>
<td>Envisionware</td>
<td>Numbered stations</td>
</tr>
<tr>
<td><strong>Tracking (COVID impact, activity, demographics, zip code)</strong></td>
<td>Online intake Surveys WFS evaluation</td>
<td>Paper Intake Surveys WFS evaluation</td>
</tr>
</tbody>
</table>
 Ramsey County Board of Commissioners Chair Toni Carter, center, and St. Paul Mayor Melvin Carter, right, Jane Prince, St. Paul Public Libraries Board Chairman and City Council member, is at left, Monday, August 3, 2020. (Scott Takushi / Pioneer Press)
TechPaks

- 2,150 distributed through Career Labs
- Pick-up sites
- Digital Navigators
- Surveys
- Follow-up support by SPPL CTEPs
What's a TechPak?

The TechPak partnership supports economic inclusion by bringing computers, Internet and digital literacy training into the homes of Ramsey County residents.

**CARES FUNDING**
$770,000 for 500 laptops and Digital Navigator support.

**JOBS CREATED**
Laptop refurbishment provides jobs for people facing barriers to employment. This supports a projected $3,000 per year in additional earnings for employees.

**REFURBISHED LAPTOPS**
33 tons of GHG emissions avoided from 500 refurbished laptops.

**THE TECHPAK IS BORN!**
The pack is ready for recipients!

**FAMILY ACCESS TO COMPUTER and Internet supports**
Access to a computer supports improved school outcomes for children; a benefit projected to be $66 per TechPak.

**CONNECTION TO JOB SKILLS and opportunities**
TechPak services support education and workforce development. This can boost lifetime earnings on average by $1,440 (WSJ 2019).

**DIGITAL LITERACY**
63% of recipients completed the computer basics assessment. This helps Digital Navigators connect recipients with additional trains and services.

**DIGITAL NAVIGATOR**
Navigators provide device training, including laptop use, email service, zoom training, and more.

**PICK UP**
Partnership with public libraries provides accessible pick up locations.

**IMPACTS**
- Increased economic inclusion and growth
- Increased employment and educational opportunities
- Improved quality of life
- $1 invested → projected $2.40 in social value

What's inside a TechPak?

**LAPTOP**
Refurbished laptop with power cord, pre-loaded benchmarks for job search and training, carrying bag with luggage tag, and TechPak/CC’s computer support for 1 year.

**TECHNOLOGY**
Hotspot Internet access and headset.

**TRAINING**
Digital Navigator support on basic computer skills training, assessments, one-on-one tutoring, and referrals to structured clearer on computer and Internet skills as well as job training, further education, and social services. Materials related to COVID-19, libraries, adult basic education, and QuickStart guides in 6 languages were included.
"I was hoping to update my resume and get more information about small business. I appreciate the chance and opportunity to do that in this scary time [COVID-19]."

“After receiving my TechPak, I immediately began my quest for online schooling, job searching and more. This has been and will be very helpful during and after the pandemic.”

A surgical nurse from St. Joseph’s Hospital was grateful for SPPL Career Labs because her computer at home is very old and she now needs to update her resume and start looking for a job. She was going to recommend to her colleagues that were also going to be laid off by the end of the year.
participant feedback

7 CARES Community Career Labs
3,550 hours, 1279 appointments

- Job loss
- Hours reduction
- Change in household income
- Uncertainty in future of industry
- Seeking safer working conditions
- Changes in childcare and elder care
- Help enrolling in relief programs (Techpak, rent assistance, food resources, social and health services)
programs

Job Club (Virtual)

Resume Learning Circles (Hybrid)
always modifying

- Appointment only -> Walk-in welcome
- 60 minutes -> 90 minutes -> up to 2 hours
- Virtual services (phone, google meets, teams)
- Added **phone line** for jobseekers
- SPPL added remote-in software (Bomgar)
- Staff changed **language** around COVID-19
- More than jobs, all around **economic recovery** (housing, social services, small business)
 Ramsey County Community Career Labs
Residents First Funding
2 locations
Jan-April 223 appts

SPPL Career Labs
Community Development Block Grant
Changed spaces/hours as library opened
Added 5th location June
Jan-May 760 appts

Committed to continued partnership
Aligned services
In-person & 1-to-1 help
Sharing resources, cross-training
strengthening referrals

- WFS employment counselors
- Dislocated worker program
- SPPL social worker
- Digital Navigators
- Virtual services (Assessments, Trainings, Job Fairs)
- Highlight accessible, inclusive employers
Over-communicate! (internally and externally)

“Basic” services are critical phone line, copy/print/fax/scanning

A resource today, may not exist tomorrow (call providers yourself)

Digital literacy remains a challenge (allow for extra time, help staff flex their skills)

Language around COVID-19 important (meaning and impact have changed)
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