

Minneapolis Workforce Council

March 15, 2011

Meeting Minutes

Present: Mark Anderson, Douglas Flateau, Darla Figoli, Joe Gaspard, Todd Klingel, Lief Larson, Ken Lundquist, Thomas MacNally, Carlye Peterson, Terrell Towers, Craig Vana

Staff: Deb Bahr-Helgen, Felisha Burns, Mark Brinda, Catherine Christian, Anne Fischer, Doug Suker, Kent Robbins, Tammy Dickinson

Guests: Kathy Carney – DEED, Shym Morgan – DEED, Jeremiah Brown – Achieve Mpls, Mitchell Davis - MUL

Excused: David Ahlers, Mark Anderson, Sharon Bredeson, Elizabeth Campbell, Matthew Damon, Jane Renken, Carolyn Roby

Unexcused: Michael McHugh

****Craig Vana called the meeting to order at 7:30 a.m.**

Welcome and Chair's Report – Craig Vana, Minneapolis Workforce Council member opened the MWC meeting by thanking Minneapolis Urban League (MUL) staff Mitchell Davis, Intersection Director, for hosting the Minneapolis Workforce Council meeting.

Minneapolis Urban League (MUL) – Mitchell Davis, Intersection Director, informed the MWC that MUL is a community-based nonprofit organization that was founded in 1926 and is one of the top ten affiliates of the National Urban League. Mitchell handed out a Gateway to Opportunity brochure and informed the MWC that Gateway to Opportunity provides information regarding the four areas of work: Workforce, Health and Wellness, College Readiness and Wealth Accumulation. Mitchell stated that there is a program of the MUL called Workforce Solutions, which the City of Minneapolis supports, through contracts such as the RENEW Program. In closing Mitchell informed the MWC that MUL is located in both South and North Minneapolis.

Dashboard Update – Mark Brinda, Manager METP, presented a Minneapolis Employment and Training Program 2010 Year End Dashboard Report. Mark informed the MWC that the Dashboard is a report that is updated quarterly and provides total numbers of participants served by METP, Adult and Dislocated Worker Programs, STEP-UP Summer Youth Employment Programs, Minneapolis Workforce Center Usage – Universal Services and Numbers of City Residents Employed and Unemployment Rate. Mark presented a dashboard report that provides information regarding the METP 2002-2010 Expenditures.

In closing, Mark also presented a 2010 RENEW Year End Dashboard Report. Mark informed the MWC that RENEW is a collaborative project between the City of Minneapolis and Ramsey County Workforce Solutions that builds capacity for green jobs. Mark stated that the RENEW Dashboard report provides information pertaining to goals and “to date” participants served, training, completed training and job placements. Mark also informed the MWC that the RENEW Program is over at the end of January 2012.

Announcements - Craig informed the MWC that at the Mayor's State of City Address, Mayor R.T Rybak highlighted the STEP-UP Program and requested businesses in the community hire STEP-UP students for the summer.

Craig also informed the MWC that a WIA Planning document has been released and METP staff are currently working on providing the MWC a draft electronic version by the third week of April 2011 and this document will be due to DEED by May 13, 2011. Craig stated the WIA Planning document is required in order for workforce areas to receive Federal WIA funding.

Craig also brought to the MWC attention the five targeted industries that were moved and approved by the MWC in 2010. Craig requested to the MWC that a motion needs to take place to decide if the five targeted industries should continue. Craig informed the MWC that last year, construction was eliminated from the five targeted industries due to unemployment rate of those in the field, so the current five targeted industries currently are: Finance and Insurance, Health Care, Advanced Manufacturing, Transportation and Professional, Scientific and Technical Services. Craig asked the MWC if they would like to continue with the five targeted industries.

A motion was made to continue the five Targeted Industry Sectors: Finance and Insurance, Health Care, Advanced Manufacturing, Transportation and Professional, Scientific and Technical Services.

****The motion was passed by unanimous vote****

Approval of Minutes – The minutes for January 18, 2011 Minneapolis Workforce Council & Minneapolis Youth Council Workforce Development Strategy Session Meeting were moved and approved.

Youth Strategic Planning Follow-Up – Craig addressed the Minneapolis Workforce Council & Minneapolis Youth Council Workforce Development Strategy Session meeting that was held on: January 18, 2011. Craig stated that the group at this meeting focused on youth strategy and what should be done to continue expanding the work that is done in the community for youth programming.

Youth Data Presentation, Mark Brinda – presented a City of Minneapolis Youth Employment Data Points document. Mark stated that this document provides information pertaining to Black, White 16 – 19 year old cohort, participation rate in the labor force and the percentage employed for years 2007-2009.

Private Sector Engagement Tammy Dickinson, Director of STEP-UP, METP – Tammy informed the MWC that STEP-UP is a summer jobs program for diverse and motivated young people. Tammy handed out a STEP-UP Non Profit Employers Pledged document stating that there are currently 662 non profit organizations willing to hire STEP-UP students for 2011. Tammy stated the City of Minneapolis has a goal of 2, 400 STEP-UP Interns for the year 2011. In order to accomplish this goal, there is a three step strategy

1. Working with school base programs
2. Working with non-profit employers
3. Employer paid recruitment

Tammy informed the MWC that Achieve Mpls will operate the employer paid component of STEP-UP for 2011. She introduced **Jeremiah Brown, Director of STEP-UP, Achieve Mpls** who informed the MWC that he began working with Achieve Mpls in January 2011. Jeremiah presented a 2011 STEP-UP Achieve Summer Jobs Program Information sheet.

Jeremiah stated that Achieve Mpls has a goal of 650 youth being employed by a private sector engagement. Currently, Achieve Mpls is reaching out to new and previous employers. Jeremiah informed the MWC that the STEP-UP program runs from June through mid August. Jeremiah also referred on the e-mail that was sent to MWC members by Carolyn Roby regarding the strategic planning session and a list of employers who have pledged positions for 2011 STEP-UP. In closing Jeremiah asked for ideas and suggestions from the MWC on how to get businesses on board with STEP-UP.

Central Corridor Update, Kent Robbins - Kent presented a Central Corridor Light Rail Bid Packages document to the MWC. Kent stated this document gives the name of bid packages, contracts, dollar amounts, council awards, and start dates of construction projects for the Central Corridor. Kent stated the Central Corridor began in fall of 2007 and will be completed in 2014. Kent stated that the Central Corridor is a massive construction project currently budget at \$957 million. He told the Workforce Council that two of the Central Corridor construction contracts: Civil East and Civil West constitute the majority of the construction activity and offer the best opportunities for employment.

Kent also presented a Central Corridor Light Rail Summary Update report that summarized the current status and progress of Central Corridor Light Rail Works. Central Corridor Light Rail Works is the workforce mechanism that connects workers with construction jobs. Kent informed the MWC that 671 workers are currently registered in Central Corridor Light Rail Works. In closing Kent stated there will be a Construction Success Program 2011 that will be held on: Thursday, March 17, 2011 at Target Field, in Minneapolis. Kent stated this program will assist individuals with training for small, minority and women owned businesses. Kent also informed the MWC about a youth construction program that will be held at Minnesota Transportation Museum on May 16, 17, 19 and 20, 2011.

Dislocated Worker Committee – Lief Larson submitted the Dislocated Worker Report:

Project Growing America Through Entrepreneurship (GATE) II is a program that provides additional services to federal Dislocated Worker clients who are 45 years or older and interested in starting a business. Project GATE II consultants train clients in the fundamentals of starting and managing their own small business, evaluate the potential of their proposed business, guide them through the steps of business planning, and help put them on the path to success.

METP was originally awarded 37 slots and later received 15 more. We have requested 16 additional slots from the State, for a total of 68. The project is also in the process of getting an approval from DOL to extend the end date from June 2011 until December 2011. The state is reporting that the our METP Project GATE II clients have launched or grown 12 businesses to date, five of which have already been in operation for at least one year.

Last spring, the Minneapolis Workforce Council members of the Dislocated Worker Committee met to make some decisions about funding. DEED, Goodwill/Easter Seals, and Hired were approved as Dislocated Worker program service providers for a two-year cycle at the same percentage share of funding.

The Employment Action Center (EAC) was only approved as a service provider for one year, at the same percentage share of funding, pending the results of their quarterly monitoring visits. This agency was placed on corrective action (last year) due to lack of attention to detail by the counselors. Files were incomplete, with unsigned or missing documentation throughout the service delivery process. METP requested that EAC create an action plan to address these issues. EAC's plan increased their internal auditing for contract compliance, added an experienced Dislocated Worker counselor, began a quarterly review of the METP manual, and instituted monthly peer review sessions.

EAC was monitored in February 2010 (for their annual visit) which brought about the period of corrective action and triggered quarterly monitoring visits. Since that time, EAC has been monitored in April 2010, August 2010, and December 2010. In the last several weeks, METP staff has also completed the annual monitoring visits with all service providers, including EAC. Based on the improvement seen in EAC's files they have been removed from corrective action.

Dislocated Worker Committee members voted approve EAC for a second year of funding. They also requested that EAC be monitored during the first quarter of the next program year, in addition to the annual monitoring review that typically takes place during the third quarter of the year, to ensure their continuing improvement.

METP and service provider staff have been working to refine our training proposal that clients who are seeking financial assistance with training are required to complete. The proposal asks the client to do some research and document how the proposed training will add to their marketable skills and how it would lead to successful employment.

Adult Committee – Joe Gaspard submitted the Adult Committee Report:

At the end of the first quarter of year July 1, 2010 – September 30, 2010 the following agencies were placed on corrective action due to poor performance as measured by Adults grading process:

- **Minneapolis Urban League (MUL) – Construction Skills**
- **MUL-CDBG Placement/Retention, DEED-CDBG Placement and Retention**
- **CLUES-WIA placement/retention and HIRED-WIA placement/retention**

These agencies that are at risk of losing their contracts unless grades improved to a C by the end of the next grading period October, 10 2010 – December 31, 2010

The second quarter grades:

- **DEED and HIRED raised their grades and are no longer on corrective action.**

- **MUL did not improve their grades therefore Construction Skills and CDBG contracts have been terminated.**
- **CLUES did not improve their grade and therefore WIA contract has been terminated.**

The Adult Program now have nine vendors with CDBG funded placement and retention contracts, ten with WIA contracts and eleven with Close-the-Gap.

A Request for Proposals (RFP) will be released April 1, 2011 for a Close-the-Gap funded project to provide client recruitment, assessment, case management and job placement/retention services to clients enrolled in skills training.

Services will begin July 1, 2011 ending June 30, 2014. The Adult Committee anticipates 125 clients will be trained and placed into jobs through this project. Master contract holders will be notified of this RFP electronically April 1, 2011 and the selection of providers will be made the week of May 23, 2011. The funds available through this RFP are \$350,000. METP will provide budget management and the tuition payments to the schools for enrolled clients. There will be approximately \$350,000 available for training costs through this project.

STEP-UP Committee – Craig Vana submitted the Youth Committee Report:

The first annual Minneapolis Partners for YOUTH conference:

Was a huge success more than 120 participants representing 52 organizations attended. Topics included: legal issues for youth, youth violence prevention, mentorship programs, foundation funding priorities, and youth mental health.

Department of Labor (DOL) Civic Justice Corp grant application March 15, 2011

Twenty million is available to serve juvenile offenders, ages 18-24 and intend to give youth the opportunity to provide community service. The Department of Labor (DOL) will fund a minimum of 13 grants. METP's proposal will request \$1.5 million to cover a 30 month period of time.

METP staff preparing for the Fifth Annual Teen Job Fair

Each year approximately 1,000 youth come to learn about summer opportunities that include jobs, volunteer work, camp, etc. Hennepin County, the WorkForce Centers and Achieve Mpls are partners. The teen job fair will be held at the Downtown Central Library on April 2, 2011.

Minneapolis WorkForce Center Update – Kathy Carney, Manager (DEED), discussed a proposed redesigned of the South Minneapolis WorkForce Center. She handed out a document which outlined the resource room physical space changes to accommodate job seekers more effectively.

A motion was made to accept the proposed redesign of the South Minneapolis WorkForce Center as presented by Kathy Carney.

The motion was passed by unanimous vote

Next Meeting of the Minneapolis Workforce Council:

**Standard Heating & Air Conditioning
130 Plymouth Avenue North
Minneapolis, MN, 55411
Tuesday, May 17, 2011
7:30 a.m. – 9:00 a.m.**

AN EQUAL OPPORTUNITY PROGRAM

Auxiliary aids and services are available upon request to individuals with disabilities.
TTY (612) 673-2157

Minneapolis Employment and Training Program (612) 673-5298