



Request for City Council Committee Action from the Department of Community Planning & Economic Development

Date: April 30, 2013

To: Council Member Lisa Goodman, Community Development Committee

Referral to: Council Member Betsy Hodges, Ways & Means/Budget Committee

Subject: Acceptance of a grant award from Greater Twin Cities United Way to support the hiring of a consultant to lead a nine-month regional manufacturing sector project.

Recommendation: Amend the 2013 General Appropriation Resolution by increasing the Department of Community Planning and Economic Development agency Other Grants – State & Local (01600-8900610) appropriation by \$50,000 and increasing the revenue budget (01600-8900610-372001) by \$50,000.

Previous Directives: None

Prepared by: Deb Bahr-Helgen, Director, METP (612) 673-6226

Approved by: Charles T. Lutz, Deputy Director, CPED _____

Cathy Polasky, Director Economic Policy & Development, CPED _____

Presenters in Committee: Deb Bahr-Helgen, METP

Funding Source and Appropriation

Language Reviewed by Development Finance: _____

Financial Impact

- Action requires an appropriation increase to the ___ Capital Budget or X Operating Budget
Dept Name: CPED (8900610)
Fund Name: 01600 - Other Grants – State & Local
Amount: \$50,000
- Action provides increased revenue for appropriation increase
Dept Name: CPED (8900610)
Fund Name: 01600 - Other Grants – State & Local
Amount: \$50,000
- Action is within the Business Plan

Community Impact

- City Goals – Jobs and
- Economic Vitality

Supporting Information

The City of Minneapolis, in partnership with the Greater Metropolitan Workforce Council, has been awarded funding from Greater Twin Cities United Way to hire a Manufacturing Business Specialist to lead a nine-month regional manufacturing sector project. The goals of the project are to increase the number of K-12 graduates and adults who enter manufacturing technical training programs to meet industry demand (with an emphasis on under-represented populations) and to increase the number of available job candidates who obtain an industry-defined, stackable credential to meet industry job demand (with emphasis on certifying/credentialing and placing under-represented populations in employment). This project is part of Skills@Work, a statewide campaign launched by the Governor's Workforce Development Council and Greater Twin Cities United Way to close Minnesota's skills gap.

Objectives and Strategies Identified:

#1 - Increase the number of K-12 graduates and adults, with an emphasis on under-represented populations, who enter manufacturing technical training programs to meet industry demand.

- Through outreach to underserved communities: market/outreach to prospective students and trainees, working to expand knowledge and appreciation of manufacturing as a career pathway among under-enrolled populations.
- Increase awareness of educational and training programs.
- Increase awareness amongst K-12 and adult (over-18) workforce system/program staff, constituents, educational counselors, and others, aptitudes needed for careers in manufacturing, with emphasis on manufacturing career education to under-represented populations.
- Increase access to financial support for manufacturing career-focused students who cannot afford tuition.
- Develop effective communication tools and infrastructure between and among general public/parents, services, adult educators, colleges, K-12, and manufacturing employers.

#2 - Increase the number of available job candidates who obtain an industry-defined, stackable credential to meet industry job demand, with emphasis on certifying/credentialing and placing under-represented populations in employment.

- Formalize and expand industry-lead partnerships to develop industry-defined core competencies and related, stackable credentials.
- Align educational and training programs with industry demand.

Amending the 2013 General Appropriation Resolution

Resolved by The City Council of the City of Minneapolis:

That the above-entitled resolution, as amended, be further amended by:

1. Increasing the 2013 General Appropriation Resolution by increasing the Community Planning and Economic Development agency Fund 01600 – Other Grants – State & Local (01600-8900610) appropriation by \$50,000.
2. Increasing the 2013 Revenue Budget for the Community Planning & Economic Development agency Fund 01600 – Other Grants – State & Local (01600-8900610-372001) by \$50,000.