

# Minneapolis Workforce Council

May 17, 2011

## Meeting Minutes

**Present:** Carolyn Roby, Sharon Bredeson, Elizabeth Campbell, Matthew Damon, Douglas Flateau, Darla Figoli, Todd Klingel, Lief Larson, Ken Lundquist, Thomas MacNally, Daniel McConnell, Michael McHugh, Carlye Peterson, Terrell Towers, Craig Vana

**Staff:** Deb Bahr-Helgen, Felisha Burns, Catherine Christian, Anne Fischer, Doug Suker, Marie Larson

**Guests:** Troy Gregory – Standard Heating & Air Conditioning, Cathy Polasky - CPED, Greg Davidson - CPED, Roger Lowe – DEED, Kathy Carney – DEED, Shym Morgan – DEED, Jess Niebuhr – MCTC, Tyler Olson – SMCpros (Social Media Consulting, LLC)

**Excused:** Joe Gaspard, Mark Brinda

**Unexcused:** David Ahlers, Mark Anderson, Jane Renken

**\*\*Carolyn Roby called the meeting to order at 7:30 a.m.**

**Welcome and Chair's Report** – Carolyn Roby, Chair, Minneapolis Workforce Council (MWC) opened the MWC meeting by thanking Standard Heating & Air Conditioning CEO Troy Gregory, for hosting the MWC meeting.

**Standard Heating & Air Conditioning** – Troy informed the MWC that Standard Heating & Air Conditioning is a residential air and heating company that's been in business since 1930. Troy stated that Standard Heating & Air Conditioning was previously located in South Minneapolis for many years and moved to North Minneapolis in August 2009. Troy also stated that Standard Heating & Air Conditioning works closely with the North Minneapolis WorkForce Center to provide job candidates. Troy stated Standard Heating & Air Conditioning currently has sixty-six employees and continues to grow.

**Recognition** – The Minneapolis Workforce Council honored Lief Larson by presenting him with a departure plaque in appreciation of his dedicated service from 2008 - 2011 to the Minneapolis Workforce Council.

**Announcements** – Carolyn Roby thanked Michael McHugh and Elizabeth Campbell, MWC members for providing excellent work serving on the Equity and Employment Taskforce, a taskforce focused on employment disparities in the Twin Cities.

Carolyn informed the MWC about the Regional Economic Development Partnership (Greater MSP) meeting that was held on April 14, 2011 and mentioned that there will be more opportunities to work as a region because of this new organization. Carolyn announced to the MWC that the State of Minnesota has a new Commissioner of, Department of Employment and Economic Development, Mark Phillips

Carolyn asked MWC members to review the Minneapolis Workforce Council Dashboard Report that was sent by e-mail. Carolyn also commented on the success of the RENEW Project run by Marie Larson. Carolyn stated that RENEW is a collaborative project between the City of Minneapolis and Ramsey County Workforce Solutions. Carolyn stated that the goal of the RENEW Project is to assist 500 individuals, but has served 525. Carolyn stated that 187 individuals are currently employed; Carolyn also informed the MWC that the RENEW Project will end in January 2012.

Carolyn announced that the STEP-UP Summer Tour will take place on Tuesday, July 19, 2011.

**Approval of Minutes** – The minutes for the November 16, 2010 and the March 15, 2011 Minneapolis Workforce Council meetings were moved and approved.

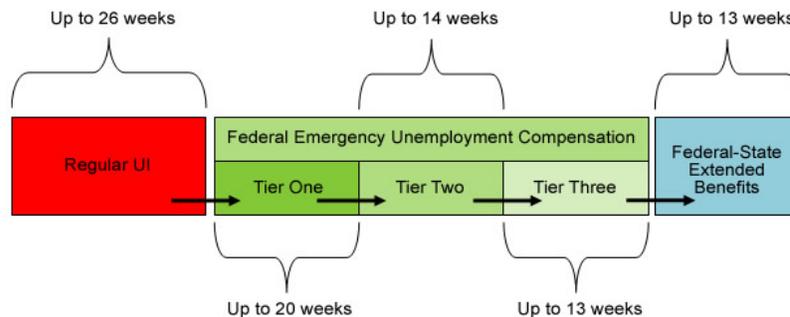
## **Committee Reports**

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

<b><u>Budget Outlook</u></b>					
<b>Program Year 2009</b> (7/1/09-6/30/10)		<b>Program Year 2010</b> (7/1/10-6/30/11)		<b>Program Year 2011</b> (7/1/11-6/30/12) <i>Planning Estimates Only</i>	
WIA DW	\$789,337	WIA DW	\$767,025	WIA DW (down -29.48% from last year)	\$533,619
State DW	\$1,043,958	State DW	\$843,799	State DW	\$908,301
<b>Sub Total</b>	<b>\$1,833,295</b>	<b>Sub Total</b>	<b>\$1,601,595</b>	<b>Sub Total</b>	<b>\$1,441,902</b>
ARRA	\$962,634				
Close-the-Gap (1/09 – 12/09)	\$300,000				
WIA Adult (transferred)	\$325,000	WIA Adult (transferred)	\$518,136	WIA Adult (transfer?)	
<b>Total</b>	<b>\$3,420,929.00</b>	<b>Total</b>	<b>\$2,119,731</b>	<b>Total</b>	

### **Challenges**

- There are a large numbers of Dislocated Worker clients, currently in the program, who will have training needs that continue into next program year which begins July 1, 2011.
- There will be minimal to no funds left from this program year to carry forward for 2011.
- The Department of Labor is expecting a 10% increase in clients who obtain degrees or a credential through training (TEGL 15-10).
- All of the Unemployment Insurance (UI) extensions will sunset by the end of December 2011. Clients will need to develop contingency plans to support themselves while in training as they exhaust their UI benefits. There will be less financial resources, going forward, to support clients who want to undertake any type of long-term training opportunity.



### **Next Steps**

- METP's providers will deliver services to existing clients first, and then enroll additional clients until funding is exhausted. Once all slots have been filled, Minneapolis will begin a waiting list like most other Workforce Service Areas around the state have been doing for the last several years.
- When all the budget allocations are final, if the Workforce Council approves, METP might be able to transfer some WIA Adult funds to keep doors open longer.
- METP should be positioned to join other Workforce Service Areas to request additional funds from the Minnesota Job Skills Partnership Board later in the program year, if additional funds are available. Typically the board meets in January each year to review requests.

**Adult Committee** – Ken Lundquist submitted the Adult Committee Report:

Motion to be brought to the full committee for a vote:

**The Adult Committee recommends the MWC approve a transfer of up to 50% of the program year eleven WIA Adult allocations to the WIA-funded Dislocated Worker Program. The additional funds will allow the Dislocated Worker Program to provide training and job placement assistance to a larger number of clients.**

Catherine Christian addressed the MWC about the decrease in Dislocated Workers funding and the impact on the number of clients served.

The WIA Adult program has accessed \$350,000 of Close the Gap funding to operate a program that will provide recruitment, case management and job placement services for approximately 125 clients. An RFP was issued for this project on April 1, 2011. Twenty one proposals were received and the four readers of the proposals will meet Tuesday, May 24, 2011 to finalize the selection of vendors for this project. Services for the project are slated to begin July 1, 2011 and will end June 30, 2014.

The Adult programs will also receive CDBG funds but the final allocation has not yet been released.

**A motion was made to transfer up to 50% of the program year eleven WIA Adult allocations to the WIA-funded Dislocated Worker Program. \*\*The motion was passed \*\***

**Youth Committee** – Craig Vana submitted the Youth Committee Report:

- The Youth Council met in March and will meet again the week of May 23, 2011. In between meetings, members have assisted METP staff in reviewing requests for STEP-UP worksite reimbursements and defining appropriate allocations while also reviewing and authorizing the submittal of the annual State Youth Plan.
- 3,500 STEP-UP applications were submitted by February 4, 2011 and since the last Workforce Council meeting, 2,600 applicants were invited to attend work readiness training, with 1,630 youth successfully completing all sessions. One component of STEP-UP required work readiness training is mock interviews and thanks to Todd Klingel for volunteering to interview youth this year also a few Youth Council members interviewed potential STEP-UP interns.
- One-hundred STEP-UP applicants also completed a specialized, health care specific, work readiness training in order to prepare for work this summer within the medical field.
- METP staff testified this spring at the state legislature in support of youth program dollars. Two state funding sources face possible cuts. If all funding remains intact, the 2011 summer budget will be approximately \$3.3 million dollars and if the proposed reduction comes to fruition, there will be approximately \$2.5 million dollars available.
- Deb Bahr-Helgen gave an update on the legislative items stating conference committee for jobs and economic development met on Monday, May 16, 2011 that ended in a compromise position that lead cuts in youth programs by 15%.

## **Minneapolis Job Climate (Business Services)**

**Kent Robbins, Business and Special Projects Coordinator, METP**, informed the MWC that Business Services and Marketing is lead by Cathy Polasky, Director Community Planning Economic Development (CPED). Kent stated Minneapolis Business Services consists of METP, Economic Development Staff and DEED Business Services. Kent informed the MWC that Business Services staff visits over 300 businesses annually to discuss CPED Business Marketing Program, Green Training and the RENEW Programs. Kent also informed the MWC that each business visit also focuses on employment, finance and development needs, business loans and grants, tax credits. In closing, Kent provided the MWC with a Minneapolis Business Service Activities May 2011 handout.

**Greg Davidson, Senior Economic Development Specialist, CPED Business Finance**, informed the MWC that since December 2010, Greg has sent out over 200 letters to Minneapolis businesses requesting to come out to their business to meet and discuss potential hiring and financing needs. Greg stated he contacts businesses that have 70 or fewer employees and sales are under \$8 million in sectors such as Retail Trade and Manufacturing. In closing, Greg stated at this time he has ten job referrals for the RENEW Program participants.

**Terrell Towers, Business Services Manager DEED/Minneapolis Workforce Council**, informed the MWC that when the economy contracted in 2008 it was important for DEED staff to work with not only Minneapolis businesses but job seekers as well. Terrell stated DEED Business Services focused more on identifying businesses that were hiring so DEED could download this information on <https://www.minnesotaworks.net/> so job seekers would have better access to job search and gaining employment. Terrell informed the MWC that DEED Business Services identifies all businesses with 250 employees or more and divides them among the eleven business services specialists in the metro area. Terrell stated when going out to businesses, he asks many questions pertaining to business needs such as production growth, increasing hours, productivity, business cost and sales expectations for months to come. Terrell informed the MWC that DEED Business Services also ask businesses about employment opportunities and tax credits. Terrell stated that DEED Business Services encourages large businesses to sign up for Job Central, a state job bank that can find jobs from a corporation website and post them to Minnesota Works. In closing, Terrell provided the MWC a Minnesota Works handout.

**Roger Lowe, Business Service Specialist, DEED**, informed the MWC that he has worked for DEED Business Services for four years. Roger stated he works with businesses in Minneapolis and encourages businesses to sign up for Business Services Job Central and Minnesota Works, which has no fee. Roger stated he has worked with Marie Larson, Manager of RENEW on the RENEW project. In closing, Roger provided the MWC with a Positively Minnesota Minneapolis Labor Market Update handout stating he is noticing that some businesses on this handout are currently hiring workers.

## **North Minneapolis FastTRAC**

**Carolyn Roby, Chair of the Minneapolis Workforce Council**, informed the MWC that at the Governor's Summit North Minneapolis was presented \$300,000 for a FastTRAC training program. Carolyn stated that FastTRAC provides opportunity for low skilled individuals to gain college credit and stackable credentials. Carolyn stated that FastTrac is also focused on high-growth and high wage sectors. Carolyn informed the MWC that she recently met with Deb Bahr-Helgen, Mark Brinda, Carlye Peterson and Jess Niebuhr regarding industries sectors such as manufacturing, culinary and information technology. Carolyn stated that the goal is to serve 100 individuals with training and employment through this FastTRAC program.

**Carlye Peterson, Minneapolis Workforce Council**, informed the MWC that through Adult Basic Education, one of the sources for FastTRAC to bring individuals up to speed with their skills so they are able to be successful in training, Carlye stated that Adult Basic Education provides a training called Bridge One and Two that supports the training that will take place with one of the three sectors in a community college.

**Jess Niebuhr, Dean of Workforce Development MCTC**, informed the MWC that details are still in the making regarding training at community colleges for manufacturing, culinary and information technology as part of FastTRAC. Jess stated MCTC is working on how to program the three sectors and are looking into Developmental Academy that will assist individuals with reading and math that will help serve as a bridging program into college level courses. Jess also stated that MCTC is looking into taking math and reading into the manufacturing programs and combining welding and machine technology so when a student successfully completes these college level courses, they would have a choice of two majors. Jess also informed the MWC about the Information Technology Sector stating MCTC is looking at students who test at a college level in reading and writing, but not college level in math. Jess stated that statistics were pulled for North Minneapolis and 60% of MCTC students test as college level in reading and writing and 8% in math. Jess stated that MCTC is accepting student's into the Information Technology Program and will provided an intensive math program through ABE to bring students up to college level math while in the program.

**In closing Deb Bahr-Helgen, Director METP**, informed the MWC that there is a third component that is a community base organization as a required partner that is envisioned as career counselors who will serve as a central point of contact for the client.

#### **North Minneapolis WorkForce Center Update**

**Kathy Carney, Manager DEED**, gave a brief update on the North Minneapolis WorkForce Center relocation. The plan for relocation of the North Minneapolis WorkForce Center focused on the need for a new physical space to accommodate job seekers, businesses and the community more efficiently and effectively.

#### **Next Meeting of the Minneapolis Workforce Council:**

**Graco Inc.  
65 11<sup>th</sup> Avenue Northeast  
Minneapolis, MN, 55413  
Tuesday, September 20, 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