

Minneapolis Workforce Council

January 17, 2012

Meeting Minutes

Present: Carolyn Roby, Mark Anderson, Elizabeth Campbell, Joe Gaspard, Ken Lundquist, Daniel McConnell, Michael McHugh, Carlyle Peterson, Tyler Olson, Craig Vana

Staff: Deb Bahr-Helgen, Felisha Burns, Mark Brinda, Catherine Christian, Doug Suker, Anne Fischer, Linda DeHaven

Guests: Shym Cook – DEED North Minneapolis WorkForce Center, Jess Niebuhr – MCTC, Cathy Polasky – CPED, Marie Larson – METP,

Excused: Sharon Bredeson, Matthew Damon, Thomas MacNally, Doug Fleteau, Todd Klingel, Darla Figoli, Charles McIntosh, Thomas MacNally

Unexcused: Chad Telford

****Carolyn Roby called the meeting to order at 7:35 a.m.**

Welcome and Chair's Report

Carolyn Roby welcomed the Minneapolis Workforce Council members (MWC) and guests, and thanked Terrell Towers, Manager of the Minneapolis WorkForce Center System and Shym Cook, Site Manager of the North Minneapolis WorkForce Center for hosting the Minneapolis MWC meeting.

Host Site Introduction

Shym Cook, Site Manager of the North Minneapolis WorkForce Center informed the MWC that the North Minneapolis WorkForce Center has divisions serving customers with: Business and Community Development, Vocational Rehabilitation Services, Workforce Development, and Unemployment Insurance. Shym stated the North Minneapolis WorkForce Center has two partners which are Goodwill/Easter Seals and Hubert H. Humphrey Job Corp. In closing, Shym stated North Minneapolis WorkForce Center provides employment training classes once a month for the public. Terrell Towers, Manager of the Minneapolis WorkForce Center System also welcomed the MWC and guests.

Approval of Minutes

The November 15, 2011 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

Announcements

Carolyn Roby stated she would like Minneapolis Workforce Council members to assist the STEP-UP program with employer leads. Carolyn stated if anyone has information that could assist in job creation please send all correspondence to Deb Bahr-Helgen, Director of the Minneapolis Employment and Training Program - Deb.Bahr.Helgen@minneapolismn.gov. Carolyn also informed the MWC that Mayor R.T Rybak and former STEP-UP Intern Hashim Yonis were invited to speak at the White House on January 5, 2012. In closing, Anne Fischer, Youth Program Coordinator, handed out STEP-UP brochures.

Committee Reports

Adult Committee: Joe Gaspard informed the MWC that the Adult committee met Wednesday, January 4, 2012 to discuss future program activities and services. Joe stated at this halfway point of the Adult Program year the job placements made by their nine vendors are at a low number as compared to prior years. This can be attributed in part to the depressed economy and job market but the Adult Committee is concerned their vendors are not devoting the staff time needed to operate a successful job placement program. The nature of performance based contract is such that an agency receives payment for services only if a client is placed into a job and is retained on that job for up to one year. The Adult Committee is concerned that their vendors are focusing staff and resources to other programs that pay for services provided on a cost reimbursement basis. To address this problem the Adult Committee and METP staff are planning to conduct site visits to the agencies providing services for the Adult Programs to gather information on the models of delivering services to clients.

Lower than usual number of placements has resulted in the availability of funds to use for other efforts. Marie Larson, Manager of the RENEW Project attended the meeting and provided a summary of the RENEW Project and its success. The committee felt it would be beneficial to continue this model using available funds and gave the approval for METP to prepare and issue an RFP to provide recruitment, case management and job placement services using the RENEW model. The RENEW Minneapolis project will involve the use of WIA funds about \$400,000 local/city funds about \$1million and CDBG funds about \$800,000 totaling approximately \$2.2 million. The project will serve approximately 350 clients. RENEW Minneapolis builds capacity for green enterprise by strategically connecting businesses with a trained workforce. RENEW – Renewable Energy Networks Empowering Workers – prepares jobseekers for “green careers,” aligning job training with sustainable economic development. RENEW recruits job candidates from high-poverty neighborhoods throughout Minneapolis, ensuring that low-income communities are strategically connected to the job creation and environmental returns of the emerging green economy. RENEW creates training pathways and support networks leading to high-quality, living wage jobs. Training is planned to continue in all RENEW focus areas, with the addition of transportation and related services, including logistics.

There was also discussion of METP’s grading system used to evaluate the vendors’ performance. The Adult Committee have found all of their vendors are falling short of the stated goal for 365 day retention. The clients placed into jobs are either not working or have disappeared at the one year retention period. METP staff will re-examine the grading process and report back to the committee at a later date with recommendations for change.

Dislocated Worker Committee: Catherine Christian submitted the Dislocated Worker Report

Unemployment Insurance (UI) updates:

In Minnesota, two federal programs have been providing additional benefits to Minnesotans, beyond the 26 weeks of Standard (state) UI:

1. Federal Emergency Unemployment Compensation (EUC)
2. Federal-State Extended Benefits (EB)

UI automatically checks for eligibility for all available programs benefits for recipients. The EUC program, which has three tiers, comes into play when an individual exhausts his or her 26 weeks of Standard UI. In December, 2011, Congress passed a two-month extension, so all three of the EUC tiers with the potential of 47 weeks of eligibility, are still in place.

Beyond mid-January, the EUC program with its’ three tiers and up to 47 weeks of eligibility, will be the only extended benefit program in place. The final tier of benefits – Federal-State Extended Benefits (EB) – has triggered off in Minnesota. The EB program would come after an individual exhausted all three tiers of the EUC program, and provide (up to) another 13 weeks of benefits. The final week that anyone will receive benefits in the EB program will be the week of January 14, 2012.

A statewide realistic estimate of the number of people who will actually exhaust benefits, after January 8, 2012, is somewhere between 5,000 and 6,000. In Minneapolis, the estimate is as high as 609. That’s a lot more than the Dislocated Committee has seen in a very long time. The number exhausting benefits per week will drop significantly after the week of January 8, 2012 but it will still be higher than what we have been seeing.

It is very likely that demand for DW services is going to increase as those who are running out of benefits try to figure out what to do next.

Plans to handle increased demand for DW formula services:

- METP finalized the transfer of \$375,000 of WIA Adult program funds to the WIA DW program (previously approved by this Council). The funds were distributed to all four DW service partners (DEED, Hired, EAC and Goodwill Easter Seals) according to their proportionate share for this

program year. Our "Priority for Service" screen, utilized when demand outstrips supply, has been temporarily lifted which means our doors are open for all potential DW clients and we are currently serving all eligible Dislocated Workers who request our services. Other Workforce Service Areas have also received some State Workforce Development funds to end their waiting lists and begin enrolling new customers.

- At the same time that we transferred the WIA Adult funds to WIA DW, we also added \$90,000 in core funding for the Minneapolis WorkForce Centers to provide these service enhancements:
 - Increase the number of Employment Ready U (ERU) sessions,
 - Reserve slots in each ERU session for potential DW clients,
 - METP DW partner organizations will be invited to recruit from ERU graduation sessions to help manage and distribute the expected influx of clients, and
 - Some funds may be used to assist with core services to veterans under the Gold Card Initiative for Post-9/11 Era Veterans (description follows).

DW and other services for returning veterans:

Since 2001, at least 19,000 Minnesota National Guard members have been deployed and have served in 33 countries worldwide. More than 3,000 Minnesota National Guard Soldiers and Airmen are currently deployed to multiple locations in support of the global war on terrorism. Many of these troops will be returning to Minnesota in the upcoming year. Preliminary surveys of the troops that are returning in April and May 2012 indicate that about 500 of these veterans expect to be unemployed upon their return. Several initiatives are underway to provide specialized services to returning veterans.

- The Gold Card provides unemployed post-9/11 era veterans with the intensive and follow-up services they need to succeed in today's job market. The Gold Card initiative is a joint effort of the Department of Labor's Employment and Training Administration (ETA) and the Veterans' Employment and Training Service (VETS).

An eligible veteran can present the Gold Card at his/her local One-Stop Career Center (in Minneapolis the North and South WorkForce Centers) to receive enhanced intensive services including up to six months of follow-up. The enhanced in-person services available for Gold Card holders may include:

- Job readiness assessment, including interviews and testing
- Development of an Individual Development Plan (IDP)
- Career guidance through group or individual counseling that helps veterans in making training and career decisions
- Provision of labor market, occupational, and skills transferability information that inform educational, training, and occupational decisions
- Referral to job banks, job portals, and job openings
- Referral to employers and registered apprenticeship sponsors
- Referral to training by WIA-funded or third party service providers
- Monthly follow-up by an assigned case manager for up to six months



Gold Card holders will be encouraged to enroll in the METP DW program.

- METP has also submitted a Request for Funds to provide Dislocated Worker program services to veterans. The primary purpose of these funds is to serve those veterans returning from active duty in the coming year. There is a total of \$1.5 million dollars available statewide from State Workforce Development Funds; METP has requested \$91,000 to serve 26 veterans. The funds, if awarded, will be used to provide services at the Minneapolis WorkForce Centers to expand and extend upon the mandated Gold Card Initiative. DEED staff will customize their current successful job search

training sessions (Employment Ready U) into Employment Ready Vets to meet the specific needs of returning veterans. DEED will recruit veterans from metro area WorkForce Centers to serve as the facilitators. Dislocated Worker training services will focus on helping veterans convert vocational and technical skills learned in the military into civilian credentials.

Other committee updates:

- The Dislocated Worker committee has lost two members due to their resignation from the Minneapolis Workforce Council (Thomas MacNally and Matt Damon) but we also recently added one new member, Chad Telford. On December 5, 2011, Catherine Christian provided Chad with a brief orientation to the DW committee.
- The next meeting of the DW committee with our DW service provider partners is scheduled for Thursday, January 26, 2012. The agenda and location information will be sent out this week.

Youth Committee: Craig Vana submitted the Youth Committee Report

STEP-UP 2012

- **Secured Budget** = \$1.8 million (would serve 1,425 youth), need roughly \$3 million (to serve 2,000 youth)
- **Growth Strategies:**
 - Increased fundraising efforts with help from the City Coordinator's Office
 - Increased job development efforts with help from METP staff
- **New this year:**
 - Youth may apply on-line, 650 applications submitted thus far with 150 completed on-line, application deadline is February 3, 2012
 - Two research projects underway - results hope to determine beneficial outcomes of STEP-UP participation, primarily; high school performance, post-secondary performance and workforce performance
 - (1) Quantitative study conducted by University of Minnesota Educational Psychology Department.
 - (2) Qualitative study conducted by Capstone of the University of Minnesota Humphrey Institute
- **Components in 2012 will be named:**
 - STEP-UP Explore
 - STEP-UP Discover
 - STEP-UP Achieve
 - Explore and Discover youth lack previous employment experience and will be connected to a supportive, subsidized work environment.
 - Achieve youth are better prepared for more challenging internships and will be matched with employer-paid positions
 - All youth receive work readiness training, mostly in the spring with training conducted by PPL and Achieve.
- **Recent recognition from the White House;** Mayor Rybak and former STEP-UP intern, Hashim Yonis, represented STEP-UP as a national model of summer employment programming, in Washington, D.C. on January 5, 2012
- **You Can Help!** Hire an intern or recruit employers – please call Jeremiah Brown of ArchiveMpls at (612) 455-1562 with interested businesses you identify

State Youth Competitive Grant

- METP has received an annual direct appropriation of \$850,000 from DEED since 2006
- State Legislature has requested these funds become competitive in 2012
- DEED has released an RFP with a total of \$2.7M available
- METP is submitting a proposal for \$850,000, due February 10th. The Youth Council will review it prior to submittal. The grant's focus will be STEP-UP.

Other News:

- **Minneapolis PARTNERS for Youth** conference, hosted by METP will take place February 10, 2012 at Allina Commons in the Midtown Exchange. 125 local youth serving professionals will attend workshops regarding: Legal issues for teens, caring adults in the lives of young people, engaging parents in youth programming, and youth program evaluation. Staff is contributing to the sixth annual **Teen Job Fair**, to be held at Minneapolis Central Library on March 24, 2012. Youth can meet employers, attend workshops and much more.

North Minneapolis Update

North Minneapolis WorkForce Center Building Update – Terrell Towers, Manager of the Minneapolis WorkForce Center System informed the MWC that the North Minneapolis WorkForce Center was not originally built to be a workforce center. Terrell stated that his predecessor Kathy Carney who was the previous Manager of the Minneapolis WorkForce Center System began this process of exploring a newer and bigger North Minneapolis WorkForce Center to assist with their enormous amount of clientele. Terrell stated that with the help of the City of Minneapolis Community Planning Economic Development Department staff Chuck Lutz, Deputy Director and Eric Hansen, Principal Project Coordinator, DEED has had discussions about how to move forward with a finding a new location for the North Minneapolis WorkForce Center. Terrell stated DEED's North Minneapolis WorkForce Center is seeking to be an anchored tenant in a new development and the idea is to attract other anchored tenants and educational institutions that are willing to co-locating with the North Minneapolis WorkForce Center.

In closing, Terrell informed the MWC that DEED has had meetings with real estate consultants to discuss the process and also the Department of Administration who will negotiate the lease arrangements for DEED. Terrell stated DEED's Commissioner and the Department of Administration met and will determine if a Request for Qualifications (RFQ) should be completed and having more discussions with other providers willing to relocate. Terrell also informed the MWC that a time line will be determined by the Department of Administration.

FastTRAC Northside – Mark Brinda, Manager the Minneapolis Employment and Training Program informed the MWC that \$300,000 dollars was awarded to North Minneapolis FastTRAC Project from the State of Minnesota. Mark stated that the FastTRAC Project is essentially an idea that blends the services of Adult Basic Education (ABE) and the Minneapolis Community and Technical College (MCTC). Mark stated the FastTRAC brings these two providers together to work with a community partner or a workforce provider in Minneapolis. Mark informed the MWC that EMERGE was selected to be the FastTRAC Employment Service Provider. Mark stated FastTRAC will assist with training in manufacturing or culinary certificate program. Mark informed the MWC that ABE will co-teach with MCTC in math skills in order to be college ready. In closing, Mark stated students in manufacturing will begin in February 2012 and Culinary will begin in March 2012 and the second phase will begin in the fall/winter of 2012.

STEM – Craig Vana informed the MWC that on November 30, 2011 the STEM Expo was held at the Lincoln School Site with over 300 middle and high school students attended. Craig also informed the MWC that there was an evening session for parents and the community to attend. Craig stated the idea of the STEM Expo was to focus the spot-light on science technology and engineering map jobs career opportunities and to gain knowledge of the education and skills needed for these jobs.

Anne Fischer informed the Minneapolis Workforce Council that a STEM initiative program is what Governor Mark Dayton had promised North Minneapolis last March at the Economic Summit. In closing, Anne informed the MWC that the STEM Expo Initiative will begin working more with Minneapolis Public Schools, DEED and Community Partners to bring what is needed to the youth in North Minneapolis.

Introduction – Carolyn Roby introduced Louis King, President and CEO of Summit Academy OIC and Chair of the Northside Community Response Team.

North Minneapolis Tornado Response – North Minneapolis Tornado Response – Louis King, President and CEO of Summit Academy OIC and Chair of Northside Community Response Team (NCRT) informed the MWC that on May 23, 2011 NCRT was formed as a community response to assist with victims

who had been affected by the tornado in North Minneapolis. Mr. King stated that 60 local organizations, agencies, churches and other entities helped form the NCRT, which has been meeting weekly to help residents in the recovery effort. Mr. King informed the MWC that the largest activity for the NCRT was basic needs. Mr. King stated currently the impacted North Minneapolis neighborhoods are down to ten properties with tarps over them that still needs to be completed, but unfortunately property owners can not be found. Mr. King informed the MWC that majority of the northside resident who were involved in the tornado, did not have home owners insurance. Mr. King also stated that what was discovered in the aftermath of the tornado that 67% of the North Minneapolis residents are currently on Hennepin County Public Assistance.

Further, Mr. King addressed disparities in unemployment with African Americans in North Minneapolis stating Minneapolis is not short of efforts to assist North Minneapolis residents; stating that there are non-profit agencies on every corner in North Minneapolis, but the conclusion is that the current efforts are not working for North Minneapolis residents. Mr. King stated when spending \$1.07 million year after year in a community and it's not assisting residents; NCRT would like to get out of the relief business and give Hennepin County the opportunity to partner with North Minneapolis and to reduce this by 25% within a five year period. Mr. King stated that NCRT brought several recommendations to the table to move this request forward. Mr. King also informed the MWC that we are powerful, political block of baby boomers and with the fiscal problems of the future will make today's problems look small. We will demand our fair share and elect politicians who reflect our views and policies. Mr. King stated that NCRT request that Hennepin County to set up an intern program that will assist North Minneapolis tornado victims with employment. In closing Mr. King touched base on Hennepin County capital projects regarding the HUB that may be built in North Minneapolis and academic initiatives within the Minneapolis Public Schools. Mr. King also stated if we see the future, and acknowledge the weaknesses of the current system, we can take the action necessary to get macro change and make a difference.

Minneapolis Workforce Council Meeting Adjourned at 9:10am

Next Meeting of the Minneapolis Workforce Council:

**Project for Pride in Living
PPL Board Room
1035 East Franklin Avenue
Minneapolis, MN 55404
Tuesday, March 20, 2012
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