



City of Minneapolis

COMMUNITY PLANNING & ECONOMIC DEVELOPMENT (CPED)

Employment and Training Program

Committed to Growing a Competitive Workforce

Quarterly Update – Spring 2012



The City of Minneapolis Employment and Training Program Receives \$850,000 Grant

In March, the Minnesota Department of Employment and Economic Development awarded METP with a grant of \$850,000 for STEP-UP programming in 2012. The grant was highly competitive with nearly 30 applications statewide being submitted to the Minnesota Youth Workforce Development Grant Pilot Program (more than \$9 million was requested, with only \$2.7 million available). The \$850,000 award was the maximum allowable request and the largest awarded. METP is excited to have the added capacity to offer more Minneapolis teens a summer work opportunity.

Mayor Rybak's State of the City 2012 Focuses on North Minneapolis

On April 11, in his annual State of the City address, Mayor Rybak called North Minneapolis the key to growing the city. In the speech, entitled *One Minneapolis, Growing North* - delivered at the renovated Capri Theater on West Broadway, the site of his 2006 State of the City speech and now a regional destination - Mayor Rybak said that it matters to the rest of the city if North Minneapolis is growing.

Mayor Rybak focused on jobs and the economy, hailing the work of Minneapolis employment and training programs, which since 2006 have placed 6,916 people in jobs, 40% of them from North Minneapolis. But even though Minneapolis' economy is recovering from the recession faster than other cities, the recovery is not evenly shared: while the city's overall unemployment rate is now 5.3%, the lowest since the start of the recession, African American unemployment in Minneapolis stands at 20%. This longstanding gap is "morally wrong and potentially economically ruinous," Mayor Rybak said.

To address this gap, the City of Minneapolis is taking several steps, including:

- Extending the RENEW program, which trains and places low-income individuals in green jobs. Of the nearly 600 people who have received RENEW training so far, 52% have been African American.
- Increasing the City's goals for minority workforce participation in City contracts to 32%, in order to reflect the City's population that is now more than 30% non-white.
- Beginning a new internship program for college students called Urban Scholars, which will bring young talent into City Hall starting this summer to work in key policy areas and begin building careers in public service.

2012 Teen Job Fair

Close to 1,000 teens, many accompanied by their parents, attended the sixth annual Teen Job Fair on March 24 at the Hennepin County Central Library in downtown Minneapolis. The teens were able to connect with employers and other organizations about jobs, internships, volunteer opportunities and employment training.

Teens attended workshops where they were able to get helpful hints about finding and landing a summer job and talked with many employers looking to hire for the summer. The Teen Job Fair is a collaboration between Hennepin County Library, METP, AchieveMpls, the Mall of America and the Minneapolis South Workforce Center's "Zone."

The City of Minneapolis Prepares to Help Vets Return to Civilian Careers

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

METP was recently awarded \$86,242 to provide Dislocated Worker program services to 26 veterans. The funds will be used to provide services at the Minneapolis WorkForce Centers to expand and extend upon the mandated Gold Card Initiative which provides unemployed post-9/11 era veterans with the intensive and follow-up services they need to succeed in today's job market. DEED staff will customize their current successful job search training sessions called Employment Ready U (ERU) into Employment Ready Vets (ERV) to meet the specific needs of returning veterans. The first ERV sessions should begin the first week of May. Dislocated Worker training services will focus on helping veterans convert vocational and technical skills learned in the military into civilian credentials.

Events

Minneapolis Workforce Council Meeting

Tuesday, May 15, 2012
7:30am – 9am
Minneapolis Urban League

STEP-UP

Summer Youth Tour
Tuesday, July 17, 2012
8:00am – 12:00

For more information on these events or any METP services

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