

## Minneapolis Workforce Council

March 20, 2012

### Meeting Minutes

**Present:** Carolyn Roby, Elizabeth Campbell, Joe Gaspard, Ken Lundquist, Todd Klingel, Darla Figoli, Doug Flateau, Daniel McConnell, Carlyle Peterson, Terrell Towers, Craig Vana

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

**Guests:** Reede Webster – MCTC, Julie Brekke – PPL, Jess Niebuhr – MCTC, Margie Earhart – JFCS, Cindy Uran – JFCS, Debbie Atterberry – RESOURCE, Carrie Scheffler – Employment Action Center, Roger Lowe – DEED. Barb Obershaw – Dunwoody College, Joe Stratig – Goodwill/Easter Seals, Randy Hammond – Minnesota Transitions, See Vang – SEARCH, Cindy Toppin – Lifetrack Resources, Pam Costain – AchieveMpls

**Excused:** Sharon Bredeson, Mark Anderson, Matthew Damon, Charles McIntosh, Thomas MacNally, Tyler Olson, Chad Telford

**Unexcused:** Michael McHugh

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

#### **Welcome and Chair's Report**

Carolyn Roby welcomed the Minneapolis Workforce Council members (MWC) and guests, and thanked Steve Cramer, President and Executive Director, Project for Pride in Living (PPL), for hosting the MWC meeting and guest speaker Kyle Uphoff, Regional Analysis and Outreach Manager, Minnesota Department of Employment and Economic Development (DEED).

#### **Host Site Introduction**

Steve Cramer welcomed the MWC members and guests. Steve stated that PPL partners with various Minneapolis workforce agencies and others throughout the Twin Cities. In closing, Steve informed the MWC that PPL has workforce programming for adults, youth, including training classes and Adult Basic Education.

#### **Approval of Minutes**

The January 17, 2012 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

#### **Announcements**

Deb informed the MWC that the City of Minneapolis STEP-UP Program submitted a grant proposal and was awarded \$850,000 from DEED. Deb thanked Anne Fischer, Manager of the Youth Program and her team for their hard work on the grant application.

#### **Committee Reports**

- **Adult Committee:** Joe Gaspard submitted the Adult Committee report stating: At the January 17, 2012 MWC meeting the number of job placements made by their nine vendors were currently low when compared to prior years. This can be attributed in part to the depressed economy and job market but the Adult Committee is concerned that their vendors are not devoting the staff time needed to operate a successful job placement program. The nature of performance-based contracts 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 the vendors are focusing staff and resources to other programs that pay for services on a cost reimbursement basis. To address this problem and to gather further information on the structure and operations of our vendors, committee members and METP staff are scheduled to conduct site visits to our service providers. The first visit was to DEED on Thursday, March 15, 2012. The Adult Committee plan to have all visits completed before July 1, 2012.
- The City of Minneapolis Employment and Training Program received eleven applications in response to the RFP released for procurement of RENEW Minneapolis employment services. The applications were reviewed and scored by a panel of individuals who have knowledge of workforce development programs. As a result, the following agencies were selected to provide RENEW Minneapolis services: Project for Pride in Living (PPL), Minneapolis Urban League, EMERGE, HIRED, RESOURCE INC/Employment Action Center, Goodwill Easter Seals, and Lifetrack Resources. RENEW Minneapolis contracts with these agencies will be issued in March, 2012. Training will include manufacturing,

construction/deconstruction, building systems maintenance, renewable energy, and transportation and related services. METP anticipates program enrollment will begin in April 2012, and 320 participants will be served through this program.

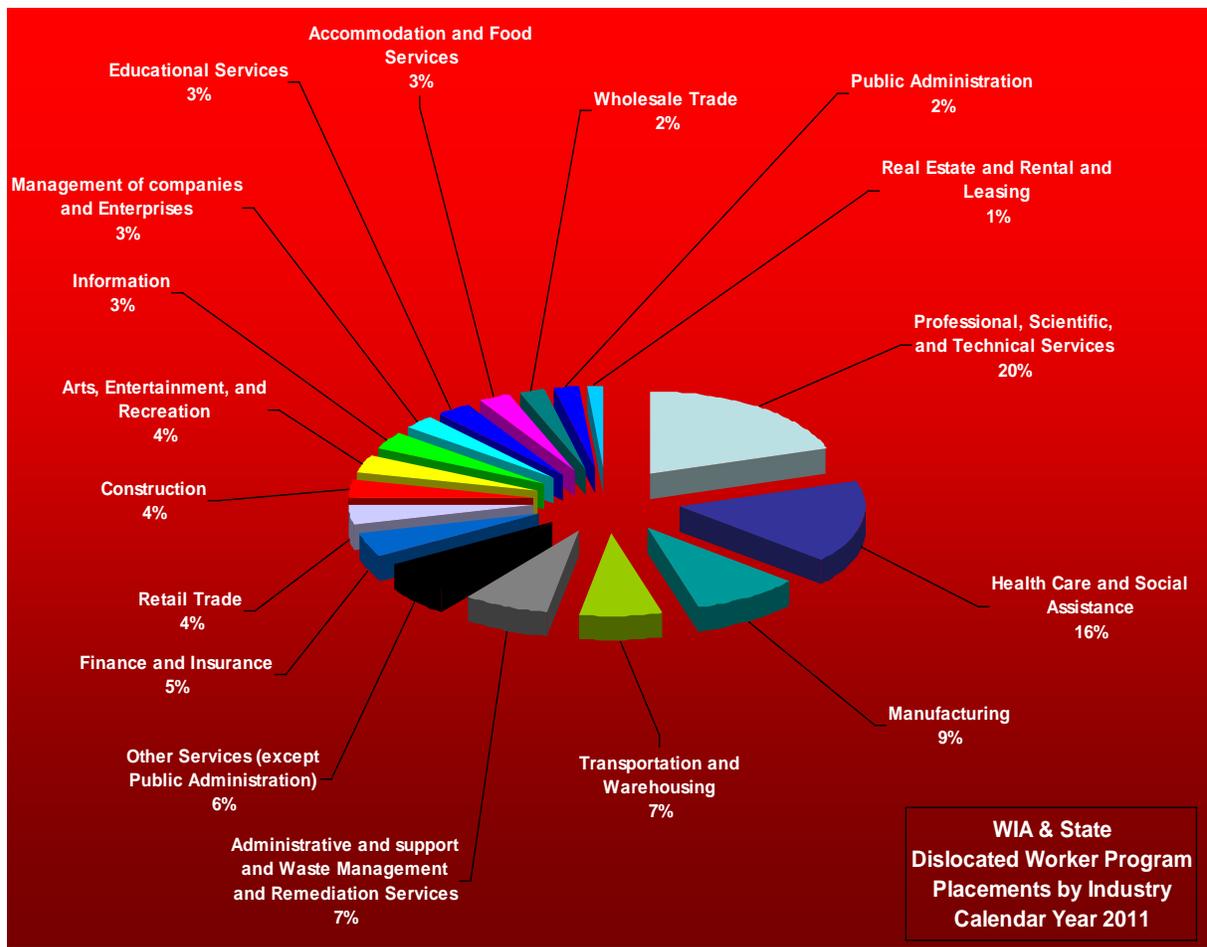
- There was also discussion of METP’s grading system used to evaluate the vendors’ performance. The Adult Committee noticed that all of their vendors are falling short of the stated goal for 365 day retention-the clients placed into jobs are either not working or have disappeared at the one year retention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

**Dislocated Worker Committee:** Catherine Christian submitted the Dislocated Worker Report stating:

**Veteran’s Project:**

METP was awarded \$86,242 to provide Dislocated Worker program services to 26 veterans. The primary purpose of these funds is to serve those veterans returning from active duty in the coming year. There was a total of \$1.5 million dollars available statewide from State Workforce Development Funds. The funds will be used to provide services at the Minneapolis WorkForce Centers to expand 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. 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. Preparations to begin service delivery began in 1<sup>st</sup> quarter 2012 and ERV sessions should begin in the 2<sup>nd</sup> quarter of 2012.

**Calendar Year 2011 – WIA & State Dislocated Worker Program Placements by Industry Chart:**



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

**STEP-UP 2012:**

- 3,324 youth applied.
- 2,880 of 3,324 are eligible and new this year and all eligible applicants will be invited to attend Work Readiness Training.
- Work Readiness Training begins next week. Training will be held after school at North and Washburn High Schools.
- Mock Interviews will be held at the Minneapolis Convention Center, April 23-26, 2012 from 4:30pm - 6:30pm invitations to participate will be e-mailed.
- STEP-UP was recently awarded \$850,000 from DEED Minnesota Youth Workforce Development Pilot Project – Youth Council members assisted in development of the proposal. Seven of 28 projects were funded.
- STEP-UP's primary provider partners in 2012 include; Project for Pride in Living (PPL), DEED, Achieve Mpls, Minneapolis Park and Recreation and a host of local private, public and non-profit employers.

**Other Efforts:**

- METP staff has helped plan the Teen Job Fair to be held at the downtown library on Saturday, March 24, 2012. Last year, close to 1,000 youth attended.
- METP staff is planning a STEM job shadow day, pairing north Minneapolis youth with the City of Minneapolis department employees that work in STEM related careers.
- METP staff is helping plan a sixth Central Corridor Light Rail event designed to introduce youth to transit orientated careers. The MET Council spearheads this initiative, with the next event to be held Thursday, May 10, 2012.
- Staff continues to plan the north side STEM careers deep dives and summer camps, in partnership with DEED.
- The Minnesota Youth Program and Workforce Investment Act State Plans are due to DEED by April 27, 2012 the Youth Council will be encouraged to help with their development.
- Staff applied for a \$1.5 million dollar Department of Labor Grant to serve ex-offenders, age 18-21, through training and service learning.
- Minnesota's WIA youth allotment distributed by the United States Department of Labor, saw an 8.29% reduction in 2012. It's assumed that METP will receive this same reduction; therefore, METP's 2012 allocation, to be announced this week, is estimated to be approximately \$960,000.
- Staff completed an application, noting STEP-UP as the innovative practice, for Innovations in American Government Award, distributed by Harvard University \$10,000 to \$100,000 could ultimately be awarded.

**Minneapolis Recovering Labor Market** – Kyle Uphoff, Regional Analysis and Outreach Manager, Minnesota Department of Employment and Economic Development (DEED), informed the MWC members and guests that he is responsible for the dissemination of labor market expertise through DEED's five regional labor market analysts located throughout the state of Minnesota. Kyle stated he has been doing this job for 12 years. Kyle began his presentation stating that the 2001 recession exposed workforce problems in Minnesota and the 2008 recession only exacerbated those problems. Kyle stated any recession is important for one big reason - recession restructures economies, meaning the economy that was before the recession will be extremely different from the one that we'll have after.

Kyle stated some industries will collapse and be selected out of the economy and some industries will survive but drastically restructure operations. Kyle also stated that recessions set the course for the future, including jobs, consumption/prices, globalization and regional vitality. Kyle informed the MWC about print advertising revenue adjusted for inflation from 1950 through 2011. Following that slide Kyle highlighted how employment growth for Minneapolis, suburbs and the Metro Region has changed since the recession. Kyle stated that industries have been losing jobs in Minneapolis since 2007. Kyle stated these negative jobs range from Construction -738, Manufacturing -2,625, Wholesale -1, 201, Transportation -308, Administrative Services -1, 322, Healthcare -88, Accommodation and Food Service 1,117 and Government -987. Kyle informed the MWC that temporary agency employment is currently up in numbers, which is a key indicator in economic recovery. Kyle also informed the MWC that unemployment is currently improving. Kyle stated industries that have been growing over the last year such as, management of companies are at a plus 1,727, Healthcare +454, Professional Scientific and Tech Services +1,048. However, Kyle stated that over last year manufacturing sector has lost over 650 jobs.

Kyle stated over the next 12 months Minnesota will gain about 35,000 jobs and majority of these jobs will be in Minneapolis/St. Paul Region and about 70% will be in the Twin Cities Metro Area. Kyle stated that although 35,000 jobs

added is impressive, for the state of Minnesota, employment will still be down over 8,800 jobs from pre-recession numbers. Kyle stated employment numbers may not rise in Minnesota until 2013. Kyle stated that the employment recovery will be extremely slow.

Kyle stated that 29,604 job openings were in the job market during 4<sup>th</sup> Quarter 2011. Kyle also stated that there are about four job seekers for every one job. Kyle informed the MWC that education, race and gender matters, when applying for a job. In closing, Kyle state that over the next ten years there will be over 250,000 jobs added in Minnesota.

For more information you may contact Kyle Uphoff at (651).259.7185 or by e-mail [Kyle.Uphoff@State.mn.us](mailto:Kyle.Uphoff@State.mn.us).

**Minneapolis Recovering Labor Market Group Discussion** – Minneapolis Workforce Council members and guests discussed how to take the information that was presented by Kyle Uphoff and apply it to their daily jobs.

**Minneapolis Workforce Council Meeting Adjourned at 9:00am**

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

**Minneapolis Urban League  
2100 Plymouth Avenue North  
Minneapolis, MN 55411  
Tuesday, May 15 2012  
7:30 a.m. – 9:00 a.m.**

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