

## **Minneapolis Workforce Council**

May 15, 2012

### **Meeting Minutes**

**Present:** Carolyn Roby, Mark Anderson, Elizabeth Campbell, Doug Flateau, Joe Gaspard, Todd Klingel, Ken Lundquist, Daniel McConnell, Michael McHugh, Tyler Olson, Carlyle Peterson, Chad Telford, Terrell Towers, Craig Vana

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

**Guests:** Mitchell Davis – MUL, Shawn Lewis – MUL, Karen Francois – City of Minneapolis Civil Rights, Shym Morgan – DEED, Cam Gordon – Minneapolis City Council, Butch Howard – Blue Ribbon Commission, Mary Jo Gardner – Ramsey County Workforce Investment Board

**Excused:** Sharon Bredeson, Darla Figoli, Matthew Damon, Thomas MacNally

**Unexcused:** Charles McIntosh

**\*\*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 Minneapolis Urban League (MUL) staff Mitchell Davis, Intersection Director, for hosting the Minneapolis Workforce Council meeting.

#### **Host Site Introduction - Minneapolis Urban League**

Mitchell Davis informed the MWC that MUL is a community-based nonprofit organization that was founded in 1926 and is one of the top ten affiliates of the National Urban League. Mitchell informed the MWC about their new Gateway to Opportunity initiative. The Gateway to Opportunity initiative provides services around four areas: workforce development, health and wellness, college readiness and wealth accumulation. Mitchell stated that there is a program of the MUL called Workforce Solutions, which the City of Minneapolis supports, through contracts such as the RENEW Program. Mitchell stated MUL is located in both South and North Minneapolis. In closing, Mitchell also informed the MWC that MUL has two education centers – Urban League Academy High School and Urban League Academy Elementary School that service approximately 150 young students.

**Introductions** were made by all guests.

#### **Announcements**

Carolyn reminded MWC members about the STEP-UP Youth Tour that will take place on Tuesday, July 17 2012. Carolyn also informed the MWC that the State of MN reopen the RFP for a new workforce center in North Minneapolis.

#### **Approval of Minutes**

The March 20, 2012 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

#### **Departing Workforce Council Member Recognition**

The MWC honored Joe Gaspard, Michael McHugh, Mark Anderson and Thomas MacNally by presenting them with a departure plaque in appreciation of their dedicated service to the Minneapolis Workforce Council.

#### **2012 WIA Planning Approval**

Carolyn reminded the MWC that the 2012 WIA Plan was emailed to all members for review. Deb informed the MWC that METP is required to send an annual plan to DEED for WIA funding and the next step is for the City Council to request the signature of Mayor Rybak in order to be approved.

**A motion was made to accept the 2012 WIA Plan.** \*\*The motion was passed with one abstention.

## Committee Reports

- **Youth Committee:** Craig Vana submitted the Youth Committee Report. Tammy Dickinson, Director of STEP-UP, METP presented a STEP-UP Video.

STEP-UP is the City of Minneapolis summer jobs program for youth ages 14-21. Recognized as a national model for youth employment, STEP-UP recruits, trains and places low-income young people in jobs with a wide range of Twin Cities businesses, nonprofits and public agencies. The program helps interns explore diverse career interests, gain valuable on-the-job skills, make strong professional connections and prepare for meaningful careers. Since its creation in 2004, STEP-UP has provided over 14,000 jobs for diverse Minneapolis youth. STEP-UP offers three program options based on age, experience and job training needs.

### **STEP-UP Explore**

*Specialized work opportunities serving targeted populations or youth within existing programs.*

- **Participants:** Targeted populations including recent immigrants, youth with special needs and youth in specialized school programs. 500+ interns participate each summer.
- **Work settings:** Non-profit organizations and schools.
- **Work readiness training:** Incorporated into the summer work experience.
- **Internship:** Wage subsidized positions, 6-9 weeks, 20-30 hours per week.

**Over 500 jobs recruited for 2012 at 16 agencies.**

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### **STEP-UP Discover**

*Foundational entry-level jobs with nonprofit organizations*

- **Participants:** Youth ages 14-21 with limited work experience. The majority of participants are 14 - 15 years old. 600+ interns participate each summer.
- **Work setting:** Non-profit organizations.
- **Work readiness training:** 8-14 hours of pre-employment training.
- **Internship:** Wage subsidized positions nine weeks, 20-30 hours per week. Internships are combined with weekly classes focusing on academic and life skills.

**Over 600 jobs recruited for 2012 at 70 employers.**

### **STEP-UP Achieve**

*Competitive, career-oriented jobs for youth seeking a professional experience with businesses, public agencies or nonprofits*

- **Participants:** Youth ages 16-21 prepared for more challenging internships. Many interns are graduates of STEP-UP Discover. 700+ interns participate each summer.
- **Work settings:** Private sector businesses, public agencies and nonprofits.
- **Work readiness training:** eight hours of pre-employment training certified by the Minneapolis Regional Chamber of Commerce.
- **Internship:** Principally employer-paid, 6-10 weeks, 20-40 hours per week.

**Over 800 jobs recruited for 2012 at 167 employers.**



#### 2012 STEP-UP Fast Facts

1,900 jobs recruited with 253 local employers

Top 5 private sector employers:

- Wells Fargo (45)
- U.S. Bancorp (31)
- HealthPartners (23)

- Thrivent Financial for Lutherans (14)
- Allina Hospitals and Clinics (12)

3,324 youth applicants

403 youth not eligible (did not meet age, income or residency requirements, college students, incomplete applications)

2,921 youth invited to work readiness training.

1,844 youth completed work readiness training

#### New and specialized training for 2012

Google is coming to town! More than 100 youth are getting a chance to meet the Google team and participate in a daylong training session about technical skills and entrepreneurship. Most of the youth will then be matched with a STEP-UP internship in the IT or communications field.

Financial Literacy is a key area for training in 2012.

- Enhanced classroom curriculum about personal finance will be offered to all STEP-UP Discover interns.
- U.S. Bank will offer specialized financial literacy training to 100 STEP-UP Achieve and STEP-UP Discover interns in July.

**Adult Committee:** Joe Gaspard submitted the Adult Committee report stating that members of the Adult committee and METP staff have been conducting site visits with our service providers to gather information on the structure and operations of our vendors. The visits are wrapping up and will be followed by a meeting of the committee to discuss our findings and to possibly recommend changes affecting Adult Program policies and practices.

We have received program year 2012 WIA Adult planning estimates and found our allocation has been reduced by \$141,509 (-15.8%). When the final allocation figures are known, the Adult WIA plan will be submitted and contracts with the Adult employment service providers will be issued. All of our vendors have satisfactory performance as measured through our grading process. We will offer contracts to all existing vendors to provide services for program year 2012. The size of an agency's contract will depend on the total available CDBG and WIA funds and on the program year 2011 performance of the agency.

#### RENEW Minneapolis Update

METP was recently awarded a grant in the amount of \$231,990.00 through the Minnesota State Energy Sector Partnership. This funding will provide free training, site-based internships and job placement services for 30 program participants. Training areas include green construction skills and building systems maintenance. This program will run in conjunction with RENEW Minneapolis employment service programming. The community-based partner working on this project will be EAC, a division of RESOURCE. Through this initiative, RENEW Minneapolis plans to collaborate with CPED's Green Homes North initiative, engaging North Minneapolis residents in industry-driven job training programs, ensuring a well-prepared and certified labor pool for the Green Homes North project. All trainees will earn at least one industry-recognized credential

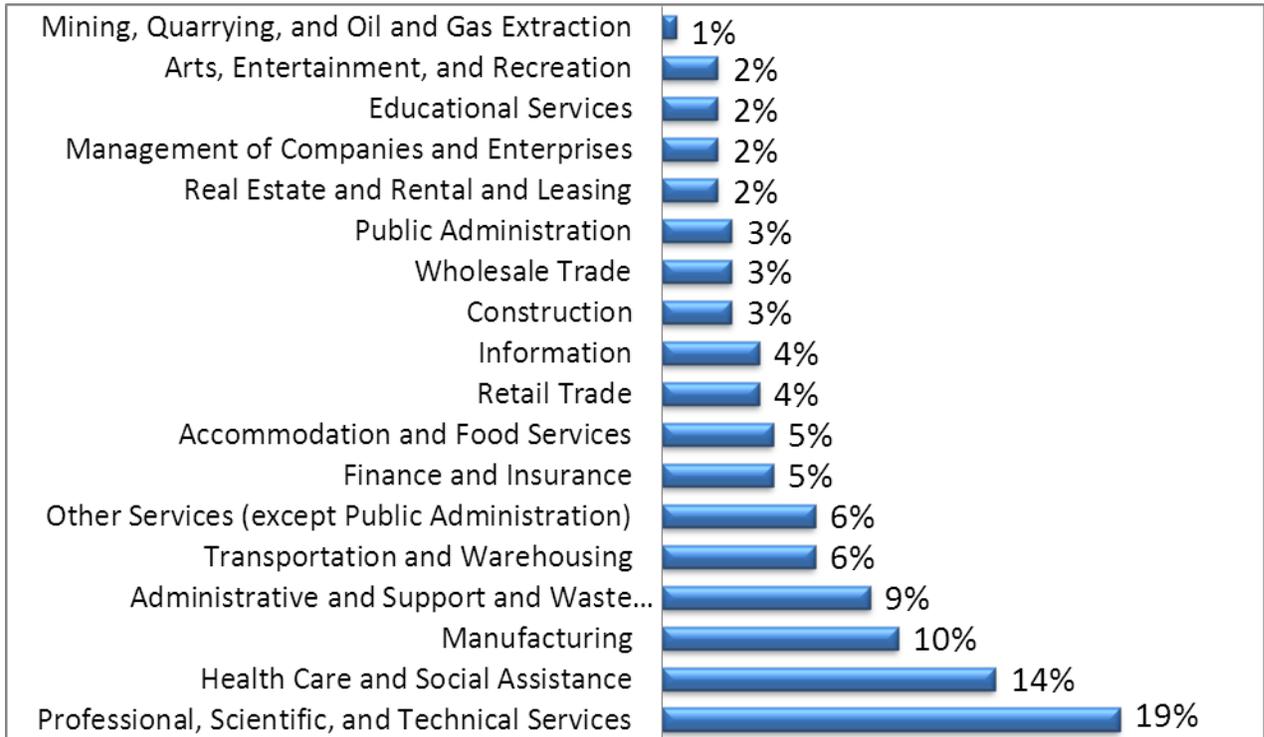
**Dislocated Worker Committee:** Catherine Christian submitted the Dislocated Worker Report.

#### Veteran's Project:

- Last week, the first Employment Ready Veterans (ERV) workshop series was completed at the South Minneapolis Workforce Center; ERV is a 4 day series of job-search skills training workshops tailored to the specific needs of returning Veterans. DEED staff member, Jeff Dexter of the

Disabled Veterans Outreach Program, helped with the final planning and facilitation of the workshops. Veterans who complete the training are eligible to enroll in the Veterans Project to receive Dislocated Worker Program services. Training in the project will focus on helping veterans convert vocational and technical skills learned in the military into civilian credentials. Enrollments into the Veterans Project are beginning this quarter and three additional ERV sessions, about 6 weeks apart, are scheduled in the upcoming months.

**Dislocated Worker Program – Placements by Industry – July1, 2011 – March 31, 2012:**



**Service Provider Selection and Funding Shares for Upcoming Biennium:**

- Members of the Minneapolis Workforce Council's Dislocated Worker committee decided, for the upcoming 2012-2013 biennium, that providers that had a "B-" average at the end of the 3rd quarter in 2012 would be presumed providers for program years 2012-2013. All four current service providers (DEED, Employment Action Center, Goodwill Easter Seals and Hired) met the threshold with the lowest grade being a "B+".

Members of the committee are currently reviewing the service providers' recent quarterly evaluations and monitoring results to determine the % of funding shares for the next biennium period.

**Unemployment Insurance Changes in 2012:**

- There have been important changes to Emergency Unemployment Compensation (EUC) Extended Benefits and the Work Search Requirements in 2012.

The United States Bureau of Labor Statistics announced that Minnesota's three month average unemployment rate dropped below 6%. This means:

- o Applicants who exhaust EUC Tier 2 after April 8, 2012, will not be able to move to Tier 3.
- o There are no more benefits available for applicants who exhaust EUC Tier 3.

- o No EUC benefits from any tier will be available after the end of December 2012.

EUC Work Search Requirements have also changed. When the Emergency Unemployment Compensation (EUC) program was extended to the end of 2012, several specific work search provisions were added to the EUC law:

- o Each applicant must make an intensive work search each week to be eligible for EUC
- o Each applicant must keep a written record of their work search and provide it to the unemployment insurance program upon request
- o Each applicant must attend a Reemployment Orientation session at their WorkForce Center
- o States must closely monitor applicants' work search
- o States must deny EUC benefits to applicants who do not comply with these requirements

Work Search Activities -- Beginning 4/30/2012, each EUC applicant will be asked additional questions when he or she requests benefits. These questions are intended to ensure that applicants are making an effective work search each week. Applicants' answers will be reviewed by Unemployment Insurance program staff. Failure to conduct an intensive work search will result in denial of EUC benefits.

### **Salesforce and Business Outreach Strategy Update**

Todd Klingel, MWC member informed the MWC that the business community is currently focusing on job growth and job and business retention. Todd stated that the business community continues to learn how to be collaborative with their partners and make valuable teams. He continued by stating that nine years ago the business team started a program called Grow Minnesota. Todd stated Grow Minnesota was an attempt to tie the state's chambers together and engage individual businesses in a formalized manner with a questionnaire. Today, Grow Minnesota has 57 chambers around the state; this year each chamber will begin to conduct business telephone calls in September.

Todd continued by stating that the 57 chambers have made just less than 1,000 telephone calls and have made 990 business visits. Todd stated before any visits take place each chamber coordinates with each other by providing this information into a data clearinghouse that allows the business teams to not overlap with each other and making sure no one is missed. Todd also informed the MWC that unfortunately, some businesses are missed but the local chamber makes sure that they see their top members so these business know that the local chamber cares. Todd informed the MWC that 55% of the business that the business team visits informed them that they plan on hiring more employees in the coming year and 9% of the metro area stated they are going to expand in Minnesota.

Todd continued by stating that the Greater MSP is celebrating its one year anniversary and that Greater MSP was created by the Grow Minnesota initiative. Todd stated the purpose of the Greater MSP is to unite the entire region and to bring businesses to the thirteen county area and assist businesses that are already here expand. Todd stated that Greater MSP staff is growing; they have approximately 20 employees and are funded primarily through private businesses. Todd stated 70% of the dollars comes from the private sector and 30% comes from the public sector. Todd also informed the MWC that the City of Minneapolis, City of Saint Paul and all county government offices assists with funding for Greater MSP. Todd continued that the Greater MSP has a pledge drive to raise \$15 million dollars for the next three years and 92% of those funds have already been raised. Todd stated Greater MSP is striving to compete around the world for jobs. Michael Langley, CEO of Greater MSP, will travel to China in three weeks to open up their Shanghai office. In closing, Todd stated in the next five years, Greater MSP is expected to have 75,000 new jobs in the region but the goal is to make it 100,000 jobs. Todd stated that Greater MSP's top three goals are:

1. To have everyone in the Metropolitan area on the same software platform database called Salesforce.
2. To use the same survey.
3. Be fair with each other.

### **Blue Ribbon Commission Reducing Racial Employment Disparities Update**

Butch Howard, Co-Chair of the Blue Ribbon Commission & Past Chair of the Ramsey County WIB, and Mary Jo Gardner, CEO Ramsey County Workforce Investment Board, gave an update to their November, 2011 MWC meeting update regarding the Blue Ribbon Commission. Butch informed the MWC that Ramsey County put together a Blue Ribbon Commission that is made up of twenty members. Butch stated that the Blue Ribbon Commission members came up with action steps that needed to be taken to close the disparities in employment. One of these steps is to put together an implementation team. Butch stated the Blue Ribbon Commission put together a Steering Committee to assist with laying the foundation for the implementation team.

Butch stated a budget was put together that would get the implementation team moving and start to implement some of the goals that the action plan suggested. Butch mentioned that they are currently working on an RFP to gain a facilitator for the implementation team. Butch stated that the City of Minneapolis Council Member Cam Gordon and Karen Francois, Director of Employment Equity were invited to join the Steering Committee. Butch informed the MWC that Mary Jo will chair the Steering Committee and she has started to put together some of the work such as the budget. Butch stated that the Steering Committee believes this initiative will require about \$100,000 a year.

In closing, Butch stated the City of St. Paul will provide approximately \$40,000 of the funding. Butch also informed the MWC that Ramsey County will also assist with funding.

### **Employment Equity Resolution Update and Approval**

City of Minneapolis Council Member Cam Gordon presented the MWC with *The Minneapolis Racial Equity Employment Plan document*. Council Member Gordon also gave a brief background report in regards to the Minneapolis Equity and Employment Taskforce stating:

In May of 2008, the City of Minneapolis passed a resolution created an Equity and Employment Taskforce acknowledging that disproportionately higher numbers of African American and American Indian residents live in poverty and are more likely to be unemployed than White residents and other minority populations in Minneapolis. The resolution also established a Joint City of Minneapolis and Hennepin County "Racial Disparities in Employment Steering Committee" to focus resources and develop strategies for improving services to minority populations and connecting participants with existing culturally appropriate services. It also encouraged "business and community leaders to proactively take steps to hire minorities and redouble their efforts to partner with those non-profit organizations delivering employment services within the City of Minneapolis".

Council Member Gordon stated the foundational purpose of this plan is to eliminate racial economic disparities in Minneapolis. Closing the employment disparity is an important and attainable first step to achieving economic equity and racial justice in our city with these three goals:

1. Minneapolis city government must lead by example and incorporate racial equity into all City policies and practices.
2. Strengthen workforce development programs and improve oversight and coordination with social service agencies providing employment training and placement services with the City.
3. Support efforts by businesses to hire, retain and promote more African Americans and Native Americans and collaborate more intentionally with private, public and nonprofit partners to close racial employment disparities in the metropolitan region.

**A motion was made by Council Member Cam Gordon to accept approve the three goals and the 20 recommendations of The Minneapolis Racial Equity Employment Plan dated May 7, 2012 and the following: Recommend that the Minneapolis City Council**

- o Recognize that institutional racism and discrimination and the racial employment disparity is a serious problem in Minneapolis that must be solved,
- o Resolve to more fully consider racial equity in all City policies and practices and adopt the three goals of The Minneapolis Racial Equity Employment Plan.

- Identify a staff work group to,
  - Develop and implement an Equity Assessment Toolkit to inform City budget, policy and program decisions,
  - Assess and implement, where appropriate, the recommendations of the Minneapolis Racial Equity Employment Plan dated May 7, 2012. Formally join the Ramsey County Blue Ribbon Commission's, regional, *Everybody In* plan to reduce racial employment disparities; appoint a Council Member to the Everybody in Steering Committee; identify and direct staff to serve on the Implementation Team; and provide \$40,000 in city funds to support the plans implementation.

\*\*The motion was passed by unanimous vote\*\*

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

**Next Meeting: Summer Youth Tour  
Locations TBD  
Tuesday, July 17, 2012  
8:00 a.m. – 12:00 p.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