

Minneapolis Workforce Council

November 20, 2012

Meeting Minutes

Present: Carolyn Roby, Laura Beeth, Elizabeth Campbell, Douglas Flateau, Anthony Goze, Todd Klingel, Ken Lundquist, John Mbali, Daniel McConnell, Tyler Olson, Carlyle Peterson, Terrell Towers, Craig Vana

Staff: Deb Bahr-Helgen, Felisha Burns, Mark Brinda, Catherine Christian, Doug Suker, Teresa Harrold, Linda DeHaven, Marie Larson

Guests: Roger Lowe – DEED, Mike Christenson – MCTC, Miles Mercers – CPED, Jenny Bendewald – DEED, Annie Welch – DEED, Reede Webster – MCTC

Excused: Sharon Bredeson, Darla Figoli, Jim Roth, Linda Vang

Unexcused: Chad Telford

****Carolyn Roby called the meeting to order at 8:00 a.m.**

Welcome and Chair's Report

Carolyn Roby welcomed the Minneapolis Workforce Council members (MWC) and guests, and thanked the City of Minneapolis Community Planning Economic Development for hosting the MWC meeting.

Introductions

Introductions were made by MWC members, staff, and guests.

Remembering Reuven Rahamim: MWC members and guests gave a moment of silence for Reuven Rahamim, CEO of Accent Signage and a member of the MWC, who was killed in September.

Announcements: Deb Bahr-Helgen, Director METP, informed the MWC that there will be a community meeting for the North Minneapolis Workforce Center building this evening, November 20, 2012, at the University of Minnesota UROC Center at 6:30pm.

Approval of Minutes

The September 18, 2012 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

Committee Reports

Adult Committee: Ken Lundquist submitted the Adult Committee report stating:

Contracts have been awarded to the same 10 vendors that provided job placement and retention services in program year 2011. A total of \$1.5 million has been contracted: the amount of the contract is based on the provider's performance in program year 2011 with the average award being \$109,000. We are planning on the system placing a minimum of 434 clients into jobs for the period July 1, 2012 – June 30, 2013.

The first quarter performance has been evaluated and all vendors are performing satisfactorily: the system has placed 149 clients into jobs averaging \$10.89 per hour.

The Adult partners have been monitored recently by METP staff to ensure the content of a client's file is in accordance with our expectations. No major problems were found. Monitoring visits are made yearly to all providers.

Last spring, members of the Adult Committee and METP staff paid visits to the service providers. The purpose of the visits was to gather information on the structure and operations of our providers. There was a meeting of all the service providers and METP staff on November 13, 2013, where a summary of the site visits was presented. Two of service providers were asked to share their strategies in client recruitment and in working with ex-offenders. The Adult Committee plans to continue to recognize the best practices of our providers in our monthly meetings. Youth Committee member Tyler Olson was kind enough to offer his time and expertise in assisting the Adult Program's attempts to market and brand its services to the public. We are working to develop a common name and description of services for use among the ten service providers and for general publicity.

RENEW Minneapolis is now in its eighth month of operation; to date, 250 participants have enrolled in services through seven community-based service providers. Training areas include manufacturing, non-entry level construction skills, the management and operation of building systems, transportation and related services, and renewable energy. RENEW Minneapolis – Green Homes North is serving 30 participants through a combination of classroom-based instruction and paid internships, with funding provided by Minnesota’s State Energy Sector Partnership. Internships are ongoing at Urban Home Works, Aeon, Anderson Mitchell Construction, Sherman Associates, and Greenwerks. The first trained cohort will complete internships this month. Service providers for Green Homes North include EMERGE Community Development, Goodwill Easter Seals of MN, and RESOURCE/EAC.

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

WIA Special Allotment Funds

In October 2012, DEED was able to pass along \$800,000 in last year’s (unspent) Rapid Response funds to the Workforce Service Areas. METP received \$54,894 of these WIA funds to serve additional clients from small layoffs.

Veterans Project

The Veterans Project which began in January 2012 has had a slow start. At the end of September, DEED had enrolled 5 of our total goal of 26 clients. METP will review our progress in the next month and possibly submit a grant modification to accurately reflect actual demand.

The Employment Ready Vets (ERV) sessions, a job search training series for veterans hosted by DEED at the South Minneapolis Workforce Center and funded in part by this grant, have been successful. Here are some comments from a recent ERV graduate:

“Just a quick note to say "thanks" for all your hard work making the 4 day career coaching event successful, invaluable and meaningful. It was humbling to learn what I didn't know. Being surrounded by military vets made it rewarding, collegial and a feeling of being *connected*...Adele, Jeff and Terry offered a wonderful synergy making the material easy to understand, relevant and entertaining to watch and listen. Most important, you provided "hope" to 8 unemployed veterans. Feel free to forward up your chain of command. I would be happy to expand on the experience and highly recommend your class”.

Final Performance Measures

After several weeks of conversations and reviewing multiple models for distributing the statewide wage standard for Dislocated Worker and WIA Adult programs, DEED settled on the final performance measures. In the end, DEED decided to continue the practice of treating the seven-county Twin Cities metro area as a single labor market. The metro average earnings goal, translated into an hourly wage, comes to \$21.84 per hour if a client is working 40 hours per week.

DW Placements by Industry – Quarter One – Program Year 2012



Youth Committee: Craig Vana submitted the Youth Committee Report

1,833 STEP-UP interns worked at 221 businesses and earned a combined \$3.1 million in wages.

The City of Minneapolis STEP-UP program is a nationally recognized public and private collaboration that trained and matched **1,833** youth to with paid internships in 2012. STEP-UP matches young people with the least connections to employment with work experiences that provide them with vital professional skills required to become the workforce of the future.

STEP-UP interns are 14-21 years old and live in Minneapolis. Each intern brings a unique set of skills, interests and training needs. Some interns are new to the workforce and seeking a first job experience. Others are building on past experiences, developing more advanced skills, or exploring a career pathway in more depth. Still others may have special needs and are matched with a more supported work experience.

STEP-UP is working to address racial and economic disparities in employment by providing work opportunities for youth – particularly focusing on youth of color and youth from low-income families. Research shows that early work experience can have lifelong impact. Studies show that youth who begin work in their teens have historically better earnings and better connections to employment over time than peers.

STEP-UP is recognized as a national model for youth workforce development, emphasizing the training and preparation of interns and leveraging investment from the private sector. An engaged business sector, including 221 businesses in 2012, is critical to the success of the program. The number of employers and the variety of real, valuable work experiences make STEP-UP a sought after experience.

Of the estimated \$3.1 million in wages earned by STEP-UP interns in 2012, **\$1.4 million** was paid directly by the private businesses.

Of the 2012 STEP-UP interns:

- 93% were people of color
- 83% eligible for free or reduced school lunch
- 50% lived in North Minneapolis
- 15% had a disability
- 7% were English Language Learners (ELL)
- 5% had been involved with the juvenile justice system
- 4% were teen parents

Talent recruitment and training through the lens of the Minneapolis Workforce Council Roundtable

Discussion: Mark Brinda, METP Manager, continued the Roundtable Discussion from the September MWC meeting.

Participants in the discussion: Laura Beeth, Tyler Olson, Craig Vana, Carlye Peterson, Elizabeth Campbell, Carolyn Roby, Todd Klingel, Ken Lundquist, and Anthony Goze;

Laura Beeth, Fairview Health Systems:

The most significant skills gap in health care exists in the incumbent workforce: health care has created multiple solutions to assist with this:

The responsibility of each clinician is so great, that continuing education and elevated training needs (for new hires and incumbents) are the trends.

Technology is also contributing to ongoing training demands: consumers want the best health care possible.

Fairview is now using a cohort model so new nurse graduate hires are together in a 1-year residency program to learn the hospitals health care delivery system from incumbent employees.

Patient wraparound services are trending in care models.

Hiring and training is a balancing act between experienced staff and new graduates: experience in the pipeline is key to growing business and industry.

No problem hiring Health Unit Coordinators.

Health care employers (Fairview included): internal 2-year degreed employees can move up to 4-year degree since tuition reimbursement is usually available.

- For this: benefit eligibility is 24 hours per week.
- Benefits include health and life insurance, as well as tuition reimbursement.

Trends:

1. Careers showing increasing demand:
 - Coders/health informatics
 - Medical assistants (1-2 year programs): Fairview anticipates hiring 50
2. Degree “creep:” PhD is now needed for PT and pharmacy – legislation is being passed requiring a higher level of education for various positions. Surgical Technicians who are currently on-staff may need to be certified per legislation.
3. Math skills remain absolutely critical to functioning well in the health care environment.
4. The heavy regulation in health care drives training in many ways. When businesses begin to structure an approach to training – looking beyond regulation to other types of training trends is helpful.

Overall theme: More/longer training. More training to keep up with the high-level of regulation

Tyler Olson, SMC Pros:

One acute challenge is to recruit youth to careers in information technology; one recently initiative is to hire speakers to go out to high schools and talk to young people about careers in information technology.

- Business/industry associations in the IT sector are interested in moving the needle toward recruitment.
- Internships and summer jobs are being used to attract younger workers.
- Tyler/SMCpros has been hired by Hennepin Tech to build their social media certification program.
- Tyler/SMCpros is working with two state-affiliated organizations, Advance IT MN and Tech It Out, that are both very active in recruiting additional people to move into the IT field.

Craig Vana, Minneapolis Public Schools:

Higher education should identify and address barriers to students getting the education they need. It is a frustrating experience for businesses and students that this is not happening.

- What are the requirements for certain jobs?
- Students don't want to over-pay for a degree that does not relate to employment.
- Educators have the challenge of preparing people over 50 for work – today, individuals are being encouraged to extend their work years to age 70 and beyond.

Carlye Peterson, Minneapolis Public Schools Adult Education:

Many concerns exist re: preparing our existing workforce/the adult learner, in order to bring students to the next level in each individual's career development. ABE has shifted focus from their teaching to the students' learning, assuring that students grasp information and concepts.

- Minneapolis Adult Education (AE) serves 9,000 students/year. Fifty percent of these students are employed while attending AE.
- Advancement for employment will require apprenticeship, attitude and aptitude
- Another reason it is hard to fill jobs is many careers (including machining) are very technical. Example: applied mathematics needs to deliver information within an industry context—including the direct application of instructional content to problems similar to those experienced in the work setting. This is why—theoretically—integrated instruction makes sense, but it is a very expensive model. I am not certain we have the will to invest enough to make a measurable difference.

Elizabeth Campbell, Ryan Companies:

The lack of long-term focus in the business sector may be (in part) attributable to focus on short-term shareholder value vs. long-range investment in the business. Is business willing to invest in training?

- Didn't we used to have a different contract with the worker? In industry – there is concern that all workers are less interested in working than they use to be. How do we re-establish mutual accountability in the workplace? You know where the employer is investing in the development of the employee and the employee in return is investing their added effort in the workplace. How do we re-establish a sense of community in the work place?

Ken Lundquist, Minnesota Department of Employment and Economic Development:

Should post-secondary learning go on in business?

- Perhaps students and post-secondary instructors should be embedded in the work environment so that industry is able to “grow its own.” This effort could be aimed at developing “skilled teachers” – expanding the skills gap discussion from lack of skills in job candidates to include the instructional gap.
- A recent article in the New York Times described how someone in a company's current workforce was identified to be the “lead.”
- Chemistry/math: most people learn on the job what the limits and requirements are (not in a classroom setting).

Anthony Goze, MAG Mechanical:

Construction is moving to technical space; IT is often used to create solutions.

- Two-year programs provide access to acute, hands-on opportunities closely approximating the work environment.

- Feedback to training partners: be stricter with learning and attendance.
- This business is a union shop: all go through apprenticeship training.

Minneapolis Workforce Council Meeting Adjourned at 9:30am

**Next Minneapolis Workforce Council Meeting:
Greater Twin Cities United Way
Tuesday, January 15, 2013
8:00 a.m. – 9:30 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