

## **Minneapolis Workforce Council**

September 16, 2014

### **Meeting Minutes**

**Present:** Carolyn Roby, Laura Beeth, Michele Durkin, Christopher Ferguson, Ashley Novak (Alternate for Doug Flateau), Mary Jane Griebler, Anthony Goze, John Mbali, Ibrahim Noor (Alternate for Terrell Towers), Wendie Palazzo, Carlye Peterson, Robert Reedy, Jim Roth, Dr. Tara Watson

**Staff:** Deb Bahr-Helgen, Felisha Burns, Mark Brinda, Marie Larson, Catherine Christian, Teresa Harrold, Linda DeHaven, Tammy Dickinson

**Guests:** Reede Webster – MCTC, Kristine Snyder - MCTC, Jess Niebuhr – MCTC, Jeremy Hanson Willis – DEED, Shym Cook – DEED

**Excused:** Elizabeth Campbell, Tyler Olson

**Unexcused:** Steve Gilbertson, Todd Klingel, Daniel McConnell

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

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

Carolyn Roby thanked Minneapolis Community and Technical College for hosting the MWC meeting and welcomed the Minneapolis Workforce Council members (MWC) and guests.

#### **Welcome new Minneapolis Workforce Council members**

Carolyn introduced the new MWC members: Michele Durkin, Thrivent Financial; Mary Jane (MJ) Griebler, Xcel Energy; Ibrahim Noor, MN Department of Employment and Economic Development; and Robert Reedy, Rise Inc.

#### **Announcements**

Carolyn informed MWC members and guests that the North Minneapolis WorkForce Center Community Engagement Event that will take place on Tuesday, September 30, 2014 at the CAPRI Theater from 6:00pm – 8:00pm.

#### **Approval of Minutes**

The March 18, 2014, minutes of the Minneapolis Workforce Council Meeting were moved and approved.

#### **Minneapolis Community and Technical College (MCTC)**

Reede Webster, Dean of External Relations and Workforce, MCTC, welcomed the MWC members and guests. Reede stated that as a Dean he works closely with employers, nonprofits and the City of Minneapolis to deliver continuing education and customized training. Reede stated that in 1914, Minneapolis Community and Technical College (MCTC) started out as a public school for girls called Minneapolis Vocational and also a private school named Dunwoody Industrial Institute, for boys. Reede stated the College Foundation is celebrating 100 years of service as of 2014. Reede also stated in 1965, Minneapolis Community College (MCC) was known as Metropolitan State Junior College (MSJC). In February 1996, Minneapolis Community College and Minneapolis Technical College merged to become Minneapolis Community and Technical College (MCTC). In closing, Reede stated MCTC currently has 14,000 students and is one of the largest colleges in the Minnesota State Colleges and Universities (MnSCU) system.

#### **DEED/WIOA Update**

Jeremy Hanson Willis, Deputy Commissioner of Workforce Development, MN Department of Employment and Economic Development presented a PowerPoint Presentation entitled: Minnesota's Growing Economy. See link: [Minnesota's Growing Economy](#).

#### **Make it Minneapolis**

Kristine Snyder, Academic Dean, MCTC, presented a PowerPoint Presentation entitled: Building the Bridge. See link: [Building the Bridge](#).

### Minneapolis Workforce Council Committee Structure

Jim Roth proposed a motion to merge the Adult and Dislocated Worker Committee stating the original Dislocated Worker (DW) committee was a Task Force that was formed partially to serve as an oversight body for a large number of metro-wide DW special projects. In 2003, when the need to maintain official representation from various organizations ended, the group continued to meet with just DW committee members from the Workforce Council, Minneapolis Employment and Training staff, and service provider partner staff.

Both the Adult and DW committees provide oversight to Minneapolis Employment and Training programs that provide services to adults. Merging the Adult and Dislocated Worker committees would allow one committee to provide oversight to the full range of Minneapolis Employment and Training's services to adults. The new committee would be better positioned to provide consistent guidance across all client-focused Adult programming and be more informed to assess the value of special projects to fill in service gaps.

#### Motion:

A motion was made to merge the Adult and Dislocated Worker committees of the Minneapolis Workforce Council and to appoint Jim Roth and Carlye Peterson as co-chairs of the newly formed Adult Services committee. In addition, the motion created a Business Services committee of the Minneapolis Workforce Council with a chair to be named at a later date. **\*\*The motion was passed.\*\***

### Committee Reports

**Adult Committee:** Carlye Peterson submitted the Adult Committee report:

#### WIA Adult

Program Year 2013 - Performance Results

Performance Standards	PY 2013 Goal	WIA Adult Results PY2013	PY 2014 Goal
Adult Entered Employment	81.5%	100.00%	82%
Adult Retention	86.0%	94.20%	86%
Adult Credential	73%	84.00%	73%
Adult Average Earnings	\$14,516	\$14,906	\$13,780

Minneapolis Employment and Training's (*newly branded*) Career Training Assistance program offers tuition assistance for training in high-demand occupations with an emphasis on health care. Funded with the WIA Adult grant, the Career Training Assistance Program (formerly called the Individual Referral Program) served **62** clients in Program Year 2013. The majority of clients served were African American (**94%**); some clients had post-secondary education but only **6%** had a post-secondary degree. The average wage at enrollment was **\$10.24**. Nineteen clients were placed into jobs at an average wage of **\$20.38** per hour.

In Program Year 2014, the Career Training Assistance program is increasing the number of healthcare tracks for training through a pilot project by expanding the role of the current WIA Adult assessment and referral provider, Jewish Family and Children's Services.

#### CDBG Adult

In Program Year (PY) 2013, the (*newly branded*) Minneapolis Works Program placed **429** low-income Minneapolis residents into jobs with an average starting salary of **\$10.61**.

In PY 2014, with a budget of \$1.5M of CDBG funds, Minneapolis Works' job placement and retention services will be provided by 12 community partners including: American Indian OIC; CLUES (*new*); DEED; Eastside

Neighborhood Services; EMERGE; Employment Action Center; Goodwill Easter Seals; Hired; HAMAA; Minneapolis Urban League; Pillsbury United Communities (*new*); and SEARCH. Agencies that made more job placements and had higher job retention rates in PY13 were rewarded with larger contracts in PY14. The contracts remain performance-based with payments made for the initial job placement and at three retention periods. The maximum an agency can receive for placing and having the client remain on the job for 275 days is \$3,400.

### **Career 101s**

Planning for industry-specific career exploration workshops moved forward at a metro-wide meeting on September 8, 2014. This regional planning group will continue to meet to design Career 101 workshops, 2-3 hours in length, which may include rotating expertise offered by the Workforce Service Area. The industries under consideration for workshop development are manufacturing, business entrepreneurship, IT, customer service, health care and construction. Minneapolis will most likely take the lead on the health care workshops.

**Dislocated Worker Committee:** Jim Roth submitted the Dislocated Worker Report:

### **MWC Committee Structure Layout**

<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-132064.pdf>

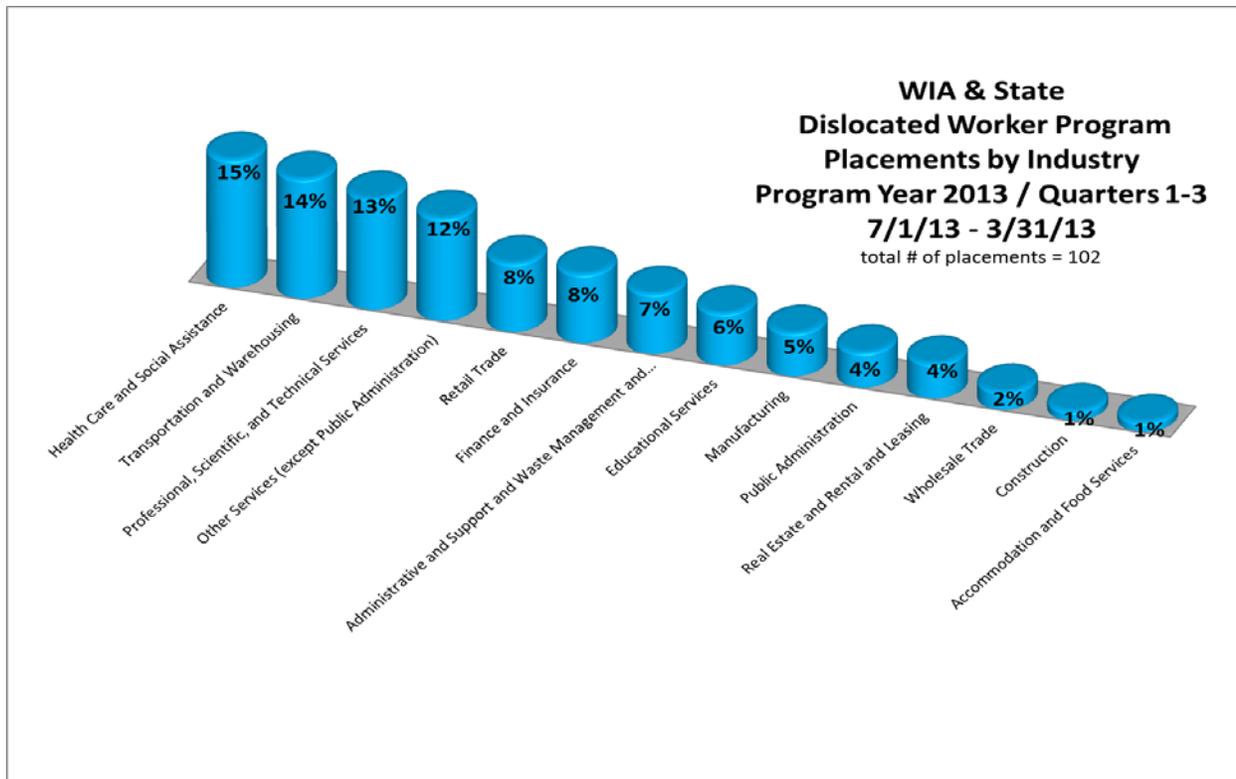
### **MN Job Skills Partnership Board**

The Minnesota Jobs Skills Partnership Board will consider requests for additional State DW funding at their next meeting. Minneapolis will be requesting between \$250,000 and \$300,000 of additional State DW funds this time. The board meets on June 9, 2014 and we will be notified of their decision shortly thereafter.

### **Converting Layoffs Into Minnesota Businesses**

In 2013, the Minnesota Legislature passed CLIMB: Converting Layoffs Into Minnesota Businesses as an addition to the Dislocated Worker statute. Inspired by the federal Project GATE II, this law allows providers to offer entrepreneurial training, business consulting, and technical assistance to dislocated workers who wish to start their own business. Unlike Project GATE II, this legislation has no age minimum. Like Project GATE II, CLIMB participants will be 'neutral' in provider performance. Statewide, Project GATE II launched or grew 144 businesses, 123 of which have been operating for at least one year and 90 which have been operating for at least two years. The Minneapolis Dislocated Worker program contributed 57 launched or grown businesses to those state totals and plans to fully support clients who express an interest in business ownership through CLIMB.

### **WIA & State Dislocated Worker Program - Placements by Industry:**



**Youth Committee:** Laura Beeth submitted the Youth Committee Report:

### **STEP-UP**

**1,635 Minneapolis youth** were matched with STEP-UP internships this summer. Applications to the program remained steady with nearly 4,000 youth applying and all eligible youth invited to work readiness training. Over 1,900 youth successfully completed training.

- 728 youth were employed largely in the private sector with STEP-UP Achieve
- 629 were employed with STEP-UP Discover and worked at non-profit businesses
- 278 worked STEP-UP Explore that provides specialized training and supports

**Youth in Discover and Explore earned \$1.4 million in wages** that were funded by city, state and federal sources. Totals for private sector wages are still being calculated.

**Hundreds of youth, employers and stakeholders attended the STEP-UP Celebration** at the Guthrie Theater on August 14. The event showcased the talents of several STEP-UP interns; including spoken word, drumming, and an interpretive dance solo. The event was MC'd by two recent STEP-UP alumni and included speeches from Mayor Hodges and STEP-UP Co-chairs R.T. Rybak and Richard Davis.

**The STEP-UP Final report** will be completed and shared with the MWC later this fall.

Minneapolis Employment and Training, with the input of Tyler Olson and McKinsey Partners, is considering the idea of bringing STEP-UP to other interested communities in Minnesota. This may be included in the platform to increase Minnesota Youth Program funding at the state level.

### **Minneapolis Youth Works**

- \$1,004,420 was issued to 7 youth programs to serve 407 youth July 1, 2013 – March 31, 2014 requires providers to enroll participants in a nine-month period of time (for this year only) in order for Minneapolis Employment and Training to transition to DEED's youth program fiscal year of April 1, 2014 – March 31, 2015.

- A RFP was issued August 25, 2014 to select a partner not currently under contract with Minneapolis Employment and Training to serve 32 American Indian youth; the most underrepresented population being served via Minneapolis Youth Works. A provider will be selected by September 19, 2014 and programming will begin October 1, 2014.
- EMERGE was selected as the PY'13 Youth Service Partner of the Year. The award presentation will take place Tuesday, September 23, 2014 at 1:30 p.m. in Minneapolis Council Chambers during the Community Development and Regulatory Services Committee meeting. A reception will follow.
- 2014-15 Minneapolis Youth Works @ MPS starts October 6, 2014. The program serves 60 youth with disabilities each year. A component of the program provides stipends to students for demonstrating successful employment skill performance in their community based vocational training work experiences.

### **Minneapolis Youth Council**

- Held a half-day retreat July 22 to develop a new vision, add a mission statement and prioritize areas to focus on this year.
- New Vision: The Minneapolis Youth Council provides leadership to grow tomorrow's workforce and build competitive advantage for Minneapolis youth, employers and the economy.
- Mission: To help youth and young adults learn academic life and work skills, identify career paths and achieve meaningful employment opportunities.
- 2014 Six focus areas:
  - 1) New revenue resources
  - 2) Public relations-need to have a message going out, reaching out to specific populations
  - 3) Alignment
  - 4) Entrepreneurial opportunities
  - 5) Career guidance
  - 6) Increase youth input Youth Council is looking for more youth and parents

### **Minneapolis Workforce Council Meeting Adjourned at 9:35am.**

#### **Next Minneapolis Workforce Council Meeting:**

**Tuesday, November 18, 2014**

**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 (612) 673-5298