

Minneapolis Workforce Council

November 18, 2014

Meeting Minutes

Present: Carolyn Roby, Laura Beeth, Elizabeth Campbell, Michele Durkin, Christopher Ferguson, Doug Fleteau, Mary Jane Griebler, Steve Gilbertson, Todd Klingel, John Mbali, Daniel McConnell, Ibrahim Noor (Alternate for Terrell Towers), Carlye Peterson, Jim Roth, Dr. Tara Watson

Staff: Deb Bahr-Helgen, Felisha Burns, Mark Brinda, Catherine Christian, Teresa Harrold, Linda DeHaven, Cathy Polasky

Guests: Louis King II – SAOIC, Felicia Clomon – SAOIC, George Garnett – SAOIC, Alex Tittle - MSFA

Excused: Wendie Palazzo

Unexcused: Anthony Goze, Robert Reedy

****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).

Introductions were made from the following individuals: George Garnett, Director of Strategic Development and Felicia Clomon, Manager of Career Services Summit Academy OIC (SAOIC) and Alex Tittle, Equity Director, Minnesota Sports Facilities (MSFA) Authority.

Announcements – Carolyn thanked Deb Bahr-Helgen, Director of City of Minneapolis Employment and Training and Ibrahim Noor, Minneapolis Workforce Council (MWC) member for a job well done on the North Minneapolis WorkForce Center development to date.

Approval of Minutes

The September 16, 2014 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

Governor's Workforce Development Council Update

Laura Beeth handed out "Building Partnership to Overcome Barriers, Developing Skills to Thrive in a Changing Economy 2014 Policy Advisory Report." Laura stated to the MWC the goal is to have alignment and partnership. If Council Members would like additional information added to the report such as career pathways work, experiential learning examples, etc, please inform Laura or her colleague Nick Barnes. Laura stated the "Building Partnership to Overcome Barriers" document is the current update that goes to the Governor, Legislators, and interested parties, and provides them with updates on work being done in Minnesota.

Motion: Todd Klingel requested a motion for the MWC send a letter of support for MnSCU's "Charting the Future" report.

****The motion was passed. ****

Welcome

Louis King II, President, Summit Academy OIC (SAOIC), welcomed the MWC and guests to SAOIC.

Director's Updates

Minnesota Workforce Council Association (MWCA) Legislative Platform Update

Deb provided handouts of the Minnesota Workforce Council Association (MWCA) 2015 State Legislative platform. Deb stated the MWCA represents 16 local workforce investment boards across the state of Minnesota. Deb stated MWCA advocates for the restoration of general funds for the Minnesota Youth Program and is requesting an appropriation of \$27 million. Deb also informed the MWC the second request is for WorkForce Center modernization. Deb stated the MWCA recommends an appropriation of \$14 million to local Workforce Councils to modernize the workforce system and expand the reach of services. Deb stated the third request is for creating connections for adult career pathways. Deb stated the MWCA recommends a general fund appropriation of \$23 million to advance career pathways and sector work. Deb informed the MWC that these requests will move forward for approval at the MWCA winter meeting in January 2015. Any feedback from Workforce Council Members on the draft legislative platform is welcome.

Workforce Innovation and Opportunity Act (WIOA) Update

Deb stated WIOA was passed on July 22, 2014. Deb stated WIOA increases the roles and responsibilities of local Workforce Investment Boards (WIB). Deb's team is currently working on bringing a national speaker to Minnesota for the MWCA winter meeting to focus on WIOA. Deb informed the MWC that final regulations of WIOA will come out in January 2015 and the implementation of WIOA will be in July 2015.

DEED/MWCA Strategic Service Delivery – Draft Goals and Strategies

Deb presented a DEED/MWCA Strategic Service Delivery: Draft Goals and Strategies handout. Deb asked MWC members to review this document and provide any feedback.

Employment Equity Presentation

Mark Brinda, Manager of the Minneapolis Employment and Training, presented a PowerPoint Presentation entitled: Employment Equity. See link:

<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-134938.pdf>

Minnesota Multi-use Stadium Employment Equity Firm Update

Louis King II, President, Summit Academy OIC provided an overview of SAOIC and their multiple programs and handed it over Felicia Clomon, Manager, Career Services. Felicia informed the MWC that the Employment Assistant Firm (EAF) is contracted to facilitate minority involvement on the new People's Stadium. They are currently tracking 42 individuals who have successfully completed training at SAOIC in areas of: carpentry, laborers, sheet metal workers and electricians. Felicia stated the hiring contractors consist of Mortenson, Thor, Cico, Harris Mechanical, and Custom Drywall. Felicia also stated SAOIC is meeting with Mortenson and going through projections for more opportunities with other contractors. Felicia stated that SAOIC is closely monitoring individuals that are coming to SAOIC who have been assessed and are currently working on the stadium project.

Alex Tittle, Equity Director, Minnesota Sports Facilities Authority (MSFA), informed the MWC that only 20% of the Vikings Stadium is completed. There will be an additional 1,100 employees working on the Vikings Stadium in the summer of 2015. As a next step in the process, Alex also stated a new EAF RFP will come out in 2015 for the Vikings Stadium Operations covering the activities of trades people, ticket takers and stadium and event day operations.

Committee Reports

Adult and Dislocated Committee: Carlye Peterson submitted the Adult and Dislocated Worker Committee report stating:

New Management Information System

DEED launched a new management information system during Labor Day weekend. The Workforce One (WF1) Rewrite is the culmination of a 3.5 year, multi-million dollar project to create a new, streamlined case management system. The WF1 Rewrite offers many improvements including better search capabilities, expanded reporting functions, and improved exporting capabilities. There is also a connection to www.minnesotaworks.net (the state's online job bank) which allows counselors to view client's resumes.

Minneapolis Employment and Training uses WF1 for all Adult programs. In addition, the data from WF1 is downloaded into a Microsoft Access Database that allows Minneapolis Employment & Training staff to create additional reports for quarterly evaluations and other data requests. Due to the WF1 conversion, the internal Access Database needed to be totally reconstructed. Quarterly evaluations for some Adult programs for the first quarter of Program Year 2014 have been temporarily delayed.

Special Projects / Universal Clients – North Minneapolis Workforce Center Community Outreach Pilot Project

In early September, DEED approached Minneapolis Employment & Training staff to explore an idea to potentially reinvent how services might be delivered through Workforce Centers, to extend them beyond their own walls, and make use of the passion and focus that neighborhood-based organizations represent. Their idea was to fund a Community Outreach Pilot Project at the North Minneapolis Workforce Center so that it could be an innovative, outward-facing, and active partner in the community it serves. With an additional \$200,000 to fund two FTE positions, the Minneapolis Workforce Centers could extend their reach *into* the neighborhoods and conceivably serve nine or ten different initiatives across the city and possibly establish a foundation for a new model of service delivery.

Minneapolis Employment & Training made a request to the Minnesota Job Skills Partnership (JSP) Board for \$200,000 in additional funds and on September 23, 2014 the JSP Board approved the request. The funds would be used to maintain the capacity of Minneapolis to serve Dislocated Workers, while also leveraging newly available Workforce Investment Act Title IB Adult resources. Those resources, in turn, could be used to increase the outreach of the Workforce Center into multiple neighborhoods of Minneapolis.

In October, the transfer of funds was completed and the additional Workforce Investment Act Adult Program funding, provided by Minneapolis Employment & Training, will allow DEED staff to offer popular training sessions such as Creative Job Search, resume writing, interviewing, and other workshops - for the first time outside the Workforce Centers - at various locations in the community. Services may include creating some train-the-trainer sessions.

Dislocated Worker - CLIMB

Minneapolis is preparing to launch CLIMB for Dislocated Workers this quarter. In 2013, the Minnesota Legislature passed Converting Layoffs Into Minnesota Businesses (CLIMB) 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. CLIMB participants have these additional UI benefit advantages due to a waiver in MN statute:

1. They are considered to be in re-employment assistance training and therefore not required to complete the work search to be eligible for UI benefits,
2. Any earnings generated by the business are not deducted from their UI benefit, and
3. They may work in excess of 32 hours per week on their new businesses and still be eligible for UI.

Dislocated Worker – Hire Wire and Enhanced Services Workshops

In December, the Minneapolis Employment & Training Dislocated Worker program will be launching Hire Wire, a web-based employment technology provides recruiters with access to employment candidates based on their search parameters. A key component of Hire Wire is the inclusion of personalized videos, highlighting a candidate's technical skills, presentation abilities, or any other skillset the job seeker wants to showcase. Employers are able to view all information via a smart phone or desktop, viewing individual profiles or they can have a side-by-side display for easy evaluation of multiple candidates. Promotion for job seekers is done using QR technology, Adword campaigns and other means to drive traffic to their professional presentations; the results can be monitored by case managers and employment coaches.

To help clients prepare for Hire Wire and other self-marketing tools, the Dislocated Worker program will be offering a monthly series of workshops with topics to include:

1. Assessments, strengths, where are you at in job search process
2. Skills, SAR statements (Situation, Action, Result)
3. Branding and scripting preparation for Hire Wire participation
4. Mock interviewing
5. Meet with Hire Wire staff

Youth Committee: Tyler Olson submitted the Youth Committee Report stating:

STEP-UP

-Launching youth recruitment and the online youth application December 15. The deadline for youth to apply will be late February.

-Employer recruitment is underway. Achieve is coordinating an employer breakfast for early February that will be sponsored by US Bank. Invitation to follow.

-Anna Peterson will be joining the Employment and Training Team in January to work on the STEP-UP Program.

-STEP-UP work readiness training is new and improved for 2015. All trainings will take place on Saturdays in March and April. This change was made due to feedback from interns and instructors saying that it was easier for them to attend a

Saturday training instead of after the school day. We hope the change will have a positive impact on training completion. Right now, our completion rate is 70%.

-We are working with the Minnesota Workforce Council Association to push for a tripling of Minnesota Youth Program funds in the next biennium. Currently, the City of Minneapolis receives \$330,000 each year from MYP. We are also supporting the funding of the Youth Competitive Grants and RFP process.

-At this time, we are estimating 1,700 STEP-UP interns placed in jobs for 2015. This depends on the City budget being approved and on our ability to propose for and receive \$550,000 from the Minnesota Youth Competitive Fund. During the last biennium, we were funded at this level.

-Continuing to move forward on the statewide STEP-UP Model. Detailing out the contents of a playbook, the steps and resources needed to create and assemble the playbook and a plan for soliciting funds to make it a reality. Also advising the Brooklyn Bridge Alliance (BBA) on the launch of a program patterned after the STEP-UP model in the Brooklyn Park/Brooklyn Center areas.

Partners for Youth Conference

Planning is under way for the fifth annual Minneapolis PARTNERS for Youth conference on February 13, 2015. The planners (Minneapolis Employment and Training, the Minneapolis Youth Coordinating Board and the Minneapolis Health Department) are seeking sponsors for this event. It would be a great way to get your company's name out in front of 350 youth serving professionals who serve thousands of Minneapolis children. If you are interested in being a sponsor, contact Jo Haberman of the Minneapolis Youth Coordinating Board at [\(612\)-673-2720](tel:612-673-2720).

Teen Job Fair

The ninth annual Minneapolis Teen Job Fair will be held April 25, 2015 at the Minneapolis Central Library in Downtown Minneapolis. We expect 700-900 young people to attend. If you provide employment or internships to 14-17 year olds, and would like to table at this event, let Pat Behrend know at [\(612\)-673-6220](tel:612-673-6220). It's free and you will meet many motivated young people eager to find a job.

Cedar Riverside Partnership Meetings: Minneapolis Employment and Training will be participating in these meetings to support the group's efforts to enhance services to the Cedar Riverside community. At the Wednesday, November 12, 2014 Minneapolis Youth Council meeting, the meeting focused on brainstorming ways to coordinate youth efforts in the neighborhood with The Youth Coordinating Board and others.

Minneapolis Workforce Council Meeting Adjourned at 9:30am.

Next Minneapolis Workforce Council Meeting:

Tuesday, March 17, 2015

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