

Minneapolis Workforce Council Meeting Minutes

January 20, 2015

Minneapolis Workforce Council Meeting

Committee Members Present: Carolyn Roby, Laura Beeth, Elizabeth Campbell, Michele Durkin, Christopher Ferguson, Doug Flateau, Anthony Goze, Carlye Peterson, Robert Reedy, Jim Roth, Dr. Tara Watson

Committee Members Excused: Mary Jane Griebler, Steve Gilbertson, Todd Klingel, John Mbali, Daniel McConnell, Ibrahim Noor (Alternate for Terrell Towers), Wendie Palazzo

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

Guests: Abdirizak Bihi – Brian Colye Community Center, Farhiya M Farah – MPH Consultant, Salma Hussein – University of Minnesota, Khalif Jama – African Community Services, Mohamud Noor – Confederation of Somali Community in Minnesota, Sahra Noor – People’s Center Health Services

****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).

Approval of Minutes

The November 18, 2014 minutes of the Minneapolis Workforce Council Meeting were approved.

Announcements

Carolyn stated the March 17, 2015 Minneapolis Workforce Council meeting maybe held at Emerge Community Development in North Minneapolis. Carolyn informed the MWC Council and guests that on: January 22, 2015 from 4:00pm – 7:00pm Emerge will have its grand opening of the Emerge Career and Technology Center (ECTC). Carolyn also stated there will be a job fair taking place at Cedar Riverside Brian Coyle Center on March 31, 2015.

Welcome

Nasibu Sareva, Executive Director, African Development Center (ADC), informed the MWC and guests that ADC is known for workshops and consultations on financial literacy, business development, and first time home buying. Nasibu stated ADC provides culturally competent services to Minnesota’s African communities. Nasibu also stated ADC is dedicated to the economic empowerment and success of African immigrants and that Minnesota is home to over one-hundred thousand African immigrants, many of whom face language, cultural, and religious barriers. In closing, Nasibu stated ADC actively works to reduce these barriers and create a path for African immigrants to achieve financial success.

Standing Committee Reports

Adult Service Committee: Carlye Peterson/Jim Roth submitted the Adult Service Report:

Adult Services Committee

The *newly* merged Dislocated Worker and Adult program committees of the Minneapolis Workforce Council met for the first time on December 17, 2014 as the Adult Services committee.

- Members received and reviewed one-page program descriptions for all of the programs under their purview.
- The committee discussed and voted to support the continued commitment of City of Minneapolis CDBG funds to help low-income jobs seekers access career counseling, job placement and retention services in the City’s comprehensive 5-year plan to the United States Department of Housing and Urban Development. Currently Minneapolis Employment & Training receives \$1,247,500 in CDBG funds to provide services to adult job seekers in our Minneapolis Works program.

- The RENEW Minneapolis program was discussed in detail. Beginning in 2015, this funding source will be called Train-to-Career to reflect changes in both the service delivery process and expected program outcomes. Changes to the programming are data-driven and move towards alignment with key provisions of the Workforce Innovation and Opportunity Act (WIOA).
- The Adult Services committee tentatively agreed to meet again in 2015, on the following schedule:
 - February (to discuss WIOA updates)
 - April (to discuss Dislocated Worker funding)
 - August (to discuss Minneapolis Works and Train-to-Career updates)

TAA Program Extended Through Federal Fiscal Year 2015

The Trade Adjustment Assistance (TAA) Program is a federal entitlement program that assists U.S. workers who have lost or may lose their jobs as a result of foreign trade. This program seeks to provide adversely affected workers with opportunities to obtain the skills, credentials, resources, and support necessary to become reemployed. Since 1975, the TAA program has served more than 2 million U.S. workers. In Minnesota, all TAA clients are co-enrolled in the Dislocated Worker program.

TAA program year guidance laws have changed over the years. The current law—the 2014 TAA Reversion Law—was set to expire on December 31, 2014. The Consolidated and Further Continuing Appropriations Act of 2015 (commonly known as the Omnibus Bill) was signed by President Barack Obama on December 16, 2014. This bill extended the Trade Adjustment Assistance (TAA) program through September 30, 2015. The extension will allow TAA eligible participants who are certified after Dec. 31, 2014 to receive benefits.

New Management Information System

Minneapolis Employment and Training uses Workforce One (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 in September 2014, the internal Access Database is still undergoing reconstruction. Quarterly evaluations for some Adult programs are still temporarily delayed.

Youth Committee: Laura Beeth submitted the Youth Committee Report:

Minneapolis Youth Council

- The January 14 meeting was held at the Brian Coyle Community Center and focused on continuing the discussion from the November meeting regarding youth employment issues in the Cedar Riverside community.
- Over 25 people attended the meeting to learn more about each other/organizations and to listen and discuss Cedar Riverside youth employment gaps, possible solutions, existing youth employment resources and next steps.

2015 STEP-UP

- Youth recruitment is underway. Nearly 1,100 youth have applied to date with another five weeks to go before the February 18 application deadline.
- Employer recruitment is also in full swing. Private sector employer recruitment will get a boost on February 5, 2015 with the STEP-UP Employer Breakfast. We hope you can attend this event and hire an intern or several this summer!
- Anna Peterson is now on board as the STEP-UP Program Manager. She comes to us from AchieveMpls and brings a wealth of experience. She will be leading the STEP-UP Discover portion of the program.

Other Minneapolis Employment and Training Youth News

- The fifth annual Minneapolis PARTNERS With Youth Conference will be held February 13, 2015 at the Colin Powell Center in South Minneapolis. Between 300-350 youth serving professionals are expected to attend this free conference that provides a variety of workshops related to serving youth and families.
- The ninth annual Minneapolis Teen Job Fair will be held April 25, 2015 at the Minneapolis Central Library in Downtown Minneapolis. 700-900 youth are expected to attend the event to meet employers, learn about volunteer and internship opportunities, camps and employment and training services/providers.
- The second semester of Minneapolis Youth Works @ MPS starts February 2, 2015. The program serves 60 with disabilities each school year. A component of the program provides stipends to students for demonstrating successful employment skill performance in their community based vocational training work experiences.

Panel Discussion - Employment Challenges and Opportunities for Cedar-Riverside residents

Carolyn thanked Tyler Olson and community members for the continuation of the topic of Employment Challenges and Opportunities for Cedar-Riverside residents from the youth committee meeting. Tyler Olson, MWC member open the panel discussion by stating that recently the Youth Committee hosted a powerful and extremely informative dialogue regarding employment with a focus on youth in the Cedar Riverside community at the Brian Coyle Community Center on Wednesday, January 14, 2015. Tyler stated the goal is to gain ideas of what can be done to help build stronger employment outcomes in Cedar Riverside.

Introductions were made by all MWC members and panelists.

Panel

Abdirizak Bihi, Director of Somali Education and Social Advocacy, Brian Coyle Community Center
 Farhiya M Farah, MPH, Consultant
 Salma Hussein, MSW, LGSW, Multicultural Center for Academic Excellence University of Minnesota
 Khalif Jama, Manager, African Community Services
 Mohamud Noor, Confederation of Somali Community in Minnesota
 Sahra Noor, CEO, People's Center Health Services

NOTE: The following bullet list of issues and potential solutions is an encapsulation of a two part meeting series dedicated to employment issues in the Cedar Riverside neighborhood. The first meeting was a Minneapolis Workforce Council Youth Committee meeting on January 14, 2015, followed by the full Minneapolis Workforce Council meeting on January 20, 2015.

Issues:

Youth

- Youth lack skills and resources.
- Youth entrepreneur opportunities like the Brian Coyle coffee shop and Sisterhood of the Traveling Scarf are working.
- How can we find employment for students?
- Youth unemployment can be addressed with a strong connection between the City and the community.
- Train youth how to promote themselves in interviews.
- There is a level of hopelessness among our youth.
- Emerging Workforce organization is working with Summit Academy who provides scholarships for youth but more is needed.
- Kagoog helps youth with job applications, etc. but is not a comprehensive employment program.

Adult

- Adults need jobs too. Young people, ages 21 up, have aged out of quality programs putting them at risk.
- No experienced employment and training provider is teaching employment skills for young adults.

General

- Transportation and language barriers are issues.
- There is a need for organizations that focus on employment in Cedar Riverside.
- There are restrictions as to who can qualify for programs.
- There is a 75% unemployment rate for 18-24 year olds.
- People don't have brushed-up resumes.
- Offer trainings in the neighborhood. Help with resumes.
- Do mock interviews in Cedar Riverside.
- Don't stop the conversation here.
- The City should visit the neighborhood more.
- Inform organizations how to become an employment and training provider.
- City job fairs don't turn out too many times. People apply and don't get hired.
- Somali organizations aren't supported. No Somali organization is funded by the City.
- Help support Somali organizations.
- Don't help us; give us a share of the pie.
- Treat us as partners.
- Help emerging Somali organizations build capacity.
- Chronic unemployment.
- There are assets here who want to be part of the solution.
- One can find unhappiness with the City in any neighborhood.
- Tap into people in the neighborhood who have been successful.
- Word-of-mouth is a way to get people involved with people who are already doing the work.
- Applying on-line is a big challenge.
- Misalignment of resources.
- Data issues. How to collect data. DEED?
- An educated Somali will not get a job.
- The problem isn't here. It's the larger structure.
- How do we have a larger/permanent larger workforce development center in the Cedar-Riverside area?
- How can we mitigate the 75% unemployment rate within the youth 18 – 25 year old age demographic in the Cedar-Riverside area?
- What can we do at a larger level to promote the Minneapolis Workforce Council to help make an impact with the Somali Cedar-Riverside Community?
- How can we build HOPE in the Cedar-Riverside Community?
- How can we assist youth with obtaining an e-mail, resume making, cover letters, interviewing techniques and employment skills/job readiness?
- How to stop employment discrimination because of Somali religion?
- Lack of mentors and role models in Cedar-Riverside Community
- How to get resident's out of their homes and letting them know there will be a difference in the Cedar-Riverside Community
- How can corporations and organizations that have job openings partner with the Confederation of Somali Community in Minnesota (CSCM), Brian Coyle Community Center to share employment and skills information for the youth.
- How can we assist men, women and youth in the Cedar-Riverside Community with gaining employment?
- How to assist with truck driving and dispatching positions for the Somali culture?
- How to teach managers, supervisors and employees about conflict resolution in the work place?
- How to obtain funding for training?
- How to partner with the community?

- How can Cedar-Riverside obtain more resources for the community?
- How can you assist with the worst Somali disparities and health care in the country?

Potential Solutions:

Youth/STEP-UP

- STEP-UP should provide cultural sensitivity training for its employers.
- STEP-UP mock interviews should tap into Somali professionals.
- STEP-UP jobs in the community.
- Fairview could take all their STEP-UP students from Cedar Riverside. Then invest in them with follow-through, make sure that they are connected. Cohort group.
- Grants for volunteer time.
- Make sure youth know what documents are required when applying for jobs.
- Organizations in Cedar Riverside can host STEP-UP interns.
- Staff at the Coyle Center help kids apply to STEP-UP, Team Teamworks and Streetworks, but more help is needed.
- Job Corps (ages 16-24) provides academic completion, soft skills, and trade training and certification. 75% graduate and 90% become employed.
- Provide expungement info and resources for youth. Volunteer Lawyers.
- Urban Scholars is a city summer internship program for college students that could recruit more Somali youth who could be seen as ambassadors and provide connections to others in the community after graduating from college.
- Provide internship opportunities throughout the year. (Delete this sentence. How to have interns throughout the year). STEP-UP Achieve had 115 in the 2013/14 school year.
- Unsubsidized/private sector jobs are needed. Have a job group work on that.
- Help youth obtain employment documents.
- Assess skills of young people.
- Emphasize the importance of networking to youth. Somali kids don't have connected parents, etc.
- Get the message out to the community about the upcoming Teen Job Fair
- Continue to invest more with the Somali community and STEP-UP

Adult

- A center in the neighborhood where people can go for jobs, counseling and interpreters.
- There is a lot of energy to harness here.
- Educate employers to the talent here.
- The City must be ambassadors and ask employers to commit to hire.
- Chamber of Commerce has recognized the issue.
- Put ideas and solutions on the table and work together.
- Need supportive services to help people go to school and vocational training so they can support their families. Transportation is one.
- Provide information to the community about what industries are hiring. Match people with jobs.
- City, MPHA, MPRB need to hire Somalis to reflect the community.
- City should prepare those in Cedar Riverside to transition into city jobs.
- City of Minneapolis Job Bulletin is a resource community members can register for to obtain employment opportunities.

General

- Attend Somali Independence Day Festival (TBA) to learn more about the community.
- Encourage entrepreneurship
- Revisit the existing programs that the City of Minneapolis Employment and Training offers

- Provide cultural context on the City of Minneapolis website
- Having current City of Minneapolis employees and other businesses in Minneapolis voice their comments regards to working with Somali's or individuals in the Somalian community.
- Provide an language and skilled training for Somali residents who reside in the Cedar-Riverside or Phillips Community
- Have a Somali on the Minneapolis Workforce Council
- Teach individuals on how to be more culturally sensitive towards different race.
- Empower Somali American Institutions and Organizations

NOTE: The following are the strategies developed during a special Minneapolis Workforce Council Executive Committee meeting held on January 29, 2015 to address what was heard at the Youth Committee and full Minneapolis Workforce Council meetings.

Attendees:

Carolyn Roby
 Jim Roth
 Carlye Peterson
 Laura Beeth
 Ibrahim Noor
 Abdirahman Muse
 Deb Bahr-Helgen
 Mark Brinda
 Teresa Harrold
 Marie Larson
 Pat Behrend

Short-term Strategies

- Detailed mapping of resources currently available in 55454
 - Coordinate with Youth Coordinating Board's mapping efforts
- Focus DEED's outreach strategies towards Cedar-Riverside
- Better communication of opportunity and access points existing within the community
 - Utilize oral tradition within community
 - Build a "success" narrative
 - Build a "hope and opportunity" narrative
- Make connections with Imams within the Somali community, in Cedar-Riverside and beyond
- Develop a youth employment pilot project
- Organize two job/hiring events
 - Recruit both youth and adults
 - Transportation careers
- Create and present more career awareness events

Mid- to Long-term Strategies

- Focus both on Cedar-Riverside and larger City-wide Somali community
- Create an Adult Services Coordination Committee
- Build industry awareness in various industry sectors, open more career opportunities for Cedar-Riverside residents
- Increase digital literacy
- Create more OJT opportunities for young adults and unemployed adults
- Connect to Labor Unions
- Find avenues of recruitment to City of Minneapolis employment/Hennepin County/Minneapolis Parks

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

Additional Information:

Background information provided by City of Minneapolis Employment and Training:

Provider	Description of Services	Website
Confederation of Somali Community in MN	Refugee employment services (all levels of job seekers) - job training, job readiness training, orientation and introduction to the workplace, job placement and job retention support	csc-mn.org
Emerge at the Brian Coyle Center	Culturally specific employment services	www.emerge-mn.org
FUTURE: Emerge at the CR Towers	Culturally specific employment services	www.emerge-mn.org
African Development Center	Jobs and Prosperity Campaign - Business development workshops, technical assistance, financing, etc. Career related events	www.adcmnnesota.org
University of Minnesota	Career Services for Students - program specific and GoldPASS job postings	
Augsburg College	Strommen Center for meaningful work - student career and internship services	www.augsburg.edu
Community Partnerships for Adult Learning	“A comprehensive employment preparation and placement program includes job-search and resume-writing assistance, training interviewing skills, work-readiness skills, and computer skills; and a temporary to permanent staffing service that provides transportation to and from job sites.” Includes two MFIP counselors. Located at the Riverside Plaza Resource Center. (some of this may be Emerge provided services at Brian Coyle Center)	www.c-pal.net
Pillsbury United Communities	Urban Opportunities Program - bike mechanics and culinary arts program. Youth Entrepreneur Program	puc-mn.org
Employment Action Center EAC	Employment Services - career counseling, job seeking skills, training and other resources, job placement, one-on-one support, internet resources, resource center, jobs for veterans, DWP provider,	www.eca-mn.org
American Indian OIC	Career planning, resume and cover letter development, Web based job search, access to job training, computer lab access, GED prep, Rewards for continued employment, employment assistance, veteran services	http://aiioc.org/

Background information provided by City of Minneapolis Employment and Training:

Cedar-Riverside Neighborhood Profile with comparison to Near North neighborhood and Minneapolis

Cedar-Riverside Neighborhood Profile with comparison to Near North neighborhood and Minneapolis							
Demographics	Total Population	7,253	By Race	Asian	10%		
				Black	41%		
				White	40%		
				Other	9%		
	Age			Number	Percent		
				Under 5	471		6.5%
				Ages 5-9	Supressed		Supressed
				Ages 10-14	Supressed		Supressed
				Ages 15-17	280		3.9%
				Ages 18-24	3095		42.7%
				Ages 25-34	1111		15.3%
				Ages 35-44	443		6.1%
Ages 45-54				488	6.7%		
Ages 55-64				318	4.4%		
Ages 65-74				347	4.8%		
Ages 75-84	238	3.3%					
85 +	Supressed	Supressed					
Income and Poverty		Cedar-Riverside	Near North	Minneapolis			
	Median Household Income	\$ 13,511.00	\$ 24,509.00	\$ 48,881.00			
	Percent below poverty	55.3%	43.2%	22.5%			
	100-149% of poverty	18.6%	19.2%	10.0%			
	150-199% of poverty	3.7%	13.3%	8.3%			
	200% and above	22.40%	24.40%	59.10%			
Employment		Cedar-Riverside	Near North	Minneapolis			
	Proportion of working age adults employed*	59.3%	54.3%	74.1%			
Educational Attainment Ages		Cedar-Riverside	Near North	Minneapolis			
	Less than HS	31.6%	28.0%	12.0%			

25+	HS diploma or GED	22.6%	22.7%	17.5%
	Some college or associate's degree	23.4%	32.1%	25.0%
	Bachelor's degree	11.8%	10.9%	28.4%
	Graduate or professional degree	10.6%	6.2%	17.1%

Data: American Community Survey 5-year estimates, 2008-2012

*Definition: This statistic represents the percent of total adult working age population (18-64 years old) who are currently employed; this is not comparable to labor force participation (16-64 year olds working or actively seeking employment) or the employment rate (16-64 year olds working as a percent of labor force)