
MINNEAPOLIS WORKFORCE COUNCIL

MEETING MINUTES

Meeting Date: March 17, 2015

Meeting Location: Emerge Technology Center

Approval: Minneapolis Workforce Council

Recorded By: Felisha Burns

1 ATTENDANCE

Name	Title	Organization	Present
COUNCIL MEMBERS			
Beeth, Laura	System Director, Talent Acquisition System Human Resources	Fairview Health Services	Y
Durkin, Michele	Director Talent Acquisition, Human Resources	Thrivent Financial	Y
Ferguson, Christopher	Business Owner	Bywater Business Solutions and The Bywater Companies DBA Dairy Queen	Y
Flateau, Doug	Executive Director	Working Partnerships	Y
Gilbertson, Steve	Business Owner	Electramatic Inc.	Y
Klingel, Todd	President & CEO	Minneapolis Regional Chamber of Commerce	Y
Mbali, John	Program Manager	Hennepin County Work Supports, Human Services	Y
McConnell, Daniel	Business Manger	Minneapolis Building and Construction Trades Council	Y
Noor, Ibrahim	Field Operations Area Manager	MN Department of Employment and Economic Development	Y
Peterson, Carlye	Manager, Adult Basic Education	Minneapolis Public Schools	Y
Reedy, Robert	Director of Vocational Services	Rise, Inc	Y
Roth, Jim	Executive Director	Metropolitan Consortium of Community Developers	Y
Watson, Tara	Chiropractor	Watson Chiropractor	Y
Campbell, Elizabeth	Inclusion Coordinator	Ryan Companies US Inc	N
Palazzo, Wendie	Director, Career & Technical Education	Minneapolis Public Schools, Davis Center	N
Roby, Carolyn	Senior Vice President, Community Affairs	Wells Fargo Community Relations Group	N
Goze, Anthony	Owner/Chief Manager	MAG Mechanical	N
Griebler, Mary Jane	Director, Workforce Strategy & Consulting	Xcel Energy	N
Olson, Tyler	CEO	SMCpros (Social Media Consulting, LLC)	N
STAFF			
Bahr-Helgen, Deb	Director	City of Minneapolis	Y
Burns, Felisha	Assistant to Director, Deb Bahr-Helgen	City of Minneapolis	Y
Brinda, Mark	Manager	City of Minneapolis	Y
Christian, Catherine	Adult and Dislocated Worker Programs Coordinator	City of Minneapolis	Y
DeHaven, Linda	MFIP Program Manager	City of Minneapolis	Y
Dickinson, Tammy	Director of STEP-UP	City of Minneapolis	Y
Harrold, Teresa	Youth Program Manager	City of Minneapolis	Y
GUESTS			
Wynne, Mike	President & CEO	EMERGE	Y
Webster, Reede	Dean of External Relations and Workforce, Continuing Education and Training	MCTC	Y
Cook, Shym	North Minneapolis WorkForce Center Manager	DEED	Y
Niebuhr, Jess	Consultant/Principal	Independent	Y
Simpson, Sherrie	Director, Planning, Communications and Community Partnerships	NorthPoint Health and Wellness Center	Y

2 MEETING LOCATION

Building: EMERGE Career and Technology Center (ECTC)

Address: 1834 Emerson Avenue North, Minneapolis, MN 55411

3 MEETING START

Meeting Schedule Start: 8:00am

Meeting Scribe: Felisha Burns

Meeting Chair: Todd Klingel, President and CEO, Minneapolis Regional Chamber of Commerce and MWC member chaired the MWC meeting on behalf of Carolyn Roby

4 AGENDA

- **Welcome and Chair's Report**

Todd Klingel welcomed the Minneapolis Workforce Council members (MWC) and guests.

- **EMERGE Community Development**

Mike Wynne, President and CEO, EMERGE Community Development, welcomed MWC to EMERGE's new EMERGE Career and Technology Center.

- **Announcements**

- Deb Bahr-Helgen, Director, Minneapolis Employment and Training:

- Cedar Riverside job fair will take place on, Tuesday, March 31, 2015 at the Brian Coyle Community Center.
- West Broadway Education and Career Center event will be on Tuesday, March 31, 2015 at the Capri Theater.
- Branding Focus Group will take place at the North Minneapolis WorkForce Center and hosted by DEED on Wednesday, March 25, 2015.
- Minneapolis among First of 20 regions to participate in the President's TechHire Initiative.
- Copies of the Deloitte handbook for employers - a guide to recruiting and hiring the long-term unemployment – were provided to all members and found in the packets provided.

- **Approval of Minutes**

The January 20, 2015 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

- **Receive and File: Committee Reports**

- **DEED/WIOA Update and Workforce Investment Board Changes**
 - Mark Brinda, Manager, City of Minneapolis Employment and Training, presented on the Workforce Innovation and Opportunity Act (WIOA). Please see link:
 - <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-139380.pdf>
- **West Broadway Education and Career Center Update**
 - Beth Grosen, Project Coordinator, City of Minneapolis Business Development
 - Jess Niebuhr, Consultant/Principal presented on the West Broadway Education and Career Center.

5 MEETING END

Meeting Schedule End: 9:30am

6 MOTIONS MADE: Seconded and passed unanimously

- To bring Minnesota into compliance with the new WIOA requirement to align economic development and workforce programming through the creation of economic development regions, the Minneapolis Workforce Council supports the Minnesota Department of Employment and Economic Development's recommendation that Workforce Service Area 10, City of Minneapolis, be part of the Twin Cities seven county, six Workforce Service Area, Regional Economic Development designation. This support is conditional upon DEED and the federal government maintaining a policy of local control of Workforce Service Areas by local boards and continued local designation of Workforce Service Area 10.
- To bring the Minneapolis Workforce Council into compliance with the new WIOA legislation, the Minneapolis Workforce Council recommends to the Local Elected Official, that the Minneapolis Workforce Council should expand to a 21-member board, with a structure that corresponds to the required membership categories as defined in Section 107 Local Workforce Development Boards of the WIOA legislation.

7 NEXT MEETING

Location: CPED Office/Crown Roller Mill

Date: Tuesday, May 19, 2015

Time: 8:00am – 9:30am

MINNEAPOLIS WORKFORCE COUNCIL

Committee Reports

SERVICES TO YOUTH

2015 STEP-UP

Application Information:

- Over 3,300 applications were received by the February 18, 2015 deadline.
- 230 applicants were ineligible because they were non-Minneapolis residents, did not meet the age guidelines and/or already attend college.
- An additional 65 youth were not invited based on capacity via lottery selection.
- Ineligible youth received information about resources that serve their area, Urban Scholars, City of Minneapolis Employment & Opportunity Guide and the Teen Job Fair that will be held April 25 from Noon-3:00 p.m. at the Minneapolis Central Library.

Work Readiness Training:

- All STEP-UP work readiness trainings are held at MCTC on Saturdays this spring.
- New this year: 330 youth who previously completed an AchieveMpls internship attended a training that recognized their advanced skill set and was designed more like a professional development conference. Professional business partners delivered the training including Accenture and U.S. Bank.
- An additional 2,700 youth were invited to work readiness training. Trainings groups are differentiated based on age/grade level. Younger youth attend 14 hours of training and older youth attend 7 hours.
- Youth that complete work readiness training will be in the pool to be matched with STEP-UP jobs.
- Current job estimates are: 750 at the STEP-UP Achieve level, 620 with STEP-UP Discover and 320 in STEP-UP Explore for a total of nearly 1,700 positions. Estimates are based on the amount of funding approved for the Minneapolis Youth Program and funds STEP-UP secures through the Minnesota Youth Workforce Development Competitive Grants Program.

Mock Interviews:

- STEP-UP is looking mock interview volunteers. Join over 500 professional for one-on-one interviews with youth who are completing their work readiness training in preparation for their summer internships.
- Mock Interviews will be held April 13-16 from 4:45-6:15 pm daily at the Minneapolis Convention Center. For more information, contact Janessa at (612) 455-1561 or jmacdonald@achievempls.org.

Minneapolis Youth Works

- Program Year (PY) 2014 concludes on March 31, 2015.
- PY'15 will be a transition year from WIA to WIOA for current service providers.
- PY'15 changes include providing services to youth ages 14-24 and serving participants who are out-of-school and/or have a disability.
- A RFP will be issued in late April to select a partner to serve approximately 32 youth who reside in the Cedar Riverside zip code area of 55454. Anticipated program dates are July 1, 2015-March 31, 2016.

SERVICES TO ADULTS

Minneapolis Works - (funded with CDBG funds)

Minneapolis Works staff is collaborating with the Minneapolis Adult Education (AE) program to conduct onsite adult-services recruiting at the South Minneapolis location at Lake Street. and Hiawatha. A panel discussion with current Minneapolis Works service providers is being planned to introduce AE learners to the employment and training services that are offered by the City of Minneapolis through these neighborhood non-profit agencies. After the panel discussion, Minneapolis Works counselors will be able to meet directly with students who are interested in connecting to these services. Going forward, a similar event is being discussed for the north Minneapolis AE location. Staff are also working on a plan to have employment service providers onsite on a regular schedule at the different AE locations to better connect with Minneapolis AE students who are also seeking employment and training services

Converting Layoffs into Minnesota Businesses (CLIMB) – (funded by State Workforce Development funds)

CLIMB is a program designed to assist aspiring entrepreneurs in the state-funded Dislocated Worker (DW) program with training and consulting to assist in a successful business launch or growth. CLIMB uses existing state DW program funding to provide **small business consulting and training** to interested program participants. Previously, business consulting was not an allowable use of funding; under CLIMB, it is an allowable use. **Minneapolis has five clients who are currently receiving these additional services.**

Workforce Innovation and Opportunity Act (WIOA) update – (replaces WIA Adult & WIA Dislocated Worker funding)

WIOA establishes a timeframe for the Departments of Labor and Education to publish a set of regulations for implementation. **The publication of the proposed regulations is currently anticipated to occur in spring 2015, rather than January 18, 2015, as stipulated in WIOA.** In spring 2015, the Departments of Labor and Education plan to concurrently publish five Notices of Proposed Rulemaking (NPRMs) to implement WIOA. The Departments of Labor and Education will analyze these public comments, and anticipate issuing Final Rules implementing WIOA in early 2016. **Because many provisions of WIOA go into effect July 1, 2015, the Department of Labor's Employment and Training Administration (ETA) also will issue operating guidance in spring 2015 to support implementation.** In addition, ETA intends to issue targeted guidance documents in the spring, accompanied by technical assistance activities.

Using these guidance documents, transition planning for Minneapolis Employment & Training's WIA Adult and Dislocated Worker programming and contracting will need

to begin soon to include identification of contracts, subgrants and other agreements that will need to be modified or replaced and activities relating to new program requirements for Title I formula programs, including the increased emphasis on career pathways, sector strategies, and work-based training opportunities.

Train-to-Career (formerly RENEW Minneapolis) – (funded with City Source funds)

In January 2015, six employment service providers *in the newly re-branded* Train-to-Career program continued providing industry-recognized job-skills training in select occupations in demand, along with job placement and retention services for low-income, Minneapolis residents. A seventh provider, the Minneapolis Urban League, is in the last stages of finalizing a new model of service delivery that offers pathways to registered apprenticeships and plans to begin providing services in the near future.

Adult Services Committee

The February meeting of the Minneapolis Workforce Council's **Adult Services committee** that was planned to discuss WIOA updates was postponed until March. **The next meeting is scheduled for Wednesday, March 25, 2015.** A meeting reminder and agenda will be sent to committee members next week.

Future meetings are tentatively scheduled for:

- April (to discuss Dislocated Worker funding)
- August (to discuss Minneapolis Works and Train-to-Career updates)

BUSINESS SERVICES

Committee Purpose: To provide oversight and guidance to Minneapolis Employment and Training's employer outreach activities.

Goal: To proactively and strategically align our efforts to other city, metro, and regional business services efforts and operate with a focused objective of meeting business workforce needs and their demand for skilled and qualified workers.

Business Services Committee Scope and Function:

1. **Alignment with Economic Development:** Proactively align workforce development with regional economic development efforts to enhance job growth in the Minneapolis area (and regionally when appropriate) by ensuring private sector access a skilled and qualified workforce.
2. **Program Oversight:** Evaluate resource expenditure, business indicator evaluation results, and program development efforts of Minneapolis Employment and Training. Recommend and approve programming.
3. **Sector and Industry Partnership Leadership:** Provide private sector perspective, supply input on current labor and workforce demand, and provide access to partnership with private industry associations, boards and councils

Update: The newly-formed Business Services Committee of the Minneapolis Workforce Council convened on February 12, 2015 and on March 10, 2015. Staff provided committee members an overview of the business services structure within Minneapolis Community Planning and Economic Development, which sets the framework for Minneapolis Employment and Training internal coordination of business outreach activity. Staff also provided an update on current, external partner alignment efforts to the Hennepin County WIB, the Hennepin County DEED Workforce Centers, to DEED Business Services, and with community-based organizations.

The committee reviewed current Minneapolis Employment and Training services to business:

- Minneapolis Employment and Training plans and implements hiring events - a minimum of six events to be held in 2015, with financial support provided by Hennepin County
- Business outreach and consultation – workforce planning assistance, workforce training, job placement
- Minneapolis Outreach and Recruiting – an employer-focused service providing targeted outreach and pre-screening of job candidates
- Job posting assistance – MN Works, City of Minneapolis/DEED Jobseeker Bulletin
- Labor market intelligence – local and regional labor market data, business focus group discussions, survey results

The committee engaged in active discussion of future Minneapolis Employment and Training demand-driven programming, leading to the following action steps:

- Staff will formulate and author a comprehensive statement of need for demand-driven services, operating above the specific program level
- Staff and committee membership will work collaborative to craft an employer outreach message and strategy, promoting the talent and diversity of the Minneapolis workforce to employers
- Staff will research funding for demand-driven solutions, including potential funds for flexible, business-centered training development and implementation

The Business Services Committee plans to reconvene in May, 2015.