
MINNEAPOLIS WORKFORCE COUNCIL

MEETING MINUTES

Meeting Date: May 19, 2015

Meeting Location: CPED/Crown Roller Mill

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
Campbell, Elizabeth	Inclusion Coordinator	Ryan Companies US Inc	N
Durkin, Michele	Director Talent Acquisition, Human Resources	Thrivent Financial	N
Ferguson, Christopher	Business Owner	Bywater Business Solutions and The Bywater Companies DBA Dairy Queen	N
Flateau, Doug/ Ashely Novak	Executive Director	Working Partnerships	Y
Griebler, Mary Jane	Director, Workforce Strategy & Consulting	Xcel Energy	N
Gilbertson, Steve	Business Owner	Electramatic Inc.	Y
Goze, Anthony	Owner/Chief Manager	MAG Mechanical	Y
Klingel, Todd	President & CEO	Minneapolis Regional Chamber of Commerce	N
Mbali, John	Program Manager	Hennepin County Work Supports, Human Services	Y
McConnell, Daniel	Business Manger	Minneapolis Building and Construction Trades Council	N
Noor, Ibrahim	Field Operations Area Manager	MN Department of Employment and Economic Development	Y
Olson, Tyler	CEO	SMCpros (Social Media Consulting, LLC)	Y
Palazzo, Wendie	Director, Career & Technical Education	Minneapolis Public Schools, Davis Center	N
Peterson, Carlye	Manager, Adult Basic Education	Minneapolis Public Schools	Y
Reedy, Robert	Director of Vocational Services	Rise, Inc	N
Roby, Carolyn	Senior Vice President, Community Affairs	Wells Fargo Community Relations Group	Y
Roth, Jim	Executive Director	Metropolitan Consortium of Community Developers	Y
Watson, Tara	Chiropractor	Watson Chiropractor	Y
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
David Frank	Director Economic Development Policy	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
Harrold, Teresa	Youth Program Manager	City of Minneapolis	Y
GUESTS			
Mark Hurlburt	President and Co-Founder	Prime Digital Academy	Y
Cook, Shym	North Minneapolis WorkForce Center Manager	DEED	Y
Shawn Lewis	Wealth Accumulation Coordinator	Minneapolis Urban League	Y

2 MEETING LOCATION

Building: Community Planning Economic Development (CPED)

Address: 105 Fifth Avenue South, Suite 200, Minneapolis, MN 55401

3 MEETING START

Meeting Schedule Start: 8:00am

Meeting Scribe: Felisha Burns

4 AGENDA

- **Welcome and Chair's Report**

Carolyn Roby welcomed the Minneapolis Workforce Council members (MWC) and guests.

- **Introduction of David Frank, the new Director of Economic Policy Community Planning Economic Development (CPED).**

- **Approval of Minutes**

Carolyn informed the MWC that approval of the March 17, 2015 MWC minutes will be approved electronically.

- **Announcements**

- Carolyn thanked Ibrahim Noor for his leadership with the new North Minneapolis WorkForce Center 800 West Broadway, Tyler Olson for his leadership with Cedar Riverside and Carlye Peterson for her leadership as a point person for the Minneapolis Public Schools and the new North Minneapolis WorkForce Center, 800 West Broadway.
- Marketing materials were handed out by Deb Bahr-Helgen.
- The Senate passed the Jobs Bills on Monday, May 18, 2015.

- **Receive and File: Committee Reports**

- **TechHire Initiative**

- Deb Bahr-Helgen, Director, City of Minneapolis Employment and Training and Mark Hurlburt, President and Co-Founder presented the #TechHire and Beyond, Accelerated learning for Technology in Minneapolis. Please see link: <https://dl.dropboxusercontent.com/u/31154/Workforce%20Council%20Presentation.pdf>

- **Cedar-Riverside Update**

- Tyler Olson, MWC member presented the Cedar Riverside Listening Session Update. Please see link: <http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-142579.pdf>

- **Adult Education Career Pathways Update**

Carlye Peterson, MWC member

- Draft Career Pathway chart
 - Two projects: Career Pathway and North Minneapolis WorkForce Center 800 West Broadway Education and Career Center.
 - Focused on preparing individuals for the technical world.
 - Assist with high school diploma or GED.
 - Working with partners who provide higher education in Healthcare and Office Skills Pathway.
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- **Budget Update**
 - Mark Brinda, Manager, Minneapolis Employment and Training, Budget Update was postponed until the Tuesday, July 21, 2015 at the STEP-UP Worksite Tour.

5 MEETING END

Meeting Schedule End: 9:30am

6 NEXT MEETING

MWC Meeting and STEP-UP Summer Youth Tour

Location: Carlson School of Management

Date: Tuesday, July 21, 2015

Time: 9:00am – 12:30pm

MINNEAPOLIS WORKFORCE COUNCIL

Committee Reports

SERVICES TO YOUTH

2015 STEP-UP

STEP-UP Placement Projections:

Explore	280
Discover	620
Achieve	700
Total	1,600

Funding Update:

- Employment and Training submitted a proposal requesting the maximum of \$850,000 to DEED for the Youth at Work RFP. Award decisions will be made in June.
- The state legislature is scheduled to adjourn on May 18, 2015 though a potential special session has been discussed. Minnesota Youth Program (MYP) funds are included in the budget bill that needs to be passed before adjournment. This budget will likely hold MYP funding steady with Minneapolis receiving the same funding amount as in the last biennium – approximately \$660,000 (\$330,000 each year).
- The funds for the Youth at Work proposal are also in this budget and expected to pass at the same level as last biennium.

Other Updates:

- STEP-UP and its partners launched a social media campaign around work readiness training and will continue to use social media in creative ways throughout the summer. The STEP-UP hashtag #stepupmpls will be used throughout this summer's program. Take a second to check it out and tweet sometime this summer!
- The STEP-UP Celebration is confirmed for Monday, August 10, 2015 at the Guthrie Theater. We are searching for a local entertainer to headline the event and are also seeking a sponsor to cover the cost of the event - approximately \$5,000. Please contact Anna Peterson if you have connections or ideas on either.
- Eight STEP-UP interns will be traveling to Silicon Valley for the second year of the Silicon North Stars program – established and funded by Steve and Mary Grove, two Google Executives with Minnesota ties.

Minneapolis Youth Works

- The following agencies will provide 347 Minneapolis youth with comprehensive, case managed employment and training services during Program Year (PY) 2015 (April 1, 2015 – March 31, 2016): American Indian OIC (32), East Side Neighborhood Services (33), EMERGE (32), HIRED (111),

Pillsbury United Communities @ Waite House (44) and RESOURCE –Employment Action Center (EAC) (95).

- Minneapolis Urban League (MUL) has decided to close out their Minneapolis Youth Works contracts. Minneapolis Employment and Training staff is working with MUL staff to develop a June 30, 2015 close out plan.
- PY 2015 WIOA Youth Final Allocations were released on April 28, 2015. Minneapolis received \$1,201,486 and increase of \$45,868 from PY 2014.
- The Minneapolis Youth Works RFP to provide outreach, recruitment and targeted services to youth living in the 55454 zip code area is due at 4:00 p.m. on May 21, 2015.

SERVICES TO ADULTS

Adult Services Committee

The **Adult Services committee** of the Minneapolis Workforce Council met on Wednesday, March 25, 2015. At the meeting, staff provided some updates about the transition from WIA to WIOA, the master contract/eligible provider list process, and background information to assist the committee in making funding decisions for the Dislocated Worker and Career Training Assistance programs. After the meeting, staff provided some additional information via email including a recommendation that during this transition year that programming for Dislocated Worker and Career Training Assistance continue with existing providers, due in part, to the following reasons:

- New WIOA policies are going to be defined for July 1, 2016
- Waiting (to consider other providers through a formal Request for Proposal process) aligns with updating the eligible provider list and the changeover from WIA law to WIOA which seems a more natural timeframe to make any adjustments.
- Staff would have more time to craft a RFP to reflect changes. This would also allow the Adult Services committee to provide guidance and feedback to tailor the RFPs.

Jim Roth made a motion to accept the recommendation from the staff and the committee members unanimously voted yes to the following actions:

- Action 1: Continue contracts with the current four Dislocated Worker providers through June 30, 2016 at current funding percentages.
- Action 2: Continue contract with Jewish Family and Children's Services for Career Training Assistance program through June 30, 2016 at current funding level.

Staff will prepare to create RFPs in spring 2016.

Minneapolis Works - (funded with CDBG funds)

Minneapolis Works successfully collaborated with Minneapolis Adult Education in a Job Resource Fair. The event was held on April 16, 2015 at the Adult Education South campus with over 150 individuals in attendance. Minneapolis Works service providers talked to job seekers from various backgrounds about the different employment and training services that each agency offers. Job counselors were able to provide interpretive services in Spanish, Somali, Hmong, Oromo, and Amharic. Feedback after event was generally positive, with one agency reporting 18 new client enrollments as a result of their participation. Based on this success, a similar Job Resource Fair is being scheduled at the North Adult Education campus. Going forward there are also some plans to have a rotating schedule of Minneapolis Works service providers spending a morning and/or afternoon at the different Adult Education locations to facilitate ongoing connections with Minneapolis Adult Education students that are seeking employment and training services.

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

On April 16, 2015, the departments of Labor and Education published five **Notices of Proposed Rulemaking** (NPRM) to implement Workforce Innovation and Opportunity Act (WIOA). A NPRM is the document an agency issues and publishes in the Federal Register that describes and solicits public comments on a proposed regulatory action. The proposed WIOA regulations are designed to: update and improve federal workforce programs that serve workers, job seekers, and employers; strengthen accountability and transparency; increase access to work-based learning tools, such as apprenticeships; improve relationships with employers, including through sector partnerships, and foster more cohesive planning within economic regions. The proposed rules would also improve access to education and workforce services for individuals with significant barriers to employment — veterans, individuals with disabilities, disconnected youth, and other vulnerable populations — to help them find good work.

Staff from state government and local Workforce Service Areas (including Minneapolis Employment & Training) are currently reviewing and preparing joint comments on the specific proposed rules in these NPRMs. The deadline for submitting comments is June 15, 2015.