
MINNEAPOLIS WORKFORCE COUNCIL

MEETING MINUTES

Meeting Date: July 21, 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
Bistodeau, Craig	Sprinkler Fitter	Sprinkler Fitters Local	N
Campbell, Elizabeth	Inclusion Coordinator	Ryan Companies US Inc	N
Eison, Jashan	President/CEO	H & B Elevators	Y
Ferguson, Christopher	Business Owner	Bywater Business Solutions and The Bywater Companies DBA Dairy Queen	Y
Flateau, Doug	Executive Director	Working Partnerships	Y
Goze, Anthony	Owner/Chief Manager	MAG Mechanical	N
Griebler, Mary Jane	Director, Workforce Strategy & Consulting	Xcel Energy	N
Ibrahim, Garat	Organizer	AFSCME Council 5	Y
Lehner, Scott	Area Manager Gas Operations	CenterPoint Energy	Y
Mbali, John	Program Manager	Hennepin County Work Supports, Human Services	Y
McConnell, Daniel	Business Manager	Minneapolis Building and Construction Trades Council	Y
Mills-Novoa, Avelino	Interim President	Minneapolis Community and Technical College	N
Miraz, Abdullah	Finance and Operations	Gandhi Mahal and MSR	Y
Noor, Ibrahim	Field Operations Area Manager	MN Department of Employment and Economic Development	Y
Olson, Tyler	CEO	SMCpros (Social Media Consulting, LLC	Y
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	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
David Frank	Director Economic and 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
Peterson, Anna	Program Manager	City of Minneapolis	Y
Jackson, Darionte	STEP-UP Intern	City of Minneapolis	Y
GUESTS			
DeGroot, Ann	Executive Director	City of Minneapolis	Y

2 MEETING LOCATION

Building: University of Minnesota Carlson School of Management

Address: 321 19th Avenue South, Room 1-147, Minneapolis, MN 55455

3 MEETING START

Meeting Schedule Start: 9:00am

Meeting Scribe: Felisha Burns

4 AGENDA

- **Welcome and Chair's Report**

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

- **Introduction of all new and current MWC members.**

- **Approval of Minutes**

The March 17, 2015 and May 19, 2015 minutes of the Minneapolis Workforce Council meeting were moved and approved.

- **Receive and File: Committee Reports**

- **Budget Update**

Mark Brinda, Manager of Workforce Development, City of Minneapolis Employment and Training presented the *2015 Employment and Training Budget Update*. Please see link:

<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-109852.pdf>

5 MEETING END

Meeting Schedule End: 10:00am

6 NEXT MEETING

MWC Meeting: Minneapolis Adult Education South Campus

Location: 2225 East Lake Street, Minneapolis MN, 55407

Date: Tuesday, September 15, 2015

Time: 8:00am – 9:30am

MINNEAPOLIS WORKFORCE COUNCIL

Committee Reports

SERVICES TO YOUTH

STEP-UP Updates:

- Approximately 1,600 youth began STEP-UP internships at over 220 businesses in June. Most youth will work 6-9 weeks.
- Eight STEP-UP interns are participating in the Silicon North Stars program from July 26, 2015 - August 1, 2015. The interns will be traveling to Silicon Valley in California to learn about entrepreneurship and technology. All youth are rising 9th graders and will be paired with a mentor from the technology field who will stay in touch with them throughout their high school years.
- The STEP-UP Work Site Tour is Tuesday, July 2, 2015. This year's format will be a walking tour that will highlight the work of City of Minneapolis Employment and Training and STEP-UP in the Cedar Riverside neighborhood. Current City of Minneapolis STEP-UP interns will serve as tour guides and we will visit three STEP-UP employer sites. We will also hear from a panel of interns and employers over lunch, catered by Afro Deli. Over the next 3 years, we will visit other specific neighborhoods in Minneapolis. North Minneapolis will be the tour location in 2016, South in 2017 and Downtown in 2018.
- The STEP-UP Celebration is Monday, August 10, 2015 from 2:30 – 4:00 p.m. Please mark your calendars and plan to attend. A formal invitation will also be sent by email.
- Minneapolis Employment and Training received a Youth Competitive Grant from DEED for this biennium. The annual amount is \$750,000; an increase of \$200,000, which will allow us to serve approximately 100 more youth per year.
- The Minnesota Legislature completed its work and final allocations for the 2016 Minnesota Youth Program (MYP) and the Higher Education/Career Advisors Project (HECAP) have been released. The Minneapolis allocation for MYP is \$418,845 and \$27,215 for HECAP.

Minneapolis Youth Works

- Lutheran Social Service of Minnesota was selected via RFP to provide outreach, recruitment and targeted services to youth and young adults living in the Cedar Riverside zip code area of 55454.
- The following agencies will provide 379 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), Lutheran Social Service of Minnesota (32), Pillsbury United Communities @ Waite House (44) and RESOURCE - Employment Action Center (EAC) (95).
- Minneapolis Employment and Training staff worked with Minneapolis Urban League to close out their Minneapolis Youth Works contract which concluded on June 30, 2015.
- Minneapolis Employment and Training received an allocation of \$1,201,486 in PY 2015 Workforce Innovation and Opportunity Act (WIOA) funds; an increase of \$45,868 from PY 2014.

SERVICES TO ADULTS

Minneapolis Employment & Training receives an additional \$300,000 in State Dislocated Worker Formula funding - (Workforce Development funds)

Despite the recession ending, the demand for Dislocated Worker program services has remained high due in part to a large number of *small* layoffs, forcing financial restraints on operating budgets. Because these layoffs have not been large enough to result in mass layoff projects, they've added increased burdens on Dislocated Worker providers' formula funding.

On June 15, 2015, Minneapolis Employment & Training joined with 5 other Workforce Service Areas (WSA) to request additional funds from the **MN Job Skills Partnership Board**. In our request, we noted three key points that:

1. Dislocated Workers are at risk of losing economic ground unless they return to work quickly. To date, we have been able to avoid a waiting list but without additional funding this year, we would likely need to institute one. We want to avoid any delay in service that can contribute to the client becoming financially challenged and at-risk of becoming long-term unemployed.
2. The continued practice of receiving only fractional (base) allocations of federal Dislocated Worker funds (WIA/WIOA) in the first quarter of the program year means that again in 2015, we cannot enroll any clients in our federal program until October 1, 2015 or later. Any funds that are carried over will need to be reserved for the completion of training plans, during the first quarter, for clients that were enrolled prior to July 1, 2015.
3. While the need for services stays high, our federal allocation for program year 2015 has been reduced by -12.9% or about \$58,000.

DEED staff recommended that the Board approve an additional allocation of \$1.73 million dollars to these Workforce Service Areas. **Minneapolis received our full request for \$300,000 in additional funds.**

Minneapolis Employment & Training will host Fall Conference

The **Minneapolis Services-to-Adults Conference** will take place on: **Tuesday, September 29, 2015** from **8:15 am to 4:00 pm** at the Hennepin County Downtown Minneapolis Central Library. This *first-ever* conference will bring together professionals who provide employment and training services to City of Minneapolis adult clients (18 and older). The conference will offer attendees a great learning experience and the opportunity to share knowledge through keynote addresses, concurrent workshops, and networking. CEUs will be provided.

Trade Adjustment Assistance

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. The program was set to expire on September 30, 2015. Any individual receiving a notice of termination from a worksite certified for Trade Adjustment Assistance is automatically eligible for Dislocated Worker services.

The Trade Adjustment Assistance Reauthorization Act of 2015 (TAARA 2015) was signed into law by President Obama June 29, 2015. The new law will take effect September 28, 2015. TAARA 2015 *reauthorizes the TAA program for an additional six years* and will *allow coverage for workers in the service industry* who represented nearly half of the applicants for TAA in 2014. Key changes include:

- Covering service workers retroactively, allowing more than 17,000 workers to reapply for benefits.
- Expanding eligibility to anyone who is impacted by trade with any country, whether we have a trade agreement with that country or not.
- Extending the number of weeks workers can apply for income support by 26 weeks.

- Offering wage insurance for workers over 50.

Minneapolis Works – (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 St. and Hiawatha and the North Minneapolis location at the John B. Davis Education Center at Girard and West Broadway. Minneapolis Works service providers introduce AE learners to the employment and training services that are offered by the City of Minneapolis through these neighborhood non-profit agencies. Employment counselors meet directly with students who are interested in connecting to these services. Going forward similar events are being discussed at both AE locations in the fall as well as evening events to provide outreach to a broader scope of individuals. Staff continues to collaborate with AE program coordinators to have employment service provider's onsite on a regular rotating schedule at the different AE locations to better connect with Minneapolis AE students who are also seeking employment and training services.

Updates from the Department of Labor/Employment and Training Administration on the Workforce Innovation and Opportunity Act (WIOA) – (replaces WIA Adult & WIA Dislocated Worker funding)

July 1, 2015 is here! What does this mean for WIOA? *As of July 1, 2015*, the Department expects **States and local areas to have WIOA-compliant workforce development board (boards) in place**. Under WIOA, workforce boards focus on strategy. As strategic leaders, State and local workforce boards, in partnership with governors and chief elected officials, facilitate public-private partnerships; support sector strategies and career pathways that advance opportunities for all workers and jobseekers, including low-skilled adults, youth, and individuals with disabilities; foster innovation; and ensure streamlined operations and service delivery excellence. (TEGL 19-14; Section 4.b)

State and local boards should be working with One-Stop Center operators and partners **to increase coordination of programs and resources to support a comprehensive system that seamlessly provides integrated services that are accessible to all jobseekers, workers, and businesses**. (TEGL 19-14; Section 4.d). *Examples of key activities that should be underway include* **designation of local workforce development areas, identification of regions, the development of criteria for Local Board appointments, and launch of the State planning process**. (TEGL 27-14; Section 4). In addition, service delivery provisions for Title I programs go into effect July 1, 2015 so **local boards should ensure that One-Stops and service delivery providers have transitioned to WIOA services and eligibility**.

Final WIOA regulations will not be issued until early 2016. To help State and local boards implement WIOA, ETA has issued and will continue to issue several WIOA Operational Guidance documents in the forms of Training and Employment Guidance Letters (TEGLs). These TEGLs reflect ETA's current thinking on how to comply with WIOA statutory requirements (provisions in the law) starting in Program Year 2015 (July 1, 2015) and beyond. States should follow WIOA provisions and ETA's Operating Guidance in administering programs until WIOA regulations are finalized.

Rochelle Daniels, a nationally recognized leader in federal employment and training program law, policy, and implementation, will be presenting at the **Minnesota Workforce Council Association's Summer Meeting**. The meeting will take place in **Duluth on August 5 & 6, 2015**. Workforce Board members, LEOs, WFC staff and workforce system partners are welcome to attend to learn more about WIOA implementation

Adult Services Committee

The **Adult Services committee** of the Minneapolis Workforce Council last met on Wednesday, March 25, 2015. The next meeting is tentatively planned for a date (TBD) in August.

BUSINESS SERVICES

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

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

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
- Job Candidate 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

Recent goals set by the Committee and Minneapolis Employment and Training Staff:

- 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