
MINNEAPOLIS WORKFORCE COUNCIL

MEETING MINUTES

Meeting Date: September 15, 2015

Meeting Location: Minneapolis Adult Education South Campus

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	Y
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	Y
Griebler, Mary Jane	Director, Workforce Strategy & Consulting	Xcel Energy	Y
Ibrahim, Garat	Organizer	AFSCME Council 5	Y
Lehner, Scott	Area Manager Gas Operations	CenterPoint Energy	N
Mbali, John	Program Manager	Hennepin County Work Supports, Human Services	N
McConnell, Daniel	Business Manager	Minneapolis Building and Construction Trades Council	Y
Mills-Novoa, Avelino	Interim President	Minneapolis Community and Technical College	Y
Miraz, Abdullah	Finance and Operations	Gandhi Mahal and MSR	N
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	N
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 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	STEP-UP Program Manager	City of Minneapolis	Y
GUESTS			
Glidden, Elizabeth	Council Member	City of Minneapolis	Y
Sara Olson	MPS Adult Education South Campus Coordinator	Minneapolis Public Schools	Y
Hawa Hassan	MPS Adult Education Graduate	Minneapolis Public Schools	Y

2 MEETING LOCATION

Building: Minneapolis Adult Education South Campus

Address: 2225 East Lake Street, Conference Room 140, Minneapolis MN, 55407

3 MEETING START

Meeting Schedule Start: 8:00am

Meeting Scribe: Felisha Burns

4 AGENDA

- **Welcome and Chair's Report**

Carlye Peterson opened the Minneapolis Workforce Council (MWC) meeting on behalf of Carolyn Roby and welcomed MWC and guests.

- **Introductions Minneapolis Public Schools (MPS) Adult Education**

Carlye Peterson, Manager Minneapolis Public Schools (MPS) Adult Education and MWC Member, welcomed MWC and guests to MPS Adult Education.

- Sara Olson, MPS Adult Education Coordinator introduced Hawa Hassan, MPS Adult Education Graduate who shared her story.

- **Approval of Minutes**

The July 21, 2015 minutes of the Minneapolis Workforce Council meeting were moved and approved.

- **Receive and File: Committee Reports**

Working Families Policy Discussion – Minneapolis City Council Vice-President Elizabeth Glidden - Council Member Glidden presented and heard feedback on Minneapolis proposed “*Working Families Agenda*”. All comments and other forums will be made public. Please see link: <http://www.minneapolismn.gov/WorkingFamiliesAgenda/index.htm>

Governor's Workforce Development Council (GWDC) Update - Connie Ireland, GWDC Executive Director, and Laura Beeth, GWDC Board Chair, Minneapolis Workforce Council Member, and Human Resources, System Director Talent Acquisition, Fairview Health Services presented the *Governor's Workforce Development Council, Policy Solutions that Work for Minnesota*. Please see link: <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-149836.pdf>

5 MEETING END

Meeting Schedule End: 9:30am

6 NEXT MEETING

MWC Meeting: TBD

Location: TBD

Date: Tuesday, November 17, 2015

Time: 8:00am – 9:30am

MINNEAPOLIS WORKFORCE COUNCIL

Committee Reports **SERVICES TO YOUTH**

2015 STEP-UP

STEP-UP Placements:

Explore	295
Discover	607
Achieve	630
Total	1,532

- The summer concluded by celebrating the work of interns and employers August 10 at the Guthrie Theater. Employers, interns, mentors, family and funders packed the Wurtele Thrust Stage Theater for the event that included remarks by Mayor Hodges and entertainment by local performers and STEP-UP interns.
- Evaluation of the 2015 program and planning for STEP-UP 2016 is already underway. The final report and impact data will be produced and distributed in October 2015.

Minneapolis Youth Works

- Lutheran Social Service of Minnesota was selected to provide outreach, recruitment and targeted employment and training services to 32 youth living in the 55454 zip code area via the RFP that was issued April 27, 2015.
- The following agencies will provide 379 Minneapolis youth with comprehensive, case managed employment and training services during Program Year (PY) 2015: 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 (95).
- Final PY'2014 WIA Youth Performance Measures were released by DEED August 7, 2015. Minneapolis Youth Works met or exceeded all seven performance measures.

Other Updates

- The Minneapolis Youth Council held a half-day retreat August 19, 2015 to review 2014 focus areas to accomplish Vision and Mission, identify and prioritize 2015 focus areas and create one year goals around 2015 priorities. Tyler Olson, Chair of the Youth Council was the facilitator. The 2015 priority areas are: Career Pathways, Hard to Serve Youth, Career Planning, Alignment and Entrepreneurship.
- Youth staff is on the planning committee for the City of Minneapolis Employment and Training Services-to-Adults Conference that will take place September 29, 2015 at the Minneapolis Central Library in downtown Minneapolis. This first-ever conference will bring together professionals who provide employment and training services to Minneapolis adults (18 and older).

Minneapolis Youth Council Vision: The Minneapolis Youth Council provides leadership to grow tomorrow's workforce and build competitive advantage for Minneapolis youth, employers and the economy.

Minneapolis Youth Council Mission: To help youth and young adults learn academic, life and work skills, identify career paths and achieve meaningful employment opportunities.

SERVICES TO ADULTS

Minneapolis Employment & Training Fall Conference

The **Minneapolis Services-to-Adults Conference** will take place on **Tuesday, September 29, 2015** from **8:00 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). Organizations that have applied to become an Eligible Provider for Minneapolis Employment & Training services 2016-2020 (but who may not have a current contract) have also been invited to attend. 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.

The daylong conference will feature speakers on a wide range of subjects:

Welcome by Craig Taylor, CPED Director

Keynote by Joseph B. Washington

Breakout Sessions:

1. “Challenged or Challenging” A Counselor’s Guide to Serving Difficult Clients” by Amy Lindgren
2. “Social Media for Job Search” by Tyler Olson/SMCpros
3. “Everybody In” by Sam Grant
4. “Labor Market Information Tools” by Timothy O’Neill
5. “Counselor Self-Care” by Lindsay Walz
6. “WIOA Youth” by Teresa Harrold
7. “WIOA Dislocated Worker” by Catherine Christian

Additional information about local community resources will be provided by *exhibitors* who represent: **Training** (MCTC, RESOURCE MRC, Hennepin Community College, MN Department of Labor and Industry), **Housing** (Catholic Charities), **Financial** (U of MN Extension Center for Family Development), **Veterans** (DEED), **Digital Literacy** (City of Minneapolis IT, Comcast Internet Essentials), **Health** (MNSure, Cedar Riverside People’s Center), **Mental Health** (Walk-in Counseling Center), **Re-entry Services** (Emerge, AccessAbility) and **Employers** (City of Minneapolis HR).

Workforce Council members who would like to attend can contact Catherine Christian at catherine.christian@minneapolismn.gov for a link to register.

Adult Services Committee

Jashan Eison is joining the **Adult Services committee**. On August 27, 2015 staff member, Catherine Christian provided him with a brief overview of the programs that the Adult Services committee oversees for the Minneapolis Workforce Council.

The Adult Services committee of the Minneapolis Workforce Council last met on Wednesday, March 25, 2015. The next meeting of the Adult Services committee has been postponed until early December. With the major change from Workforce Investment Act (WIA) to Workforce Innovation and Opportunity Act

(WIOA) funding effective July 1, 2015, Minneapolis Employment and Training staff is currently working to review and analyze program changes that will be required starting July 1, 2016, due to that shift in funding. As we make changes to WIOA-funded programs, it may also require adjustments to other Adult programs to keep our services strategically aligned. At the December meeting, Mark Brinda will present an overview on where Minneapolis Employment and Training is at with various changes due to the implementation of the WIOA and an update on how those changes might impact the work of the committee/board. Staff will provide an update on who was selected to be on the new Minneapolis Employment & Training Eligible Provider List for 2016-2020. The committee will also be asked to review and comment on draft sections of the two Requests for Proposals (RFPs) that will be issued in early 2016 for Dislocated Worker and WIOA Adult services. In addition, volunteers from the committee will be requested to assist with that evaluation and selection process.

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