
MINNEAPOLIS WORKFORCE COUNCIL

MEETING MINUTES

Meeting Date: March 15, 2016

Meeting Location: The McKnight Foundation

Approved: Minneapolis Workforce Council

Recorded By: Matthew Courtney

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	Director of Emerging Business Inclusion	Ryan Companies US Inc	Y
Eison, Jashan	President/CEO	H & B Elevators	Y
Ferguson, Christopher	Business Owner	Bywater Business Solutions and The Bywater Companies DBA Dairy Queen	N
Flateau, Doug	Executive Director	Working Partnerships	Y
Goze, Anthony	Owner/Chief Manager	MAG Mechanical	Y
Horner Mary Jane	Sr. Director, Talent Strategy and Transformation	Xcel Energy	N
Ibrahim, Garat	Organizer	AFSCME Council 5	N
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	N
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	Y
Watson, Tara	Chiropractor	Watson Chiropractor	N
STAFF			
Bahr-Helgen, Deb	Director	City of Minneapolis	Y
Brinda, Mark	Manager	City of Minneapolis	Y
Christian, Catherine	Adult and Dislocated Worker Programs Coordinator	City of Minneapolis	Y
Courtney, Matthew	Administrative Analyst II	City of Minneapolis	Y
DeHaven, Linda	MFIP Program Manager	City of Minneapolis	Y
Dickinson, Tammy	Career Pathways Coordinator	City of Minneapolis	Y
Larson, Marie	Industry Relations Manager	City of Minneapolis	N
Ferguson, Patience	Chief Human Resources Officer	City of Minneapolis	Y
Frank, David	Director Economic and Development Policy	City of Minneapolis	Y
Harrold, Teresa	Youth Program Manager	City of Minneapolis	Y
Peterson, Anna	STEP-UP Program Manager	City of Minneapolis	N
GUESTS			
Luke Weisberg		LukeWorks	Y
Ellen Watters		LukeWorks	Y
Maureen Ramirez		LukeWorks	Y

2 MEETING LOCATION

Building: The McKnight Foundation

Address: 710 South 2nd Street, Suite 400, Minneapolis MN, 55401

3 MEETING START

Meeting Schedule Start: 8:00am

Meeting Scribe: Matthew Courtney

4 AGENDA

- **Welcome and Chair's Report**

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

- **Approval of Minutes**

The January 19, 2016 minutes of the MWC meeting were moved and approved.

- **Receive and File: Committee Reports**

The reports were received by the MWC. They are attached to the minutes.

- **Workforce Center Usage Report**

The report was received by the MWC. They are attached to the minutes.

Announcements -

Carolyn Roby announced her retirement from Wells Fargo. A new MWC chair will be elected at the May 17, 2016 meeting.

Avelino Mills-Novoa announced his retirement from Minneapolis Community and Technical College.

WIOA Planning and Discussion

A. Combined State Plan

Luke Weisberg, Ellen Waters, and Maureen Ramirez presented an overview the draft Combined State Plan.

B. Regional/Local Unified Plan

Mark Brinda presented an overview of the Local Unified Plan. He then led a discussion to explore MWC guiding principles. These included: Inclusivity, Intentionality, and Alignment.

5 MEETING END

Meeting Ended: 9:35am

6 NEXT MEETING

MWC Meeting:

Location: Crown Roller Mill Building, 105 Fifth Avenue South, Minneapolis, MN 55415

Date: 8:00-9:30am on Tuesday, May 17, 2016

MINNEAPOLIS WORKFORCE COUNCIL

Committee Reports

SERVICES TO ADULTS

Dislocated Worker Funding for Program Year 2015

Minneapolis Employment & Training's **Dislocated Worker program** has been seeing very **high demand for services** in program year 2015. Some changes to who is invited to a Reemployment Session, conducted at the Workforce Centers by Unemployment Service staff, seem to have been increasing the number of folks from small layoffs who are seeking Dislocated Worker services this year, particularly training. If an Unemployment Insurance recipient is notified that he/she needs to attend a Reemployment Session, attendance is mandatory and failure to attend will result in denial of benefits. Demographic data from Workforce One shows that clients are engaging with Dislocated Worker services sooner after their layoff which is good news as outcomes are generally better the sooner the client accesses Dislocated Worker services after his/her layoff. The age cohorts being served in the program are increasing for twenty-five to forty-nine years olds and decreasing (or remaining flat) for fifty plus. The clients we are currently serving seem to be more able/motivated to complete training that will enhance or update their skills.

At the end of the second quarter of program year 2015, Minneapolis Employment & Training enrollments in the State Dislocated Worker program were at 102% of plan and in WIOA, were at 103% of plan. As of February 2016, with a little over one-half of the program year completed, Minneapolis Employment & Training had obligated over 83% of our State training funds and our WIOA training funds were 100% obligated.

To address the **lack of training funds**,

- Minneapolis Employment & Training **requested a transfer of \$55,000 of WIOA Adult funds to continue enrollments in WIOA Dislocated Worker** for the remainder of this program year.
- **Some WIOA Dislocated Worker clients will be co-enrolled in the recently awarded National Emergency Grant** to access those additional training funds.
- Additionally, Minneapolis Employment & Training **requested \$170,000 of State Workforce Development funds from the MN Job Skills Partnership Board** at their March 7, 2016 meeting. At that meeting, the decision was tabled for two weeks as the board wanted to review governing statutes and mull over the requests for additional funding.

Currently Minneapolis Employment & Training doesn't have a waiting list but without additional funding for training, we would need to institute one. Dislocated Workers are at risk of losing economic ground unless they return to work quickly therefore, it is a high priority to avoid any delay in service that can contribute to the client becoming financially challenged and at-risk of becoming long-term unemployed.

Train-to-Career –2015 preliminary Results

The Train-to-Career program provides industry-recognized job-skills training in occupations in demand, along with job placement and retention services for low-income, Minneapolis residents. Initial results from calendar 2015 show **246 clients served, 89 successfully obtained an industry-recognized**

credential and exited to a job with wages increasing from \$13.19 at enrollment to \$15.30 at placement.

Adult Programs Client Surveys – Coming Soon

The Adult program team has been working with Tammy Dickinson, Minneapolis Employment & Training's Career Pathways Coordinator, to develop a brief (6 question) **customer satisfaction survey** that we will test pilot in the near future using Survey Monkey. The survey will be sent via email to participants who were exited from any Adult/Dislocated Worker program in calendar year 2015. The goal of the survey is **to inform our service delivery process with direct client feedback**. The survey design was intentionally brief so that clients could complete in less than 5 minutes using a cell phone. The **results of the survey will be analyzed to help with continuous improvement across Adult programming**.

SERVICES TO YOUTH

2016 STEP-UP

Application Information:

- 3,787 applications were received by the February 5, 2016 deadline.
- 340 applicants were ineligible because they were non-Minneapolis residents, did not meet the age guidelines and/or already attend college.
- All eligible students were accepted and invited to training.
- 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 30 from 11:00 am – 3:00 pm at the Minneapolis Central Library.

Work Readiness Training:

- All STEP-UP work readiness trainings are held at MCTC on Saturdays this spring.
- 3,447 youth were invited to work readiness training. Trainings groups are differentiated based on age/grade level. Younger youth attend 12 hours of training and older youth attend 7 hours. The Advanced youth attend a professional development workshop.
- Youth that complete work readiness training will be eligible to be matched with STEP-UP jobs.
- Current job estimates are: 750 at the STEP-UP Achieve level, 675 with STEP-UP Discover and 320 in STEP-UP Explore for a total of nearly 1,750 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 for mock interview volunteers. Join over 500 professionals 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 11-14 from 4:45 pm -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 2015 concludes on March 31, 2016

Performance 3rd Quarter (10/01/15-12/31/15)	Grade	Year-to-Date Enrollments
American Indian OIC	B	22
East Side Neighborhood Services	A	18
EMERGE	A	21

HIRED	A-	106
Lutheran Social Service of Minnesota	A	8
Pillsbury United Communities @ Waite House	A-	32
RESOURCE	A+	74

Other Updates

- **BUILD Leaders**

BUILD is a proven youth violence prevention model developed in Chicago in 1969, which focuses on violence prevention/intervention, youth development, and coalition building. In 2014 the City of Minneapolis Health Department adapted the curriculum for Minneapolis, developing the BUILD Leaders Program. It is an equity-focused, community-oriented intervention for disenfranchised 18-24 year old young adults. Participants receive paid training in facilitation, leadership, and job skills to deliver the BUILD youth violence prevention curriculum to youth 9-12 years old at various locations in group settings of 8-12.

The 2016, City of Minneapolis budget provided funds for an enhancement of the Build Leaders project, adding employment and training services to the model and now designated for North Minneapolis' African American community and South Minneapolis' American Indian community. The primary focus of this project is to build employment readiness, develop fundamental job skills, and provide a foundation to build healthier cycles and habits.

The City of Minneapolis Employment and Training issued a RFP February 16, 2016 seeking two (2) agencies to provide employment and training program services to disenfranchised 18-24 Minneapolis residents as part of the BUILD Leaders initiative. Funds for core services, young adult paid internships, industry specific credential training, and participant support services will be awarded to each agency to serve ten (10) young adults via a cohort model beginning April 1, 2016 and ending December 31, 2016. BUILD Leaders will receive ongoing funds through the City of Minneapolis budget.

- **TechHire Minneapolis**

Employment and Training will partner with a number of providers to offer IT training for low-income and diverse Minneapolis residents. TechHire is funded via the 2016 City of Minneapolis budget. A menu of options will be offered including scholarships for short term coding boot camps, IT Ready training and introductory courses in technology to help prospective applicants decide if an IT career is a good fit.

- **Higher Education Career Advisor Pilot Projects (HECAP)**

Employment and Training is partnering with the DEED/Minneapolis Workforce Centers to deliver two 3-hour career advising and job search workshops for high school age youth that were invited to, but did not attend STEP-UP work readiness training. This is a second chance for those youth to receive assistance with creating a resume, learning how to job search and receive 1:1 career advising. Each attendee of the workshop will leave with 3 solid job leads.

- **DOL Career Pathways for Youth Proposal**

The Employment and Training team is preparing a proposal to the DOL for a grant that would allow Minneapolis to partner with Minneapolis Public Schools, Minneapolis Workforce Centers and AchieveMpls to enhance the services and employment opportunities for Minneapolis youth. The scope of work is about transforming the youth employment system, developing a universally recognized and adopted career readiness credential, and providing specific supports and services for youth who reside in high poverty zip codes.

- **Minneapolis Teen Job and Opportunity Fair**

Saturday, April 30, 2016, 11:00 am – 3:00 pm

Minneapolis Central Library, 300 Nicollet Mall

35 exhibitors have registered to date: 17 offering employment or paid internships and 18 offering employment and training services, career education, and volunteer opportunities.

WORKFORCE CENTER USAGE REPORT

Job Service Activity Summary January to March 2016¹

Job Seeker Services in the WFCs

Workshops	Minneapolis North		Minneapolis South		Total	
	Total	Vets	Total	Vets	Total	Vets
Basic Resume Writing Strategies	42	4	17	0	<u>59</u>	<u>4</u>
Career Exploration	12	0	18	3	<u>30</u>	<u>3</u>
ERU Essentials	19	4	12	3	<u>31</u>	<u>7</u>
Get Noticed by Employers	0	0	6	2	<u>6</u>	<u>2</u>
How to Start Your Own Business	0	0	8	0	<u>8</u>	<u>0</u>
Interview Practice	13	1	12	0	<u>24</u>	<u>1</u>
Job Club	11	0	72	6	<u>80</u>	<u>6</u>
Job Search over 40	18	0	10	0	<u>22</u>	<u>0</u>
LinkedIn to Networking	19	0	0	0	<u>19</u>	<u>0</u>
Make MinnesotaWorks.net Work For You	2	0	6	1	<u>8</u>	<u>1</u>
National Career Readiness Certificate (NCRC)	0	0	15	0	<u>15</u>	<u>0</u>
Resume Revamp	34	2	30	2	<u>63</u>	<u>4</u>
WorkForce Center Orientation	100	3	311	12	<u>408</u>	<u>15</u>
WorkForce Center Orientation - DW	16	0	62	2	<u>77</u>	<u>2</u>
Total Workshop Attendees*	223	13	486	26	<u>670</u>	<u>37</u>
Resource Room Users	1,087	43	1,182	49	<u>2,186</u>	<u>89</u>
Unduplicated Total Served	<u>1,218</u>	<u>50</u>	<u>1,556</u>	<u>67</u>	<u>2,656</u>	<u>114</u>

*Some individuals attended multiple workshops

Veterans Served Summary

	Minneapolis North	Minneapolis South	Total
Total Workshop Attendees*	13	26	37
Resource Room Users	43	49	89
Unduplicated Total Served	<u>50</u>	<u>67</u>	<u>114</u>

*Some individuals attended multiple workshops

MinnesotaWorks.net Statistics

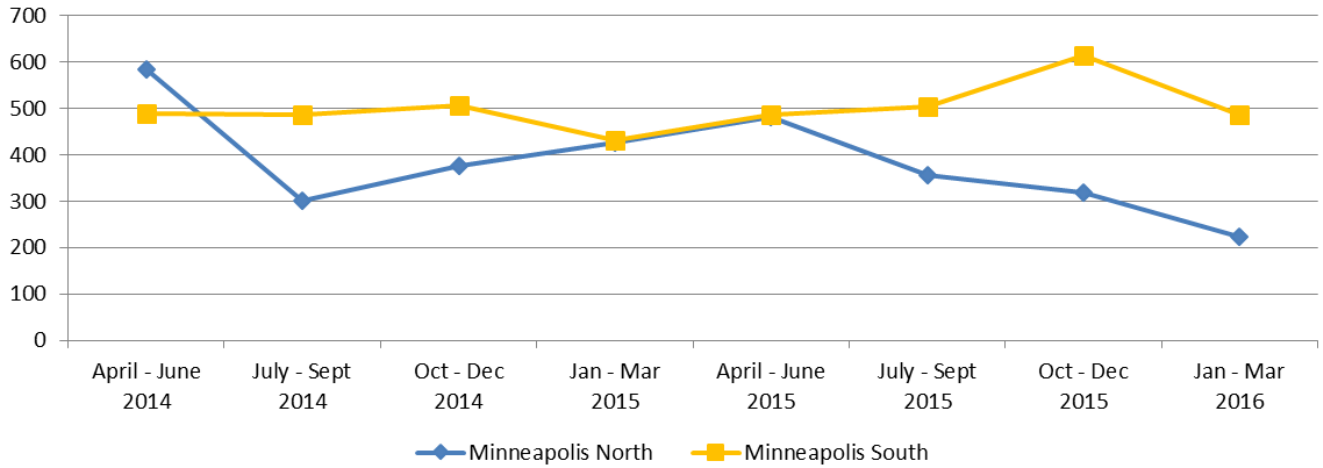
	Minneapolis North	Minneapolis South	Total
Jobs Posted by Employers	4,564	13,031	17,595
Newly Registered Customers	618	834	1,452
New "viewable" Resumes	<u>353</u>	<u>536</u>	<u>889</u>
	330 Individuals	507 Individuals	837 Individuals

Business Services

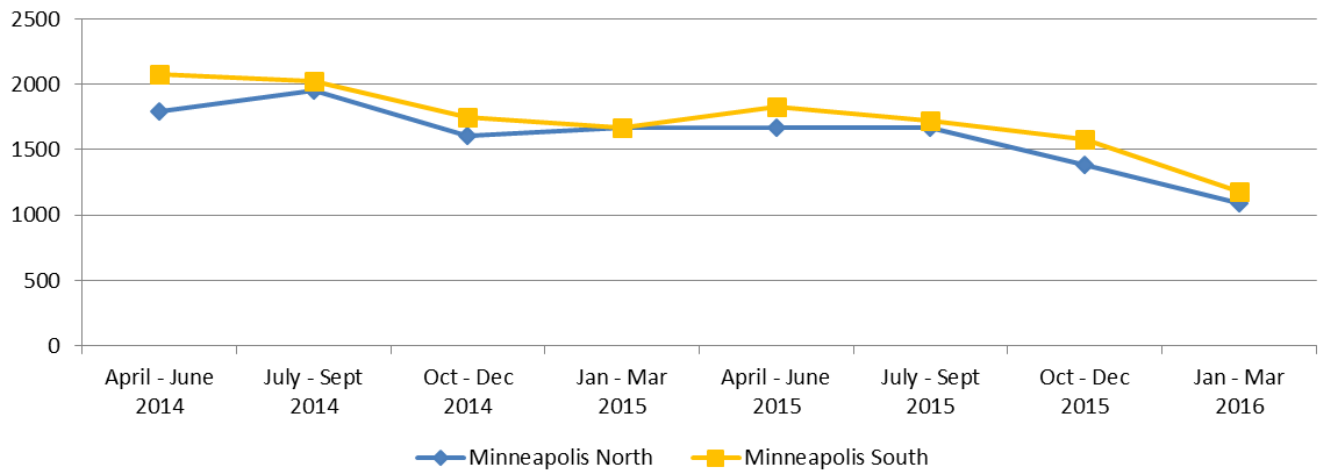
Business Consultations by BSRs: 23
Consultation Follow-ups by BSRs: 34

¹Range of data is January 1, 2016 to March 31, 2016. Data pulled on March 8, 2016.

Workshop Attendees



Resource Room Users



Total Job Service Activity

