

# MINNEAPOLIS WORKFORCE DEVELOPMENT BOARD

## 2018 ANNUAL REPORT

### PRESENTED BY

City of Minneapolis Employment and Training  
105 5th Avenue South, Suite 200  
Minneapolis, MN 55401

<http://www.minneapolismn.gov/cped/metp>



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## Minneapolis Employment and Training Services

Minneapolis Employment and Training administers a variety of employment and training programs under the direction of the Mayor, City Council and Minneapolis Workforce Development Board. Minneapolis Employment and Training is the administrative entity/staff to the Minneapolis Workforce Development Board. City programs under the oversight of the Workforce Development Board include services for low-income adults, dislocated workers and youth.



## Message from Board Chair, Laura Beeth and Director, Deb Bahr-Helgen

*Investing today in tomorrow's workforce*

Minneapolis is experiencing low unemployment and steady job growth. Employers are looking for new partnerships to attract and develop talent, while candidates seek new opportunities in growing employment sectors. Minneapolis Employment and Training focuses resources not only in response to today's demand for talent, but also to build our future workforce. We are developing new program models, investing in new outreach and establishing new service access points. We're tirelessly pursuing full economic inclusion, removing barriers for those currently marginalized, and positioning solutions as our collective imperative: we need all of our residents' skills and talents to achieve our City's 21st century potential.

To deliver inclusive programs meeting each of these demands, our investments are targeted, strategic, and innovative. In 2018, City of Minneapolis Employment and Training, with leadership from the Mayor, City Council, and the Minneapolis Workforce Development Board, launched a new, demand-driven career pathway fund, created Minneapolis Health Hire to train and place more residents in health care occupations, increased investment in MSP TechHire, designed a new teen and young adult barrier reduction project, introduced a Step Up pilot program providing interns with summer work experience, and accelerated investment in our place-based strategies in North and South Minneapolis. These new investments required updating program models and changing service design, while continuing foundational work through Step Up, Minneapolis Works, Minneapolis Youth Works, and the Dislocated Worker Programming.

Collectively, we have assisted thousands of Minneapolis youth and adults to move toward future success and economic stability for themselves and their families, both today and into the future.



Laura Beeth



Deb Bahr-Helgen

### SNAPSHOT: 2018 MINNEAPOLIS EMPLOYMENT

Minneapolis unemployment rate, city-wide, was 2.5% of the Minneapolis labor force

Total labor force: 241,477  
defined as those working or actively seeking work

- ✓ Minneapolis residents employed: 235,351
- ✓ Minneapolis residents unemployed: 6,126

### Find in This Report:

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### MINNEAPOLIS EMPLOYMENT AND TRAINING: 2018 BUDGET

**2018 Expenditures: \$10,022,133**

Source of Funds: **Federal WIOA:** \$2,975,162 (30% of total)

✓ Up 6% from 2017

Source of Funds: **State of Minnesota:** \$1,825,441 (18% of total)

✓ Up 30% from 2017

Source of Funds: **HUD/CDBG:** \$2,322,649 (23% of total)

✓ Up 26% from 2017

Source of Funds: **City of Minneapolis:** \$2,898,881 (29% of total)

✓ Decrease of 7% from 2017

### 2018: MINNEAPOLIS RESIDENTS SERVED THROUGH PROGRAMS

5,855 youth and adults served

#### ADULTS

EMPLOYED	TRAINED	CREDENTIALIED
1261	684	592

- ✓ **Key Outcome:** Average 35.5% wage increase for all Adult Program participants

(program variation from 4% change to 50% change)

More information at: [Minneapolis Works](#),

[Minneapolis Dislocated Worker](#) and [WIOA Adult](#)

#### YOUTH

EMPLOYED	CREDENTIALIED
2032	1793

- ✓ **Key Outcome:** \$3.275 million in earned wages, most paid by private sector

More information at: [Minneapolis Youth Programs](#)

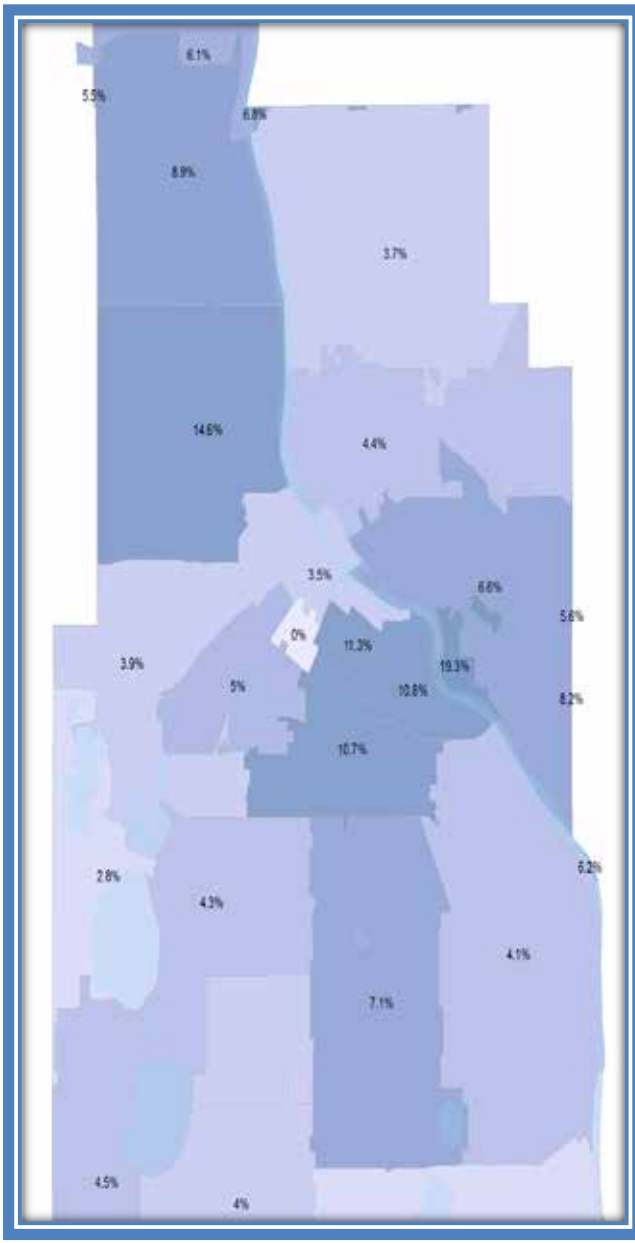


Chart 1: Service concentration, by ZIP code

## 2018 Employment and Training Service Geography

Minneapolis maps display alignment between areas of highest need and our program service delivery, by numbers, throughout the City by ZIP code.

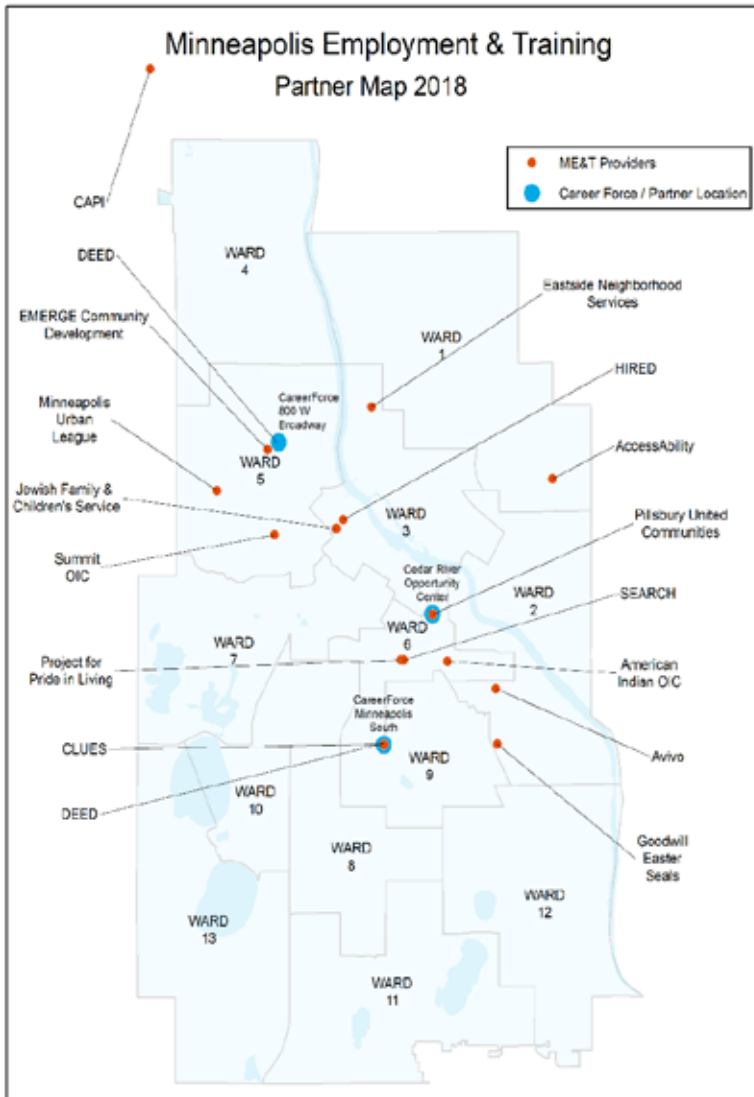
High

Low



Chart 2: Unemployment rate, by ZIP code

## Minneapolis Community Provider Locations



## PARTNERS of the YEAR



Adult Program Award Winner – Minneapolis Urban League. (Pictured L-R) Laura Beeth, Va'Lesha Davis, Deborah Young, Deb Bahr-Helgen, Barbara Doyle, Hilary Thomas, Norma Miller, Nick Jaeger, and Steven Belton

**Services to Adults:** Minneapolis Urban League (MUL) was recognized as the 2018 Adult Partner of the Year. MUL has a long history and footprint in North Minneapolis and has been a community partner with the City of Minneapolis Employment and Training for many years. Targeting their services to a population that has some of the most challenging barriers to employment and offering a wide variety of training and support to prepare participants for employment and job retention, MUL provided exceptional service to Minneapolis Adults.



Youth Program Award Winner – Project for Pride in Living. (Pictured L-R) Key Rose, Jayson Lumbar, Deb Bahr-Helgen, Laura Beeth, Paul Williams, Sonny McCoy, Kristy Snyder, Angie Willardson, Lindsay Kruh, Anna Peterson, Robyn Hanson, Amy Anlauf, David Reed

**Services to Youth:** [Project for Pride in Living](#) (PPL) was recognized as the 2018 Youth Partner of the Year. Over the past year, the [Step Up](#) team has collaborated closely with PPL to realign the Step Up work readiness training curriculum to correspond with the Minneapolis Public School (MPS) Career Readiness Seminar course. This pioneering approach allows Step Up interns the option to earn high school credits for their work experiences in any job – Step Up or otherwise – once they earn this prerequisite credit. PPL was vital to the success of the program's curriculum alignment with the MPS career readiness seminar. This inaugural year was extremely successful and Step Up plans to build on this for 2019 including differentiated curriculum and the opportunity for interns to earn work experience.

HIGHLIGHT: 2018 Minneapolis Step Up Innovates



# Step Up

SERVED	EMPLOYED	TRAINED	CREDENTIALLED
2291	1542	2291	1462

### Demographics: (\*worked in a job)

African and African American .....	1058 (69%)
Asian American .....	140 (9%)
Caucasian .....	212 (14%)
Native American .....	109 (7%)
Hispanic .....	175 (11%)
Male: 44% Female: 55% Other: .05%	

**2018: Minneapolis Youth Step Up** Over the past year, the Step Up team has collaborated closely with Project for Pride in Living (PPL) to realign the Step Up work readiness training curriculum to correspond with the Minneapolis Public School (MPS) Career Readiness Seminar course. Interns are eligible to earn high school credit through PPL’s Loring Nicollet Alternative School (an MPS contract alternative high school). This pioneering approach allows Step Up interns the option to earn high school credits for their work experiences in any job – Step Up or otherwise – once they earn this prerequisite credit. This integration supports youth who are credit deficient and fosters a deeper connection between how an intern’s work experience connects to his or her education.

### About Step Up

Step Up connects Minneapolis youth ages 14-21 with training and paid internships at over 200 top local employers. We help organizations diversify their workforce and build a strong base of young, skilled workers for the entire region.

## Minneapolis Place-Based Strategies

The Cedar Riverside Opportunity Center opened in March 2017 with the goal of reducing unemployment and increasing higher educational attainment and enrollment within the Cedar Riverside neighborhood. The Center serves as a one-stop shop for educational and workforce resources and a pipeline to good jobs for people of all ages through the committed presence of public and private sector employers. Since opening, the Opportunity Center has hosted multiple employer job fairs, workforce trainings for adults, and higher education engagement with youth. Cedar Riverside Opportunity Center ended the year with thousands served, over 260 job placements and nearly 1200 youth receiving Homework Help.

## Cedar Riverside Opportunity Center

RESIDENTS SERVED	EMPLOYED	TRAINED	CREDENTIALIALED
862	265	21	462

Attended on-site Employer of the Day_____	284
Received Case Management/Career Laddering Services_____	571
Received Resume Assistance_____	68
Received Financial Coaching_____	90
Teen Tech Squad (Youth)_____	519
Homework Help (Youth)_____	1175



*Council Member, Warsame addresses attendees at Cedar Riverside Opportunity Center's 1-year anniversary celebration*



# 800 West Broadway: North Minneapolis

## CareerForce North Minneapolis

Career seeker and employer services– staff assistance, on-site hiring events, access to labor market information, workforce development programs, workshops, and more.



## North Point Health and Wellness

This satellite clinic offers medical, dental, behavioral health services and referrals .



## Minneapolis Adult Basic Education

The Adult Education Program connects individuals to the skills, supports and opportunities they need to gain stability and self-sufficiency.



## Minneapolis Place-Based Strategies

CareerForce North Minneapolis (formerly the North Minneapolis Workforce Center) collaborates with North Point Health and Wellness and Minneapolis Adult Basic Education, at 800 West Broadway, to welcome our community. We offer services through a unified collaborative together, we open doors to opportunity, in partnership at 800 West Broadway and with our community.



### 2018 Highlights:

One-Year Anniversary Celebration July 2018

24 On-Site Hiring Events, featuring more than 150 employers recruiting for immediate openings

Highly engaged community partners meet for monthly network events, averaging 40+ attendees/meeting

## 2018 Demand-Driven Services



**National Manufacturing Day:** On Friday, October 5, in recognition of National Manufacturing Day, two Minneapolis companies—H&B Elevators and Unison Comfort Technologies—opened their doors to Minneapolis schools and residents. Manufacturing Day tours featured **specialized high school student experiences** in the morning and **public tours** in the afternoon. Jashan Eison, CEO and President of H&B Elevators, stated, “**By sharing and celebrating our unique elevator manufacturing company with my employees, local students and the Minneapolis community, we want to inspire the next generations of proud American manufacturing workers.**”

## EMPLOYER-FOCUSED EVENTS, BY THE NUMBERS

EVENTS IN 2018.....9  
EXHIBITORS.....132  
ATTENDEES.....1010 \*APPROXIMATE (+/-10%)



### **Northside Community Job and Resource Fair a Success!**

On September 18, attendance topped 300 at the fifth annual Northside Community Job and Resource Fair at 800 West Broadway in Minneapolis. Candidates connected to career opportunities at more than 50 Minneapolis are companies. Many applicants reported receiving on- the-spot job offers, completing on-line applications or scheduling second-round interviews. Minneapolis employers exhibiting at this event included Unison Comfort Technologies, H&B Elevator, Augustana Elim Care, Hennepin County, UPS, the University of Minnesota, and many more.

# MSP TechHire 2018

SERVED	EMPLOYED	AVERAGE WAGE	CREDENTIALIED
570	424	\$25.12	424

## Key Outcome: Graduate Wage Gains

53% increase, average of \$8.73 technology career placement, compared to wage at enrollment

## 2018 Demographics:

Female .....	163
Male.....	406
Persons of Color .....	234

## INITIATIVE EXPANSION, 2015-2018

Since March 2015, MSP TechHire has achieved the following:



Over 500 engaged employers that range across industry sectors including C.H. Robinson, Best Buy, Atomic Data, Fairview Health, Granicus and U.S. Bancorp.

## INDUSTRY SECTOR PARTNERSHIP

In response to the growing need for tech workers in the Minneapolis/Saint Paul region, the City of Minneapolis partners with high-quality, accelerated learning programs to quickly skill up job seekers looking to enter the tech industry. Long-standing partners in this work include PRIME Digital Academy, Creating IT Futures – IT Ready, Jewish Family and Children’s Services, The Software Guild, Minnesota Computers for Schools, Takoda Institute and York Solutions.



Lana and Harold Monestime both graduated from IT-Ready; Lana graduating the program in 2016 and Harold in 2017. After eight weeks of classroom-based training and passing their CompTIA A+ certification, the couple launched their careers in the IT industry and have said it has impacted their lives for the better.

**HIGHLIGHT: 2018: MINNEAPOLIS CAREER PATHWAYS**  
**AccessAbility – Forklift and Warehouse Pathway**



Meet Greg and Michael – two program participants who have completed all phases of training and are now working in AccessAbility’s Green Recycling Center. This immediate work gives participants the opportunity to gain valuable job experience, build a positive work history, earn an income while they “learn on the job,” all while exploring opportunities to move into career focused, community based employment. Greg and Michael completed Job Readiness, Financial and Digital Literacy, OSHA Safety training, Forklift training and Warehouse Operations training through AccessAbility’s Project Connect program.

## Minneapolis Career Pathways

Sector pathways reduce disparities in income and employment by preparing job seekers to become fully qualified for high-demand, entry-level positions and career advancement.

SERVED	EMPLOYED	TRAINED	CREDENTIALLED
113	16	42	37

- African and African American.....72 (64%)
- Asian American.....4 (4%)
- Caucasian .....32 (28%)
- American Indian/Alaskan Native..... 9 (8%)
- Hispanic .....5 (4%)
- Male: 28% Female: 72%

### CAREER PATHWAY OCCUPATIONAL FOCUS:

**HEALTHHIRE:** Launched in 2019, key occupations include nursing assistants, surgical instrument technician, patient access coordinator, medical call center/medical administration.

**PUBLIC SAFETY PATHWAY:** Community Service Officer, Public Works Trainee, 911 Operator

**TRANSPORTATION:** Forklift training and Warehouse Operations