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*MINNEAPOLIS WORKFORCE COUNCIL*

**MEETING MINUTES**

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Meeting Date: July 19, 2016

Meeting Location: Davis Education Center

Minneapolis Public Schools

1250 West Broadway Avenue

**Approved:** Minneapolis Workforce Council

Recorded By: Matthew Courtney

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## 1 ATTENDANCE

Name	Title	Organization	Present
<b>COUNCIL MEMBERS</b>			
Beeth, Laura - Chair	System Director, Talent Acquisition System Human Resources	Fairview Health Services	Y
Abdullahi, Siyad	CEO/Entrepreneur/Health Care Executive	Pro-Health Care and The Language Banc, Inc	Y
Bistodeau, Craig	Apprenticeship	Sprinkler Fitter Local	Y
Campbell, Elizabeth	Director of Emerging Business Inclusion	Ryan Companies US Inc	Y
Eison, Jashan	President/CEO	H & B Elevators	Y
Flateau, Doug	Executive Director	Working Partnerships	Y
Ibrahim, Garat	Organizer	AFSCME Council 5	Y
Goze, Anthony	Owner/Chief Manager	MAG Mechanical	N
Harris, Terrence	Store Manager	VILLA	N
Horner Mary Jane	Sr. Director, Talent Strategy and Transformation	Xcel Energy	Y
Kuntz, Steven	Program Specialist	State of Minnesota	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	N
Morrissey Satre, Philomena	Human Resources-Org Development and Diversity and Inclusion	Wells Fargo	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	N
Pierce, Sharon	President	Minneapolis Community and Technical College	N
Roth, Jim	Executive Director	Metropolitan Consortium of Community Developers	Y
Watson, Tara	Chiropractor	Watson Chiropractor	N
<b>STAFF</b>			
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	N
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
Frank, David	Director Economic and Development Policy	City of Minneapolis	Y
Harrold, Teresa	Youth Program Manager	City of Minneapolis	N
Larson, Marie	Industry Relations Manager	City of Minneapolis	N
Peterson, Anna	STEP-UP Program Manager	City of Minneapolis	Y
<b>GUESTS</b>			
Hanson Willis, Jeremy	Deputy Commissioner Workforce Development	State of Minnesota	Y

## 2 MEETING LOCATION

Building: Davis Education Center, Minneapolis Public Schools  
Address: 1250 West Broadway Avenue, Minneapolis, MN 55401

## 3 MEETING START

Meeting Schedule Start: 8:00am

Meeting Scribe: Matthew Courtney

## 4 AGENDA

- **Welcome and Chair's Report**

Laura Beeth opened the Minneapolis Workforce Council (MWC) meeting. New members were sworn in before the meeting. All MWC members and guests introduced themselves.

- **Approval of Minutes**

The minutes from the May 17, 2016 were moved and approved.

- **Receive and File: Committee Reports**

The Youth Committee Report was received and filed.

- **Workforce Center Usage Report**

The Workforce Center Usage Report was received and filed.

### Announcements –

- Chair Beeth announced that September meeting will include a discussion of revised MWC Bylaws as well as the Executive Committee.
- Director Bahr-Helgen announced that 800 West Broadway is proposed to be opening in September, with tenants initiating phased move-ins thereafter. Also, Mark Brinda, Manager of City of Minneapolis Employment and Training, has accepted additional leadership duties with the Greater Metropolitan Workforce Council, which will include coordinating the metropolitan region's career pathway initiatives, particularly focused on the region's equity priorities; he will remain with the City of Minneapolis, while serving part-time as Director of the GMWC.

### South Minneapolis Workforce Center

- **Jeremy Hanson Willis, Deputy Commissioner, Workforce Development, DEED**

Deputy Commissioner Hanson Willis described DEED's interest co-locate the South Minneapolis Workforce Center within the new building being planned by Minneapolis Public Schools Adult Basic Education for the 2100 block of East Lake Street. DEED requested MWC support. A motion was made, seconded, and approved to support DEED's desire to co-locate the South Minneapolis Workforce Center with MPS ABE. The approved motion is attached.

## 5 MEETING END

Meeting End: 9:00 am. After adjourning, MWC members joined the STEP-UP Tour along West Broadway Avenue.

## 6 NEXT MEETING

Location: TBD

Date: Tuesday, September 20, 2016

Time: 8:00am – 9:30am

# *MINNEAPOLIS WORKFORCE COUNCIL*

## Committee Reports

### SERVICES TO YOUTH

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#### **2016 STEP-UP:**

228 businesses hired interns

1,700 youth are working

- 700 Achieve (16-21 years old, mostly private and public sector jobs, wages mostly paid for by employer)
- 710 Discover (14-15 year olds, wages paid for by City of Minneapolis, mostly nonprofit and community partners)
- 289 Explore (very specialized youth in full year programs or needing specific and different support)

89% youth of color

36% are from immigrant families

48% are from North Minneapolis

825 Youth from North Minneapolis are working all across the City

529 interns are working at 65 organizations located in North Minneapolis

Eight STEP-UP interns are participating in the Silicon North Stars program from July 31-August 6. The interns will travel to Silicon Valley in California to learn about entrepreneurship and technology. All of the youth are 9<sup>th</sup> 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 End of Summer Celebration is Thursday, August 18 from 2:30-4:00PM at the Guthrie Theater. Please mark your calendars and plan to attend. A formal invitation will also be sent by email.

#### **Minneapolis Youth Works:**

- 1<sup>st</sup> quarter of Program Year 2016 concluded on June 30, 2016 and grades will be finalized July 22.
- On June 30, the Department of Labor (DOL) and Department of Education released Final Rules to implement WIOA.
- The Final Rules for WIOA Titles I and II (which covers state planning, one-stop systems, Youth and Adult activities, and Wagner-Peyser) will take effect 60 days after publication in the Federal Register (July is the anticipated publication timeline). However, all states were required to begin collecting WIOA performance data beginning July 1, 2016.
- DEED Office of Youth Development staff anticipates negotiating 2016-17 WIOA Youth Performance measures with Minneapolis Employment and Training and other Workforce Service Areas (WSAs) in early August.
- DEED youth staff is in the process of revising/updating the WIOA Youth Administrative policies and Youth Eligibility Handbook for WSAs.

#### **Broader Urban Involvement & Leadership Development (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. The curriculum was also culturally adapted for Native Youth via a contract between Minneapolis Health Department and Minneapolis Public Schools staff Deanna StandingCloud.

The 2016, City of Minneapolis budget provided ongoing funding 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 BUILD Leaders is to build 18-24 year old young adults employment readiness, develop fundamental job skills, and provide a foundation to build healthier cycles and habits.

An additional component of BUILD Leaders involves participants receiving paid training in facilitation, leadership, and job skills to deliver the BUILD youth violence prevention curriculum to 9-12 years old at various locations in the Minneapolis community.

- American Indian OIC (in partnership with Little Earth of United Tribes), and EMERGE Community Development completed pre-program planning activities in May and young adult recruitment in June.
- June 23-24: AIOIC/Little Earth of United Tribes, EMERGE and City of Minneapolis staff were trained in BUILD curriculum delivery by BUILD, Inc. staff.
- American Indian OIC/Little Earth of United Tribes launched their programming on June 16. Twenty-two (22) young adults participated in the program orientation to compete for fourteen (14) slots. This BUILD Leaders program incorporates construction training for participants in conjunction with Little Earth of United Tribes YouthBuild program. Young adults are currently enrolled in the American Workshop, 16-day (120-hour) Introduction to Construction and Building Trades program that includes certifications in OSHA-10, First Aid/CPR, Automated External Defibrillator (AED) and a certificate of program completion recognized as an industry-specific credential.
- EMERGE Community Development started program activities with fourteen (14) participants on July 11, 2016. The core of the EMERGE BUILD Leaders program is 6-month training and supported employment internships focused on entry-level positions in youth work and/or education fields. Participants will earn First Aid/CPR and Youth Intervention Programs Association (YIPA) certifications, participate in EMERGE Youth Work 101 and trauma informed care trainings and enhance public speaking skills.
- The EMERGE cohort will begin receiving BUILD curriculum facilitation training July 18 and the American Indian OIC/Little Earth of United Tribes cohort will begin curriculum training July 25, 2016.

### **Career Pathways Updates:**

- **911 Pathway**

The City of Minneapolis is partnering with Hennepin County to build a 911 pathway program. Hennepin County received state funds for the project that also includes working with HIRED, Hennepin Technical College and the Metropolitan 911 Centers to develop a training program that prepares a pipeline of quality, local candidates ready to work in 911 dispatch positions.

- **MSP TechHire**

Although the MSP TechHire proposal to DOL was not awarded funding, the work of TechHire continues. The marketing campaign to attract more people into IT pathways has been very successful and used a variety of advertising strategies from online ads, bus benches and radio promotion to drive people to the msptechhire website. In June alone, there were over 4,000 unique visitors to the site, compared to just 400 in May. Other work included an IT Job Fair in May and a Computer Science 50 course designed to introduce larger numbers of young people and job seekers to IT fundamentals and training available.

- **DOL - Justice Service Careers Grant Award**

The City of Minneapolis was recently awarded \$500,000 from DOL to implement a Justice and Emergency Services Pathways Project. The 33 month project began July 1, 2016. The project will serve 125 Minneapolis youth from North Minneapolis, Phillips and Cedar Riverside, providing youth with hands-on and work experience-based opportunities to learn about careers in justice and emergency services. Youth will participate in industry sector mini-academies and summer internships in the targeted sectors. Participants will be juniors and seniors and largely opportunity youth with risk factors or previous exposure to the justice system. Each youth will have a Check and Connect case manager that will meet with them weekly to keep them on target toward high school graduation and help them gain access to resources they need to be successful. Youth will also be matched with mentors in the justice and emergency services sectors. Partners on the grant are Hennepin County, Minneapolis Public Schools, Minneapolis Workforce Centers, Hennepin County Medical Center and city departments including Fire, 911, Police, and the City Attorney's office.

- **Career 101s**

The Career 101 modules are complete and have been shared with the metro workforce centers for use. There are six; 90-minute modules that cover Healthcare, Customer Service, Construction, Manufacturing, IT, and Business/Entrepreneurship. The modules can be used separately and we are encouraging workforce centers to offer them in advance of industry specific hiring events and job fairs.

- **HECAP**

The City of Minneapolis partnered with the Minneapolis Workforce Center (WFC) in 2016 to operate career advising workshops for high school age youth. This pilot was funded by Minnesota Youth Program dollars. The WFC held workshops using a Career EdVenture curriculum developed specifically for high school age youth. Over 50 youth attended the workshops and a portion of them also came in for 1:1 job counseling with WFC staff. Youth have rated the workshops highly.

The WFC was chosen through a competitive RFP process to be the provider of HECAP career advising services July 1, 2016 – June 30, 2017. We anticipate serving 100 youth in 2016-17.

# JOB SEEKER SERVICE WFCS

## Job Service Activity Summary April through June 2016<sup>1</sup>

### Job Seeker Services in the WFCs

Workshops	Minneapolis North		Minneapolis South		Total	
	Total	Vets	Total	Vets	Total	Vets
2nd & 4th Monday Job Networking Forum	71	0	0	0	<u>71</u>	<u>0</u>
Basic Resume Writing Strategies	94	3	27	3	<u>121</u>	<u>6</u>
Career Exploration	21	0	25	1	<u>46</u>	<u>1</u>
Careers 101 - Construction	0	0	2	0	<u>2</u>	<u>0</u>
Careers 101 - Customer Service Careers	0	0	7	1	<u>7</u>	<u>1</u>
Careers 101 - Healthcare Careers	0	0	7	2	<u>7</u>	<u>2</u>
ERU Essentials	65	2	99	36	<u>164</u>	<u>38</u>
Get Noticed by Employers	3	0	10	1	<u>13</u>	<u>1</u>
How to Start Your Own Business	0	0	20	0	<u>20</u>	<u>0</u>
Interview Practice	3	0	0	0	<u>3</u>	<u>0</u>
Interview Techniques and Skills	5	0	6	0	<u>11</u>	<u>0</u>
Interviewing Skills	0	0	11	1	<u>11</u>	<u>1</u>
Job Club	0	0	221	29	<u>221</u>	<u>29</u>
Job Interview Practice (Video Recorded)	0	0	3	1	<u>3</u>	<u>1</u>
Job Search over 40	15	0	35	5	<u>50</u>	<u>5</u>
LinkedIn to Networking	13	0	28	2	<u>41</u>	<u>2</u>
Make MinnesotaWorks.net Work For You	3	0	5	1	<u>8</u>	<u>1</u>
Mock Interviewing Practice	0	0	9	3	<u>9</u>	<u>3</u>
National Career Readiness Certificate ( NCRC )	0	0	22	2	<u>22</u>	<u>2</u>
Resume Revamp	32	0	14	0	<u>46</u>	<u>0</u>
WorkForce Center Orientation	144	6	330	15	<u>474</u>	<u>21</u>
WorkForce Center Orientation - DW	29	4	195	9	<u>224</u>	<u>13</u>
<b>Total Workshop Attendees<sup>2</sup></b>	<b>338</b>	<b>12</b>	<b>563</b>	<b>42</b>	<b><u>848</u></b>	<b><u>52</u></b>
<b>Resource Room Users</b>	<b>1,467</b>	<b>47</b>	<b>1,526</b>	<b>87</b>	<b><u>2,993</u></b>	<b><u>134</u></b>
<b>Unduplicated Total Served</b>	<b><u>1,662</u></b>	<b><u>56</u></b>	<b><u>1,943</u></b>	<b><u>116</u></b>	<b><u>3,405</u></b>	<b><u>163</u></b>

### Veterans Served Summary

	Minneapolis North	Minneapolis South	Total
<b>Total Workshop Attendees<sup>2</sup></b>	12	42	52
<b>Resource Room Users</b>	47	87	134
<b>Unduplicated Total Served</b>	<b><u>56</u></b>	<b><u>116</u></b>	<b><u>163</u></b>

### MinnesotaWorks.net Statistics

	Minneapolis North	Minneapolis South	Total
<b>Jobs Posted by Employers</b>	6,210	19,485	25,695
<b>Newly Registered Customers</b>	794	1,053	1,847
<b>New "viewable" Resumes</b>	<b><u>350</u></b>	<b><u>574</u></b>	<b><u>924</u></b>
	<b>331 Individuals</b>	<b>539 Individuals</b>	<b>870 Individuals</b>

### Business Services

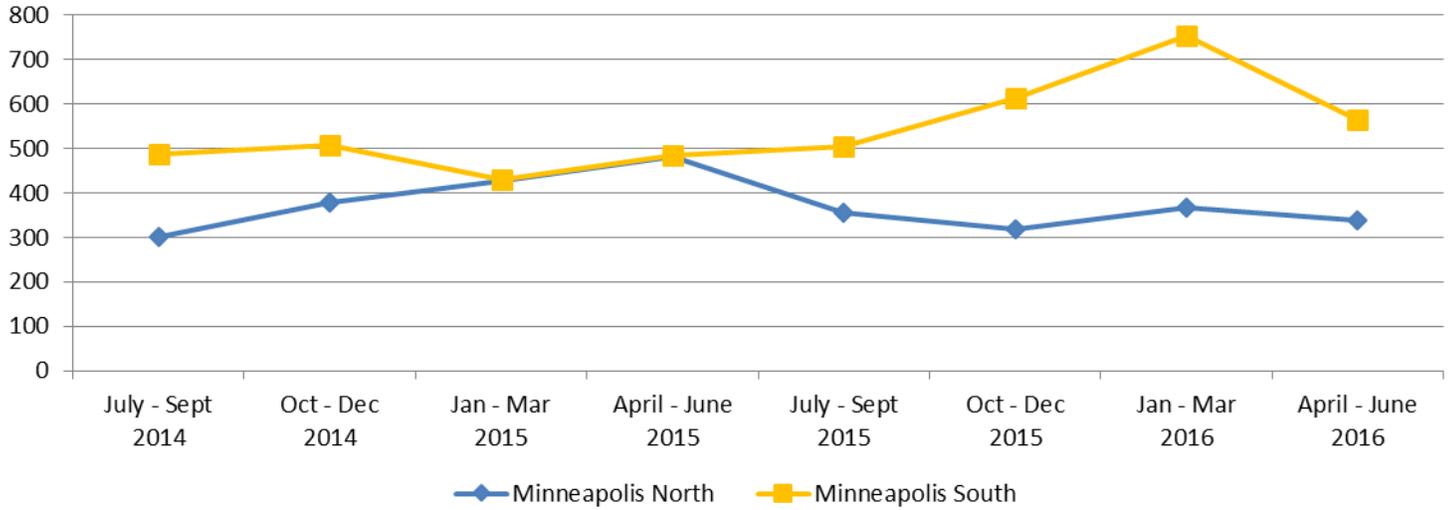
Business Consultations by BSRs: 79

Consultation Follow-ups by BSRs: 65

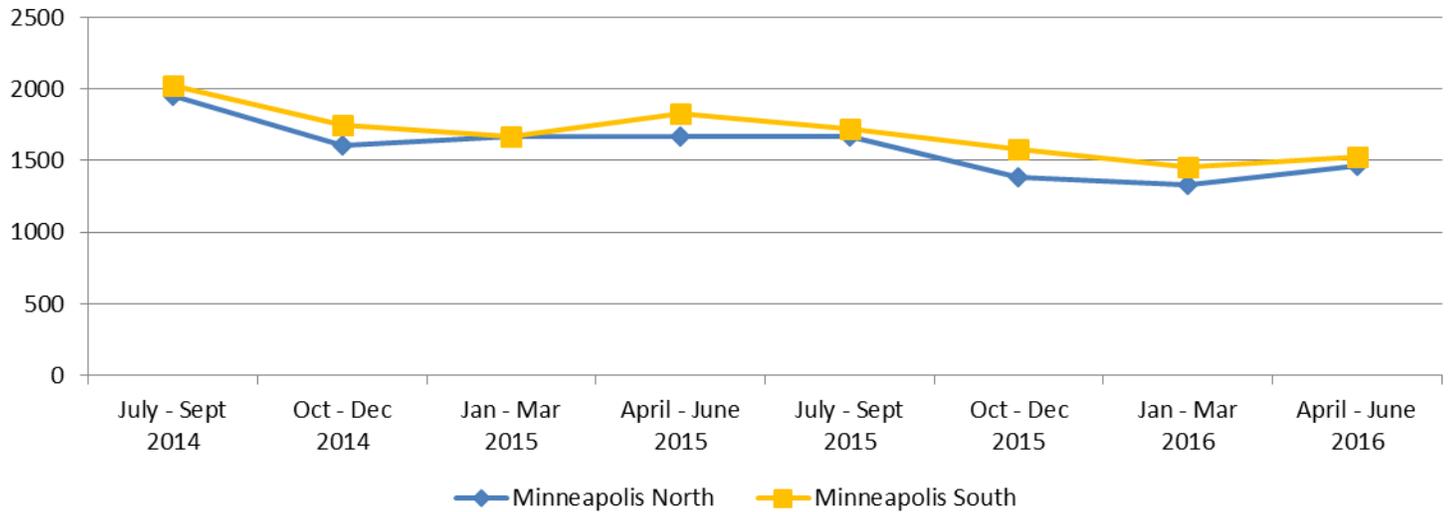
<sup>1</sup> Range of data is April 1, 2016 to June 30, 2016. Data pulled on July 12, 2016.

<sup>2</sup> Some individuals attended multiple workshops.

### Unduplicated Workshop Attendees



### Resource Room Users



### Total Job Service Activity

