

Close the Gap Campaign

The Minneapolis Delivery System

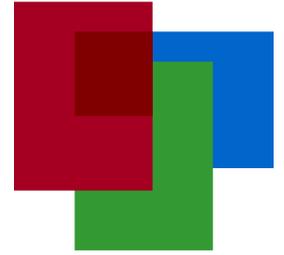


Minneapolis
City of Lakes

Department of Community Planning & Economic Development – CPED

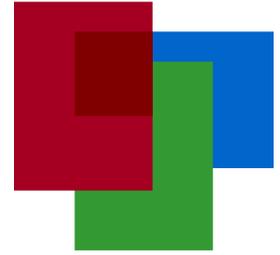
March 2010

What is “the gap”?



A growing body of economic research suggests that the fates of large cities and their metropolitan areas are intertwined – they grow together or they decline together.”

“Mind the Gap”
Brookings Institute



Goals

1. *Close the Unemployment Rate Gap between Minneapolis and the 7-County Metro Area, Council Resolution 2004R-03*
2. *Increase percentage of Minneapolis youth pursuing higher education.*

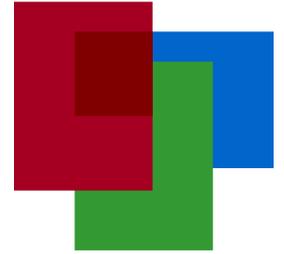
Approach

1. *Workforce Development*
2. *Focus on Youth: The Minneapolis Promise*

Results

1. *Unemployment Rate Gap Closed*
2. *Summer Employment, Career & College Centers, Scholarships*

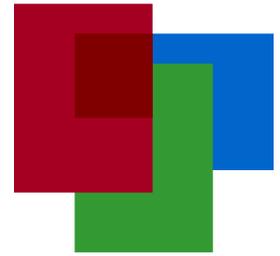
Simple Goals



Close the Gap

1. *Close the Unemployment Gap between Minneapolis and the 7-County Metro Area*
2. *Increase percentage of Minneapolis youth pursuing higher education.*

Approach



1. *Workforce Development*

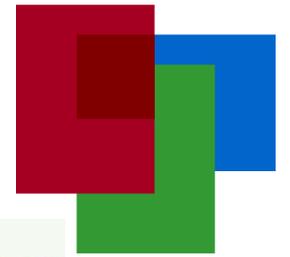
- Invest City funds in our community-based jobs delivery system
- Partner with private sector to increase minority contracting

2. *Focus on Youth: The Minneapolis Promise*

- Summer employment: STEP-UP & other city jobs programs
- Career and College plans
- College scholarships: U Promise, Power of YOU!



Cross-Sector Leadership



Mayor and City Council



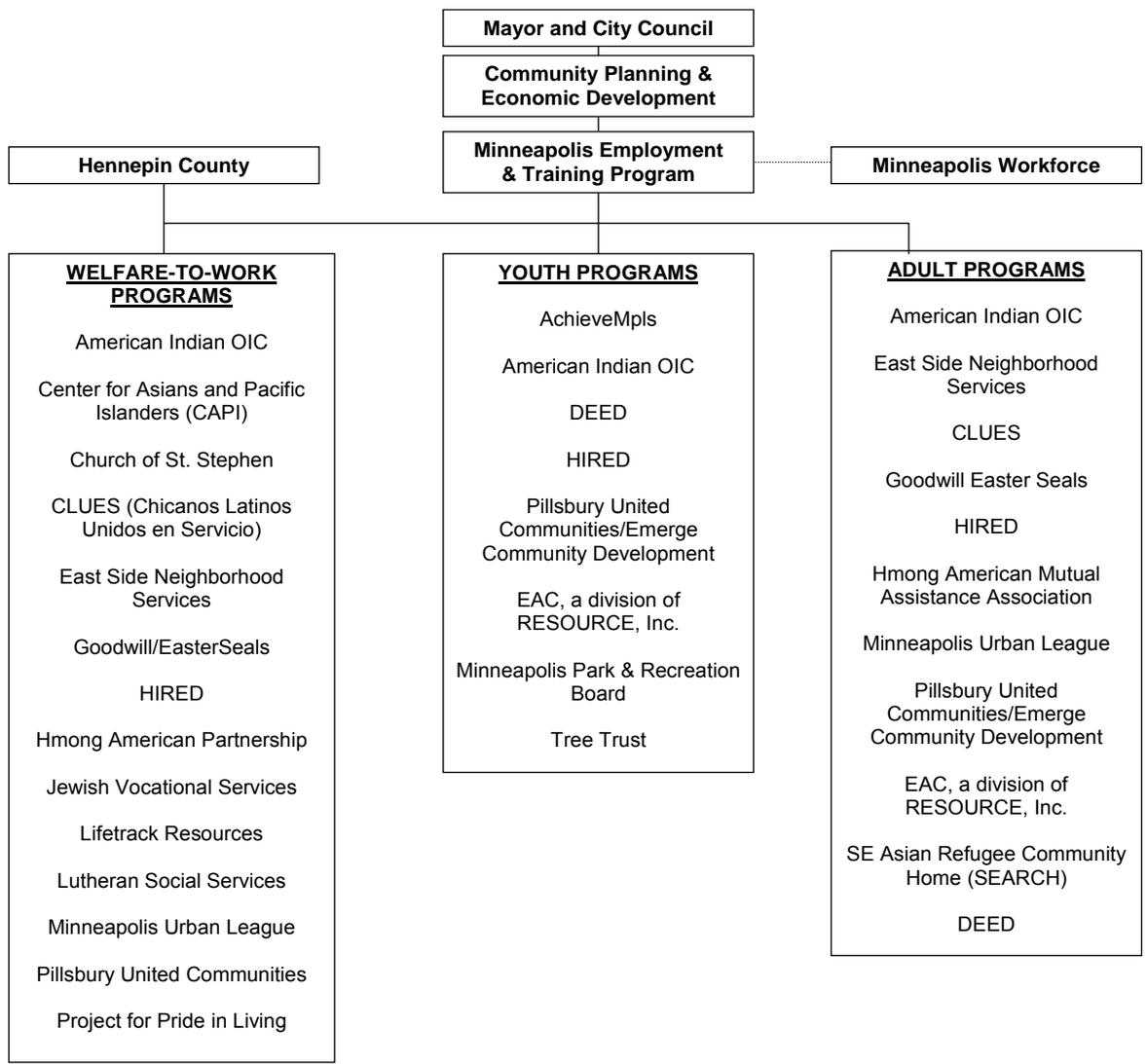
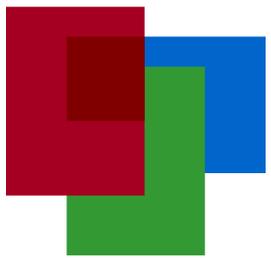
General Mills

AUGSBURG COLLEGE



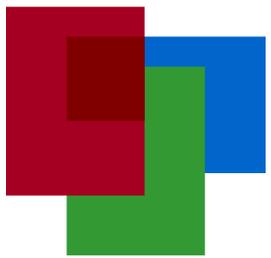
Workforce Development: Service Delivery System

Approach



Workforce Development: Results Management

Approach

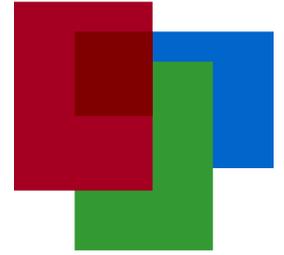


*Pay for performance based on simple measures of progress:
Placements, Employment Retention, and Wage Goals*

Vendor	WIA Adults 10/01/09-12/31/09	CDBG Adults 10/01/09 –12/31/09	Close the Gap/CTG 10/1/09-12/31/09
American Indian OIC	C-	B	C+
CLUES	C	C-	D+
DEED	New Vendor	D	
East Side Neighborhood Services	C+	B+	C-
Goodwill/Easter Seals	D	C	B-
GES-Construction Skills		F	
HIRED	C+	C+	B-
Hmong American Mutual Assistance Association	D	D+	C-
Jewish Vocational Services IRP Assessment and Referral	B+		
METP IRP Enrollments/Placements	B 38/12	A 23/6	
Minneapolis Urban League	New Vendor	D	
Minneapolis Urban League – Construction Skills		C-	
Northside Job Connection		C	
Pillsbury United Communities/Emerge	C-	B-	C+
RESOURCE/EAC	C	C	B
SEARCH	B-	C	B

Workforce Development: Minority Workforce

Approach

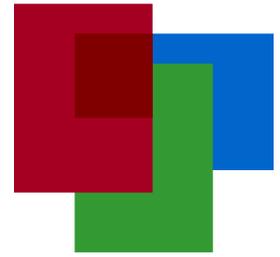


- **23** Construction Projects, 2009
- Total Contract Amount: **\$377,852,965**
- Average project: **46%** of workforce were persons of color



*Focus on Youth:
The Minneapolis Promise*

Approach



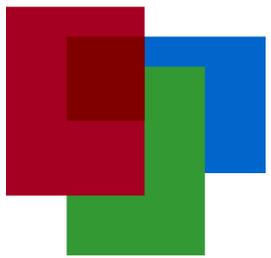
“Minneapolis needs to make a great promise to our youth: if you go to school, work hard, set a life plan, and graduate, we will support you. The Minneapolis Promise will help you find a summer job, plan your future, and get the funds you need to go to college.”

Mayor R.T. Rybak, 2007



*Focus on Youth:
The Minneapolis Promise*

Approach



Work Hard

Life Plan

Graduate



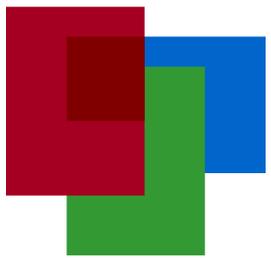
**STEP-UP
Summer Jobs**

**Career &
College Centers**

**U Promise &
Power of YOU!**

Focus on Youth: The Minneapolis Promise

Approach

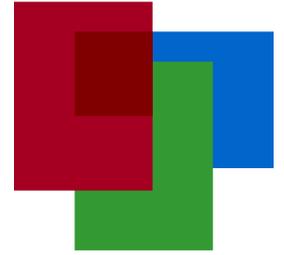


Operating Networks

In Minneapolis, Nothing Big Happens Without All Sectors Aiming at a Public Good

Minneapolis Promise	Funder	Operating	Governance Board
STEP-UP Summer Jobs	City	Community Based Organizations	Mayor & Council
Career & College Centers	Philanthropic	AchieveMpls	Centers' Board
College Scholarships	Philanthropic	U of MN / MCTC / St. Paul College / Metro State	University of MN / MCTC Foundation

Results



*2008: Closed the Unemployment Gap
between the City of Minneapolis and the
Seven County Metro Area*

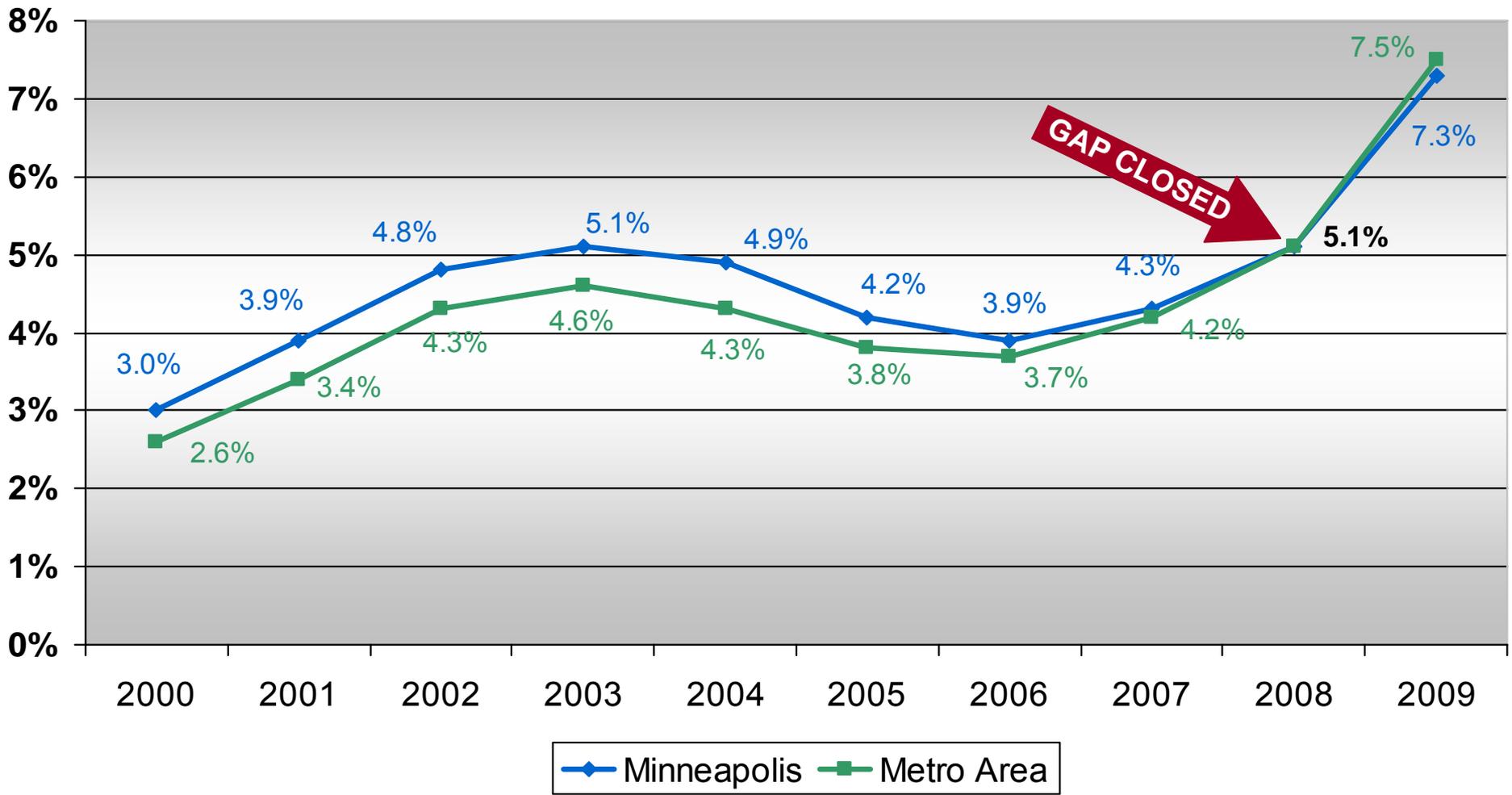
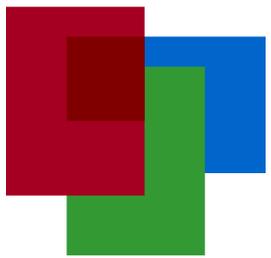
Annual Unemployment Rates

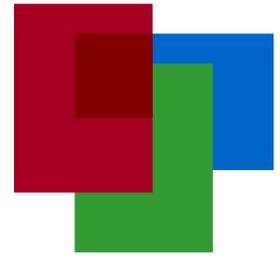
Minneapolis and 7-County Metro Area

(not seasonally adjusted)

Source: DEED

Results





Summer Jobs:

9,943 Minneapolis Youth Placed in Summer Jobs 2004-2009

- **2,270** summer job placements through STEP-UP and other city programs in 2009
- **4,000+** STEP-UP applications for Summer 2010
- **166** STEP-UP alumni attending the University of Minnesota since 2006

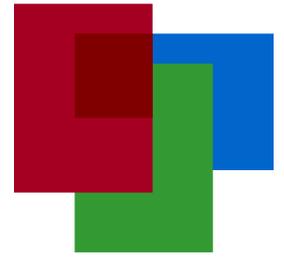
“The City of Minneapolis STEP-UP program is helping Minneapolis youth consider the University of Minnesota as a realistic choice for their future. Because of the STEP-UP experience, Minneapolis youth are more confident in applying to and enrolling at the University of Minnesota. Since 2006, 166 STEP-UP interns have enrolled at the U of M, becoming an excellent feeder system for Minneapolis youth to the University.”



– Dr. Robert Jones
Senior Vice President of System Academic Administration
University of Minnesota, 2010

*Focus on Youth:
The Minneapolis Promise*

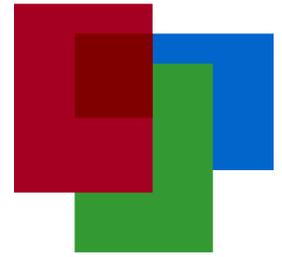
Results



Career and College Centers:

- 80% of 2010 graduates will complete Life Plan





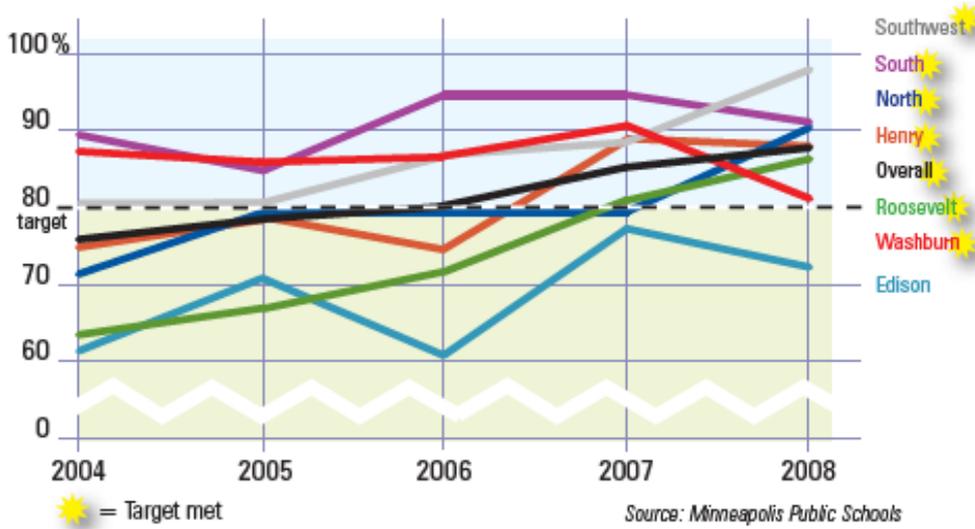
College Scholarships:

FREE TUITION for 1,191 MPS Students 2006-2009

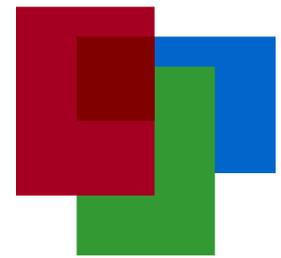
- **757** through MNSCU Power of YOU! Tuition Program
 - Students' median family income was less than \$30,000 and 75% were students of color
- **436** through the U of M Founders Free and U Promise Tuition Program



Graduation rate of Minneapolis public high schools



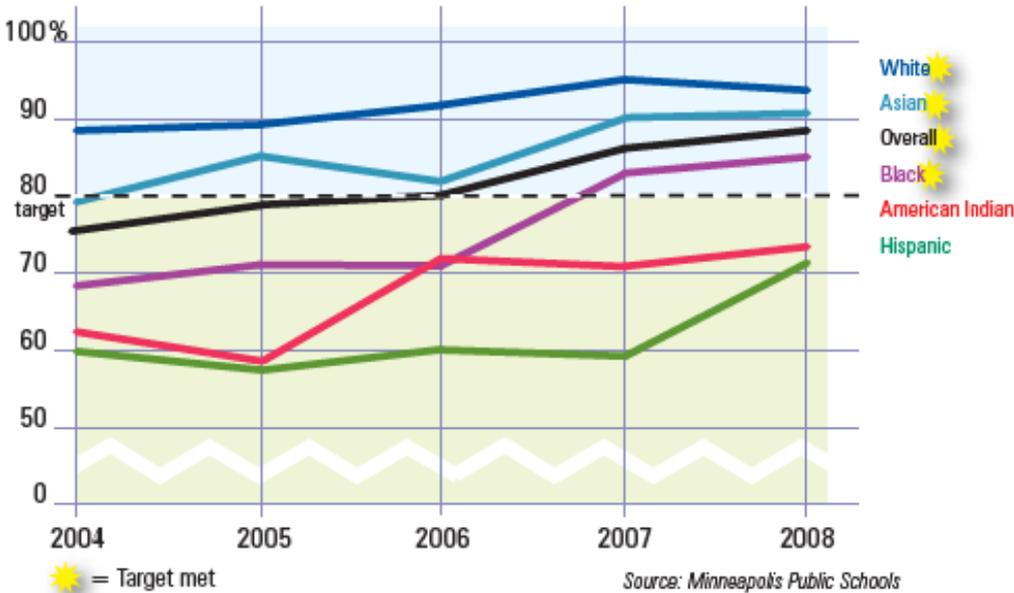
Results



“The Minneapolis Promise is helping to increase graduation rates for students of color in Minneapolis Public Schools, and getting us closer to the goal of closing the achievement gap.”

Mayor R.T. Rybak, 2009

Graduation rate of Minneapolis public high school students ²

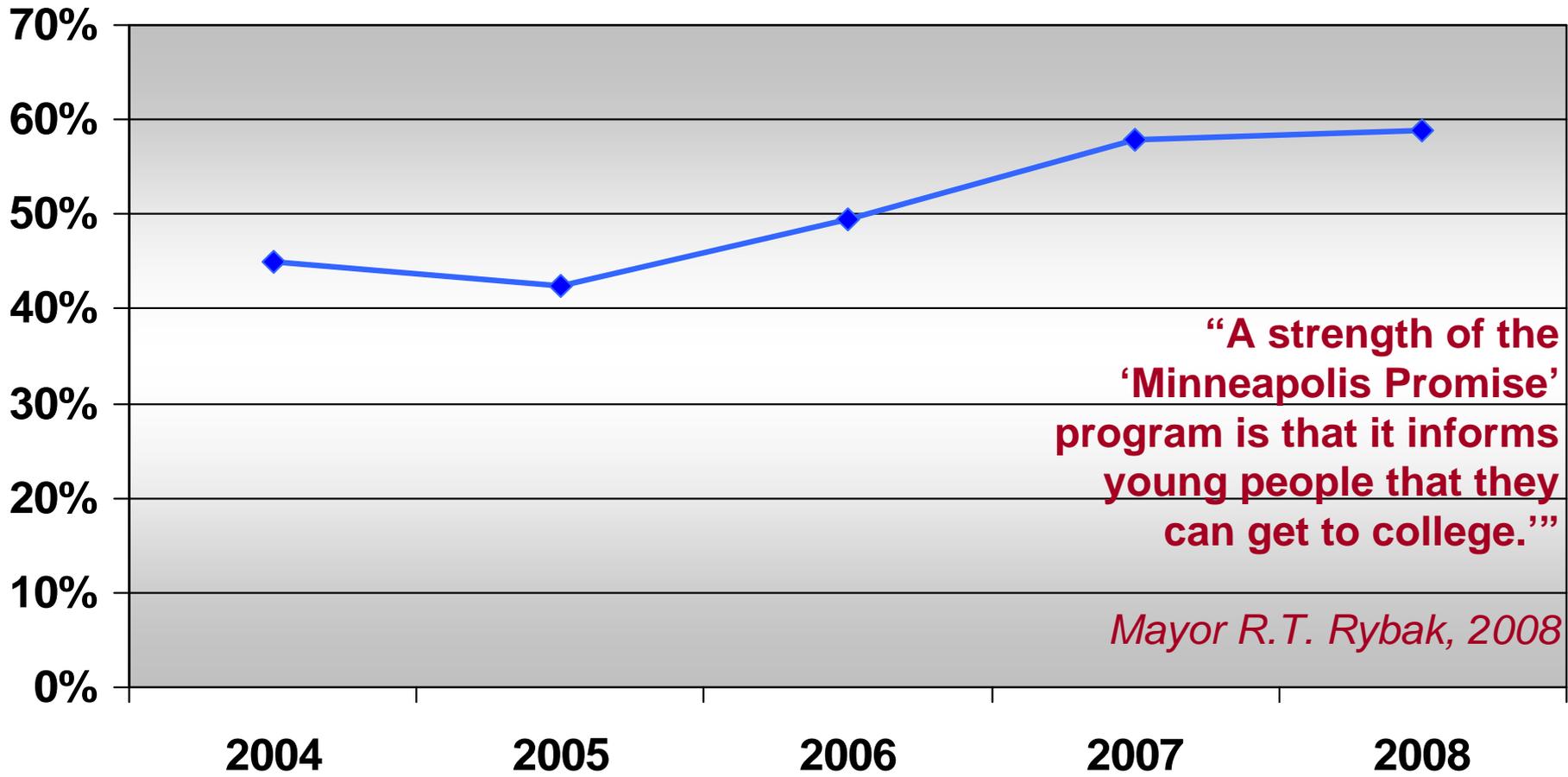


² Race/ethnicity categories are mutually exclusive

Focus on Youth: The Minneapolis Promise

Annual average percentage of Minneapolis' high school graduates* pursuing higher education

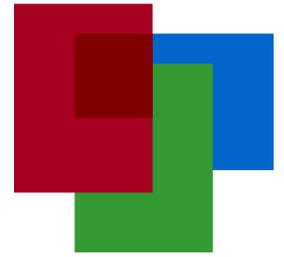
Source: Minneapolis Public Schools, MN Department of Education
*MPS comprehensive and MPS alternative schools



“A strength of the ‘Minneapolis Promise’ program is that it informs young people that they can get to college.”

Mayor R.T. Rybak, 2008

What's next



Growing good jobs in Minneapolis



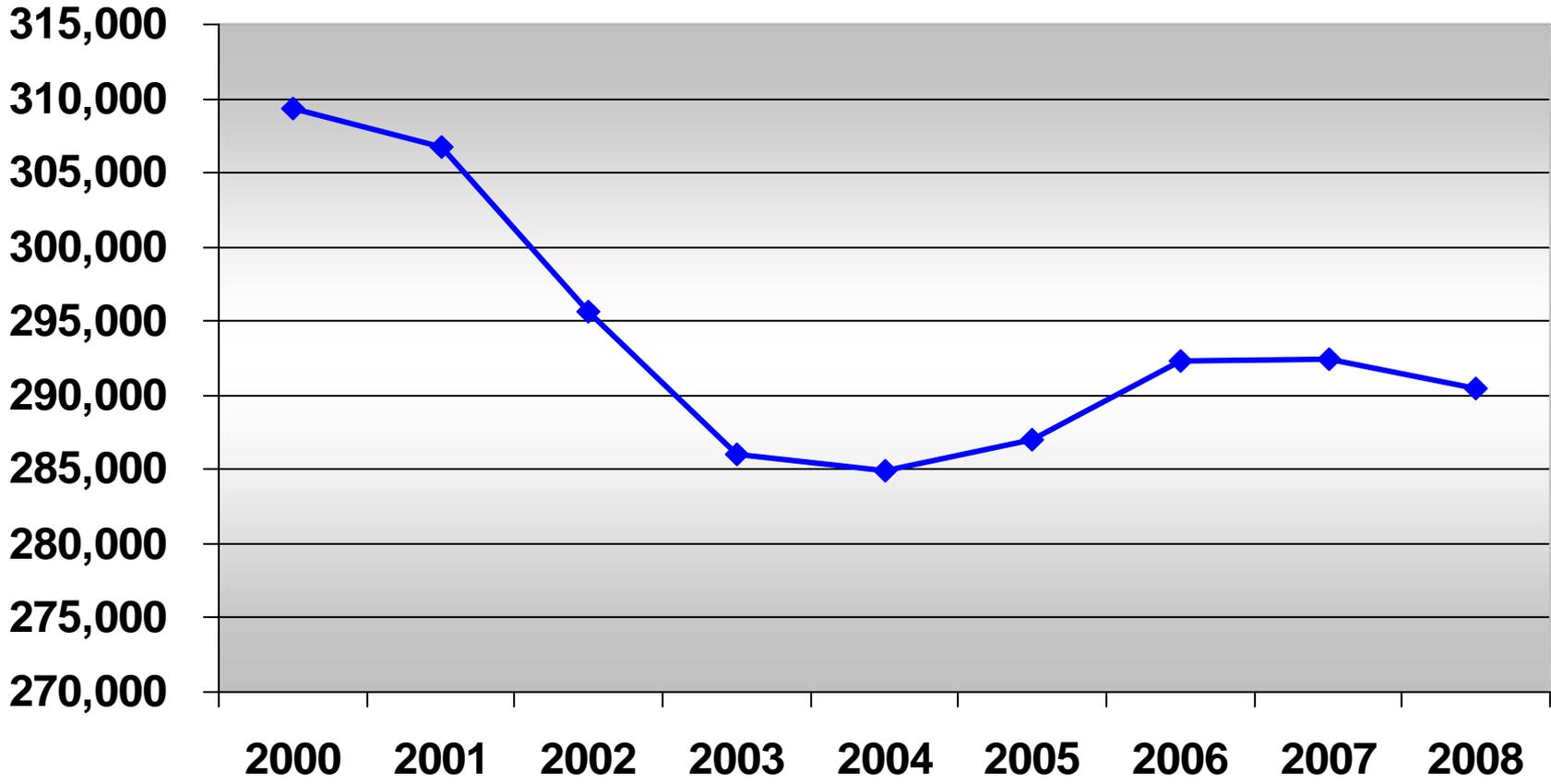
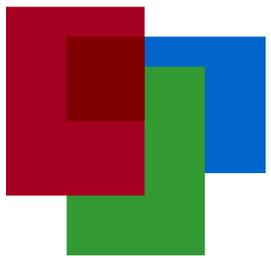
Total Number of Jobs

Annual Average, Minneapolis

(not seasonally adjusted)

Source: DEED

What's Next



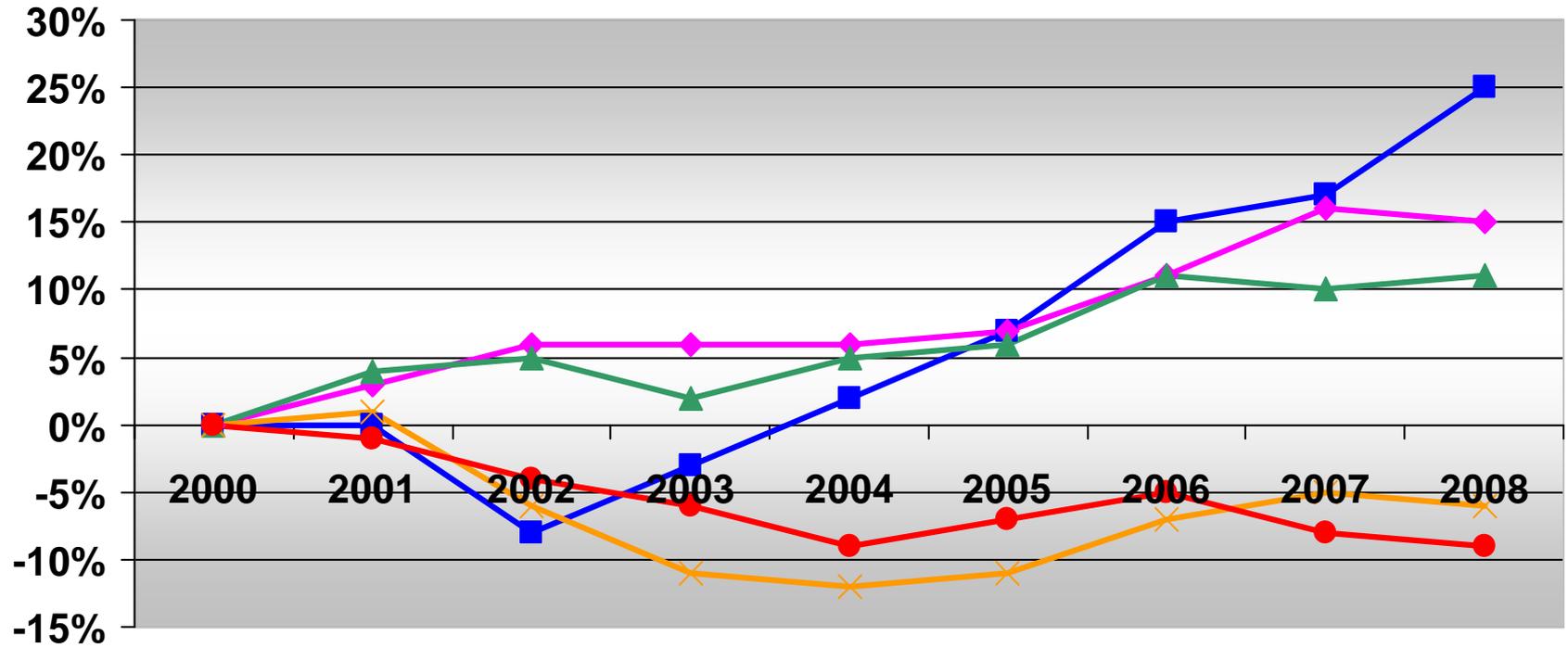
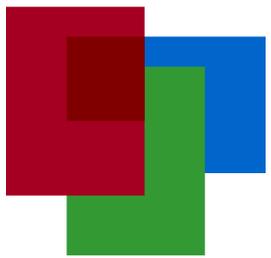
Employment Growth/Decline

Minneapolis Targeted Industries

(from base year 2000)

Source: DEED

What's next

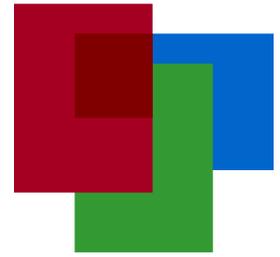


- Management of Companies and Enterprises
- ◆ Health Care and Social Assistance
- ▲ Educational Services
- ✕ Professional and Technical Services *
- Finance and Insurance *

* Private Sector

Growing Good Jobs in Minneapolis: Lifesciences

Industry Focus



The Industry is Growing:

- \$879 million spent on hospital campus expansions
- 2008: 16% of Minneapolis jobs are in health care & social assistance



Minneapolis Lifescience Facilities

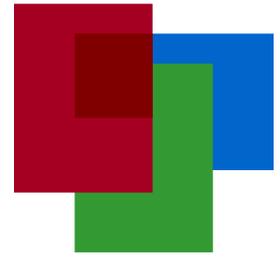


 Bioscience Subzones



0 0.125 0.25 0.5 0.75 1 Miles

Challenge

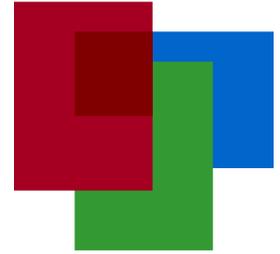


The Issue:

- Workforce increasingly credentialed; by 2010, all physical and occupational therapists must have Ph.D.
- Graduation rates for American Indian and Hispanic still fall below the city target of 80%
- 2000-2008 Health care industry grew *twice as fast* in the Metro.

The Challenge:

- Minneapolis Promise must produce the credentialed lifescience workforce of the future
- It's a big job (so was closing the gap) – but we're up to it



QUESTIONS?



Department of Community Planning & Economic Development – CPED

www.ci.minneapolis.mn.us/cped/presentations

March 2010