

**North Minneapolis Workforce Center Relocation
Community Engagement Phase I Results Chart
Draft Results Chart: 9.15.2013**

	CAPI	CLUES	LACM	MUL	NRRC	Somali Success School	Overall
Organization Information	CAPI is a community-based social justice organization and a direct implementer of anti-poverty programs to create jobs, housing, food, health education, youth and senior social services. Through these direct services CAPI promotes economic independence, self-advocacy, and determination of 3,000 African and Asian refugees and immigrants, annually.	CLUES' mission is to enhance the quality of life of the Latino community in Minnesota. CLUES is a leading provider of behavioral health and human services in Minnesota. We provide the following six core services: (1)Mental Health Services, (2) Chemical Health Services, (3) Aging Well Services, (4) Family Services, (5) Economic Advancement Services, and (6) Community Health Worker Services	Our goals include meeting basic needs, increased self-reliance and youth development, reduced social isolation and promoting cultural equity. Our 5 interconnected programs annually serve Lao families including at-risk low and moderate-income households: Ø <u>Youth Advancement</u> Ø <u>Elder Empowerment</u> Ø <u>Adult Stability</u> Ø <u>Health Outreach: Prevention Education</u> Ø <u>Cultural Engagement</u>	Founded in 1926, the mission of the Minneapolis Urban League is to link African descendants and other people of color to opportunities that result in economic success and prosperity, and effectively advocate for policies that eradicate racial disparities. Program Areas: (1) Wealth Accumulation, (2) Workforce Solutions, (3) College Readiness & Career Development, (4) Health & Wellness	NRRC's primary goal is to bring about positive social changes, to foster self-determination, and empower residents to serve as a vehicle for active community involvement. We aim to improve the quality of life in North Minneapolis through an active, informed and self-sufficient citizenry.	Somali Success School is a constituency-based organization that promotes the economic vitality of local East African immigrants through education, advocacy, employment and support services. Somali Success School's programs and classes aim at promoting the equity, dignity, and civic engagement of new refugees and their families in Minnesota.	
Engagement Methods Used	<ul style="list-style-type: none"> One-on-one interview Focus Group Interviews of Staff 	<ul style="list-style-type: none"> Community meetings 	<ul style="list-style-type: none"> Meeting with Group Discussion 	<ul style="list-style-type: none"> One-on-one interview Survey Monkey 	<ul style="list-style-type: none"> Surveys Meeting Door-knocking Phonebank Email 	<ul style="list-style-type: none"> Group Meetings Focus Group Phone Interviews 2-daytime presentations: 60 2-evening presentations: 48 Phone Interviews: 15 of which 6 business owners.	Methods Used: <ul style="list-style-type: none"> One-on-interviews Focus Groups Staff Interviews Meetings with Group Discussion Door-knocking Phone Interviews
Participant Information	Interviews: 11 Focus Group: 9 Interviews of Staff: 4 Other Details: 21 Northsiders, 19 Hmong, 2 Caucasian Total: 24	Meetings: 4 Community Member Meetings: 81 Employment Dept. Staff: 15 Total: 96	Meetings: 3 Focused on unemployed Lao:Participants from Minneapolis, Brooklyn Center and Brooklyn Park Total: 33	Interviews: 17 Survey MUL Staff: 7 Total 24	Surveys: 119 Meeting: 20 Outreach Activities: 50 contacted through door-knocking, 3 KMOJ shows, 138 flyers, 250 handouts Total: 139	N. Mpls Residents: 78% Adult Language: 88% Used WFC: 37% Primarily Somali Total: 125	Input gathered from 441 people Face-to-Face Contact: 491 regarding Workforce Center Relocation

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Input/Themes	1. Cultural Competency & Diversity: space is not inclusive of Hmong – no Hmong staff or translation, art, etc.	1. Need for cultural competency and the diversification of staff at WFC.	The main key themes about accessibility, resourcefulness, and culturally-specific services were emphasized.	1. Participants would like to see more economic development (creation of jobs and businesses) in North Minneapolis	Survey Feedback	Re-occurring Statements	Priority 1: Ensure the North Minneapolis Workforce Center is a Culturally Competent Service Provider
	2. Mainstream Training/skills: services seem geared to Caucasians, higher skill/language levels, online services do not work without help. Should be more training in Hmong and hands on training	2. Clients felt discouraged to follow through with employment services since they did not trust the staff that were present.	1. The general consensus noted that the need for staff who are representative of the Lao community and who know the language and culture was imperative to the level of quality of services they receive and whether or not staff are willing to actually follow up with their case to ensure that the clients are prepared and ready for the job market.	a. More employment opportunities for people with a criminal background. b. More employment opportunities for people with no or sporadic work history. c. More small retail store with healthier food like a Chipotle. d. Businesses that have potential to create first, second and three shifts like manufacturing.	1. The question asked if respondent had ever used the Workforce Center services. 67% replied said yes, 33% replied no.	1. I didn't know there was a WFC in my neighborhood 2. I don't utilize the WFC because" I thought it was for Americans". Perceived lack of cultural or language capacity to serve immigrants	Description: The provider has learned enough about a culture to provide services that will respect that culture's unique needs. The provider knows enough to provide competent treatment with some sensitivity to the client's cultural background.
	3. Staff at the Center: Short on staff, community members want more staff to help	3. Use other locations: community members reported utilizing the North St. Paul Work Force Center as it is close to a bus line. They were aware that the North Minneapolis Work Force center exists, however, did not use it.	2. Overall, client experiences were initially positive	2. Participants recognize that there is high unemployment among youth and would like to see more structured	2. The survey asks for feedback on what they could do to better their services. In the graph, 48% responded that they wanted better services in job placements, services, assistance, fairs, etc.; 33% responded "other"; 9% wants the Workforce Center to be opened longer hours; 5% would like assistance with transportation to and from the Workforce Center;	3. Didn't get help when I went there 4. Intimidated or put off by "surrounding", safety fears 5. Nobody speaks my language there, who's going to help me? 6. My (MFIP) Counselor decided where I should go for job assistance.	Priority 2: Ensure that there are Culturally Specific Workforce Services Available
	4. Spaces at the Center: more space should be available and also host community events to increase awareness of the space and services	4. No translation: No language translation and could not communicate their employment needs effectively. Due to these barriers the locations utilized for their employment needs are CLUES, the public library, county,					Description: All programs are built on known, accepted and reliable cultural practices, values and beliefs. The organization's staff and Board of Directors are composed of the same culture as the people they serve. The physical environment includes
	5. Youth Activities:						

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Input/Themes	<p>youth activities and employment was important</p> <p>6. Advertisement: Lack of advertisement, few interviewees knew much about the WFC.</p> <p>7. Employment needs: female immigrants interested in Nursing, PCA, or childcare opportunities, many aging out of manufacturing work and need other employment options, need basic education. Temp agency as a co-tenant brought up but also temp work has problems, need to create jobs in North Mpls</p>	<p>North St. Paul Work Force Center, staffing agency, and Lao Family Services.</p> <p>5. Transportation: In both groups they highlighted that it would be best that Work Force Centers be put on an accessible bus line. This would make it more feasible for people to attend.</p> <p>6. Cultural Connection:, language, trust/familiarity, and cultural representation within the staff at the work force were highlighted to be essential. It was noted that it was intimidating to approach a very Caucasian centered Work Force Center</p> <p>7. Childcare: it is difficult to secure childcare for a long period of time. It was highlighted that this should be considered in the development of the Work Force Center.</p>	<p>with staff, but it was noted that staff are limited in being welcoming, accessible, and helpful to meet their basic needs in support services. There is a sense of lack of understanding and discrimination that is felt by most clients, which have led to discouraging clients from getting full access to services and resources.</p> <p>3. Key recommendations that suggested are specific to a community-based approach that is holistic and culturally-sensitive to addressing the employment issues and readiness that Lao community members are experiencing.</p>	<p>employment/educational opportunity for them.</p> <p>3. Participants feel there is a mismatch between immediate needs (rapid employment, safe and reliable housing, and transportation that will lead to employment and job retention).</p>	<p>5% are satisfied with the current batch of services being provided.</p> <p>3. The survey question asks how respondent feels about the Workforce Center's proposed location. 59% approve of the Workforce relocating; 17% disapprove; 12% still undecided/unsure about it; 12% various 'other' responses.</p>	<p>art and displays reflecting the culture they are serving.</p> <p>Priority 3: Increase the Knowledge and Awareness of the North Minneapolis Workforce Center and Services Available</p> <p>Description: There was a general lack of awareness of the North Minneapolis Workforce Center, Location and services available. Many community members could benefit from services.</p> <p>Priority 4: Provide Childcare for Parent using WFC Services</p> <p>Description: Childcare was a universally expressed need by groups engaged. The need for childcare was expressed on multiple levels. First, there should be on-site drop-in childcare so that parents are able to access Workforce Center services and trainings. The cost and</p>
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		<p>8. Other barriers: previous criminal records, unstable work history, housing, mental health issues, financials, and soft skills.</p> <p>9. Co-location with Cultural organizations: Work Force Centers would be more successful if the center housed more social service agencies as well as culturally specific organizations.</p>					<p>logistics involved with childcare are a significant barrier to using needed services. Additionally, the need for consistent, quality and affordable childcare was also seen as a barrier to employment. Solutions may include childcare training for local residents or encouraging/supporting local business to provide the service.</p>
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Recommendations	<p>1. Hire more diverse staff or translators to promote access.</p> <p>2. Partner with community based groups to deliver basic resource services in a culturally specific manner. It is not enough for DEED to simply rely on community-based partners to make their services culturally and</p>	<p>There were several recommendations for DEED that focus on Cultural Diversity, the inclusion of Social Service Agencies, as well as additional tailored classes.</p> <p>1. Community members noted that having the staff speak other languages would improve the retention of the</p>	<p>1. Hire staff who are fluent in Lao and understand the culture. Staff who are fluent in Lao are more likely and able to assist with completing forms and are willing to follow up with clients who need help navigating the system,</p>	<p>1. The North Minneapolis Workforce Center must create more outreach activities and establish meaningful partnership with racial/ethnically based community organizations, which are mutually beneficial.</p> <p>2. The Workforce</p>	<p>Comments from the residents indicated:</p> <p>1. The need for transportation to and from the Workforce as well as parking for clients and bicycle storage racks.</p> <p>2. There were also suggestions of more healthy vending options and food options that could be accessed while</p>	<p>1. Increase diversity of decision-makers and other staff to include people from different languages and cultures to foster cultural competence and a welcoming environment for all</p> <p>2. Provide cultural training for staff</p>	<p>Priority 5: Youth Employment Services</p> <p>Description: The WFC should provide services to increase the skills of youth and encourage employment opportunities for young people.</p>
							<p>Priority 6: Transportation and Parking</p> <p>Description: Community input indicated that the</p>

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	<p>linguistically accessible.</p> <p>3. Trainings and workshops need to be more to specific groups of community member based on their education, English-speaking skills, and computer literacy levels. This is a potential area for DEED to partner with community-based organizations.</p> <p>4. Make childcare services available for parents with children at the Center.</p> <p>5. Center needs to represent the different community and culture in North Minneapolis in staff and physical space, such as public art. Perhaps, creating a community ambassador volunteer/internship program.</p> <p>6. Create a space (with kitchen facilities) for community organizations to host</p>	<p>clients seeking employment services at the Work Force Center. They highlighted that this would enable the staff at the Work Force Center in providing more tailored one-on-one navigation as well as trainings.</p> <p>2. Should the staff not be able to speak different languages, interpretation services should be provided.</p> <p>3. Additional, social service agencies that assist with employment services should be housed within the Work Force Center. This would assist with referrals and increase inter-referrals of clients.</p> <p>4. An identified barrier for securing employment is attire to be worn to an interview. Employment counselors suggest that the Work Force</p>	<p>employment process, and services.</p> <p>2. Resources translated into Lao must be made available in print and electronically.</p> <p>3. Other support services that will offer a holistic approach: client follow-up, resume building, English and other skills training, using online application forms, and computer literacy are important in ensuring culturally-specific assistance.</p> <p>4. Establish more opportunities that are willing to invest in the Lao community, who are generally low-income and low-skilled but</p>	<p>Center should have more “employer of the day” activities, so job seekers will have better opportunity to connect with prospective employers.</p> <p>3. Location of North Minneapolis Workforce Center should be accessible to public transportation and easy parking facilities.</p> <p>4. An annual effort to get feedback from job seekers, workforce practitioners and other stakeholders would helpful in determining North Workforce value to the community.</p> <p>5. DEED should not feel that its work is done with only the construction of the</p>	<p>using the services. For example, in the morning there could be coffee with raisin bread with raw sugar, in the afternoon, water and snacks, and in the evening, healthy sandwiches.</p> <p>3. Workforce Center services are not known to the broader community. Suggestions were made for broader distribution of program and service information as well as more prominently displaying program and service information within the Workforce Center;</p> <p>4. Clients being able to access services remotely was another echoed sentiment which would be more efficient and minimize scarce resources to unemployed or underemployed clientele.</p>	<p>3. Improve outreach to east African community to increase awareness of WFC and its opportunities</p> <p>4. Have bi-lingual staff on-site and utilize their unique skill to build better programming for individuals with language and cultural barriers</p> <p>5. Partner with community-based organizations to improve access to WFC services</p> <p>6. House immigrants organizations at new site</p> <p>7. House a Halaal store at new site</p> <p>8. House ESL programs at new site</p>	<p>Workforce Center should be located on a bus route with regular and consistent service and there be ample parking. The need to be served by public transportation and having close and easy parking was heard from nearly all the groups gathering input. The Northside Residents Redevelopment Council also received feedback requesting bike racks.</p> <p>Priority 7: The WFC redevelopment should create space for new business and house service that the community needs.</p> <p>Description: Community input from several groups wanted to see new businesses started or services provided in the space. Food was a theme among many groups. The other theme was the need to have co-located social services and participants felt that the Workforce Center “would be more successful if the center housed more social service agencies as well as culturally specific organizations.”</p>
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<p>Recommendations</p>	<p>events, hold possible job fairs to bring employers to the center.</p>	<p>Center should include a “dress for success” type of program within the Work Force Center. Community members noted that they would secure an interview, however, did not have the proper attire and did not follow through.</p>	<p>fast learners.</p>	<p>new workforce center in North Minneapolis, but also think critically how DEED can truly reduce unemployment disparities in North Minneapolis.</p>	<p>5. Additional desired amenities were: childcare, providing a public playground, computer training classes, social labs, welfare services, and positive verbal services.</p>		<p>Priority 8: Community Access and Space</p>
<p>Recommendations</p>	<p>7. Increase of spaces for youth activities and community organization events. 8. Art works that represent community members and different cultures. 9. Internship opportunity for high school and college students. 10. Create a food court with the potential to represent all community members. 11. Use the building of the new Workforce Center as a way to jumpstart the discussion of how to bring more businesses in North</p>	<p>5. CLUES staff noted that it would be beneficial for the Work Force Center to include a soft skills course that covered appropriate behavior in the workplace, such as interactions with interviewers, employers, and co-workers. 6. Should have space available for multi-cultural stores bringing a diverse clientele, not only for the surrounding neighborhood, but for opportunities to increase traffic for other businesses and the creation of new</p>	<p>5. Post job and skills training opportunities that are available for those who are not computer literate, such as billboards and flyers. 6. Build a more culturally-welcoming space. Eliminate the use of a security guard as first person of contact, which lessens fear.</p>		<p>6. Adjacent benefits are green spaces in the immediate area; better parks and recreational centers, having good job placements for minorities and seniors, self-help and self-development classes and programming.</p>		<p>Description: Cultural competency and inclusion was a very consistent concern shared by each of the organizations and described in detail. It was suggested that the redeveloped Workforce Center or building provide space for culturally based organizations to provide services, have staff present, and to host community meetings/events/gatherings. The general feedback from community members and organizations serving them was that having culturally relevant and specific services and space for non-job related activities would increase use of the North Minneapolis Workforce Center. The space could have a community kitchen to support events and host job fairs, etc.</p>
							<p>Priority 9: Employment and Business Opportunities for Northsiders</p>
							<p>Description: Community members want strong employment goals related to construction jobs for local</p>

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		jobs.						residents and people of color. Additionally, efforts and systems need to be established connecting employment and business opportunity to area residents to maximize economic benefit for North Minneapolis. There should be written plans that outline public notification for employment/business opportunities in the development and plan for accountability.
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