

MINNEAPOLIS WORKFORCE COUNCIL

Committed to Growing a Competitive Workforce

2014 Annual Report



The Minneapolis Workforce Council is the Private Industry Council which oversees and directs the work of City of Minneapolis Employment and Training

Council Members:

- ❖ Carolyn Roby, Chair, Wells Fargo
- ❖ Laura Beeth, Fairview Health Services
- ❖ Michele Durkin, Thrivent Financial
- ❖ Steve Gilbertson, Electromatic Inc.
- ❖ Christopher Ferguson, Bywater Business Solutions
- ❖ Tyler Olson, SMCpros
- ❖ Elizabeth Campbell, Ryan Companies
- ❖ Mary Jane Griebler, Xcel Energy
- ❖ Anthony Goze, MAG Mechanical
- ❖ Dr. Tara Watson, Watson Chiropractic
- ❖ Ibrahim Noor, Minnesota Department of Employment and Economic Development
- ❖ Todd Klingel, Minneapolis Regional Chamber of Commerce
- ❖ Daniel McConnell, Minneapolis Building and Construction Trades
- ❖ Douglas Flateau, Working Partnerships
- ❖ Robert Reedy, Rise Inc.
- ❖ Carlye Peterson, Minneapolis Public Schools
- ❖ Wendie Palazzo, Minneapolis Public Schools
- ❖ Jim Roth, Metropolitan Consortium of Community Developers
- ❖ John Mbali, Hennepin County

Minneapolis Workforce Council

Over three decades ago, City of Minneapolis Employment and Training began an innovative strategy of contracting with small neighborhood-based employment services providers as the delivery mechanism for federal and state investments in jobs training. While this model of service delivery has changed little in the last thirty years the innovative strategy to meet the needs of Minneapolis job seekers and our metropolitan jobs market has changed greatly.

2014 was a year of innovation in workforce development in Minneapolis; while it might not be easy to see, the innovations taking place within the walls of our community partner agencies is remarkable and promising. During the recession, workforce development was able to work the edges of the economy, finding the few willing and able business partners, identifying the small number of training pathways that led to good paying jobs, and working with youth to expose them to the jobs of the future. Today, workforce development is no longer working the edges, we are fully engaged in all aspects of growth. Businesses are starting to experience labor shortages, dynamic and new training partnerships are emerging – many with links to employers looking to hire, and youth are no longer exposed to jobs of the future, but jobs of today.

Challenges still abound, employer growth and job seeker success is not to be taken for granted. We must remain vigilant in our work towards reducing and ending racial and ethnic employment disparities; we must work to reduce the skills gaps between what employers tell us they need and the applicant pool currently applying for those positions; we must prepare for the coming years of labor shortage as more and more baby-boomers leave the workforce; we must engage more youth by connecting them with opportunities for meaningful career exposure; and we must continue to remain innovative, delivering the best services for all job seekers.

Carolyn Roby, Chair, Minneapolis Workforce Council

Deb Bahr-Helgen, Director, Minneapolis Employment and Training

Thank You Funders and Community-Based Partners

Funders:

- ❖ Mayor of Minneapolis
- ❖ Minneapolis City Council
- ❖ Minneapolis Department of Community Planning and Economic Development
- ❖ Minnesota Department of Employment and Economic Development
- ❖ The United States Department of Labor
- ❖ Department of Housing and Urban Development
- ❖ Hennepin County

Partners:

- ❖ AchieveMpls
- ❖ American Indian OIC
- ❖ DEED
- ❖ Eastside Neighborhood Services
- ❖ EMERGE
- ❖ Goodwill Easter Seals
- ❖ HAMAA
- ❖ HIRED
- ❖ Jewish Family and Children's Services
- ❖ Lifetrack Resources
- ❖ Minneapolis Park and Recreation
- ❖ Minneapolis Public Schools
- ❖ Minneapolis Urban League
- ❖ Pillsbury United Communities
- ❖ PPL
- ❖ Resource, Inc.
- ❖ Search
- ❖ Tree Trust

The operating principle of the Minneapolis Workforce Council and City of Minneapolis Employment and Training is partnership. We contract with community-based employment service providers that offer high quality job training services in the neighborhoods where job seekers are located. This diverse network of partners included 18 organizations in 2014, with broad geographic reach, cultural and language expertise, and community rootedness, offering the best access and services to residents looking for training and employment counseling. Without these partners our work would not be successful.

The successes highlighted in this annual report would not be possible without the continued financial support in workforce development by our funders and the partnerships we have with community-based service providers.

The Minneapolis Workforce Council would like to thank the Mayor of Minneapolis, the Minneapolis City Council, Minneapolis Community Planning and Economic Development, Minnesota Department of Employment and Economic Development, the United States Department of Labor, Department of Housing and Urban Development, and Hennepin County for their continued financial support of City of Minneapolis Employment and Training. Further, thank you to our many community partners for their great work with job seekers and employers.

Thank you to all who help make workforce development in Minneapolis such a successful collaborative.

During calendar year 2014, Minneapolis Employment and Training spent:	\$7,294,175
<i>To Serve</i>	
4,516 Participants	We spent \$1,615 per participant

Engaging Youth through Employment

WHAT WE DO

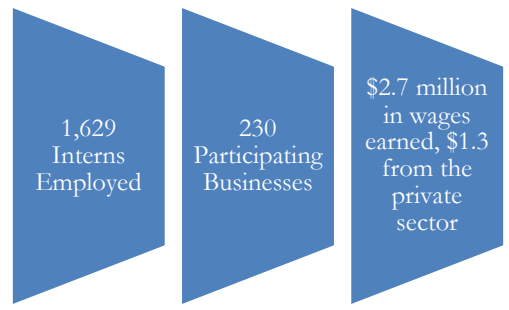
We intentionally designs programming to addresses employment and education disparities for youth in Minneapolis. In 2014, STEP-UP and Minneapolis Youth Works offered opportunities for more than 2,500 youth to increase their skills, advance their education, and establish and grow their professional networks.

The STEP-UP and Minneapolis Youth Works programs serve Minneapolis youth ages 14 – 21 who are in low-income families and/or have a significant barrier to employment. Each youth participates in services that help them advance their skills and personal development.

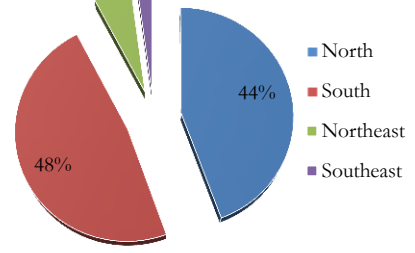
Our programs’ services include: work readiness training; paid summer internships; specialized training in a variety of career pathways; career exposure opportunities; job search and placement; financial literacy training; academic supports including tutoring, instruction and dropout prevention strategies; college preparation; leadership development opportunities; adult mentoring; and support services.

During calendar year 2014, Youth Programs spent:	\$3,565,847
<i>To Serve</i>	
2,908 Participants	We spent \$1,226 per participant

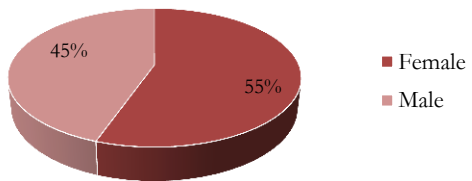
STEP-UP Outcomes



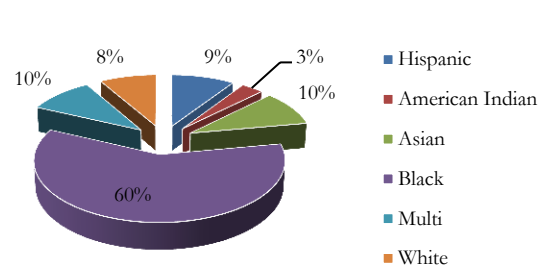
Geography of STEP-UP Participants



Gender of Youth Participants All Programs



Participant Race/Ethnicity for All Programs Serving Youth



Assisting Adults to find Career Success

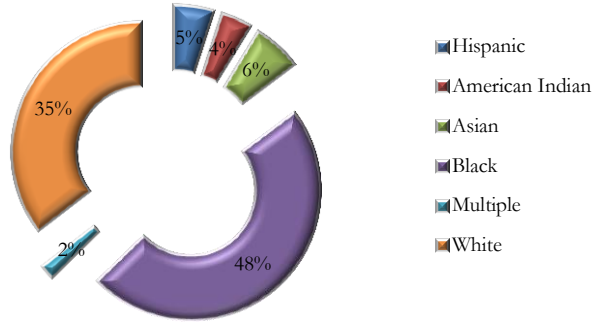
WHAT WE DO

Adult Workforce Development consists of four distinct program areas: Minneapolis Works, a work-first program serving low-income Minneapolis job seekers; Career Training Assistance and RENEW, two programs that provide training-first and then placement in occupations in demand for low-income Minneapolis residents; and the Dislocated Worker (DW) Program, assisting recently laid off adults with a quick return to the workforce at comparable pay.

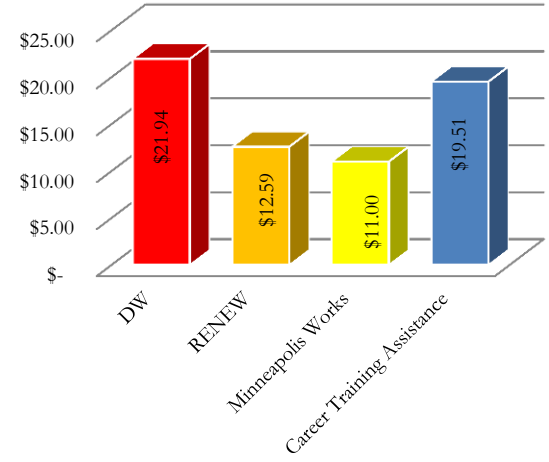
The services to job seekers are provided by 13 community-based agencies. One-on-one career counseling services - the core function of our partners - is provided to all job seekers. Other services include career and aptitude assessment, interview coaching, resume assistance, job placement and retention services. Many clients can also access training dollars to pursue post-secondary vocational/technical training prior to job placement. The counseling services continue for one year from the date the job seeker becomes employed.

During calendar year 2014, Programs Serving Adults spent:		\$3,728,328
<i>To Serve</i>		
1,608 Participants		We spent \$2,219 per participant, including training

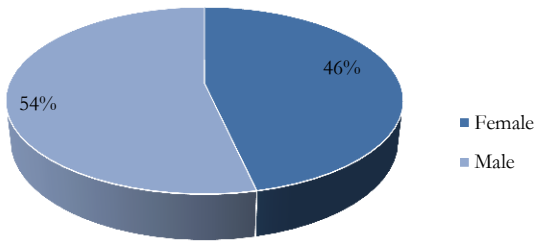
Participant Race/Ethnicity for All Programs Serving Adults



Average Wage of Participant in Programs Serving Adults



Gender of Adult Participants



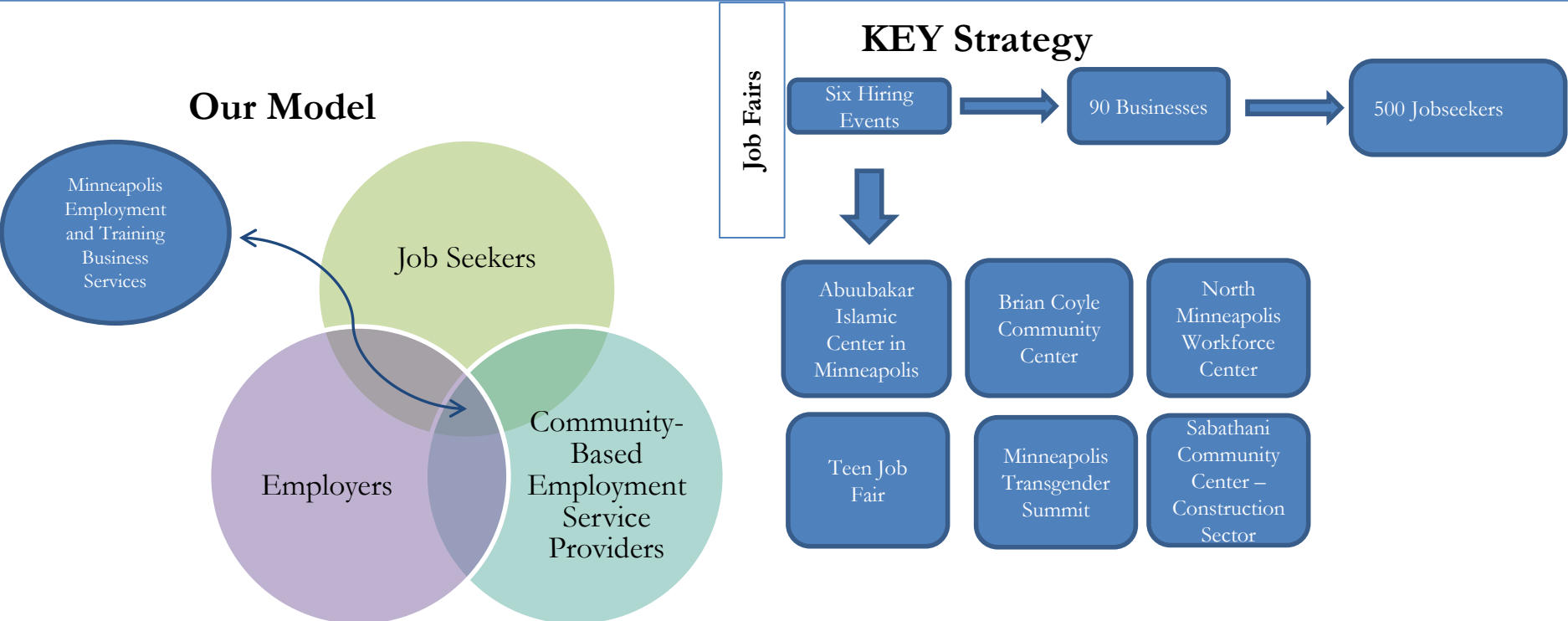
Connecting Business and Job Seekers

WHAT WE DO

Employment and Training Business Services provides proactive and strategically-aligned efforts to focus on meeting business workforce needs and their demand for skilled and qualified workers.

The three overarching principles of our work are:

- 1. Alignment with Economic Development: Proactively align workforce development with regional economic development efforts to enhance job growth in the Minneapolis area (and regionally when appropriate) by ensuring private sector access to a skilled and qualified workforce.
- 2. Program Alignment to Business Demand: Evaluate resource expenditure, business indicator evaluation results, and program development efforts of Minneapolis Employment and Training.
- 3. Leverage Sector and Industry Partnerships: Provide private sector perspective, supply input on current labor and workforce demand, provide access to partnership with private industry associations, boards and councils



Outstanding Partners 2014

Each year, City of Minneapolis Employment and Training and the Minneapolis Workforce Council present awards to agencies that have provided outstanding employment services to Minneapolis youth and adults.



Left to Right: Ibrahim Noor, new Minneapolis WorkForce Center manager, Steve Chirpich, Abdi Isse, Heidi Stay, Catherine Christian, Deb Babr-Helgen, Christine Schaefer, and Laura Keiser

On September 23, the Minnesota Department of Employment and Economic Development's dislocated worker team was recognized as the outstanding Adult Service Partner of the Year for excellent service to their Minneapolis customers. A quote from a recent client best describes their attention to customer service, "Being able to step away from that crippling anxiety and fear, develop a sense of direction, set goals, then have the support to move forward has meant more to me than anyone could understand. I will always be grateful to you."

EMERGE was selected as Youth Service Partner of the Year for providing Minneapolis youth, ages 14-21, with comprehensive, individualized education, employment and training services to ensure that they are better prepared to enter the workforce and/or attain their educational goals.

Left to Right: Sterling Adams, Lashonda Stone, Renisha Gray, Linda Bryant, Ramadan Campbell-bey, and Mike Wynne



A Few Of Our Successes

Kenisha, a 21 year old single mom with a two year old son, graduated from high school in the spring of 2014. She was referred to HIRED's ProjectCARE program, a summer customer service training for young mothers seeking jobs in customer service and sales occupations.

Kenisha passed the customer service exam and received a credential from the National Retail Federation. The instructor, impressed with her excellent performance and the positive changes in her level of engagement and overall attitude, recommended her for a paid internship as a program assistant in the second summer session.

Kenisha thrived in her internship and served as a mentor to the other young mothers in the class. She successfully completed the internship and is currently enrolled at Normandale Community College with a career goal of working in social services with youth.

Minneapolis Employment and Training was proud to have been able to support Kenisha and 14 other students like her to gain valuable work experience.

Interns placed at Wells Fargo for their work experience with STEP-UP have an extra advantage this summer. Champaigne McComb, a STEP-UP alumnus, will help the new interns learn the ropes at Wells Fargo and mentor them through their work experience. This spring, Champaigne came to the orientations for new STEP-UP interns and helped to provide youth and their families with banking information.

Champaigne worked at Wells Fargo as an intern with STEP-UP in 2012. After graduating from high school, Champaigne was hired at Wells Fargo as a teller in their banking operations. After working as a teller, she moved to a personal banker position, but ultimately liked the customer interaction and variety as a teller. Champaigne is now a lead teller.

In May 2013 "Mary" came to East Side Neighborhood Services (ESNS) desperate and looking for work. She said that she had been job hunting for the past three months without any success. She didn't know what was wrong with her job search strategy. In addition, she was not landing any interviews and was finding only very inconsistent temp assignments.

Through the ESNS Minneapolis Works program, she was able to find the support she needed to get on track. ESNS employment counselor Roberto Martinez provided feedback on Mary's interviewing skills and helped her improve her resume. Mary learned job search tools and techniques from Roberto that were relevant for today's job market. Mary now has a strategy and the encouragement necessary to continue on with her search.

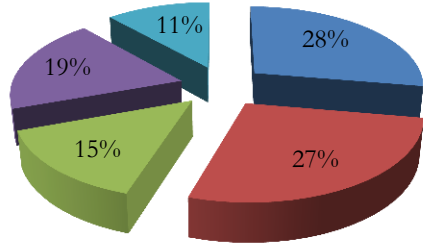
A month later after she had started working with ESNS, Mary landed a position as a patient representative with the U of M Physicians Group making \$16.50 hour with full benefits. Mary was thankful for the job lead and Roberto's unfailing support during her job search. A year later, she is still employed at U of M Physicians making a living wage and receiving excellent benefits.

ESNS job search and career counseling services are made possible with funding from City of Minneapolis Employment and Training's Minneapolis Works program.

2014 Financials

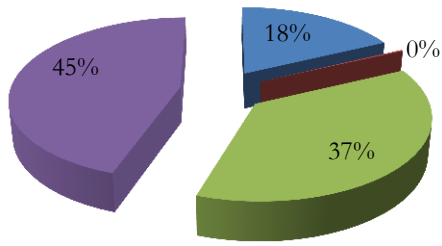
2014 Youth Program Investment by Source

- Federal
- State
- CDBG
- CPED
- City General

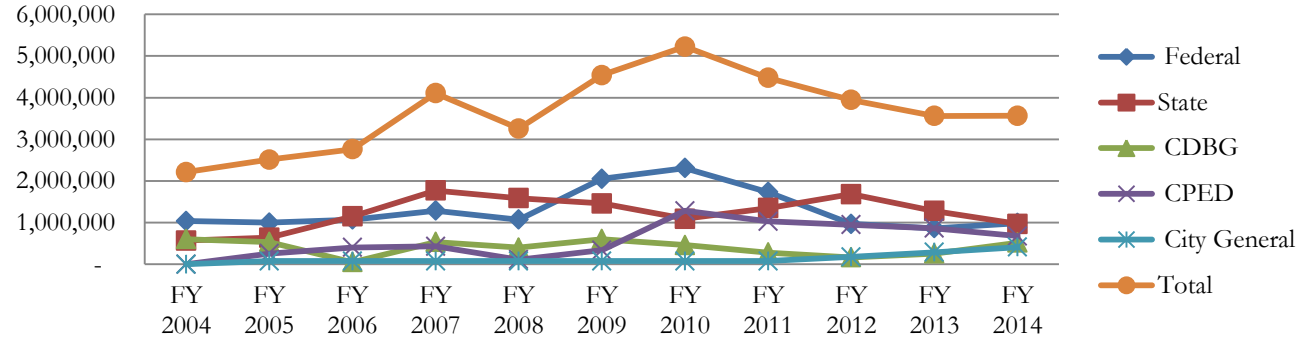


2014 Adult Program Investment by Source

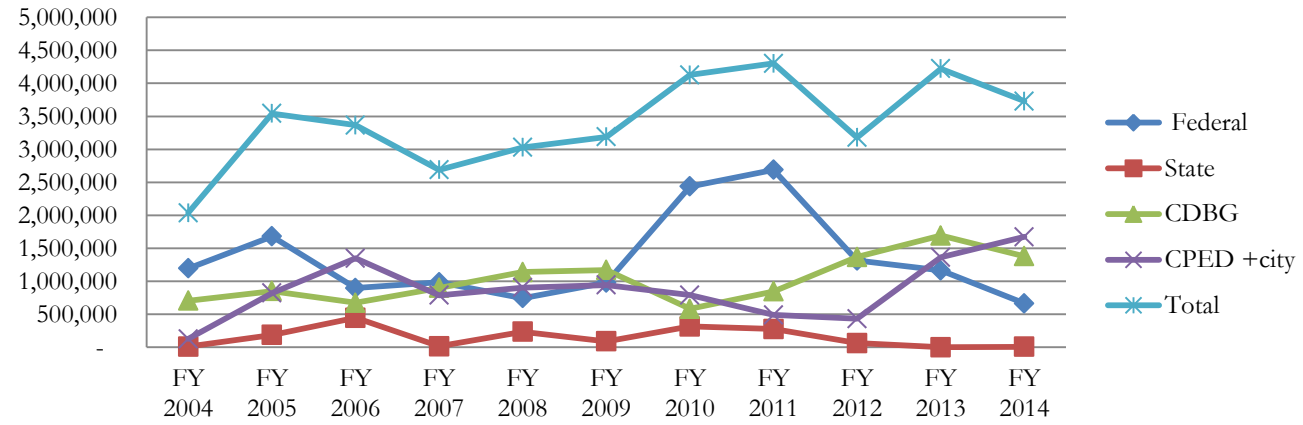
- Federal
- State
- CDBG
- CPED +city



Youth Program Funding History by Source



Adult Program Funding History by Source



Stay in Touch:

Check out the Minneapolis
Jobs Bulletin:

<http://www.ci.minneapolis.mn.us/cped/metp/jobseekerbulletin>

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Jobs Bulletin via DEED:

<http://mn.gov/deed/job-seekers/workforce-centers/workforce-center-locations/mpls-north/bulletin.jsp>

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