

City of Minneapolis Employment and Training Program *Committed to Growing a Competitive Workforce*

2011 Annual Summary

The City of Minneapolis Employment and Training Program (METP) is a division of City of Minneapolis Community Planning and Economic Development (CPED)



Carolyn Roby, *Minneapolis Workforce Council
Chair & Vice President, Wells Fargo Foundation
Minnesota*

Mark Anderson, *President & Dream Manager
Impact Mailing & Fulfillment*

Sharon Bredeson, *President & CEO
Staff-Plus, Inc.*

Elizabeth Campbell, *Inclusion Coordinator
Ryan Companies US Inc*

Matthew E. Damon, *Attorney
Nilan Johnson Lewis PA*

Darla A. Figoli, *Vice President Human Resources
Xcel Energy*

Douglas Fleteau, *Executive Director
Working Partnerships*

Joseph Gaspard, *Human Services
Hennepin County*

Todd Klingel, *President & CEO
Minneapolis Regional Chamber of Commerce*

Ken Lundquist, *Voc. Rehabilitation Manager
MN DEED*

Thomas MacNally, *COO
Mount Olivet Lutheran Church*

Daniel McConnell, *Business Manager
Mpls Building and Construction Trades Council*

Michael McHugh, *President
Midwest Construction Group*

Charles McIntosh, *Director Human Resources
Fairview Health Services*

Tyler Olson, *President
SMCpros*

Carlye Peterson, *Manager
Minneapolis Adult Basic Education*

Chad Telford, *Human Resource Manager
Graco Inc*

Terrell Towers, *WorkForce Center Manager
MN DEED*

Craig Vana *Associate Superintendent for
Emergency Preparedness Management
Minneapolis Public Schools*

Executive Summary

Recovery is underway; Minneapolis is both adding jobs and residents are returning to work after the deepest economic recession in generations. Since December 2010, Minneapolis has added 2,300 jobs, representing some of the strongest Minneapolis job growth since 2006. While jobs are being added in Minneapolis and around the region, Minneapolis' unemployment rate has fallen to 5.3%, the lowest since October 2008, when the recession began. Today, just over 11,000 Minneapolis residents are unemployed, down from nearly 20,000 at the height of the economic downturn.

For the first time in four years, all the economic indicators are pointing in the right direction. This should mean more unemployed Minneapolis residents can and will gain access to the workforce, buoying families and our communities and strengthening the local economy.

However, as the economy grows, we must now focus on growing it with an equity focus. Unemployment gaps between whites and minorities were part of the social and economic landscape prior to the recession, but the recession widened that gap. While the city sits with an unemployment rate of 5.3%, minority communities are experiencing double digit unemployment percentages. African American and American Indian communities both have over 20% unemployment rates.

We, as a City and metro area, can do better to produce a strong regional economy. We need equal opportunity for economic growth. The City of Minneapolis Employment and Training Program is working to produce equity in employment. With equity as a lens for our work, METP provided service to close to 5,000 Minneapolis youth and adults in 2011, with 2,952 youth and adults successfully entering or reentering the workforce, while many others are currently either in career training or job search. Of those successful job seekers, over 80% were minority residents.

As part of the strategy to create employment equity and to grow a competitive workforce benefiting all residents, METP continues its focus on training and increasing the skill level for those job seekers looking to become more competitive when applying for jobs. This strategy aligns well with what we know about the recovering economy; we are moving in a direction where jobs require higher skills, more credentials, and more education. This is not just a strategy for adults, METP's youth programs focus on career exploration, helping Minneapolis teens see what skills, credentials, and training they will need to get the career they want.

With strong programming in place, fantastic community-based partners delivering outstanding employment services, and leadership that believes in investing in people through workforce development, we are poised to have a great 2012 and to continue to help all Minneapolis residents find career success.

Carolyn Roby, Chair,
Minneapolis Workforce Council

Deb Bahr-Helgen, Director
City of Minneapolis Employment and Training Program

METP Management and Support:
Deb Bahr-Helgen, Director
Mark Brinda, Manager
Matt Kruger, Program Assistant
Felisha Burns, Office Support Specialist

Thank You

The City of Minneapolis Employment and Training Program would like to acknowledge and thank the following government entities whose continued financial support leads to the success of all METP programs. We thank the City of Minneapolis Mayor R.T. Rybak and the Minneapolis City Council for their leadership.

Financial Support Provided By:

The City of Minneapolis

The City of Minneapolis Department of Community Planning and
Economic Development (CPED)

The Minnesota Department of Employment and Economic Development (DEED)

The United States Department of Labor

The Department of Housing and Urban Development (HUD)

Hennepin County

City Leadership Provided by:

- Mayor R.T. Rybak
- Lisa Goodman, Chair, Community Development Committee

City Council Members

- Barbara Johnson, *Council President*
- Sandra Colvin Roy
- Elizabeth Glidden
- Cam Gordon
- Betsy Hodges
- Diane Hofstede
- Robert Lilligren
- John Quincy
- Kevin Reich
- Don Samuels
- Gary Schiff
- Meg Tuthill



METP *by the numbers*

With a budget of just over \$11 million, the City of Minneapolis delivers employment and training services to Minneapolis residents through various targeted programs that focus attention on the core issues of joblessness. Using a community-based service delivery model, METP partners with both non-profit and state government employment service providers to offer employment services to Minneapolis youth and adults. Below is a snapshot of METP's 2011 program numbers and demographics.

Total Participants Served: 4,843 Minneapolis residents received employment and training services

Total Job Placements: 2,952 Minneapolis adults and youth found employment through our network of service providers

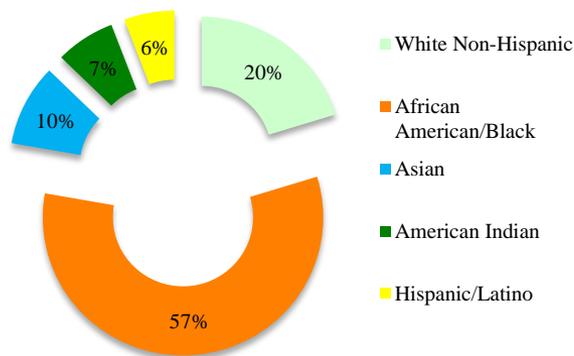
Year Round Youth Program: 1,098 at-risk youth in Minneapolis received year round employment and training support

STEP-UP Youth Program: 1,980 youth 14-21 years old gained a summer work experience

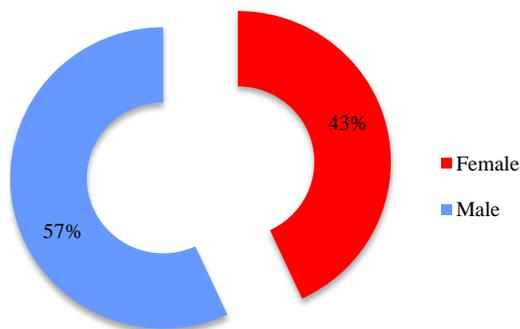
Adult Program: 572 low-income adult residents of Minneapolis gained employment at an average wage of \$11.83

Dislocated Worker Program: 339 individuals who were laid-off regained employment at an average wage of \$19.27

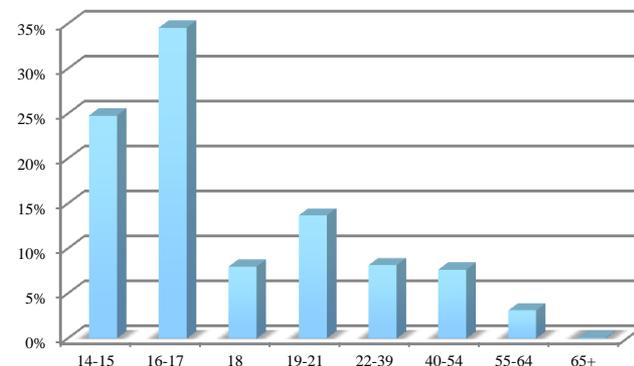
METP Clients placed by Race/Ethnicity



METP Clients placed by female/male



METP Clients placed by age



STEP-UP Youth Program

The STEP-UP Summer Jobs Program prepared 1,980 Minneapolis youth (ages 14-21) for success by offering quality work and training experiences in partnership with the business community. Nearly 100% of the STEP-UP interns were from low-income families, while 86% were youth of color and 46% lived in north Minneapolis. In addition to work, interns took advantage of educational opportunities including classroom work (reading, math and life skills), financial training, Golden Gopher Day at the U of M, Junior Entrepreneurs of Minnesota (JEM) - a U of M entrepreneurship seminar, and Camp Sunrise located on the St. Croix River. The 107 interns placed in healthcare positions received healthcare specific training prior to their placement. STEP-UP intern and supervisor surveys reveal that 94% of STEP-UP supervisors think their intern made a valuable contribution to their workplace, and 94% of the interns responded that STEP-UP had prepared them to become a valuable part of the future workforce.

New in 2011, STEP-UP collaborated with the Mayor's office to conduct an email and telephone survey of STEP-UP alumni. Past participants answered questions about their STEP-UP experience and their current employment and education status. Ninety-seven percent of respondents cited that the most beneficial aspects of STEP-UP were learning new skills, gaining confidence and identifying skills and interests. One alumnus responded, "This was the turning point in my life. It showed me I wanted to go to a four-year college, graduate, and then enter the business world."



STEP-UP youth workers at Children's Dental Services

Program Highlights:

- METP Youth Programs teamed with its partner network to positively impact the futures of Minneapolis youth. Staff helped Minneapolis Public Schools, the Minnesota High Tech Association and the Department of Employment and Economic Development (DEED) plan STEM (Science, Engineering, Technology and Math) career initiatives for north Minneapolis youth. Spring and summer 2012 career camps were developed. Project Sweetie Pie, an effort to promote healthy eating, reduce youth obesity and connect youth to nature, received METP assistance to teach young people how to grow healthy food and sell it to vendors. METP, the Met Council, the U of M, construction companies and unions offered three *Dream, Design, Build* events for 199 Minneapolis high school students. Students learned about transit-oriented construction and engineering careers, met industry professionals, learned about the U of M Engineering program and toured Central Corridor Light Rail construction sites. The Minneapolis Park & Recreation Board received funding from METP to employ 25 north Minneapolis youth in tornado relief. METP worked with Hennepin County Library, DEED, AchieveMpls and the Mall of America to offer a Teen Job Fair where more than 1,000 teens learned about jobs, internships and volunteer opportunities and attended employment workshops.
- METP Youth Programs continued to develop a shared vision and plan for growing an asset-rich community for youth by creating the Minneapolis PARTNERS for Youth Conference for Minneapolis youth serving professionals. In January 2011, 120 leaders and advocates from 52 non-profit and government organizations shared how to support the success of Minneapolis youth.

STEP-UP Youth Program Staff:

Anne Fischer, Program Manager

Tammy Dickinson, STEP-UP Director

Pat Behrend, Youth Special Projects Coordinator

Year Round Youth Program

Funded by the Workforce Investment Act (WIA), these programs help economically disadvantaged youth ages 14-21 achieve academic and employment success via comprehensive services grouped around four major themes:

- Improving educational achievement (includes tutoring and dropout prevention strategies);
- Preparing for and succeeding in employment (such as paid and unpaid work experience and internships);
- Supporting youth (providing adult mentoring, follow-up and support services); and
- Offering services intended to develop the potential of young people as citizens and leaders (leadership development opportunities).

Providing youth with work experience opportunities to gain applied skills critical to current and future workplace needs was a highlight of the Year Round Program. According to Andrew Sum, Professor of Economics at Northeastern University, the number one predictor of future success in the workforce is early exposure to work experience.

Program Highlights:

- 138 youth were employed in the Year Round WIA paid internship project. The seven METP youth providers developed worksites and placed youth on their agency payrolls. Internships were 12-weeks in length and youth earned \$7.25 per hour.
- As part of the North 4 Project, 31 males, ages 16-21, were placed in subsidized employment at 23 non-profit, public and private placement sites. The North 4 Project is a program targeting gang-involved youth managed by Emerge Community Development.
- 88 students with disabilities earned incentives through Year Round WIA @ Minneapolis Public School (MPS) for demonstrating successful employment skill performance in their community-based vocational training work experiences.

Thank you for having this program. It really help me become a better person in life. I remember when I use to be out here on the streets trying to make a million. Now I see that its way bigger then me its saving us from doing dumb stuff. One thing I learned is a man without a plan will always go back to his past. – 19 year old North 4 Participant



Three WIA interns from East Side Neighborhood Services (ESNS) are pictured with former University of Minnesota (U of M) Men's Basketball star Willy Burton. The group attended the U of M versus Wisconsin game in a private box Burton donated to ESNS. The youth were selected to attend the game for successfully completing their internships and shared their experience with elementary students they have mentored through WIA.

Year Round Youth Program Staff:
Teresa Harrold, Program Manager

Adult Program

The lingering recession made 2011 a challenging year to provide job placement services to low-income residents of the City of Minneapolis. In response to the economic times, METP focused on offering skills training to unemployed/underemployed individuals in addition to METP Adult Program job placement services.

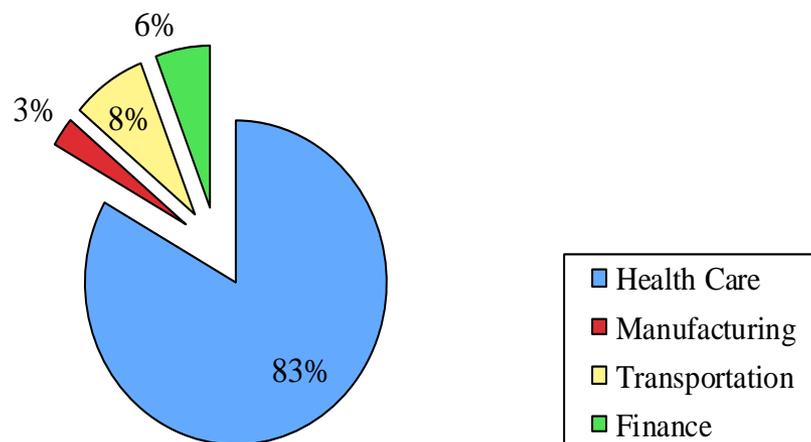
The Adult Program serves low-income Minneapolis residents ages 18 and up. Eligible participants are provided career counseling, job placement and retention services by nine employment service providers located throughout Minneapolis neighborhoods. The contracts are performance based and the service providers are evaluated by a letter grade based on their success in placing and retaining clients in full-time unsubsidized employment. In 2011, 572 clients were placed into employment by our service providers with an average starting wage of \$11.83/hr. These agencies also serve as a referral network for the clients who need training to enter the labor market as opposed to those with marketable job skills and with no need or interest in retraining.

As part of this increasing skills training focus, in 2011, METP launched the Close the Gap Training Program. The program's design put training first as part of the participants' service strategy. The training program focused on high demand, high wage occupational training with job search assistance and retention services. In total over 150 participants will gain access to training and employment services which will make them more competitive in the labor market. The Close the Gap Training Program is slated to run through June 2014.

While the METP Adult Program launched these new training programs in 2011, the well-established and successful tuition assistance program IRP (Individual Referral Program) operated by METP continued to train low-income Minneapolis adults. Intake and assessment services for training candidates are provided by Jewish Family and Children's Services with case management performed by METP staff. The participants' training plans are determined through career assessment. This program provides intensive case management services to a number of selected participants attending longer term academic training.

In 2011, IRP accepted 29 new clients into the program with a total of 54 students enrolled in college courses in the year. The current caseload of students shows 90% of the students enrolled in health care related training with most being RN students at local colleges and universities; 75% of the clients who were exited from the program in 2011 were employed with the average starting wage of \$23.75.

Distribution of All Students Enrolled in METP Adult Training Programs by Industry Sector



Adult Program Staff:

Doug Suker, Program Manager
Tim Beaver, Contract Manager
Merga Hunde, IRP Case Manager

Spotlight on RENEW

Led by the City of Minneapolis Employment and Training Program and Ramsey County Workforce Solutions, Renewable Energy Network Empowering Workers (RENEW) is a comprehensive partnership designed to provide sustainable pathways out of poverty to some of the area's most disadvantaged citizens. Recent market research highlights the Minneapolis/St. Paul region as national leaders in developing a green marketplace. RENEW ensures that low-income communities are strategically connected to the job creation and environmental returns of the emerging green economy. RENEW creates training pathways and support networks leading to high-quality, living wage jobs.

RENEW began in 2010 with a \$4 million U.S. Department of Labor training grant, assisting Minneapolis and St. Paul residents to access credentialed skills training and job placement support, leading to living wage jobs. In 2011, RENEW emerged as the Twin Cities metropolitan area's premier green job skills training program. By the end of 2011, 586 residents were trained, 480 earned industry-recognized credentials, and 311 have secured employment. Of these, 80% secured jobs in their targeted training area.

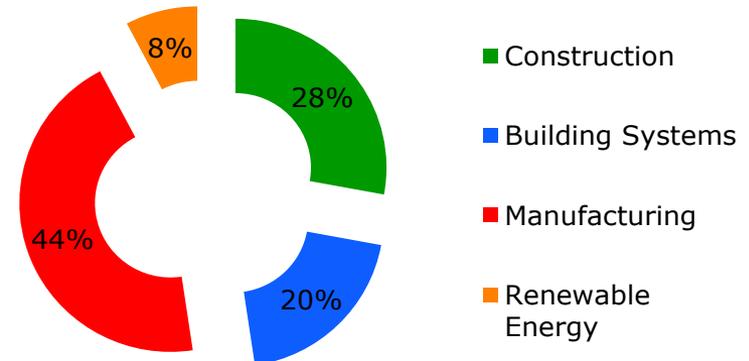
RENEW responds to workforce demand by creating a dynamic system for participant training, leveraging the strengths and talents of community-based employment service organizations, workforce investment boards, and both public and private training partners. This collaboration delivers value to the business community by supplying a trained candidate pool, equipped with high-value skills and prepared to contribute "day one" on the job. Training is provided in manufacturing, construction, building systems maintenance and renewable energy with a focus on solar power.

By collaborating with the City of St. Paul, through Ramsey County Workforce Solutions, the City of Minneapolis Employment and Training Program designed an innovative, regional approach to employer engagement. Connections to business ensure RENEW training is based on current industry information, scheduled according to participant training demand, and aligned for strong job placement outcomes.



Mayor R.T. Rybak using the virtual welder at MCTC during U.S. Secretary of Commerce John Bryson's Minneapolis visit. In his remarks at this event, Mayor Rybak highlighted RENEW's innovative Green Core Welding program as well as strong job placement outcomes in the manufacturing sector.

RENEW Job Placements by Industry Sector



RENEW Special Project Staff:

Marie Larson, RENEW Program Manager
Sue Johnson, RENEW Data Coordinator

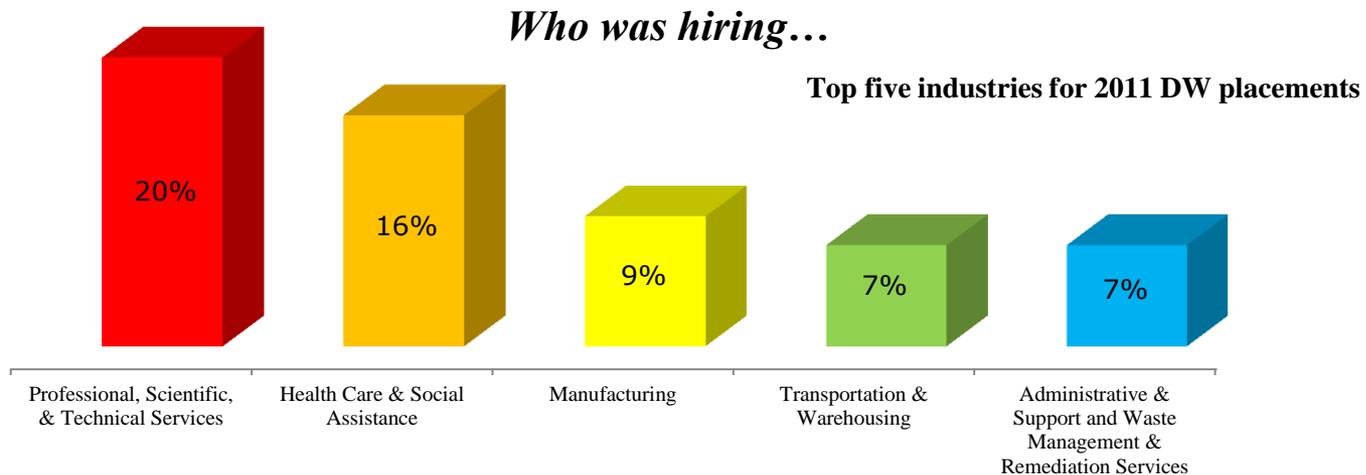
Dislocated Worker Program

As the economy began to recover in 2011, mass layoffs slowed down, but the demand for services from the METP Dislocated Worker Program continued to remain high. During the recession, many Dislocated Worker Program clients had long tenure with their former employers and needed to update skills to current market standards and/or learn new skills to become more marketable. The length of time clients spent in the program increased during the recession, due in part to extensions of Unemployment Insurance benefits, allowing workers to take advantage of training opportunities offered by the program. While training was important, many participants also cited the one-on-one individual counseling provided as key to their ultimate success. In surveys of former clients, thoughts such as the following were frequently expressed:

“[The Dislocated Worker Program] helped me through my grieving, frustration and doubting my abilities at my age and finding my value again! I could not have made it here with out the Dislocated Worker Program and its counselors, instructors and staff...Having a dedicated counselor, Abdi, who listened, directed and believed in me ... was hugely appreciated. Thank you again!”

The Dislocated Worker counselors reported that some specific strategies contributed to their clients’ success in the “new economy” included:

- assisting clients with finding job openings on LinkedIn;
- encouraging clients to volunteer during their job search to use and gain skills, learn about potential job leads, and to help fill the “unemployment gap” on their resume;
- offering referrals to community resources to help with low-cost healthcare / financial counseling to help clients manage their stress and help them stay focused on their job search; and
- teaching clients, step-by-step, how to request informational interviews at organizations where they might want to work and where they could tap into the 60-90% of jobs that are never publically advertised.



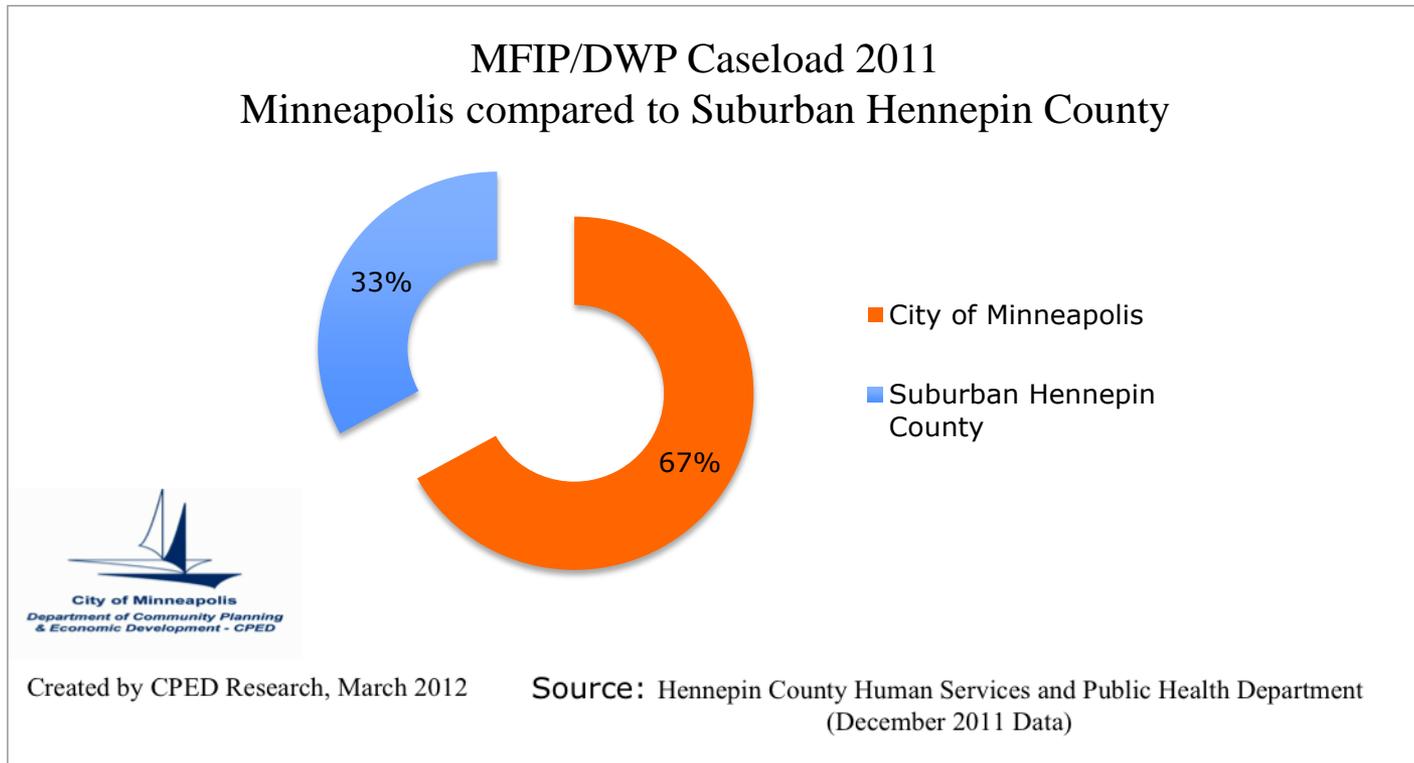
Dislocated Worker Program Staff:
Catherine Christian, Program Manager

Minnesota Family Investment Program

In Minnesota, the federal Welfare-to-Work program or Temporary Assistance for Needy Families (TANF) is known as the Minnesota Family Investment Program (MFIP), including the The Diversionary Work Program (DWP), and Family Stabilization Services (FSS). These programs assist low-income residents find and secure employment and ultimately self sufficiency.

The City of Minneapolis and Hennepin County work in partnership to administer and oversee these welfare programs. In 2011, over 11,700 Hennepin County Residents were on MFIP, DWP, and FSS. Employment services are provided by 18 community-based employment services providers with assistance in case management, barrier resolution and job search assistance.

The graphic below shows that the City of Minneapolis has over twice the number of population on public assistance compared to suburban Hennepin County.



Welfare to Work Program Staff:
Linda DeHaven, Program Manager
Terri Ellingsworth, Human Service Representative (Hennepin County)

METP Partners

The City of Minneapolis Employment and Training Program partners with numerous community-based employment and training providers, who offer outstanding service to youth and adults looking for work, start a new career, access training and gain new skills to make themselves more competitive in the labor market. METP thanks the following agencies for their commitment to Minneapolis job seekers in 2011.

Youth Programs

- AchieveMpls
- American Indian OIC
- East Side Neighborhood Services
- EMERGE Community Development
- HIRED
- Minneapolis Public Schools
- Pillsbury United Community
- RESOURCE (EAC)
- Tree Trust

Dislocated Worker Program

- Goodwill Easter Seals
- HIRED
- Minnesota DEED
- RESOURCE (EAC)

Adult Program

- American Indian OIC
- East Side Neighborhood Services
- EMERGE Community Development
- Goodwill Easter Seals
- HAMAA
- HIRED
- Jewish Family and Child Services
- Minneapolis Urban League
- Minnesota DEED
- RESOURCE (EAC)
- SEARCH

RENEW

- American Indian OIC
- EMERGE Community Development
- Goodwill Easter Seals
- Guadalupe Alternative Program
- HIRED
- Lifetrack Resources
- Minneapolis Urban League
- Minnesota DEED
- MN Transition Charter School
- Project for Pride in Living
- RESOURCE (EAC)
- Women Venture

MFIP

- African Assistance Program
- African Community Services
- American Indian OIC
- Centre for Asians and Pacific Islanders
- St. Stephen's Human Services
- East Side Neighborhood Services
- EMERGE Community Development
- Goodwill Easter Seals
- Hennepin County W.E.R.C
- HIRED
- Hmong American Partnership
- Jewish Family & Child Services
- Lifetrack Resources
- Lutheran Social Services
- Minneapolis Public Schools
- Minnesota DEED
- Pillsbury United Communities
- Project for Pride in Living
- RESOURCE (EAC)
- RISE Inc.

Job Seeker Support: What Our Partners Provide

For Adults:

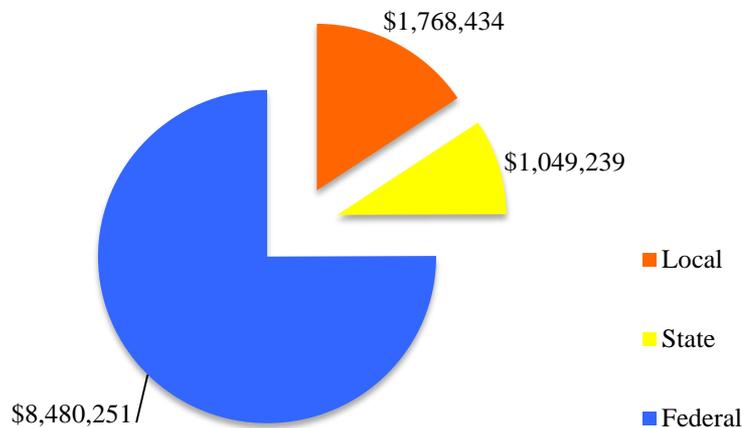
- Career interest and ability assessments
- One-on-one career counseling
- Free career exploration workshops
- Internet job search assistance/social networking training – how to use LinkedIn
- Resume building
- Interview training and preparation
- Access to job leads developed by agency job developers
- Tuition assistance for skills training
- Financial aid application support

For Youth:

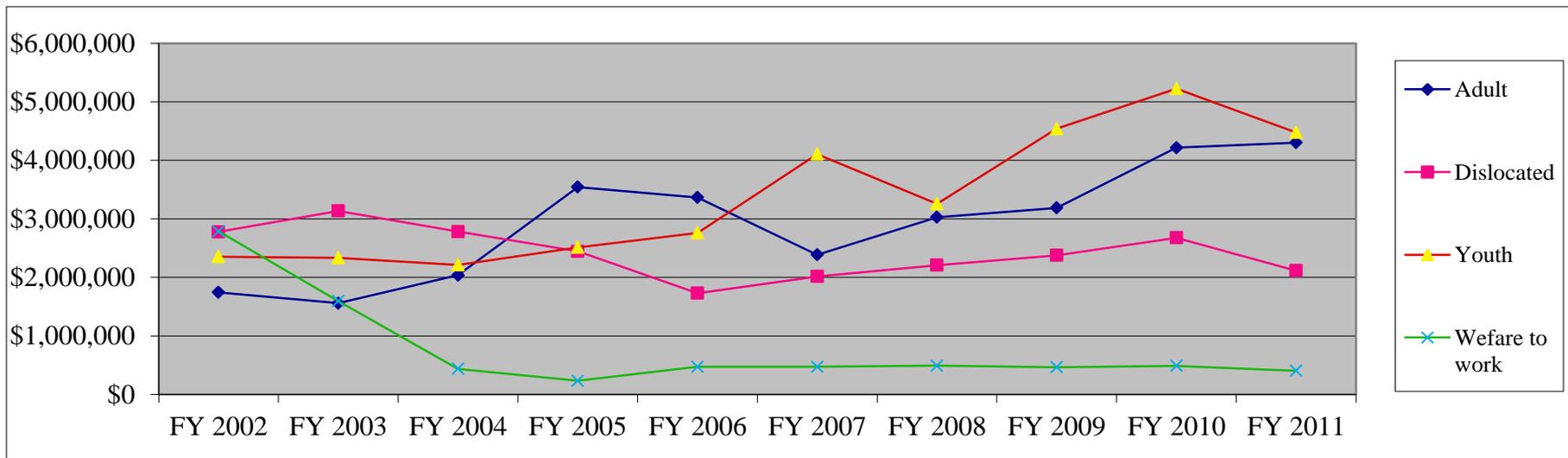
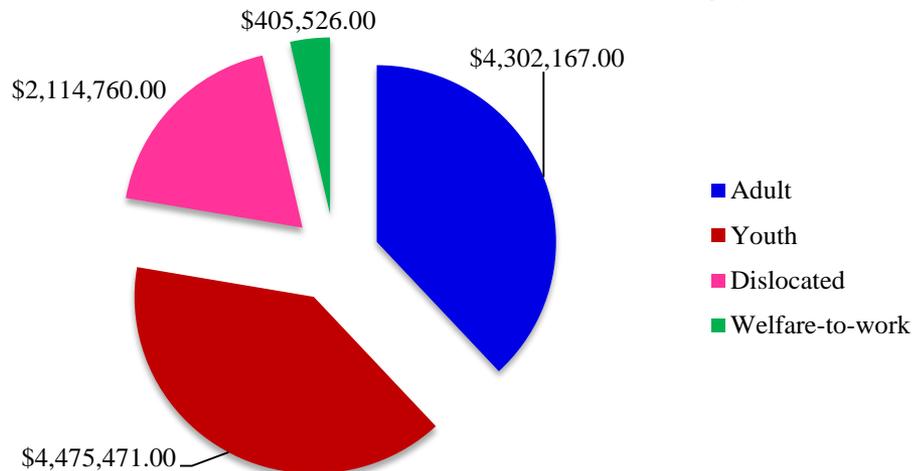
- Career and college exposure
- Job development
- Work readiness training
- Interview training and mock interviews
- Summer employment
- Year round employment
- Paid and unpaid internships
- Mentoring
- CLASS – an academic credit earning opportunity during summer employment

2011 Financial Summary

METP Funding by Source



METP Funding by Source



METP Financial Manager:

Hubert Fernandez