

Minneapolis Workforce Council

March 18, 2014

Meeting Minutes

Present: Laura Beeth, Elizabeth Campbell, Christopher Ferguson, Darla Figoli, Doug Flateau, Steve Gilbertson, Anthony Goze (by phone), Todd Kligel, John Mbali, Daniel McConnell, Tyler Olson, Wendie Palazzo, Carlye Peterson, Jim Roth, Amy Snoddy (Alternate for Ken Lundquist), Terrell Towers, Dr. Tara Watson

Staff: Felisha Burns, Mark Brinda, Cathy Polaksy, Marie Larson, Catherine Christian, Teresa Harrold, Linda DeHaven

Guests: Scott Gray – MUL, Shawn Lewis – MUL, Tom Walters - MAG Mechanical, Reede Webster – MCTC

Excused: Carolyn Roby, Deb Bahr-Helgen, Anahita Cameron

*****Carlye Peterson, Minneapolis Public Schools Adult Education and MWC member chaired the MWC meeting on behalf of Carolyn Roby and called the meeting to order at 8:05 a.m.***

Welcome and Chair's Report

Carlye Peterson welcomed the Minneapolis Workforce Council members (MWC) and guests. Introductions were made by all.

Approval of Minutes

The January 21, 2014 minutes of the Minneapolis Workforce Council Meeting were moved and approved.

Announcements

Mark Brinda informed the MWC that the annual WIA Plan will be due to the State of Minnesota in July. Mark also informed the MWC that a draft of the WIA Plan will be e-mailed to each member by Deb Bahr-Helgen or Matt Kruger within the next month to review and make comments. Mark stated the WIA Plan will then go to the Minneapolis City Council and signed by Mayor Betsy Hodges.

North Minneapolis Workforce Center Development – Terrell Towers provided a handout of the Phase I results of the community engagement process that was conducted by Nexus. Terrell informed the MWC that the second phase of the Minneapolis Workforce Center Development community engagement meeting will be held on April 29, 2014. The event will be an evening community meeting at the UROC center in North Minneapolis. In closing, Terrell also informed the MWC that at a later date there will be another meeting focused on the developer and potential tenants.

Minneapolis Urban League (MUL) – Scott Gray, President & CEO of MUL informed the MWC about the journey MUL has been on since 2009. Scott stated MUL launched a new path called the Gateway to Opportunity in 2011; that is divided into four intersections which are: Health & Wellness, College Readiness/Career Development, Workforce Solutions, and Wealth Accumulation. Scott stated Workforce Solutions began in 2009 with the Labor Education Advancement Program (LEAP) which is a program that prepares young adults to obtain and retain employment in the building and construction trades. Scott also stated that MUL is connected with numerous partners within the Twin Cities area. Scott informed the MWC that in 2011, MUL started a new program called Big Step which is a workforce development program focusing on equipping underemployed and unemployed job seekers with skills and competencies required for the construction trades, with a specific focus on highway heavy job opportunities. Scott stated that in the first year of the Big Step program 40 participants began working in the construction trades field. Scott also stated that Big Step was supported by MN DOT and allows participants to move to highway heavy construction employment.

Scott also informed the MWC about Business Employment Solutions Training (BEST) Career Pathways to Success Program. Scott stated the BEST program is a talent-development program to equip entry-level, unemployed and underemployed individuals who are participants in the Minnesota Family Investment Program (MFIP) with skills that foster increased preparedness and access to current and emerging jobs with the ultimate goal of becoming self-sufficient. In closing, Scott stated that MUL's goal for the future is to continue to collaborate and partner with new organizations that share MUL's mission to change lives.

Opportunities and Challenges for Employment in the Construction Industry – Dan McConnell, Minneapolis Workforce Council member, presented a PowerPoint Presentation entitled Opportunities and Challenges for Employment in Construction. Please see link:
<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-123270.pdf>

Operationalizing Workforce Development from a Business Perspective – Tony Goze, MWC member and Tom Walters, Project Manager, MAG Mechanical presented the following report:

This report is a follow-up from the January MWC meeting regarding the new multi-purpose Stadium in Minneapolis. As a commercial contractor, MAG Mechanical would like to be a large part of the MMPS and provide opportunities for Minneapolis workforce including and specifically inner city minorities and women.

1. MAG Mechanical will be faced with large workforce goals (32% Minority, 6% Women) for all work provided by our firm at the (MSFA).
2. It is projected that the current workforce within the skilled trades will be ALL gainfully employed during a large portion of the stadium construction project.
3. MAG will face with the need to bring on new-hires to provide labor for this project.
4. There is a concern for safety, efficiency and sustainability within the trades in which we work and provide skilled labor.
5. Our intention is to provide a safe, productive, educational and value-added facility that not only fulfills goals for workforce but also offers continued workforce development and training so that the new hires and people we bring into our respective trades are properly and continually trained to assure longevity for each career that we start.

We propose to start a fabrication shop that doubles as a training facility that provides course work and curriculum for employees who are hired to work on the project. All of the above items are meant to help put new union employees to work right out of the gate, and help the new employee learn the particular trade they are entering while doing useful work. MAG will never be guilty of giving someone a job strictly to meet a goal. Rather, it is our intention to help new union entrants receive the training and exposure they need to the trades while doing useful work and contributing to the real construction process to ensure their success for years to come. This fabrication work is a very important part of many trades including the ones we are signatory with, by teaching folks the proper ways to fabricate and work within their respective trades, we will assure sustainability within our trades for the men and women that come to work here.

Thank you for the opportunity for allowing us to present this information to you. We look forward to more discussions about these ideas.

Committee Reports

Adult Committee: Carlye Peterson submitted the Adult Committee report
<http://www.minneapolis.mn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-124770.pdf>

Dislocated Worker Committee: Jim Roth submitted the Dislocated Worker report

Dislocated Worker (DW) Committee meeting updates:

The members of the committee met on February 5, 2014 to plan for a number of changes/challenges that will be impacting the Dislocated Worker program in the near future. Among the topics discussed were:

What has changed or is changing?

- WIA and State DW funding have been decreasing since 2009.
- Money from the *mass layoff fund* is now being distributed to all **certified** providers as capacity building grants. This funding goes to our partners: EAC, Goodwill Easter Seals and Hired but our partner at the Workforce Centers (DEED) does not receive this funding.

- In the future, there are no plans to transfer WIA Adult funds to the WIA Dislocated Worker program.
- The Workforce Development fund, the source of State DW funding, has recovered since the recession ended so in a typical year, METP can request additional funds in January, if we are running low. The Workforce Development fund however is always under pressure to be used for purposes other than Dislocated Worker funding.

Funding decisions for the upcoming biennium need to be made in spring 2014:

- The process used to select our DW service providers over the past 10 years and a history of funding levels at each agency were briefly discussed.
- With decreasing funds, the committee explored if there might be a minimum level of funding, below which, it might not be viable for an agency to continue as a provider.
- Other factors that might present an opportunity for the selection of new DW service providers in future years:
 1. METP will complete a competitive process to update the list of eligible service providers in late 2015, and
 2. All of the state's **certified** DW providers will all have an established track record of individual performance in the next few years to allow for comparison.

The next committee meeting is scheduled for Monday, April 21, 2014 at 3:30 p.m. at Jim Roth's office at the Metropolitan Consortium of Community Developers.

Itasca Workforce Alignment - Career Planning Pilot/WANTED Analytics

DW staff from DEED at the Minneapolis Workforce Centers has been participating in pilot project to test how well a variety of tools support personal career exploration, analysis of career opportunities, education planning and job hunting. Staff were trained in late January and report that:

- They've been using WANTED one-on-one with clients by entering parts of their resumes and finding postings, target companies and sources to use for job searching (two examples, they found www.hirelifescience.com for a chemist client and www.beyond.com for others).
- WANTED has been helpful in finding certifications that are most asked for by employers. Clients can use this information to boost their justification for taking a particular training.
- A collaborative website has been set up in "basecamp" so that the leaders from each organization piloting WANTED can check in with each other throughout the week to discuss best practices.

Long-time DW service provider closes:

Quality Career Services (QCS), a non-profit organization serving Dislocated Workers, has ceased operations and closed its doors on March 3, 2014 after 28 years. According to their website, "Unfortunately, QCS has been unable to obtain the additional funding it needs to sustain its operations into the future". DEED worked with QCS staff to ensure a smooth transfer of their current clients to a variety of other providers, prior to their closure.

Youth Committee: Tyler Olson submitted the Youth Committee report

2014 STEP-UP

Work Readiness Training:

- 3,800 applicants were received this year. Increased capacity to be able to invite all eligible applicants into STEP-UP work readiness training.
- Doubled the training for High School Discover youth from 5 hours to 10. The increased training is designed to better prepare our youth for success this summer and assist in their ability to progress to the STEP-UP Achieve level in the future.

Mock Interviews:

We're looking for Mock Interview volunteers! Join professionals from across the city at the Minneapolis Convention Center for a whirlwind series of mock interviews with STEP-UP student interns. This annual event is an inspiring and energizing way to spend an evening and help young people succeed in their jobs this summer and beyond.

Mock interviewers talk one-on-one with interns and provide feedback and suggestions for improving their skills. Modeling your professionalism and providing candid feedback to these talented youth can significantly impact their confidence and ability to succeed in a professional setting.

Mock Interviews will be held March 24-27 from 4:45-6:15 pm daily. For more information, contact Emmy Higgs Matzner at (612) 455-1535 or ehiggsmatzner@achievempls.org.

Minneapolis PARTNERS for Youth Conference

The fourth annual Minneapolis PARTNERS for Youth Conference, held February 14, 2014, was an overwhelming success, attracting 350 youth work professionals from 90 organizations.

A diverse and dynamic group of speakers and panelists provided in-depth insight, as well as practical tools for youth workers, during two plenary sessions and 15 workshops. The conference's four themes, expressed priorities of youth workers, included: Strengthening the Field of Youth Work, Reframing Youth Violence Prevention, Equity & Cultural Competency, and Youth Worker Resources and Self Care.

Mayor Hodges proclaimed February 14, 2014 as Youth Worker Appreciation Day to serve as a reminder of the great work done in Minneapolis to serve youth.

The conference was sponsored by Minneapolis Employment and Training, Minneapolis Health Department, Minneapolis Youth Coordinating Board, and Office of Juvenile Justice and Delinquency Prevention (OJJDP).

Minneapolis Workforce Council Meeting Adjourned at 9:30am.

Next Minneapolis Workforce Council Meeting:

**HIRED – Sabathani Community Center
Tuesday, May 20, 2014
8:00 a.m. – 9:30 a.m.**

AN EQUAL OPPORTUNITY PROGRAM

Auxiliary aids and services are available upon request to individuals with disabilities.

TTY (612) 673-2157

Minneapolis Employment and Training Program (612) 673-5298