
MINNEAPOLIS WORKFORCE COUNCIL

MEETING MINUTES

Meeting Date: May 17, 2016

Meeting Location: Crown Roller Mill

Approved: Minneapolis Workforce Council

Recorded By: Matthew Courtney

1 ATTENDANCE

Name	Title	Organization	Present
COUNCIL MEMBERS			
Beeth, Laura	System Director, Talent Acquisition System Human Resources	Fairview Health Services	Y
Bistodeau, Craig	Sprinkler Fitter	Sprinkler Fitters Local	Y
Campbell, Elizabeth	Director of Emerging Business Inclusion	Ryan Companies US Inc	Y
Eison, Jashan	President/CEO	H & B Elevators	Y
Ferguson, Christopher	Business Owner	Bywater Business Solutions and The Bywater Companies DBA Dairy Queen	Y
Flateau, Doug	Executive Director	Working Partnerships	Y
Goze, Anthony	Owner/Chief Manager	MAG Mechanical	Y
Horner, Mary Jane	Sr. Director, Talent Strategy and Transformation	Xcel Energy	Y
Ibrahim, Garat	Organizer	AFSCME Council 5	N
Lehner, Scott	Area Manager Gas Operations	CenterPoint Energy	N
Mbali, John	Program Manager	Hennepin County Work Supports, Human Services	Y
McConnell, Daniel	Business Manager	Minneapolis Building and Construction Trades Council	Y
Mills-Novoa, Avelino	Interim President	Minneapolis Community and Technical College	Y
Miraz, Abdullah	Finance and Operations	Gandhi Mahal and MSR	N
Noor, Ibrahim	Field Operations Area Manager	MN Department of Employment and Economic Development	Y
Olson, Tyler	CEO	SMCpros (Social Media Consulting), LLC	N
Peterson, Carlye	Manager, Adult Basic Education	Minneapolis Public Schools	Y
Reedy, Robert	Director of Vocational Services	Rise, Inc	N
Roby, Carolyn	Senior Vice President Community Affairs	Wells Fargo Community Relations Group	Y
Roth, Jim	Executive Director	Metropolitan Consortium of Community Developers	Y
Watson, Tara	Chiropractor	Watson Chiropractor	Y
STAFF			
Bahr-Helgen, Deb	Director	City of Minneapolis	Y
Brinda, Mark	Manager	City of Minneapolis	Y
Christian, Catherine	Adult and Dislocated Worker Programs Coordinator	City of Minneapolis	N
Courtney, Matthew	Administrative Analyst II	City of Minneapolis	Y
DeHaven, Linda	MFIP Program Manager	City of Minneapolis	Y
Dickinson, Tammy	Career Pathways Coordinator	City of Minneapolis	Y
Frank, David	Director Economic and Development Policy	City of Minneapolis	N
Harrold, Teresa	Youth Program Manager	City of Minneapolis	Y
Larson, Marie	Industry Relations Manager	City of Minneapolis	Y
Peterson, Anna	STEP-UP Program Manager	City of Minneapolis	Y
GUESTS			
Marcela Sotela Odor	Policy Aide	Office of Council Member Warsame	Y

2 MEETING LOCATION

Building: Crown Roller Mill

Address: 105 5th Avenue South, Suite 200, Minneapolis MN, 55401

3 MEETING START

Meeting Schedule Start: 8:00am

Meeting Scribe: Matthew Courtney

4 AGENDA

- **Welcome and Chair's Report**

Carolyn Roby opened the Minneapolis Workforce Council (MWC) meeting and welcomed MWC and guests.

- **Approval of Minutes**

The March 15, 2016 minutes of the MWC meeting were moved and approved.

- **Receive and File: Committee Reports**

The Committee Reports were received and filed.

- **Workforce Center Usage Report**

The Workforce Center Usage Report was received and filed.

Announcements -

On June 7, 2016, Chair Carolyn Roby will be presented with an Honorary Resolution by the Minneapolis City Council at a meeting of the Community Development and Regulatory Services Committee. Chair Roby is stepping down from the MWC after 22 years of service and 10 years serving as the Chair.

Election of Chair and Bylaws Introduction

- Election: The Chair invited final nominations from the floor to be added to the ballot containing one candidate. No additional nominations were made. By a voice vote, Laura Beeth was unanimously elected to serve as Chair July 1, 2016-June 30, 2018.
- Bylaws: Members discussed proposed revisions to the Bylaws to align with WIOA requirements. Key issues related to changing the MWC name to "Minneapolis Workforce Development Board," term limits, creating a Vice Chair position, standing committees, and functions of the MWDB.

Workforce Center Services & 800 West Broadway Update

- a. **Ibrahim Noor, Field Operations Area Manager**

Ibrahim Noor provided an overview of services at both the North Minneapolis Workforce Service Center and the South Minneapolis Workforce Service Center.

Cedar Riverside Opportunity Center

- a. **Marcela Sotela Odor, Policy Aide**

Marcela Sotela Odor presented information about on-going planning and development efforts to open the Cedar Riverside Opportunity Center, where workforce and community services can be delivered primarily to the community's East African population.

5 MEETING END

Meeting Schedule End: 9:30am

6 NEXT MEETING

STEP-UP Summer Youth Tour

Location: Minneapolis Public Schools
1250 West Broadway Avenue
Minneapolis, MN 55411

Date: Tuesday, July 19, 2016

Time: 8:00am – 1:00pm

MINNEAPOLIS WORKFORCE COUNCIL

Committee Reports

SERVICES TO ADULTS

Dislocated Worker Funding for Program Year 2015

Minneapolis Employment and Training's **Dislocated Worker program** has been seeing very **high demand for services** in program year 2015. Our Dislocated Worker program had to institute a waiting list briefly this year after exhausting all of our formula training funds on March 9, 2016. After tabling a decision at their March 7, 2016 meeting, the **MN Job Skills Partnership Board** met again on March 31 and approved our request for an additional \$170,000 in funds. During that same time period we also completed a transfer of \$55,000 of WIOA Adult funds to WIOA Dislocated Worker. We were also able to begin co-enrolling clients in the recently awarded Sector Partnership National Emergency Grant to access those additional training funds. As of March 31, 2016, enrollment was fully open again.

Adult Programs Client Surveys

The Adult program team, with assistance from Tammy Dickinson, developed and launched a brief (6 question) **customer satisfaction survey** on March 31, 2016 using Survey Monkey. The survey was sent via email to participants who were exited from any Adult/Dislocated Worker program in calendar year 2015. The goal of the survey is **to inform our service delivery process with direct client feedback**. The survey design was intentionally brief so that clients could complete in less than 5 minutes using a cell phone. **The results of the survey are currently being analyzed to help with continuous improvement across Adult programming.** Initial results indicate a fairly high satisfaction rating of 86%-96% with the services that the clients received. Adult staff is working on a plan to share results, to increase the response rate and to look for areas of opportunity for improvement.

Corrective Action/Contract Termination

When an agency's performance falls below defined standards, the agency is put under Corrective Action. Corrective Action requires that the agency in question submit a written "plan of action" for improving its performance by the end of the current quarter in which the Corrective Action takes place. Once the Corrective Action Plan has been approved, the agency is expected to accomplish the goals in the plan by the agreed upon timeline. Failure to meet the goals results in termination of the contract for that funding source. The agency remains on Corrective Action until they have achieved a minimum acceptable grade of "C" or above for *two* consecutive quarters.

After grades were completed for the most recent quarter ending March 31, 2016, several actions were taken as a result of less-than-acceptable grades. In the Minneapolis Works program (funded by CDBG), Hmong American Mutual Assistance Association (HAMAA) had been under corrective action. Due to serious deficiencies in both program performance and file documentation, **HAMAA's contract with Minneapolis Employment & Training was terminated** on May 10th. Two other agencies have been placed under Corrective Action and will be working to improve their outcomes before the next grading period closes. Both these agencies have submitted plans and have a good chance of making the required

improvements within the allotted timeframe. Minneapolis Employment and Training staff is providing additional technical assistance to these agencies to help improve their performance outcomes.

SERVICES TO YOUTH

STEP-UP Internships Placement Projections for summer 2016:

Explore	300
Discover	700
Achieve	750
Total	1,750

- The STEP-UP Celebration is confirmed for Thursday, August 19, 2016 at the Guthrie Theater. Save the Date!
- Eight (8) STEP-UP interns will be traveling to Silicon Valley for the third year of the Silicon North Stars program – an immersive week-long technology camp for interns who are going into 9th grade in the fall. Eight (8) St. Paul youth join the eight (8) STEP-UP youth each year. Silicon North Stars was established and funded by Steve and Mary Grove, two Google Executives with Minnesota ties.
- Minneapolis Employment and Training applied for a Department of Labor grant for \$1.7 million in partnership with AchieveMpls, DEED and Minneapolis Public Schools to provide transformational systems changes so all youth at any entry point receive the same tools and communication about career planning, work-readiness and planning for their futures. We should hear about our status imminently.

Minneapolis Youth Works:

Performance 4th Quarter (01/01/16-03/31/16)	Grade	Annual Enrollments
American Indian OIC	D-	28
East Side Neighborhood Services	A	33
EMERGE	A	31
HIRED	A	111
Lutheran Social Service of Minnesota	NA	20
Pillsbury United Communities @ Waite House	A+	44
RESOURCE	A+	95

- The following agencies will provide 379 Minneapolis youth with comprehensive, case managed employment and training services during Program Year (PY) 2016 (April 1, 2016-March, 31, 2017): American Indian OIC (32), East Side Neighborhood Services (33), EMERGE (32), HIRED (111), Lutheran Social Service of Minnesota (32), Pillsbury United Communities @ Waite House (44) and RESOURCE (95).
- PY 2016 WIOA Youth Final Allocations were released on April 5, 2016. Minneapolis received \$1,091,936 a decrease of \$109,550 from PY 2015.

BUILD Leaders:

- American Indian OIC (in partnership with Little Earth of United Tribes) and EMERGE Community Development were selected as the BUILD Leaders providers April 1, 2016-December 31, 2016.
- The primary focus of this project is to build employment readiness, develop fundamental job skills, and provide a foundation to build healthier cycles and habits.
- The agencies will provide employment and training program services to disenfranchised 18-24 Minneapolis residents. Funds for core services, young adult paid internships, industry specific

credential training, and participant support services will be awarded to each agency to serve ten (10) young adults via a cohort model.

- An additional component of BUILD Leaders involves participants receiving paid training in facilitation, leadership, and job skills to deliver the BUILD youth violence prevention curriculum to 9-12 years old at various locations in the Minneapolis community. The BUILD curriculum is a proven youth violence prevention model developed in Chicago which focuses on violence prevention/intervention, youth development, and coalition building. It is an equity-focused, community-oriented intervention.
- The agencies are performing pre-program planning tasks April 1-May 31, 2016.
- Participant recruitment and programming will begin in June 2016.

Minneapolis Teen Job and Opportunity Fair

On Saturday, April 30, over 500 teens attended the 10th annual Minneapolis Teen Job and Opportunity Fair at the Minneapolis Central Library.

Youth took advantage of the opportunity to connect with 40 exhibitors offering training, employment, and volunteer experiences.

One hundred teens attended one or more of the workshops offered at the fair. In the ‘Get a Job Now’ workshop teens learned how to conduct a job search and land a job from Minneapolis North WorkForce Center and EMERGE Community Development staff. The ‘Who We Hire’ session that was conducted by the Minneapolis Youth Congress featured a panel of employers who gave advice on how young people can leave a positive impression when applying for a job. Attendees also learned how to dress professionally at two ‘Pro Up to Glow Up’ fashion shows created and coordinated by Aveda Institute and the Minneapolis Youth Congress.

Hennepin County librarians were on hand to help teens fill out online resumes and with resources for their employment searches.

The Teen Job Fair was produced by City of Minneapolis Community Planning and Economic Development, Hennepin County, Hennepin County Library, AchieveMpls, Minneapolis WorkForce Centers, Lunds and Byerlys, Minneapolis Park and Recreation Board, Minneapolis Youth Congress, Minneapolis Youth Coordinating Board, EMERGE, East Side Neighborhood Services, and Aveda Institute.

JOB SEEKER SERVICE WFCS

Job Service Activity Summary February through April 2016¹

Job Seeker Services in the WFCs

Workshops	Minneapolis North		Minneapolis South		Total	
	Total	Vets	Total	Vets	Total	Vets
2nd & 4th Monday Job Networking Forum	43	0	0	0	43	0
Basic Resume Writing Strategies	79	3	37	2	116	5
Career Exploration	17	0	25	1	42	1
ERU Essentials	79	5	55	14	134	19
Get Noticed by Employers	12	0	10	2	22	2
How to Start Your Own Business	0	0	11	0	11	0
Interview Practice	16	2	12	0	28	2
Job Club	14	0	230	23	244	23

Job Interview Practice (Video Recorded)	0	0	8	0	<u>8</u>	<u>0</u>
Job Search over 40	18	0	21	2	<u>39</u>	<u>2</u>
LinkedIn to Networking	20	0	37	4	<u>57</u>	<u>4</u>
Make MinnesotaWorks.net Work For You	4	0	4	0	<u>8</u>	<u>0</u>
Mock Interviewing Practice	0	0	3	0	<u>3</u>	<u>0</u>
National Career Readiness Certificate (NCRC) (WorkKeys)	0	0	30	0	<u>30</u>	<u>0</u>
Resume Revamp	50	1	38	0	<u>88</u>	<u>1</u>
WorkForce Center Orientation	155	6	407	14	<u>562</u>	<u>20</u>
WorkForce Center Orientation - DW	35	3	131	5	<u>166</u>	<u>8</u>
Total Workshop Attendees²	316	12	623	31	<u>888</u>	<u>41</u>
Resource Room Users	1,304	41	1,401	70	<u>2,705</u>	<u>111</u>
Unduplicated Total Served	<u>1,494</u>	<u>49</u>	<u>1,862</u>	<u>91</u>	<u>3,176</u>	<u>134</u>

Veterans Served Summary

	Minneapolis North	Minneapolis South	Total
Total Workshop Attendees²	12	31	41
Resource Room Users	41	70	111
Unduplicated Total Served	<u>49</u>	<u>91</u>	<u>134</u>

MinnesotaWorks.net Statistics

	Minneapolis North	Minneapolis South	Total
Jobs Posted by Employers	6,007	18,117	24,124
Newly Registered Customers	729	1,053	1,782
	<u>395</u>	<u>679</u>	<u>1,074</u>
New "viewable" Resumes	374 Individuals	644 Individuals	1,018 Individuals

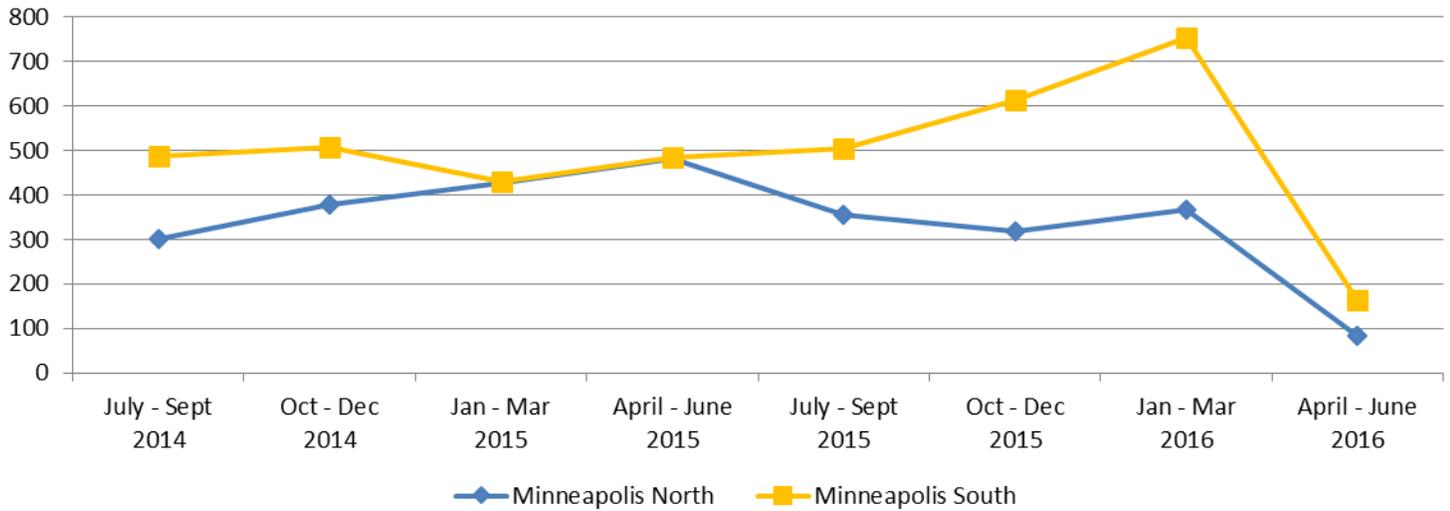
Business Services

Business Consultations by BSRs: 78

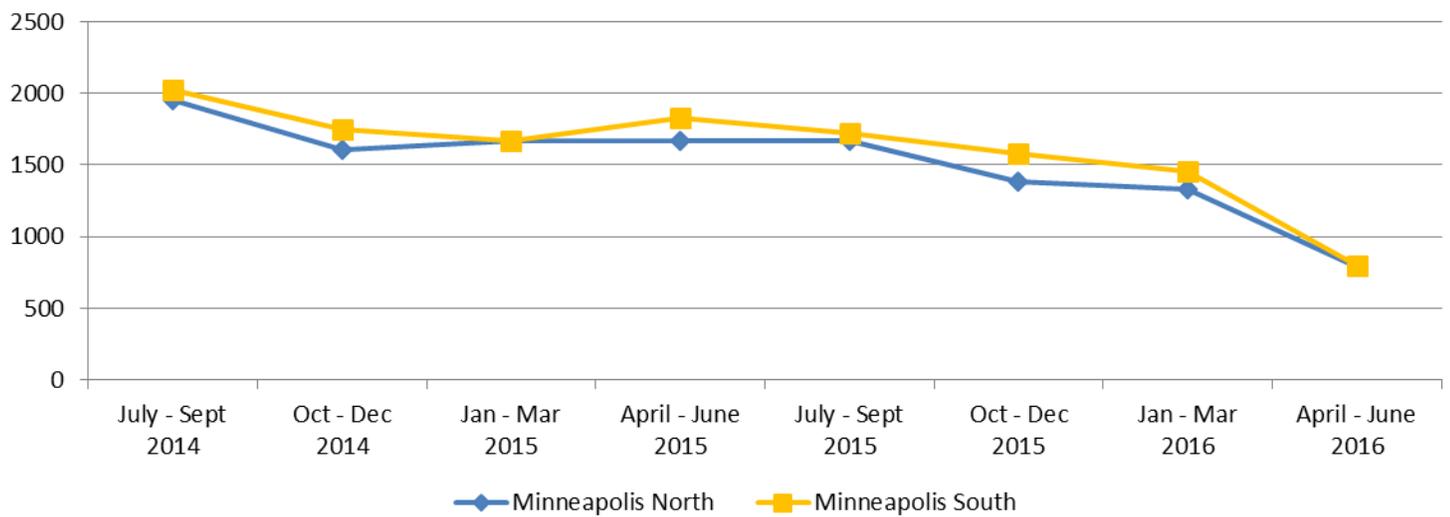
Consultation Follow-ups by BSRs: 88

¹Range of data is February 1, 2016 to April 30, 2016. Data pulled on May 12, 2016.² Some individuals attended multiple workshops.

Unduplicated Workshop Attendees



Resource Room Users



Total Job Service Activity

