

WELCOME, CITY OF AUSTIN!

Minneapolis Workforce Development

Opening Presenter: Marie Larson
City of Minneapolis Community Planning
and Economic Development

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Quiz: Question 1

The Minneapolis MSA labor force is

- a) greater than....
- b) less than....
- c) equal to....

...the Austin MSA.

Answer: a – greater than

Austin MSA:

1,217,068

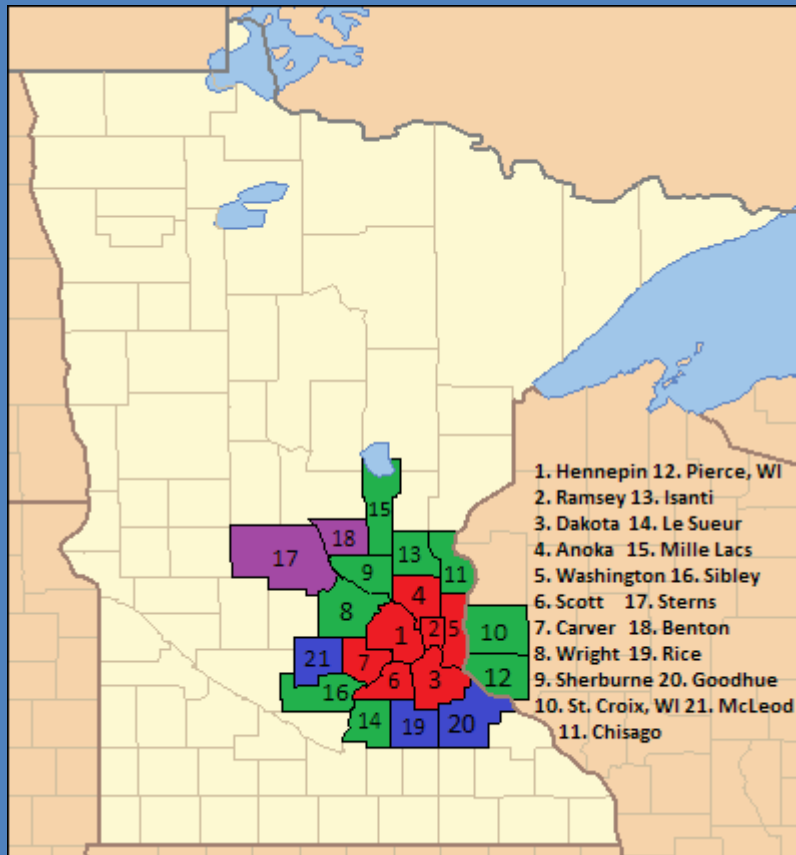
Minneapolis MSA: *

2,051,095

(*Minneapolis/St. Paul/Bloomington)

Minneapolis MSA

Minneapolis-St. Paul- Bloomington, MN-WI MSA



MN Portion:

- 1) Hennepin County
- 2) Ramsey County
- 3) Dakota County
- 5) Washington County
- 6) Scott County
- 7) Carver County
- Chisago County
- Isanti County
- Le Sueur County
- Mille Lacs County
- Sherburne County
- Sibley County
- Wright County

WI Portion:

- Pierce, St. Croix

Quiz: Question 2

The Minneapolis MSA unemployment rate, as of August, 2019 (preliminary estimate) is

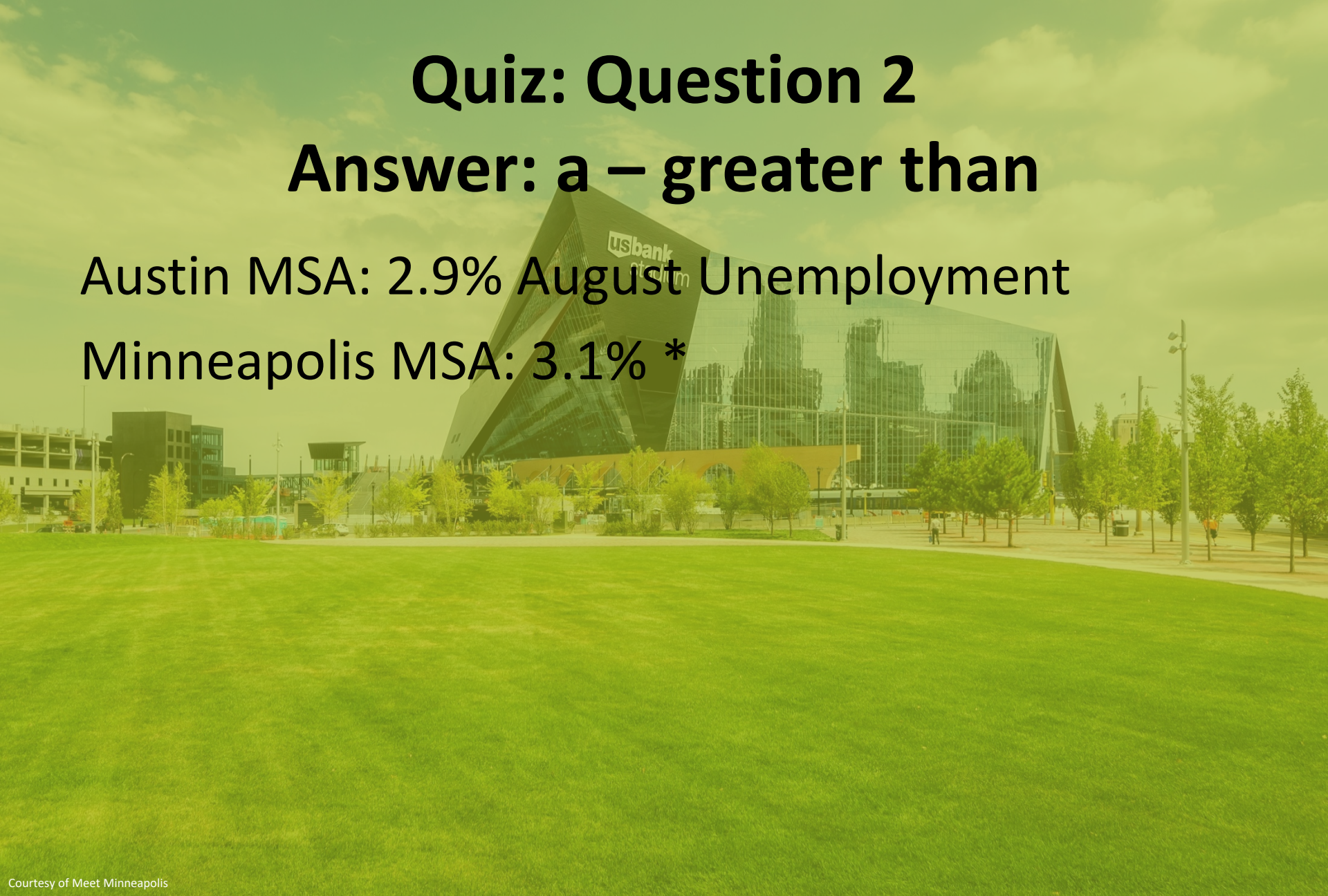
- a) greater than....
 - b) less than....
 - c) equal to....
- ...that of the Austin MSA.

Quiz: Question 2

Answer: a – greater than

Austin MSA: 2.9% August Unemployment

Minneapolis MSA: 3.1% *



Courtesy of Meet Minneapolis

Quiz: Question 3

Top industry sectors in Minneapolis are:

- a) Health Care
- b) Information Technology
- c) Professional and Technical Services
(includes public sector)
- d) Transportation & Logistics
- e) Construction and Specialty Trades
- f) Manufacturing
- g) All of the Above

Quiz: Question 3

Answer – g – all of these

Top industry sectors in Minneapolis are:

- a) Health Care *
- b) Information Technology *
- c) Professional and Business Services *
- d) Transportation & Logistics
- e) Construction and Skills Trades
- f) Manufacturing *
- g) All of the Above

Quiz: Question 4

The average July temperature in Austin TX
is ____ degrees ____ than
Minneapolis.



Quiz: Question 4

The average July temperature in Austin TX is
_____ degrees _____ than Minneapolis.

Answer:
13 degrees F higher
(96 vs 83)

Quiz: Question 5

The average January temperature in Austin TX is _____ degrees _____ than Minneapolis.



Quiz: Question 5

The average January temperature in Austin TX is _____ degrees _____ than Minneapolis.

Answer:
38 degrees F higher
(62 vs 24)

Austin vs. Austin

Austin, TX (1200 miles from Minneapolis):
Known for live music festivals, SXSW

Austin, MN (100 miles from Minneapolis):
Known for Spam Museum, Hormel Historic
Home

Courtesy of Meet Minneapolis

Table setting – Supply side

In 2018, Minneapolis had an annual unemployment rate of 2.5%

What does that rate look like:

- Minneapolis labor force: 241,477 (those working or actively seeking work)
- Minneapolis residents employed: 235,351
- Minneapolis residents unemployed: 6,126

Occupational employment statistics

mn.gov/deed/oes

Geography	Employment	25 th Percentile Wage	Median Wage	75 th Percentile Wage
Metro Area	1,793,870	\$14.88	\$22.78	\$35.80
Minnesota	2,867,700	\$14.15	\$20.95	\$32.29
U.S.	144,733,270	\$12.65	\$19.00	\$30.74

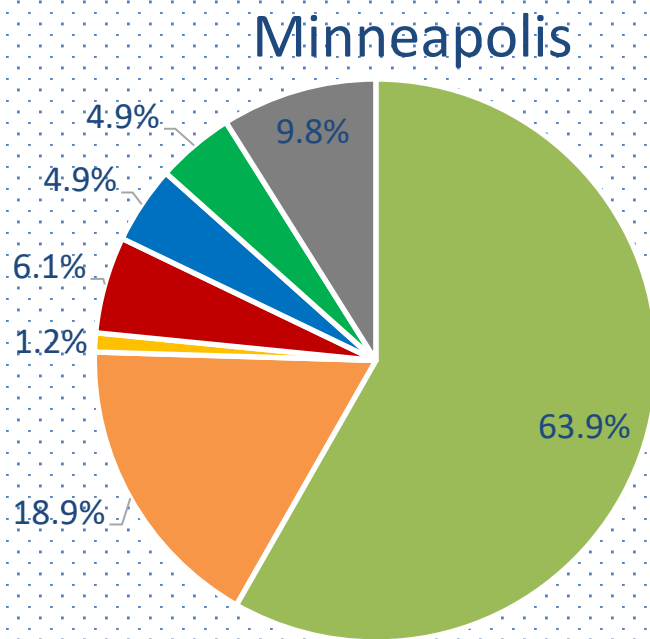
According to DEED's [Cost of Living Calculator](#), the basic-needs budget for a typical family of three in the Metro is:

- \$60,864/year
- This equates to an hourly wage of \$19.51 for each adult worker

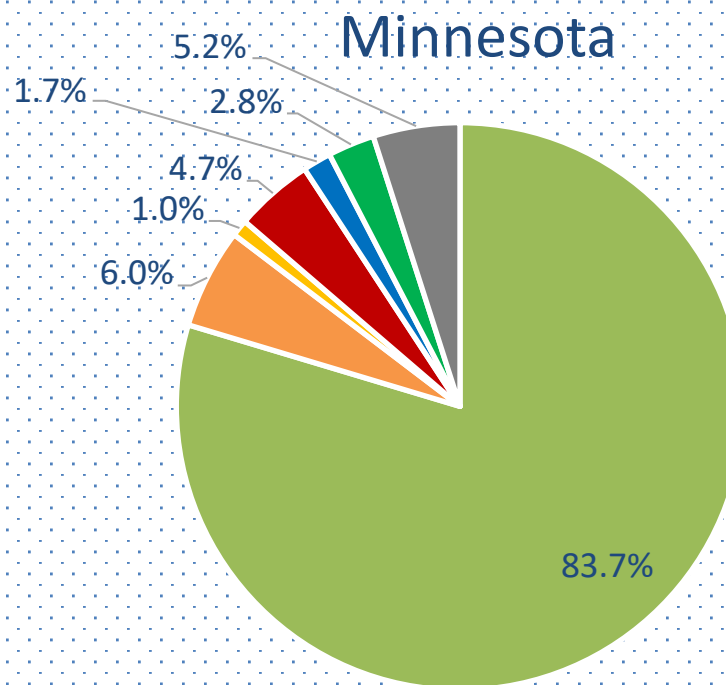
Top-Employing Industries (Metro)	Employment	Median Wage
Education & Health Services	724,300	\$21.89
Trade, Transportation, & Utilities	553,240	\$17.52
Professional & Business Services	377,810	\$26.58
Manufacturing	318,150	\$22.46
Leisure & Hospitality	282,750	\$11.83
Financial Activities	176,780	\$27.23
Public Administration	167,970	\$27.20
Construction	123,490	\$28.10

Race and ethnicity in Minneapolis

2017 American Community Survey 5-year Estimates



- White
- American Indian
- Some other Race
- Hispanic or Latino



- Black or African American
- Asian
- Two or More Races

Race and ethnicity in Minneapolis

2017 American Community Survey 5-year Estimates

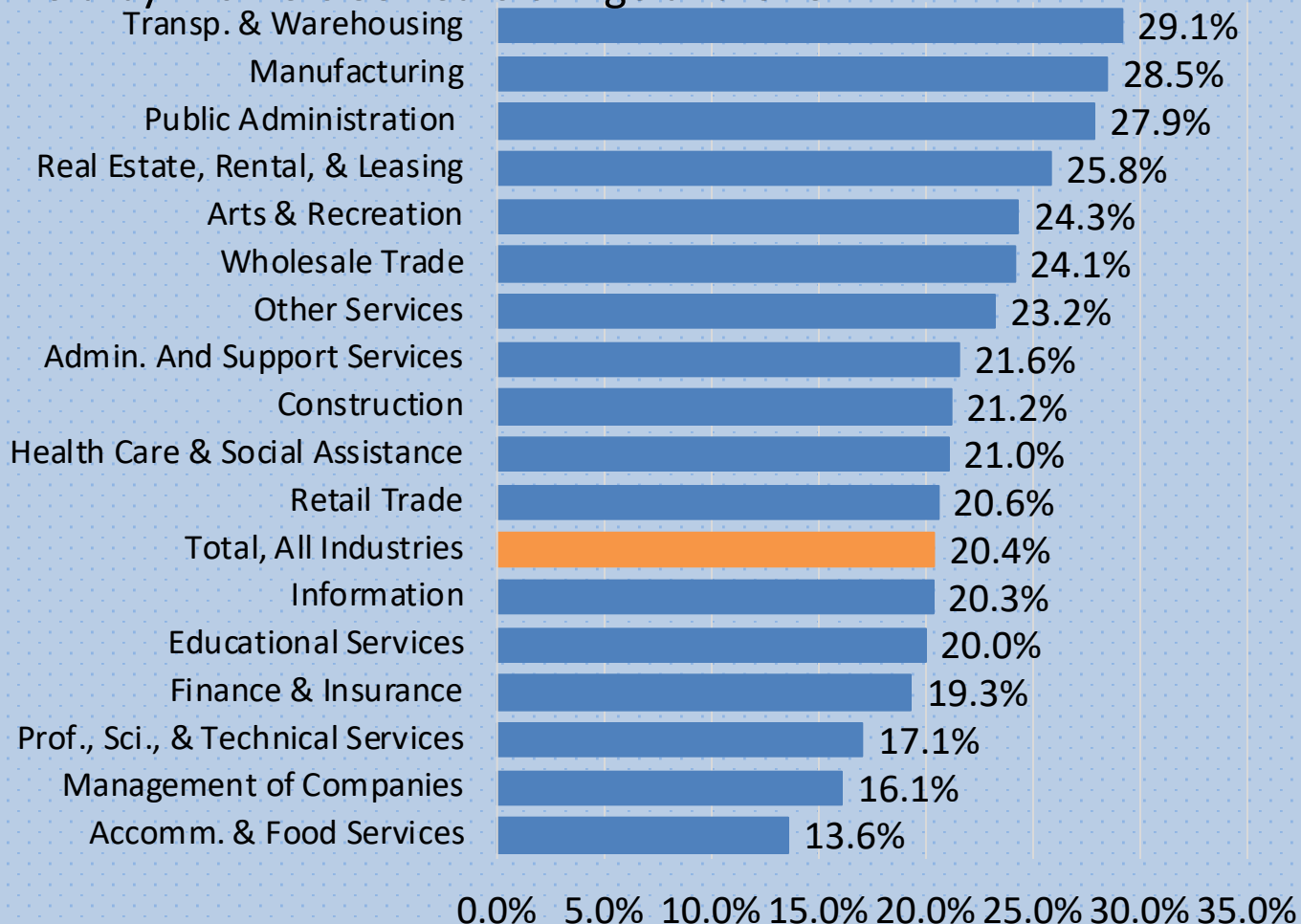
Race and Hispanic Origin, 2017	City of Minneapolis			Minnesota
	Number	Change from 2000-2017 Numeric Percent		Change from 2000-2017
Total	411,452	+28,834	+7.5%	+11.6%
White	263,055	+13,869	+5.6%	+4.5%
Black or African American	77,778	+8,960	+13.0%	+90.4%
American Indian & Alaska Native	5,086	-3,292	-39.3%	+4.7%
Asian & Other Pac. Islander	24,971	+1,227	+5.2%	+79.2%
Some Other Race	20,344	+4,546	+28.8%	+45.3%
Two or More Races	20,218	+3,524	+21.1%	+86.7%
Hispanic or Latino origin	40,147	+10,972	+37.6%	+98.5%

Courtesy of Meet Minneapolis

Aging industry sectors in Minneapolis

2017 Minneapolis Share of Jobs

Held by Workers 55 Years of Age and Over



2007 to 2017 Employment Change by Age

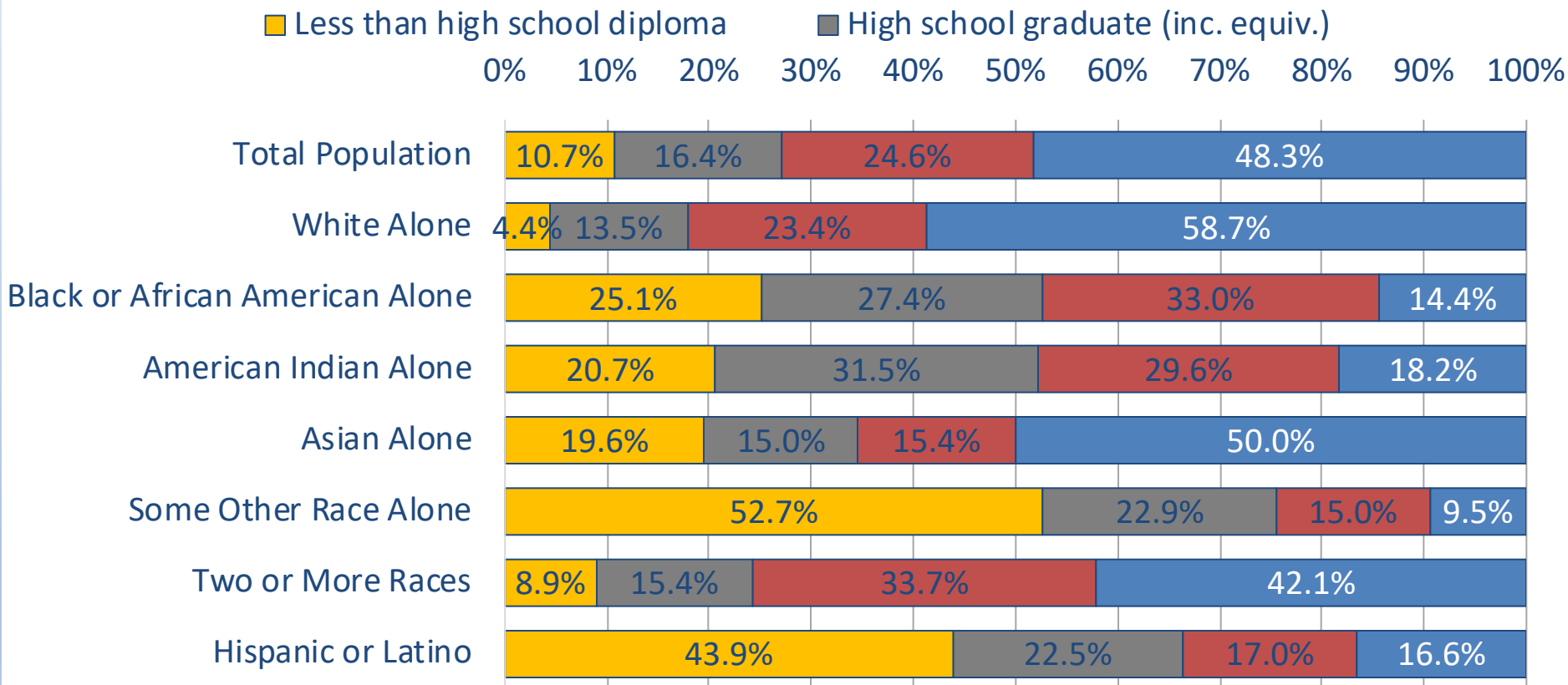
2007 to 2017 Employment Change by Age

- **14 to 18 years:** +126 jobs;
4.4 percent
- **19 to 24 years:** +3,446 jobs;
15.0 percent
- **25 to 34 years:** +11,680 jobs;
17.0 percent
- **35 to 44 years:** +4,589 jobs;
6.9 percent
- **45 to 54 years:** -5,219
jobs; -7.9 percent
- **55 to 64 years:** +11,330
jobs; 30.9 percent
- **65 years and over:** +6,032 jobs;
77.8 percent



Educational attainment by race in Minneapolis

2017 American Community Survey 5-Year Estimates (Pop. 25+)



Minneapolis LWDA#10

2018-2019 Plan

Minnesota's Vision for the Workforce Development System

Vision Statement:

A healthy economy, where all Minnesotans have or are on a path to meaningful employment and a family sustaining wage, and all employers are able to fill jobs in demand. This vision statement was developed through Minnesota's participation in the National Governor's Association's Policy Academy on Career Pathway Models.

Mission: The creation of a Career Pathway System that aligns local, state and federal resources, policies and services to meet the workforce needs of business and industry and improves access to employment, education and training services for Minnesota's current and future workforce.

Rationale: The economic conditions of the 21st century require a more responsive approach to meeting the needs of business and industry; and the growing diversity of the workforce population. As economies become more global, competition will continue to increase and pressures on the inputs of production, specifically the timing, availability and skill base of the workforce.

A Career Pathway System approach will position the needs of a skilled workforce at the center of the system, recognizing the important role of a "dual customer" approach – **businesses and workers**. Businesses will lead sector strategies that address the most critical growth needs in occupations that support family sustaining wages. The diverse needs of workers will impact the design and delivery of employment and training programs and services to fulfill these employment needs and their career goals.

WIOA LWDA #10 Plan

The Minneapolis Workforce Development Board, in partnership with other Workforce Boards of the Twin Cities, will use the GreaterMSP Regional Dashboard indicators to assess progress toward regional economic growth and economic self-sufficiency.

The metro Boards will target two specific indicators to impact over a multi-year period: the employment gap between persons of color and whites and talent availability – particularly the number of individuals who receive credentials that contribute to associates degree awards in the region.

Program Highlights

MSP TechHire

- STEM and Information focused careers
- Collaborative in design – employers, trainers, CBO, government

• Outcomes:

- 570 participants in MSP TechHire
- 424 trained
 - Many are still in training
- 315 employed
 - Average wage at placement: \$25.12
 - 53% wage gain enrollment to placement

Health Hire

- New collaborative effort to bring multiple CBO, Minneapolis College, and multiple employers together to create health care pathways aimed at entry-level and tech positions
- Current pathways include:
 - Instrument Tech
 - Patient Access Coordinator
 - Nursing Assistant
 - Health Care +

Minneapolis Transportation Pathway

- Three CBO collaborative effort to bring multiple engage transportation careers, including CDL training differently and collectively
- Increased employer and business association leadership

Cedar Riverside Opportunity Center

- Nearly 700 youth and adults served at the center in 2018
- Over 250 job placements
- High level of employer engagement
- 2019 continued focus on Health Care, STEM/IT, construction careers, and youth engagement

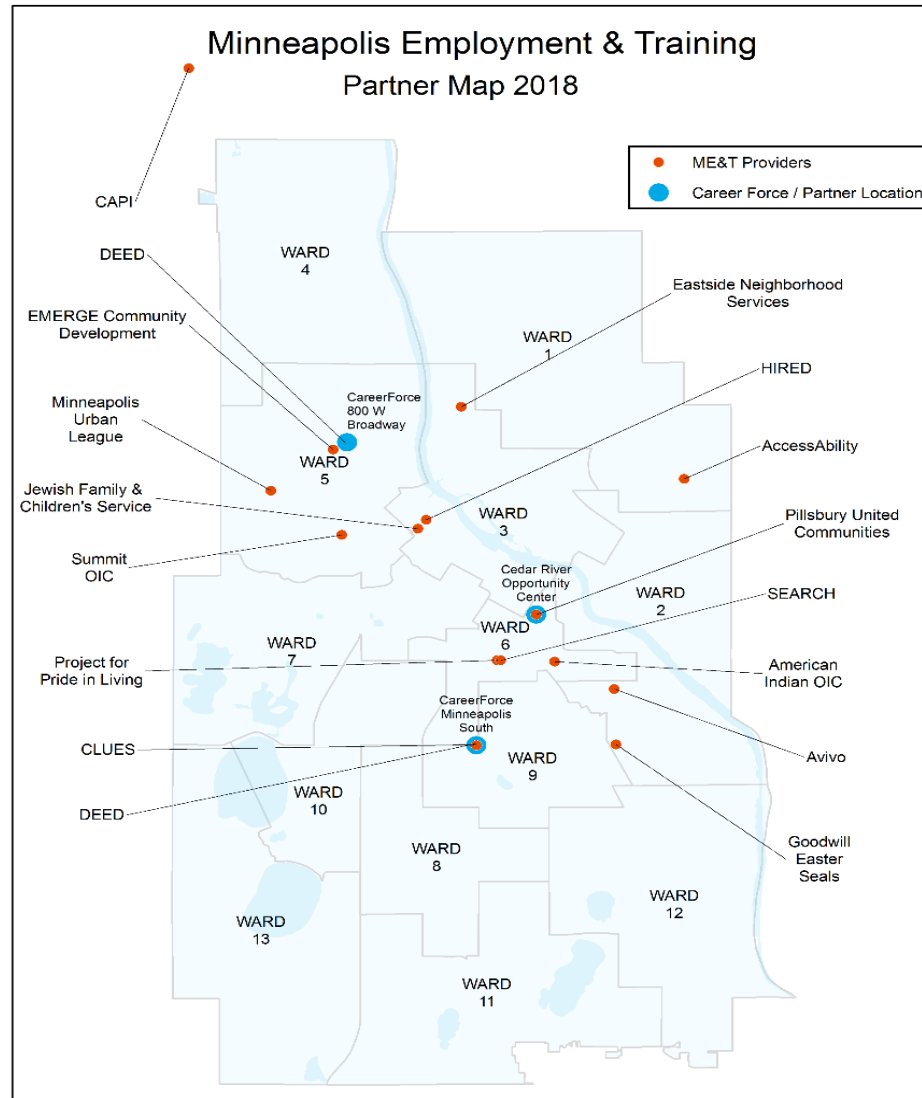
800 West Broadway

- New partnerships in the building – PPL, HIRED, Minneapolis Adult Education
- New opportunities for employer and community engagement in 2019
- Site of new *Career Force* brand

Step Up

- New branding and program design initiative
- Credit alignment

Community-Based Partnerships



PUBLIC/PRIVATE PARTNERSHIP MODEL

Community Planning and Economic Development - Business Development meets Workforce Development

- Business Finance and Development Assistance
- Small Business Technical Assistance
- Local Workforce Hiring Commitments and Incentives
- Site-based and sector-specific solutions available

Workforce Development Board: 21 members

- President Laura Beeth, required private sector leadership
- Primarily private sector (WIOA requirements)

Sector Partnerships: Career Pathways

- Supporting women and minorities to remove/reduce barriers to access high-impact, alternative education and training opportunities;
- Increasing the visibility and raising public awareness of fast-growing, sustainable job opportunities in Minneapolis sectors by outreaching to area residents who are traditionally underrepresented, including disconnected youth, people of color, people with disabilities, and more
- Connecting employers, training partners, and skilled job candidates to fill the in-demand jobs of today, and to collaboratively develop talent for the future
- Private sector input into programming/project selection/impact analysis

Sector Strategies/Career Pathways

When individuals find their path to self-sufficiency and success, our region and state also prosper.

Targeted training opportunities – career pathways - our customers update or learn new skills based on real, in-demand jobs in the local area.

As these workers find new jobs, our area employers benefit from hiring workers with up-to-date skills that are now in demand. Our programming helps to serve a critical need for Minneapolis jobseekers and also aids employers by providing a pool of experienced workers to meet future labor needs.

Public/private partnerships generate win-win solutions for both the program participant and our business customers.

Panelist #1

Hanane Kachman

Workforce Development
Consultant

Fairview Health Services

Talent Acquisition, Human
Resources Legacy Fairview

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34,000+ employees
5,000+ system providers
12 hospitals and medical centers
2,071 staffed beds
56 primary care clinics
100+ specialties
90+ senior housing locations
36 pharmacies
360,000 health plan members

- **2.1+ million** clinic visits
- **1,144,520** outpatient registrations
- **106,101** inpatient admissions
- **90,411** surgeries
- **13,699** births
- **326,198** emergency department registrations
- **11,527** behavioral inpatient admissions
- **236** blood and marrow transplants
- **331** organ transplants
- **2.3+ million** pharmacy unit sales

Fairview Health Systems

At Fairview Health Services we are proud of the equity based workforce programs that we offer including Earn and Learn opportunities such as apprenticeships, dual training, sponsorships...

We are also passionate about our anchor mission outreach, some examples include the Cedar Riverside Opportunity Center, Scrub Camps, Central Corridor Fellows Program, Diversity Nursing Initiatives and our strong commitment to increase local zip code hiring.

What are you most proud of as a local employer?

- Our authentic partnerships, and the commitment to the communities we serve.
- We are also very proud of the volume and diversity of programs and strategies we utilize to attract, hire and develop local talent.

Share one “best kept secret” about Minneapolis:

- At Fairview Health Services we have an Amazing in house talent acquisition team working together on short, mid, and long term workforce recruitment strategies.
- We care deeply about our communities and we want our employee population to mirror our patient population.

Employment gaps are narrowing but gaps persist

According to the American Community Survey:

City of Minneapolis:

2017 – Labor force participation: 74.2%

Unemployment rate: 6%

55454:

2017 – Labor force participation: 58.1%;

Unemployment rate: 10.8%

55411:

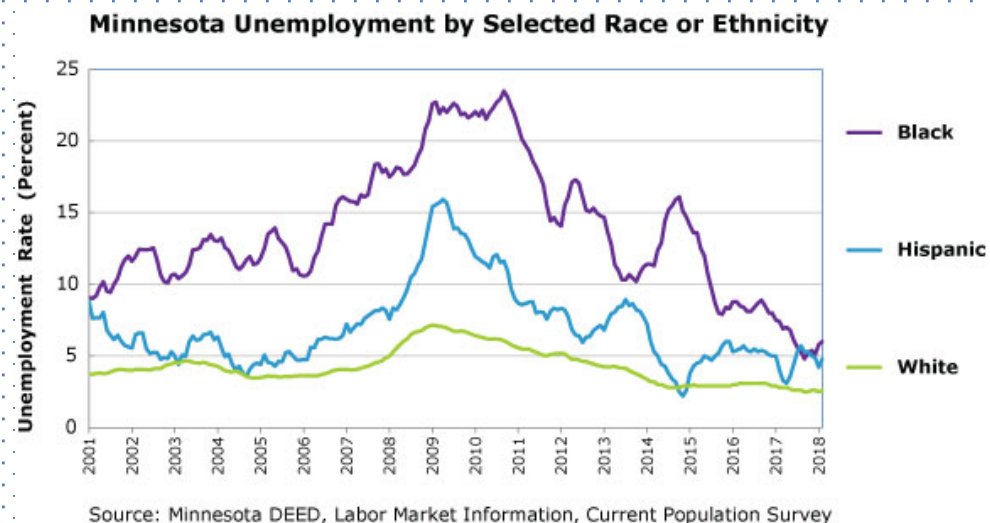
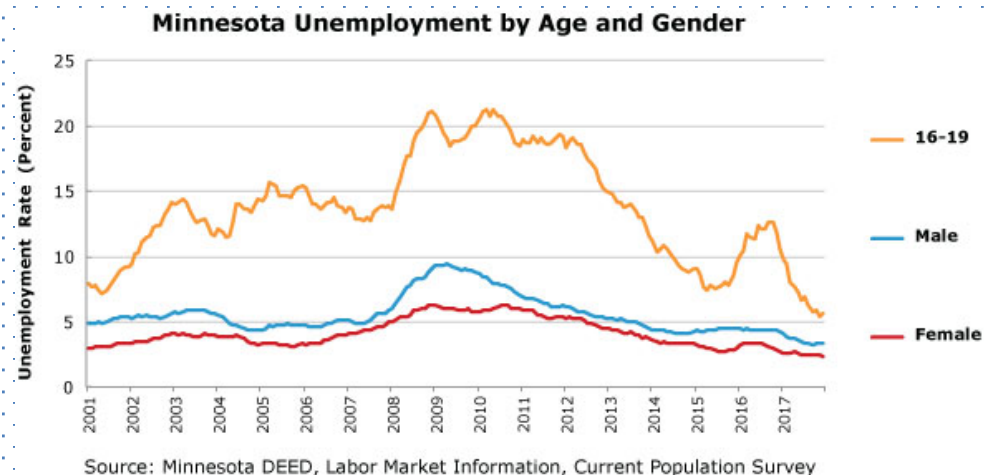
2017 – Labor force participation: 67.4%;

Unemployment rate: 14.6%

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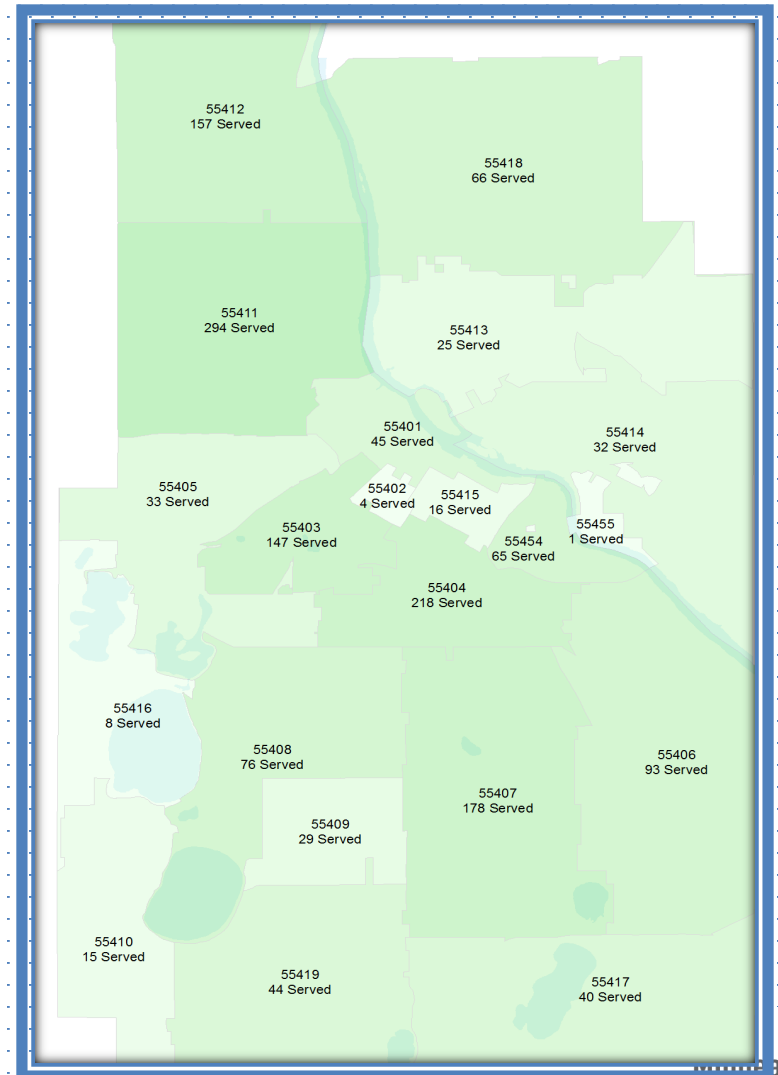
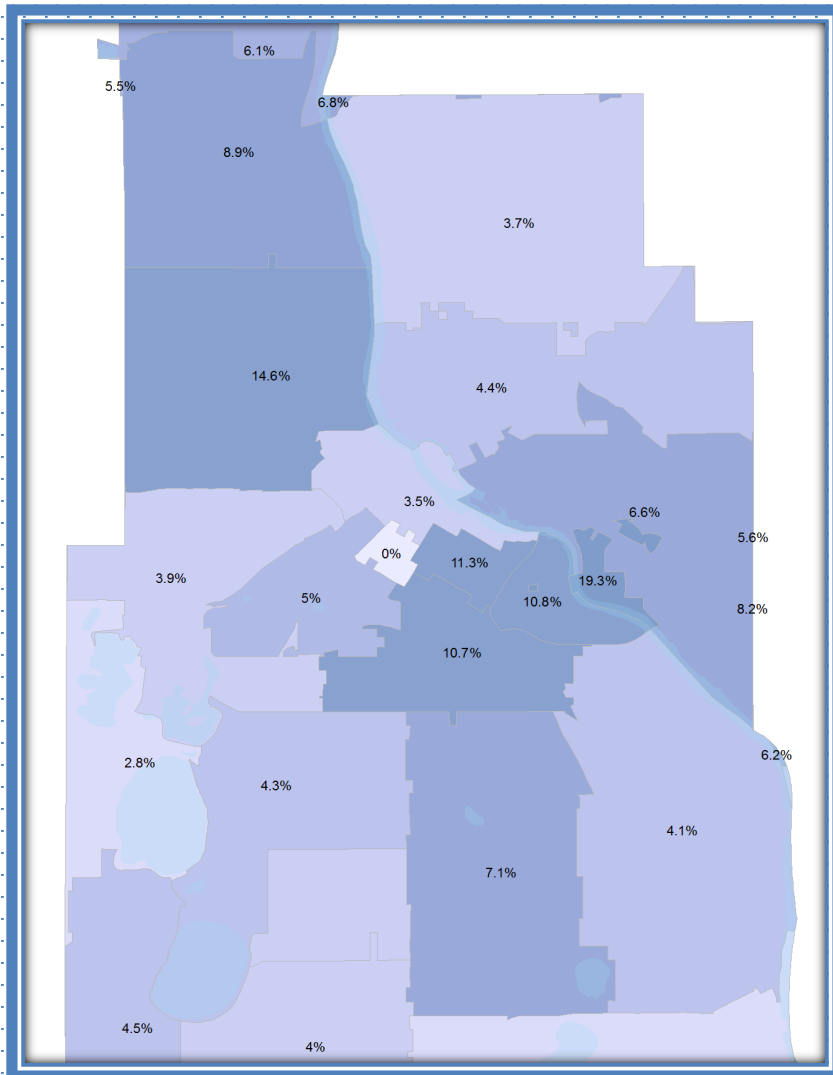
2017 – Labor force participation: 77.2%;

Unemployment rate: 7.1%



2018 Employment and Training Service Geography

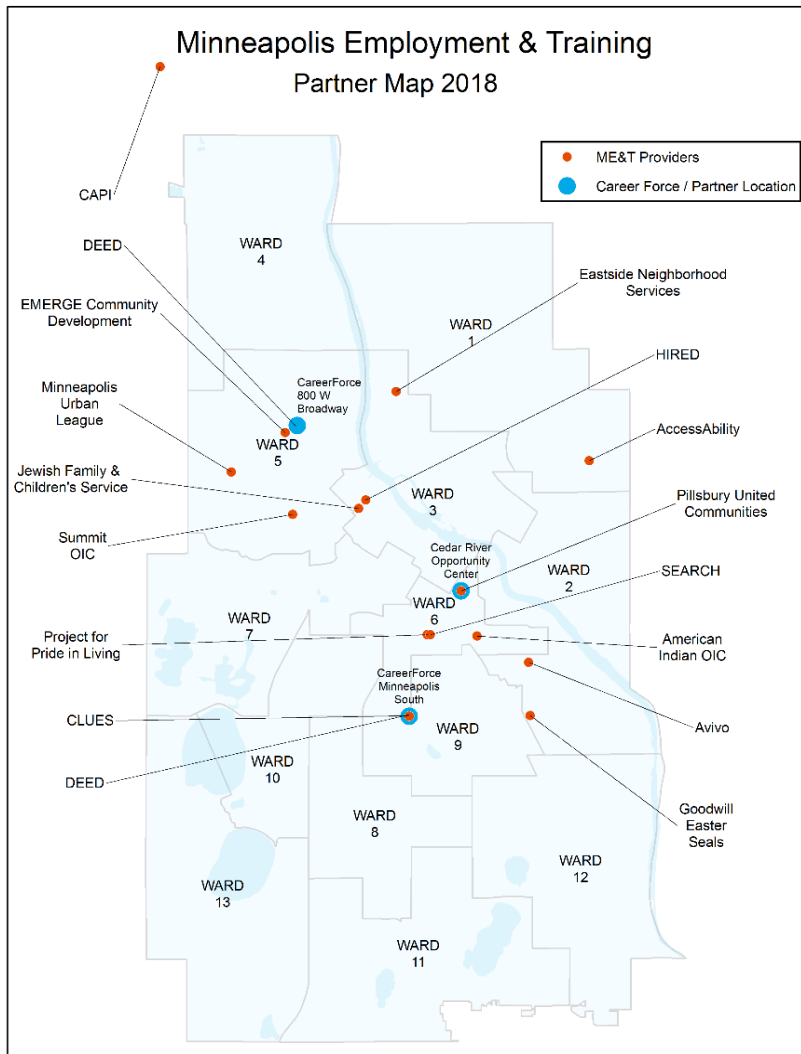
Minneapolis maps display alignment between areas of highest need and our program service delivery, by numbers, throughout the City by zip code



Panelist #2

Jashan Eison, Owner
H&B Elevators

- Placed-based strategies
- Manufacturing Careers Tours/Open House
- Workforce Development Board



Minneapolis Best-Kept Secret

- In 1883, the Chamber of Commerce introduced its first futures contract: hard red spring wheat. By 1946 "Chamber of Commerce" had become synonymous with organizations devoted mainly to civic and social issues. In 1947, the exchange was renamed the Minneapolis Grain Exchange. Today the exchange is most recognized by its logo and uses MGEX as first reference.
- On December 19, 2008, the Minneapolis Grain Exchange ceased operations of the [open outcry](#) trading floor, but continues daily operations for the [electronic trading platform](#). Today, HRSW futures trade exclusively electronically and options trade side-by-side.

- Grain exchange c. 1939



Panelists 3 and 4

stepup

Nina Robertson

Director, Step Up

Youth Employment Program

City of Minneapolis – Community Planning and Economic Development

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Nina: Best Kept Secret

- My 'best kept secret' spot is the Midtown Global Market. I love the yummy variety of ethnic food and vendors !
- A few of my favorites are Sabbai Cuisine, Holy land, and Hot Indian Foods.

