



CITY OF  
MINNEAPOLIS  
EMPLOYMENT & TRAINING

2022

ANNUAL SUMMARY

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# 2022 at a Glance

- [Workforce Development Board Message](#) ..... [2](#)
- [Minneapolis Employment and Training Director’s Note](#) ..... [3](#)
- [2022 Highlights](#) ..... [4](#)
- [Minneapolis Employment and Training Overview](#) ..... [5](#)
- [Service and Programs](#) ..... [6](#)
- [Who We Serve](#) ..... [7](#)
- [Outcomes & Impacts](#) ..... [8](#)
- [Program Highlights](#) ..... [9](#)
- [Partners Map](#) ..... [11](#)
- [Funding](#) ..... [12](#)
- [Minneapolis Workforce Development Board Leadership](#) ..... [13](#)

Minneapolis Employment and Training webpage. →



## Workforce Development Board Leadership



**Laura Beeth**  
**Chair 2016-2022**

Minneapolis Workforce  
Development Board

**Vice President**, Workforce  
Partnerships M Health Fairview

**Jonathan Weinhagen**  
**2022 Chair**, Minneapolis

Workforce Development Board

**President/CEO**, Minneapolis  
Regional Chamber of  
Commerce

The Minneapolis Workforce Development Board is charged with developing workforce services, building equitable opportunities and advancing economic inclusion. We accomplish this work by establishing programs and partnerships with community-based, non-profit service providers.

Minneapolis Mayor Jacob Frey, our City Council, and current Board members thank Laura Beeth for her many years of service as Minneapolis Workforce Development Board Chair. Her leadership guided us through the uncertainty of the Covid-19 pandemic and positioned us to face the challenges of today's tight labor market. She will continue serving on the board as the past Chair.

In September 2022, Jonathan Weinhagen, President of the Minneapolis Chamber, was voted in as the new Workforce Development Board Chair.

Workforce development remains the top issue among our area's employers. The availability of well-prepared, skilled workers is the most critical factor cited by local employers in maintaining a strong regional economy. Over the past year, the Minneapolis Workforce Development Board has overseen collaborative partnerships and innovative programming to reach untapped talent, to reengage those who have not reentered the labor force, to support job quality, and to amplify workers' voices as we promote racial equity.

As we celebrate our 2022 accomplishments and look toward the year ahead, the Minneapolis Workforce Development Board stands firmly committed to meeting the needs of local employers while supporting equitable workforce opportunities and advancing economic prosperity for all.

# Minneapolis Employment and Training

The mission of the City of Minneapolis Employment and Training is to build an equitable and inclusive labor force. We envision a Minneapolis in which each of our residents are valued, recognized and represented in our economy. We strive to continue to grow a thriving business environment, and we recognize that our success depends on engaging all of our local talent. To accomplish our collective work, we cannot afford to leave anyone behind.

Minneapolis Employment and Training (MET) supports job seekers to access consistent work, competitive wages, skills-based training, relevant education, and career advancement. We intentionally locate our funded services in the areas of Minneapolis most impacted by COVID 19, institutional racism, generational poverty and housing shortages. Our programs are delivered through trusted workforce partners who are based in priority communities. These partners provide a full range of culturally informed, high-quality employment services and wraparound supports.

During 2022, the Minneapolis region recorded historically low unemployment rates, along with increased labor force participation. These trends represent a stark contrast to the 2020-2021 labor market contraction. Unemployment gaps between white (non-Hispanic) and BIPOC workers widened during peak pandemic years. In 2022, these gaps showed signs of narrowing. Real wage gains for many in the labor force resulted not only from labor shortages, but also from increased worker demand in the regional economy.

As we enter our 20th year, Minneapolis Step Up Summer Youth Employment Program remains the largest and most enduring youth program of its kind in our metropolitan region. Step Up provided 31,000 internships in Minneapolis over the past 20 years. Step Up unites employers, schools, youth, families, nonprofits, and the City of Minneapolis together in a common goal: to build and strengthen our future economy alongside the talented, diverse youth who will power it.



## Message from the Director



Deb Bahr-Helgen, Director  
Minneapolis Employment and Training

## 2022 Minneapolis Employment and Training Highlights

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- **Guaranteed Basic Income Pilot Program (GBI)** tests the impact of a stable, guaranteed income on individuals and communities. Starting in 2022, and running through June of 2024, this pilot initiative provides two hundred families a total of \$500 each month, from the City of Minneapolis, to help boost income. The goal is to assist families to gain financial security.
- **Minneapolis welcomes Afghan, Ukrainian and other refugee neighbors to our city.** We know that refugees and immigrants are a vital and vibrant part of our community and workforce. Supporting newly-arrived Minneapolis residents is key to a growing an equitable, diverse economy.
- **Step Up** concluded a successful year with 1,166 young people participating in a paid career experience, 437 completing an Online Career Exploration Pathway and 729 youth employed in internships. Over 80 employers paid or hosted interns. These youth earned a total of \$1,889,248.
- **Step Up Alumni Project** re-engages Step Up participants who had previous internships. The Step Up Alumni subscriber group has grown to 3,734 and represents alumni from as far back as 2004. This project is made possible through the financial support of the Minneapolis Foundation.
- **The Minneapolis Employment and Training Outreach Ambassadors project** was created as part of the American Rescue Plan Act (ARPA). This project helps to reconnect Minneapolis residents to economic and career advancement opportunities. Fourteen “trusted messenger” organizations were awarded projects under this funding. Each began outreach in their communities in 2022, with the goal of engaging our residents workforce services and connecting them to housing, health, and other wraparound supports.
- **Twin Cities Metro Region Workforce Professionals Conference** drew 91 attendees, representing 36 workforce organizations. This half-day event included a keynote speaker, panel and small group discussions, providing opportunities to network in-person with other professionals serving the adult population in the metro region.
- **2022 Minneapolis Employment and Training Partner Awards** recognize the great work of community partners in delivering workforce development services to Minneapolis youth and adult job seekers. Outstanding organizations highlighted for their best practices in 2022 were:
  - ◇ EMERGE, a community-based organization supporting job seekers in North Minneapolis and Cedar Riverside, was recognized for their Promising Practices in Manufacturing Career Pathways, delivering training to previously incarcerated Minneapolis residents.
  - ◇ Hired, a community-based organization supporting job seekers in North and South Minneapolis was recognized for their innovative practices with their Outreach Ambassador Project connecting with underserved communities.



## What we do

The City's workforce programming is designed around five key principles:

- **Increase opportunities for individuals with barriers** to accessing education, training, employment, and supports.
- **Reduce income and employment disparities** by providing workforce investment activities that increase the employment, retention, and earnings of all participants.
- **Prepare Minneapolis residents** for careers in high-growth industry sectors.
- **Improve the structure and delivery of services** to better address the employment and skill needs of jobseekers, workers, and employers.
- **Meet the talent needs of local employers** through the development of youth exposure programming and career pathway programs that prepare individuals for the needs of our employers.



### How the work is done:

Workforce services are delivered through a community-based service model. Our community partners have the expertise to offer culturally competent and responsive services in accessible and trusted spaces that address barriers to employment. Service and program providers are competitively selected based on their ability to effectively serve our City's diverse population, assisting our residents to achieve employment-related outcomes, including both placement and support for retention in employment. In addition, our location-based service strategy includes a full-time staff person working at the Cedar Riverside Opportunity Center and key partnerships at the CareerForce Centers in North and South Minneapolis.



**Youth & Young Adult Services**

- Step Up
- Minneapolis Youth Works
- Journey Forward



**Adult Services**

- Minneapolis Works
- Dislocated Worker
- Career Pathways
- WIOA Adult Programs
- Hiring Events



**Location Based Services**

- CareerForce Centers
- Cedar Riverside Opportunity Center (CROC)

## Who we serve

MET programs serve Minneapolis residents and are focused in communities and populations with the greatest need, especially our BIPOC residents.

Race/Ethnicity	MET Served	City of Minneapolis General Population
Black/African American	62.9%	18.4%
White	19.7%	63.1%
American Indian	6.8%	1.3%
Asian	5.9%	5.7%
Hispanic or Latino	13.3%	9.8%

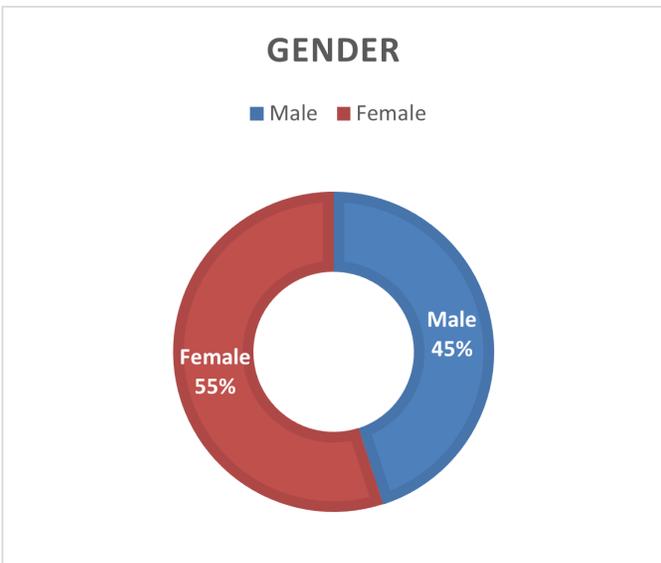


Figure 1: In 2022, participant services skewed predominantly female.

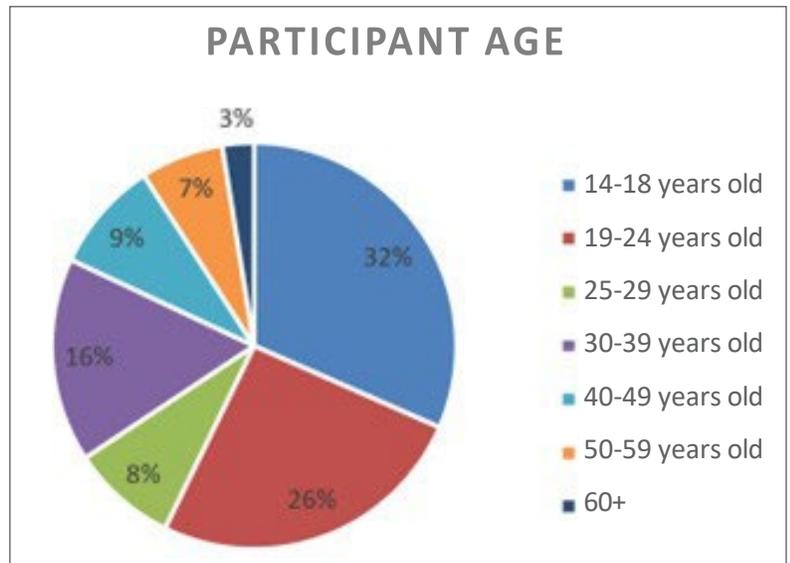


Figure 2: 2022 Age at Enrollment – Services are skewed toward younger job seekers.

## By the Numbers: Outcomes and Impact



**7,889** Minneapolis residents served

### Adult Programs:



1,607 served



644 attended training



456 matched with full time jobs



\$5.50 average wage gain in WIOA & Pathways

### Youth Programs:



3,093 served



1,437 trained



1,264 work experience/ internships



1,465 earned academic credit

### Location Based Services:



3,189 provided with career services



737 attended workshops & training

10 job fair events

2,055 job seekers and 200 employers served



## Youth Jobs Enriched with Step Up

During the summer of 2022, nearly 1,200 Minneapolis youth participated in paid career experiences with local employers and community based organizations. The Step Up experience began with spring work readiness training to prepare applicants for their summer experience to come. Students choose their preferred pathway during training, deciding between a 9-week paid internship with a business or a 5-week paid, online summer career exploration course.



Combined, the 1,166 Step Up participants earned nearly \$1.9 million over the summer, with nearly \$1 million paid directly by the hiring employers. Funding for the remaining wages comes from local, state, and federal funding. Over 80 employers – private sector, non-profit, and public – hired or hosted interns during summer 2022.

## Providing Employment and Training to Afghan and Ukrainian Evacuees

The City of Minneapolis experienced a significant increase in migration in 2022. Our city's newly-arrived Afghan population totaled approximately 300 individuals, representing 30% of Afghan evacuees statewide. Significant migration from Ukraine due to the invasion of this country, lead to the US government's implementation of the Uniting for Ukraine (U for U) sponsorship program. By the end of 2022, approximately 2,000 U for U applications with Minnesota ZIP codes had been filed. The end of 2022 brought an increase in arrivals from additional countries, including Ecuador. As our federal government expands upon these novel relocation pathways in response to geopolitical and environmental crises, immigration to Minneapolis is expected to accelerate.

In response, Minneapolis Employment and Training collaborates with an interdepartmental team to support immigrants and refugees to build lives of safety, dignity and self-sufficiency. The team includes:

- Neighborhood and Community Relations Office of Immigrant and Refugee Affairs
- Minneapolis Health
- Minneapolis Regulatory Services
- Minneapolis Youth Coordinating Board



In 2022, this work resulted in MET creating a new Afghan Community Employment Liaison position. This staff does outreach and engagement with Afghan communities and connects individuals to jobs and training, as well as education, housing, health and wellness services, and more.

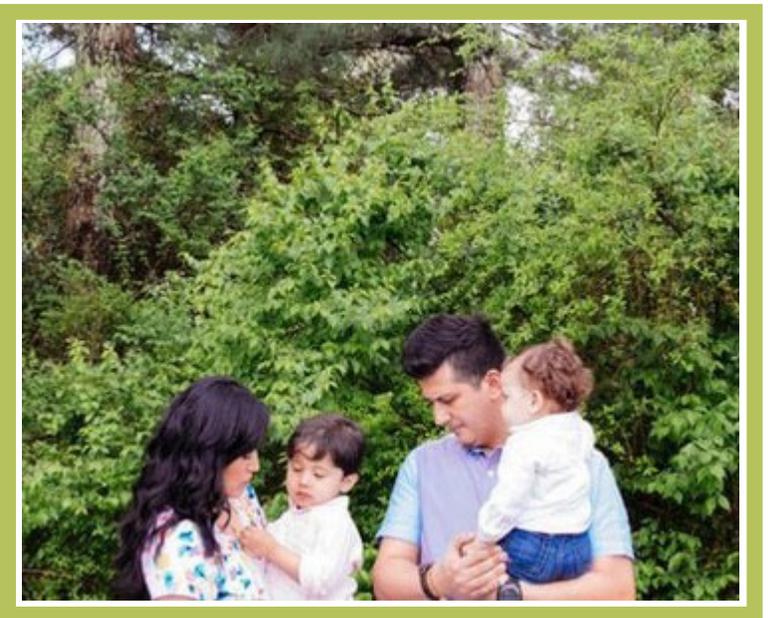
## Service to Dislocated Workers



We help people who experienced an unplanned lay-off, through no fault of their own, to become retrained and hired into new jobs. MET works with Midwest Urban Strategies to provide Dislocated Worker services under a U.S. Department of Labor Career Dislocated Worker Grant focusing on marginalized communities in Minneapolis and the metro area. Comunidades Latinas Unidas En Servicio (CLUES) continues as a provider for this grant. Hired was added in 2022 as an employment service provider.

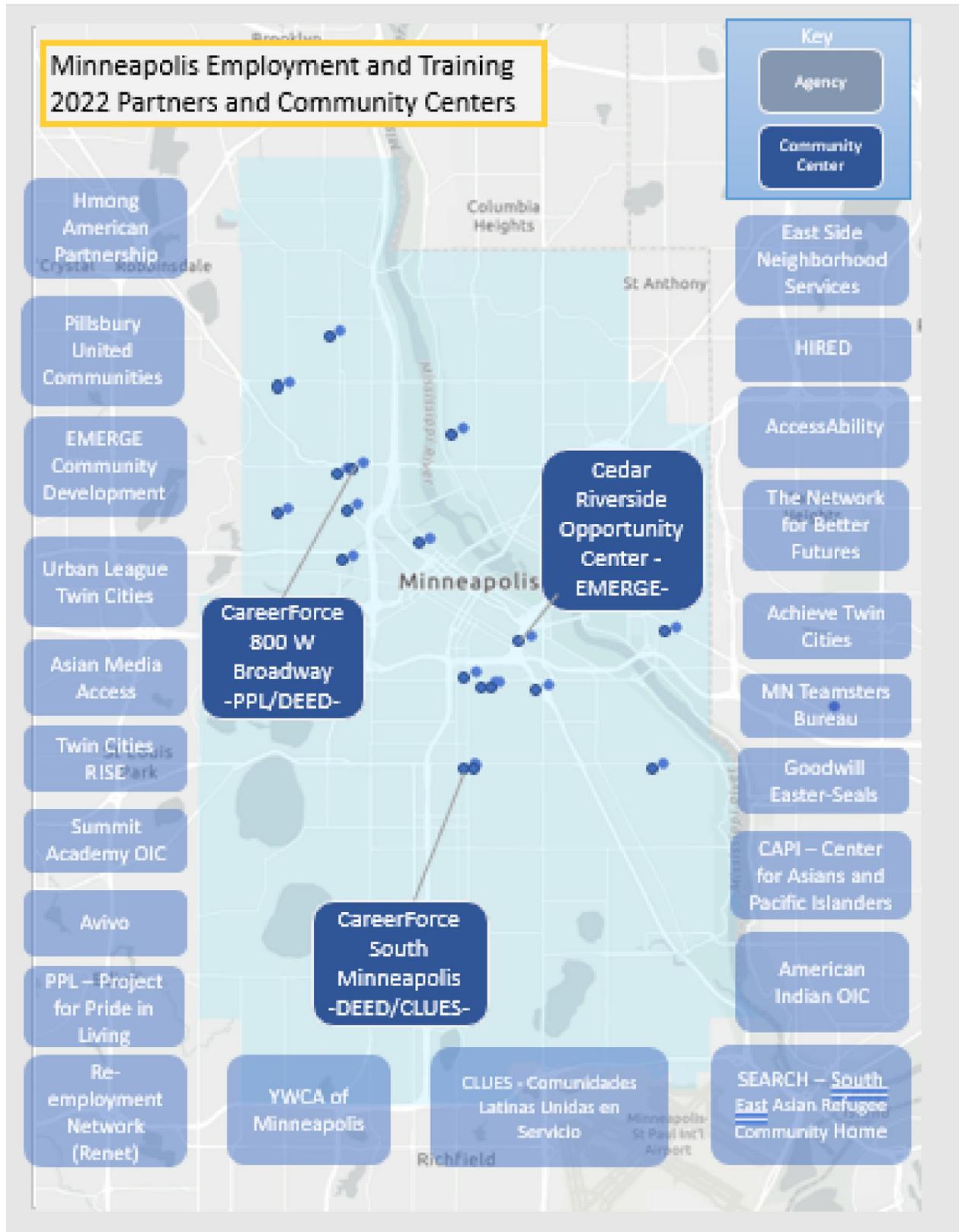
## Guaranteed Basic Income Project

The Minneapolis GBI Pilot began in June 2022 with 200 households receiving monthly payments of \$500. American Rescue Plan Act (ARPA) dollars fund this project. This pilot project is scheduled to run for two years. As of December 31, 2022, seven payments have been distributed to the pilot group. The Minneapolis Federal Reserve Bank is serving as a formal project evaluator, researching GBI impacts.



## Partners: Partner visual/map

Minneapolis Employment and Training uses a community-based delivery model for services. There are 25 community partners and 3 community centers located throughout the City of Minneapolis offering trusted and accessible spaces for youth and adults seeking employment and training. Partners are selected through a competitive process to ensure the highest quality services.



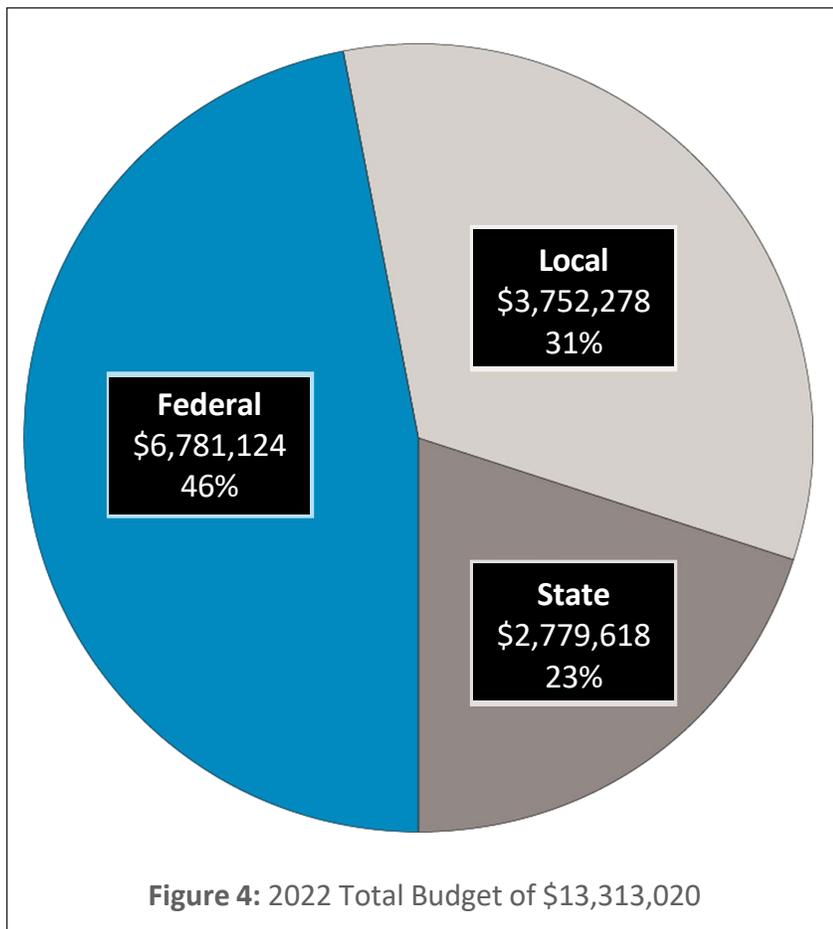
## Funding

MET receives funding from a variety of sources including federal, state, and local. The funding provides the infrastructure for the publicly funded workforce system in Minneapolis.

### Additional investments for workforce support in 2022

As part of the American Rescue Plan Act (ARPA), the City of Minneapolis made the following investments in Employment and Training:

- \$1,000,000 to create the Minneapolis Employment and Training Outreach Ambassadors project, designed to provide community-based outreach to residents most disconnected to the labor force due to COVID 19 and reengage them in career navigation and supports.
- \$3,000,000 invested in a pilot Guaranteed Basic Income pilot project, providing monthly income to 200 low-income households in Minneapolis’ most economically impacted neighborhoods. This project aims to create greater family stability for the participating households over two years.
- \$660,000 to the WIOA Youth program for participants’ supportive services needs. These additional resources are a direct response to community-needs stemming from COVID 19 economic hardships for low-income families.
- \$1,000,000 to create a comprehensive Work Readiness for All curriculum and learning platform for all Minneapolis youth connect to our summer employment program Step Up. This revamped, online/virtual resource will allow the City of Minneapolis to pivot quickly and effectively in providing work readiness training to youth 14-21 in Minneapolis.
- \$100,000 investment in Green Career Pathways through our career pathway program to bring attention to emerging careers in the green economy.
- \$660,000 in programming founding to career readiness and job placement services for low-income adults impacted by COVID 19. Centered in North Minneapolis, though serving the entire city, this initiative is aimed at those adults needing rapid reentry into the labor force.



# Leadership

## Minneapolis Workforce Development Board

The MWDB consists of 21 members who are appointed by the Mayor, and confirmed by the City Council, to serve three-year terms. Statute mandates that a majority of Board members be private sector representatives, including both large and small employers. Additional members are key stakeholders in the workforce development system that may include education, labor, community-based organizations, economic development entities, public assistance programs, rehabilitation services, and public employment services.

### BUSINESS REPRESENTATIVES

**Jonathan Weinhagan, Board Chair**

President/CEO  
Minneapolis Regional Chamber of Commerce

**Andrea Bredow**

Director of Employee Engagement  
United Health Group

**Jennifer Gilbert**

Lead Program Manager, Technical Talent  
Target Corporation

**Jordan Brunsberg**

Global Supply Chain Sourcing Operations  
COE Lead, General Mills

**Jashan Eison**

President/CEO  
H & B Elevators

**Kirk Keeney**

Senior Recruiting Manger  
Wells Fargo

**Ken McCraley**

Owner  
KMS Air Duct Cleaning

**Hilary Marden-Resnik**

President & CEO  
UCare

**Julie Scheife**

Managing Partner  
Mayfly Design

**Dr. Tara Watson**

Chiropractor/Owner  
Watson Chiropractic

**Laura Beeth**

Vice President, Workforce Partnerships  
M Health Fairview

### WORKFORCE REPRESENTATIVES

**Aaron Hill**

Business Representative  
North Central States Regional Council of Carpenters

**Douglas Flateau**

Executive Director  
Working Partnerships

**Daniel McConnell**

Business Manager  
Minneapolis Building and Construction  
Trades Council

**Tanessa Greene**

Sr. Project Strategist  
Onyx Equity Solutions

<p>VOCATIONAL REHABILITATION</p>	<p>STATE WAGNER-PEYSER EMPLOYMENT SERVICE</p>
<p><b>Thant Pearson</b>                  Rehabilitation Area Manager                  State of Minnesota</p>	<p><b>Ibrahim Noor</b>                  Field Operations Area Manager                  MN Department of Employment and Economic                  Development</p>
<p>EDUCATION</p>	
<p><b>Sharon J. Pierce, Ed. D.</b>                  President                  Minneapolis College</p>	<p><b>Hope Patterson</b>                  Adult Education Manager                  Minneapolis Public Schools</p>
<p>ECONOMIC DEVELOPMENT</p>	<p>TRANSPORTATION, HOUSING, or PUBLIC ASSISTANCE REPRESENTATIVE</p>
<p><b>Clarence Hightower, Ph. D.</b>                  Executive Director                  Community Action Partnership of                  Hennepin County</p>	<p><b>Tashitaa Tufaa</b>                  COE                  Metropolitan Transportation Network</p>

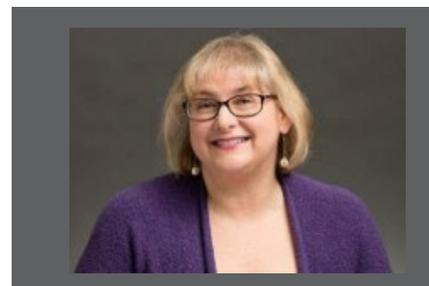
**City of Minneapolis Leadership**

**Minneapolis City Council**

- Ward 1 – Elliott Payne
- Ward 2 – Robin Wonsley
- Ward 3 – Michael Rainville
- Ward 4 – LaTrisha Vetaw
- Ward 5 – Jeremiah Ellison
- Ward 6 – Jamal Osman
- Ward 7 – Lisa Goodman
- Ward 8 – Andrea Jenkins (Council President)
- Ward 9 – Jason Chavez
- Ward 10 – Aisha Chughtai
- Ward 11 – Emily Koski
- Ward 12 – Andrew Johnson
- Ward 13 – Linea Palmisano



Minneapolis Mayor Jacob Frey



Council Member Lisa Goodman,  
 Chair of Business, Inspections,  
 Housing, and Zoning Committee