



# 2023 ANNUAL REPORT

## City of Minneapolis Employment and Training

---



The City of Minneapolis Employment and Training is a division of  
Community Planning and Economic Development

# 2023 at a glance

---

- [Workforce development in Minneapolis](#) ..... [1](#)
- [2023 Minneapolis Employment and Training highlights](#) ..... [3](#)
- [What we do](#) ..... [4](#)
- [Service and programs](#) ..... [5](#)
- [Who we serve](#) ..... [6](#)
- [Outcomes & impacts](#) ..... [7](#)
- [Partners map](#) ..... [8](#)
- [Finances](#) ..... [9](#)
- [Minneapolis Workforce Development Board](#)..... [10](#)

[Minneapolis Employment and Training \(MET\) webpage](#)



# Workforce development in Minneapolis

## Message from the chair



**Jonathan Weinhagen**  
**2023 chair**

Minneapolis Workforce Development Board  
president/CEO, Minneapolis Regional Chamber  
of Commerce

## Message from the director



**Deb Bahr-Helgen**  
**director**

Minneapolis Employment and Training,  
a division of Community Planning and  
Economic Development

The Minneapolis Workforce Development Board is charged with developing workforce services, building equitable opportunities, and advancing economic inclusion. We accomplish this work by launching initiatives, establishing programs, and forging partnerships with community-based, non-profit service providers that strengthen the local workforce and connect them to employers.

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, reengage those who have not reentered the labor force, support job quality, and amplify workers' voices as we promote racial equity.

As we celebrate our 2023 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.

As the administrative entity for the Minneapolis Workforce Development Board, the City of Minneapolis Employment and Training (MET) provides the staffing to carry out the vision of the board. Its mission is to build an equitable and inclusive labor force. As a division of the Minneapolis Community Planning and Economic Development department, 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 our

local talent. To accomplish our collective work, we cannot afford to leave anyone behind.

MET helps job seekers 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 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 2023, 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 2023, 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.

Looking ahead the Workforce Development Board and MET will continue to monitor trends and proactively implement strategies to meet the needs of our local workforce and businesses to ensure a thriving economy. In 2024, we will be pursuing initiatives to:

- increase the ability for businesses to access pools of New Arrival talent and help these workers to have better access to sustainable careers;
- better understand the impact of artificial intelligence and other new technologies on the workforce;
- train employers in skills-based hiring methods to increase successful hires; and
- connect job seekers and employers to work-based learning and opportunities in traditional and nontraditional apprenticeship roles, including green careers.

Together, we offer a special congratulations to retired Council Member Lisa Goodman who served as Chair of the Business, Inspections, Housing, and Zoning Committee. We thank her for her leadership and all her years of dedicated service. We also thank all incoming and outgoing Workforce Development Board members, MET staff, and community-based partners, employers and stakeholders, for supporting our efforts and helping ensure Minneapolis and our region has a stronger, more equitable workforce and economy.

*Jonathan Weinhagen*

*Deb Bahr-Helgen*

---

## 2023 Minneapolis Employment and Training highlights

- **Guaranteed Basic Income Program (GBI) continues.** This pilot tests the impact of a stable, guaranteed income on individuals and communities. Starting in 2022 and running through June of 2024, the City’s GBI program provides two hundred families a total of \$500 each month to help boost income. The goal is to help families gain financial security. Through a rigorous evaluation, the Federal Reserve Bank of Minneapolis is measuring impact and finding positive trends in outcomes. [Click here to read full report.](#)
- **A new Apprenticeship Outreach Office,** a first of its kind in the state was announced in November. The new office will operate out of the comprehensive CareerForce location in north Minneapolis as a resource for individuals interested in exploring and connecting to apprenticeship opportunities.
- **Welcoming New Americans event series and services:** Three events hosted a total of 650 guests welcoming new arrivals to our city. Supporting newly-arrived Minneapolis residents and the employers who hire them is key to a growing an equitable, diverse economy.
  - “Hiring 101” brought employers together for updates and dialogue on the new “Humanitarian Parolee” work status option for Afghan and Ukrainian arrivals.
  - An employer roundtable at Cedar Riverside Opportunity Center (CROC) connected business leaders to programs and services supporting new Americans. CROC continues to thrive as a resource for East African community members, business owners, and employers seeking talented applicants.
  - Driver’s License for All – a well-attended information session and job fair drew attention to the October 2023 legislation authorizing driver’s licenses and state identification for all Minnesotans, regardless of immigration status. Following this event, the City’s Office of Immigrant and Refugee Affairs established office hours at the South CareerForce location.
- **Minneapolis Employment and Training Promising Practices and Outstanding Innovation Awards** recognize the great work of community partners in delivering workforce development services to Minneapolis youth and adult job seekers. Two organizations were highlighted in 2023.
  - YWCA Minneapolis was recognized for promising practices because of its early childhood education workforce development program. This program was the first of its kind in the state. New immigrants and people of color gain assistance in obtaining their child development associate credential and launching their careers in this high demand field.
  - Pillsbury United Communities (PUC) was recognized for outstanding innovation with its hair care stylist workforce development program. In this program, PUC partners with the Natural Hair Care Institute and Taylor’d Cosmetology to train young people of color in building skills in natural hair care and braiding, where there is high demand and limited resources available. Students earn a vocational certificate in hair styling by the Office of Higher Education.
- **Step Up** invited 2,555 youth into work readiness training in 2023 and concluded with 1,267 young people participating in a paid career experience over the summer. 381 completed an online career exploration pathway, and 886 youth were employed in internships. Over 95 employers paid or hosted interns. Youth earned a total of \$2 million, almost half of which came from employers.



## What we do

The City's workforce programming aims to:

- **Increase opportunities for residents, including individuals with barriers,** to access quality, community-based and culturally appropriate programs and resources.
- **Reduce income and employment disparities – including race-based and gender-based 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 to residents through a community-based model. Partners are competitively selected to effectively serve our city's diverse population, providing culturally competent, accessible and responsive services that help residents achieve employment and retention support. In addition to community partners, 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.

---

## Services and programs

### Youth & young adult services

- Step Up
- Minneapolis Youth Works
- Journey Forward

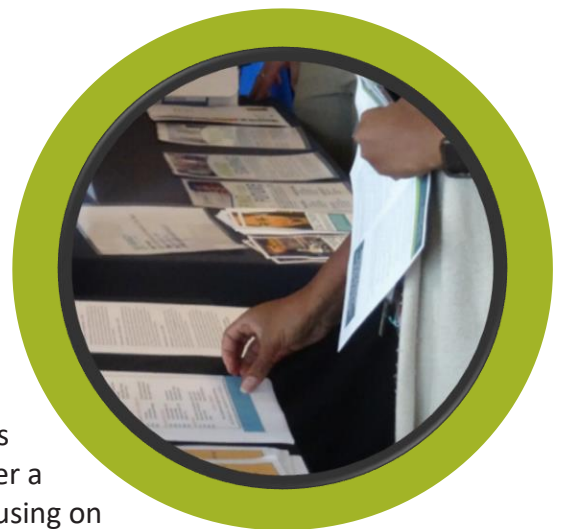
MET's largest youth program is Step Up. During the summer of 2023, a total of 1,267 Minneapolis youth participated in paid career experiences with local employers and community-based organizations. Students chose their preferred pathway – internship or online career exploration – during spring Work Readiness Training; 886 decided on a nine-week paid internship with a business and 381 completed a five-week paid, online summer career exploration course. Combined, the 1,267 Step Up participants earned \$2 million over the summer, with nearly half paid directly by the 96 private sector, non-profit, and public employer partners. Funding for the remaining wages comes from local, state, and federal funding.



### Adult services

- Dislocated Worker
- Career Pathways
- Workforce Innovation and Opportunity Act (WIOA) Adult Programs

Dislocated Worker services help people who experience unplanned lay-offs through no fault of their own. Adult job seekers are retrained and hired into new jobs. In addition to State and Federal Dislocated Worker programming, MET works with Midwest Urban Strategies to provide career services under a U.S. Department of Labor Career Dislocated Worker Grant focusing on marginalized communities in Minneapolis and the metro area. Services are provided through partnerships with the Minnesota Department of Employment and Economic Development, Hired and Jewish Family and Children's Service of Minneapolis.



---

## Location-based services & events

- North Minneapolis CareerForce Center [800 West Broadway Ave, Minneapolis](#)
- South Minneapolis CareerForce Center [777 East Lake St, Minneapolis](#)
- Cedar Riverside Opportunity Center (CROC) [505 15<sup>th</sup> Ave S, Minneapolis](#)
- Hiring events & job fairs



In addition to partnering with nonprofits throughout the city to provide, MET and the Minneapolis Workforce Development Board oversee career services at specific locations, including two CareerForce locations. On the North Side at 800 W. Broadway, the CareerForce center is a federally designated, comprehensive workforce development center. Minneapolis Public Schools adult education and NorthPoint Health and Wellness services are co-located in the building to ensure ease of access. Additional services, such as the Apprenticeship Outreach Office, will operate out of this location in the upcoming year. On the South Side at Lake Street, the CareerForce location also provides job seeker services, including access to computers, workshops, information sessions and related events. In the Cedar Riverside neighborhood, the Cedar Riverside Opportunity Center is a partnership between the City, nonprofit partner, EMERGE Community Development and Hennepin County. Events are held at each of these locations and across the city including the Welcoming New Arrivals event series and Teen Job Fairs. MET also had a presence at Open Streets, Family Days, and many other community gatherings.

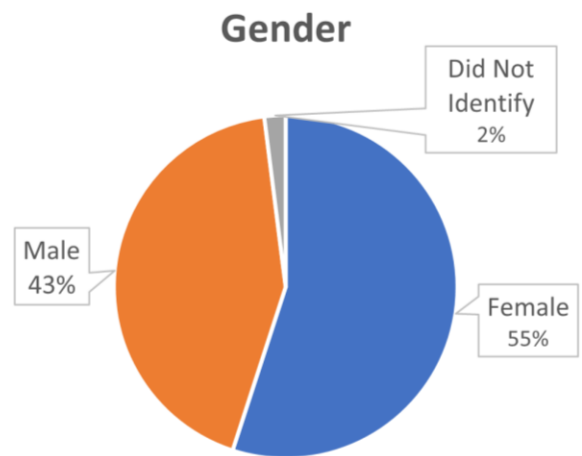


## Who we serve

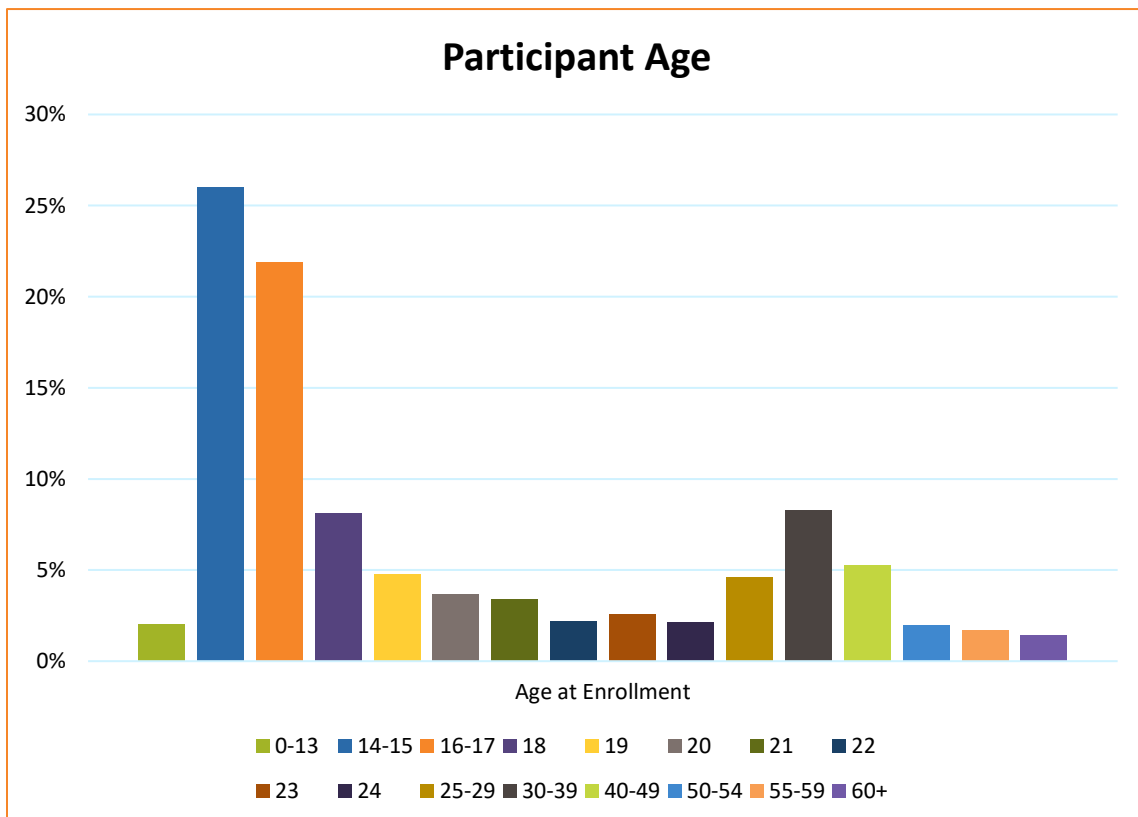
The estimated population of Minneapolis is approximately 425,000. In 2023, MET programs served 10,436 Minneapolis residents focusing on communities and populations with the greatest need, especially our BIPOC residents. Services were provided to a higher percentage of women, and the average age at enrollment in MET programs was just under 30.

Race/ethnicity	MET served	City of Minneapolis general population
Black/ African American	58%	19%
White	20%	63%
American Indian	6%	1%
Asian	6%	5%
Multi-Racial	3%	8%
Did Not Identify	7%	4%
Hispanic or Latino	12%	10%

In 2023, females were 55% of those served



In 2023, age at enrollment skewed toward younger job seekers



## Outcomes and impact



**10,436** Minneapolis residents served

### Adult programs:



1,462 served  
14% of total



929  
attended training



588  
matched with full-  
time jobs



\$4.62  
average wage  
gain in WIOA &  
Pathways

### Youth programs:



3,456 served  
33% of total



1,676  
trained



1,383  
work experience/  
internships



456 students  
earned a total of  
209.25 academic  
credits

### Location-based services & events:



5,518 provided  
with career services  
53% of total



1,110  
attended workshops  
& training

18 career events

2,174 job seekers and  
262 employers served



## Our partners

**Minneapolis Employment and Training  
2023 Partners and Community Locations**



Hmong American Partnership

Pillsbury United Communities

Tree Trust

EMERGE Community Development

Urban League Twin Cities

Asian Media Access

Twin Cities RISE

Summit Academy OIC

Avivo

PPL - Project for Pride in Living



East Side Neighborhood Services

Hired

AccessAbility

The Network for Better Futures

Achieve Twin Cities

MN Teamsters Bureau

Goodwill - Easter Seals

CAPI - Center for Asians and Pacific Islanders

American Indian OIC

Re-employment Network (Renet)

Jewish Family and Children's Service of Mpls

YWCA of Minneapolis

CLUES - Comunidades Latinas Unidas en Servicio

SEARCH - South East Asian Refugee Community Home

MET uses a community-based delivery model for services. 24 community partners and three community-based locations throughout Minneapolis offer trusted and accessible spaces for youth and adults seeking employment and training. Partners are selected through a competitive process to ensure residents receive the highest quality services.

## Finances

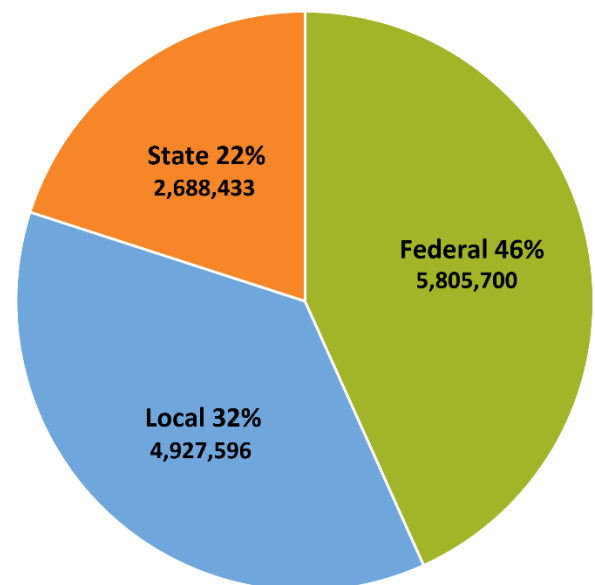
MET receives funding from a variety of federal, state, and local sources. This financial support provides the infrastructure for the publicly funded workforce system in Minneapolis.

### Additional investments for workforce support through 2023

With funds from the American Rescue Plan Act, 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 disconnect 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 service needs. These additional resources are a direct response to community needs stemming from COVID-19 economic hardships on low-income families.
- \$1,000,000 to create a comprehensive Work Readiness for All curriculum and learning platform for all Minneapolis youth to connect to our summer employment program Step Up. This revamped online resource will allow the city to pivot quickly and effectively in providing work readiness training to youth 14-21.
- \$100,000 investment in Green Career Pathways through our career pathway program to bring attention to emerging careers in the green economy.
- \$660,000 to fund 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 adults needing rapid reentry into the labor force.

**2023 Total Budget**  
**\$13,421,729**



## Minneapolis Workforce Development Board

The MWDB consists of 21 members who are appointed by the Mayor and confirmed by the City Council. Members serve three-year terms, starting in July and ending in June. Statute mandates that a majority of board members be private sector representatives from 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.

Minneapolis Workforce Development Board members (as of December 2023)	
<b>BUSINESS REPRESENTATIVES</b>	
<p><b>Jonathan Weinhagan, board chair</b> President/CEO Minneapolis Regional Chamber of Commerce</p> <p><b>Jennifer Gilbert</b> Lead Program Manager, Technical Talent Target Corporation</p> <p><b>Jamie Mailer</b> Talent Acquisition Manager Xcel Energy</p> <p><b>Ken McCraley</b> Owner KMS Air Duct Cleaning</p> <p><b>Julie Scheife</b> Managing Partner Mayfly Design</p> <p><b>Laura Beeth</b> Vice President, Workforce Partnerships M Health Fairview</p>	<p><b>Andrea Bredow</b> Director of Employee Engagement United Health Group</p> <p><b>Kyle Punton</b> General Manager Kemps LLC</p> <p><b>Thakurdyal Singh</b> AVP/Branch Manager US Bank</p> <p><b>Hilary Marden-Resnik</b> President &amp; CEO UCare</p> <p><b>Dr. Tara Watson, vice-chair</b> Chiropractor/Owner Watson Chiropractic</p>
<b>WORKFORCE REPRESENTATIVES</b>	
<p><b>Aaron Hill</b> Business Representative North Central States Regional Council of Carpenters</p> <p><b>Dan McConnell</b> Business Manager Minneapolis Building and Construction Trades Council</p>	<p><b>Douglas Flateau</b> Executive Director Working Partnerships</p> <p><b>Marcus Pope</b> President Youthprise</p>



VOCATIONAL REHABILITATION	STATE WAGNER-PEYSER EMPLOYMENT SERVICE
<b>Thant Pearson</b> Rehabilitation Area Manager State of Minnesota	<b>Leona Martin</b> State Administrative Supervisor, Senior MN Department of Employment and Economic Development
EDUCATION	
<b>Sharon J. Pierce, Ed. D.</b> President Minneapolis College	<b>Cavan Gahagan</b> Adult Education Program Manager Minneapolis Public Schools
ECONOMIC DEVELOPMENT	TRANSPORTATION, HOUSING, or PUBLIC ASSISTANCE REPRESENTATIVE
<b>Clarence Hightower, Ph. D.</b> Executive Director Community Action Partnership of Hennepin County	<b>Tashitaa Tufaa</b> CEO and Owner Metropolitan Transportation Network

## City of Minneapolis elected 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