

Minneapolis Youth Council Meeting
Thursday, May 17, 2018
9:00-10:30 AM
City of Minneapolis Employment and Training

9:00 AM Meeting Call to Order: Scott Redd

9:05 AM Introductions and Personal or Business Best News

9:10 AM Approval of March 15 Minutes

9:15 AM Minneapolis Employment & Training Youth Report (Receive and File)

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|-----------------|-----------------|
| Teresa Harrold | Nina Robertson |
| Tammy Dickinson | ShaVonda Allen |
| Anna Peterson | Jeremy Lundborg |

9:20 AM 2017-18 Action Strategy to Achieve Minneapolis Youth Council Mission:
Raise the visibility of Minneapolis Employment and Training programs to youth, parents, teachers, employers, and youth serving organizations.

9:25 AM Review January 18 Sub-committee Work Group Focus Areas

| Sub-Committee Work Group Focus Areas | | | |
|---|--------------|------------------|-------------------------------|
| Parents | Youth | Employers | Schools/Out of Schools |

9:30 AM Review March 15 Next Steps/Action Strategy Tasks

Members discussed options to assess and address gaps between youth-serving programs, stakeholders, and participants. These options included:

- To leverage existing branding/marketing efforts to align messages and target identified stakeholders and populations. Create a sub-committee charged with developing a draft marketing plan that can be discussed by full Youth Council
- To develop an asset map of Youth Programs, beyond just City programs, and to identify gaps in service and/or visibility

9:35 AM Breakout Work Group Sessions for two Next Steps/Action Strategy Tasks

10:15 AM Work Groups report back to full Minneapolis Youth Council/Group discussion

10:30 AM Adjourn Meeting

Next Meeting: July or August 2018 Minneapolis Youth Council Retreat: Location TBD

Minneapolis Youth Council Mission: "To help youth and young adults learn academic, life and work skills, identify career paths and achieve meaningful employment opportunities."

The Minneapolis Youth Council Vision: "The Minneapolis Youth Council provides leadership to grow tomorrow's workforce and build competitive advantage for Minneapolis youth, employers and the economy."