



2024 Annual Summary

Minneapolis Employment and Training

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



www.minneapolismn.gov

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Table of Contents

- Message from the Board Chair and Director 1
- Minneapolis Workforce Development Board 2
 - Excellence in Workforce Development Awards 2
 - Engagement opportunities 2
- Minneapolis Employment and Training..... 3
 - MET highlights..... 3
- Job Seeker services 6
 - Adult programs 6
 - Career Pathways**..... 6
 - Career Works** 6
 - Dislocated Worker program** 6
 - Youth programs 7
 - Journey Forward**..... 7
 - Step Up** 7
 - Youth Works** 7
- Industry relations 8
 - Workforce consultation 8
 - 2024 Fall Workforce Development Symposium 8
 - Skills-based Hiring Accelerator 8
 - Talent Development Program..... 8
- Location-based services & initiatives..... 9
 - Apprenticeship Outreach Office 9
 - Cedar Riverside Opportunity Center 9
 - Minneapolis CareerForce Locations 9
- Acknowledgements..... 10
 - Community-based nonprofit partners..... 10
 - Minneapolis Workforce Development Board members (as of December 2024)..... 12
 - City of Minneapolis elected leadership..... 14
 - Minneapolis City Council..... 14
 - Minneapolis Employment and Training Management and Support 14

Message from the Board Chair and Director

In 2024, the job market remained strong. There were 10 available jobs for every 6 job seekers. However, we recognize there is still work to do. We are mission-driven to ensure everyone can take part. We know that currently not everyone has equal access to opportunities. This year, as some programs ended, we were able to focus on new programs and resources to support both job seekers and local employers. Over the summer, the Guaranteed Basic Income project distributed final payments. While we continue to collect data, outcomes suggest positive impacts on low-income residents.

While that project was winding down, others were ramping up. In this year, we focused on developing and supporting “learn and earn” program models. Apprenticeships are one example. Apprenticeships allow people to earn a paycheck as they learn valuable job skills. The state’s first Apprenticeship Outreach office is now staffed with a navigator. Based at the north Minneapolis CareerForce location, it hosts monthly Apprenticeship 101 workshops. The navigator helps job seekers access available apprenticeship opportunities. Apprenticeships lead to high-paying jobs with career advancement. Additionally, we helped foreign-born job seekers access resources for building a successful future. We partnered with the Office of Immigrant and Refugee Affairs to host community office hours at the south Minneapolis CareerForce location.

We also continued to foster a strong local economy by supporting Minneapolis employers. Through a partnership with Goodwill-Easter Seals and the Minneapolis Regional Chamber of Commerce, we supported a leading-edge, skills-based hiring initiative. We continued to raise awareness of other resources as well. One example is the Talent Development Program. This program helps cover skill training costs for current employees to remain competitive or avert layoffs.

As we move forward, we remain committed to our workforce development approach. We are community-centered, neighborhood-based, and inclusive. We will remain responsive to changes in the landscape. And, we will continue to focus on helping our job seekers and businesses thrive.



Dr. Tara Watson, Chair
Minneapolis Workforce Development Board



Deb Bahr-Helgen, Director
City of Minneapolis Employment and Training

Minneapolis Workforce Development Board

The Minneapolis Workforce Development Board (MWDB) is a leader in CareerForce, Minnesota's unified workforce system. MWDB is one Minnesota's 16 local workforce boards, designated under the Workforce Innovation and Opportunity Act of 2014. The MWDB is comprised of 21 members from business, workforce, education and training, government, and economic development stakeholders. It is private sector lead with over half of the members representing businesses large and small. Members are appointed by the Mayor and confirmed by City Council to three-year terms.

MWDB's [local and regional plans](#) guide the design of local workforce development programs and services in Minneapolis. This includes operations for CareerForce locations in north and south Minneapolis and the Cedar Riverside Opportunity Center. As a leading CareerForce partner, we are a key part of the programs and services delivered to career seekers and employers in our state. MWDB's priorities include:

- Design career pathway programs and create partnerships that work to eliminate race-based and gender-based employment disparities
- Assure access to quality community-based and culturally appropriate employment programming and resources, with a strategic focus on BIPOC communities
- Be innovative and use community-knowledge, business guidance, and community feedback to continually adjust our programming to meet the dynamics of the labor market.

Excellence in Workforce Development Awards

Each year, the MWDB and the Mayor recognize partner organizations for their commitment to excellence and innovation in providing workforce development services to the residents and businesses of Minneapolis. In 2024 two organizations were recognized. CAPI USA was recognized for excellence in service delivery for implementing a holistic financial services model to support individuals through their journey to economic self-sufficiency. Project for Pride in Living (PPL) was recognized for excellence in employer engagement for their expanding partnership with Wildflyer Coffee to support youth in learning job skills while earning a wage in a supportive environment.



Engagement opportunities

The MWDB encourages members to engage more deeply in workforce topics through activities and events. Examples of special events in 2024 included:

- A panel discussion on the new cannabis industry in Minnesota,
- A panel discussion on the impact of artificial intelligence on the workforce, and
- A skills-based hiring accelerator workshop.

Minneapolis Employment and Training

[Minneapolis Employment and Training](#) (MET) provides staff support to the MWDB and administers a variety of employment and training programs under the direction of the Mayor, City Council and MWDB. MET leverages federal, state, and local dollars to fund skills training and career services to residents through a network of community-based nonprofit and government partners.

MET highlights

- Served over 10,000 individuals annually with approximately 80% being low-income and black, indigenous, or a person of color.
- Lead a national fellowship team with [Results for America](#) focused on job quality in collaboration with government and nonprofit partners.
- Workforce Innovation and Opportunity Act (WIOA) Local and Regional plans approved.
- Continued to invest in the young people who are our future and lead the nationally recognized Step Up youth summer internship program bringing valuable experiences to youth and building a strong talent pipeline.
- Launched a first of its kind in the state Apprenticeship Outreach Office to raise awareness and connect job seekers to opportunities to access apprenticeships.



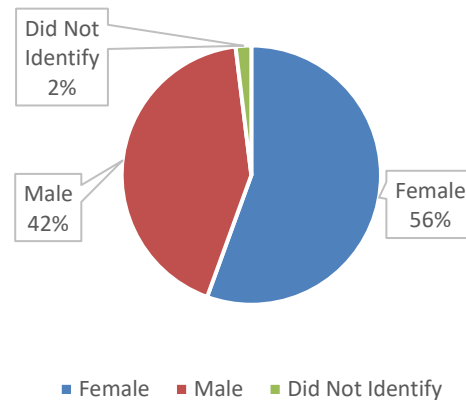
Minneapolis Employment & Training,
a division of Community Planning and
Economic Development



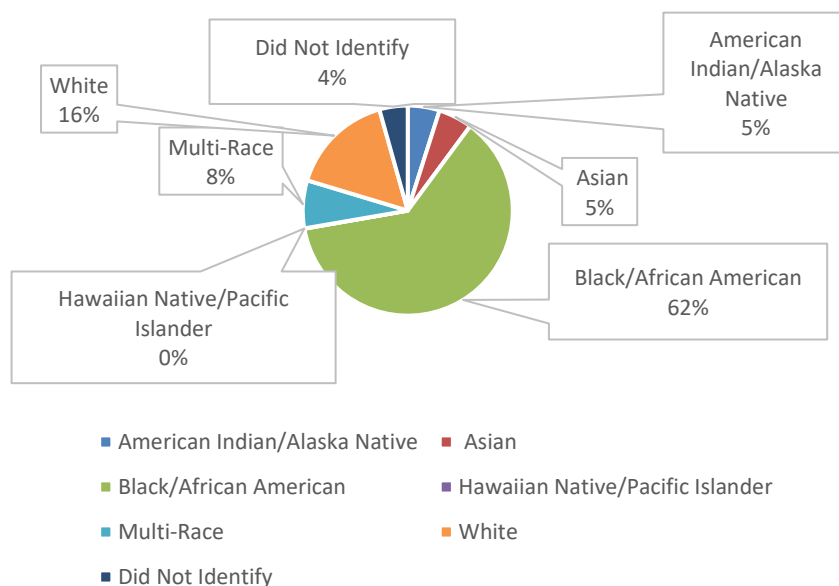
Outcomes

- 55 hiring fairs and networking events in the community
- 450 employers served
- 6,352 community members participated in workshops
- Almost 1,500 residents placed in new jobs
- Adults were placed at an average wage of \$30.33/hour
- Youth were placed at an average wage of \$18.24/hour

Gender of Persons Served

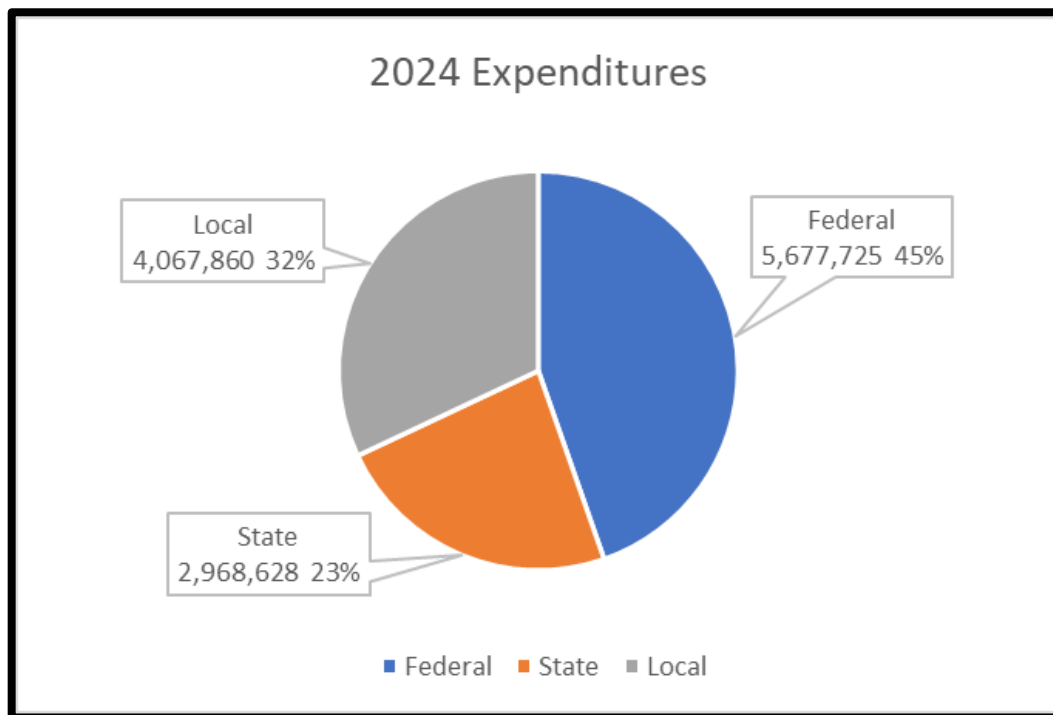


Race of Persons Served



Funding

Minneapolis Employment and Training braids together funding from federal, state, and local sources to provide workforce development programs and services to job seekers and businesses. Total expenditures for 2024 were \$12,714,213 and included the remainder of American Rescue Plan Act federal dollars provided to address the impacts of the COVID-19 pandemic on the workforce.



"This was an awesome Step Up year! I think my favorite part of my experience was being able to write news-related stories and also create content based on things that I am passionate about!"

Step Up Level 2 intern

Job Seeker services

Across programs, Minneapolis Employment and Training (MET) provides essential career services and skills training through a network of community-based nonprofit and government partners. Services include:

- Career counseling and assessment
- Job readiness training
- Resume building, cover letter writing and interview practice
- Job search assistance
- Assistance connecting to and funding short-term education and job skill training
- Support services (financial assistance and/or referrals for: food, transportation, childcare, rent, utilities, etc.)

Adult programs

Career Pathways

No cost, short-term training and support services that lead to industry-recognized credentials and prepare job seekers for entry-level roles in manufacturing, healthcare and other high demand industries.

Career Works

Individualized career counseling services for adults seeking employment or looking to improve, update or gain new employment skills.

Dislocated Worker program

Comprehensive career counseling services and training support for adults who have been laid off through no fault of their own and are unlikely to return to their previous occupation.

Linda started working with employment services after being laid off from her childcare job of 7 years. She knew she wanted to pivot her career and go into a new field. After researching training and career opportunities with her Dislocated Worker program counselor, Linda enrolled in an office administration career pathway training. She was able to complete the program where she gained valuable skills. Those skills were noticed by many employers as she started interviewing. Within 4 weeks of completing her career pathway training, she landed a new job as an office manager. Linda is now working full-time in an office setting earning \$8,000 more than she did in her previous job.



In 2024, Step Up, MET's largest youth program, made significant strides in connecting Minneapolis youth with valuable career opportunities. The program began by inviting 2,658 eligible young people to participate in work readiness training. Of these, 1,475 completed the training and moved forward in the program.

During the summer, 1,022 Minneapolis youth engaged in paid career experiences through two main pathways:

- *648 students participated in nine-week internships, split between Level 1 (338 participants) and Level 2 (310 participants)*
- *374 students completed a five-week online Career Exploration Pathway (CEP)*

The program generated impressive financial outcomes, with participants earning a combined \$2 million over the summer. Nearly half of these wages came directly from employer partners, with the remainder funded through local, state, and federal sources. The program partnered with 96 diverse organizations across the private sector, non-profits, and public institutions.

Youth programs

Journey Forward

Wraparound support services to help justice-involved youth to overcome barriers to completing education or getting and keeping a job.

Step Up

Preparing today's Minneapolis youth for tomorrow's careers through work readiness training, career exploration and paid summer internships. Internships are with metro area public, private and nonprofit organizations.

Youth Works

Year-round employment assistance for in-school and out-of-school youth including assistance with education completion, training and employment support.



Industry relations

Workforce consultation

MET staff actively engages with local businesses to identify current gaps and assist navigating the Minneapolis workforce landscape. Needs-based solutions range from general recruiting assistance, labor market information, and hiring fairs to connections to employment and training programs, workshops, events, and special initiatives. Two themed weeks brought special attention to strengthen, and support Black and Latino-owned businesses.

2024 Fall Workforce Development Symposium

On October 9, the City of Minneapolis Employment and Training and the Minneapolis Regional Chamber of Commerce partnered to host the 2024 Fall Workforce Development Symposium. Ninety-eight people attended the event at Minneapolis College. Attendees represented all major Minneapolis industry sectors. “The Pillars of Job Quality” served as the event’s theme and agenda. The Minnesota Star Tribune’s Brooks Johnson highlighted the publication’s annual Top Employer survey in opening remarks. Brooks then moderated a panel representing three top-rated employers: Sunrise Banks, Ryan Construction, and the ECMC Group. A round of high-energy speed networking and breakout sessions followed. Session topics included:

- Skills-based hiring,
- Supporting employees with disabilities,
- Hiring individuals born outside of the US, and
- Employee development through registered apprenticeship and the Talent Development Program.



Skills-based Hiring Accelerator

A half-day workshop reviewing best practices in talent acquisition and development, suitable for the novice or a talent acquisition veteran. The workshop reviews job descriptions, interviewing and training practices geared to improve an organization’s ability to access candidate knowledge and skills and improve retention. These tips and tools also help build a more diverse and talented workforce. Workshop completers are also invited to join a community of practice.



Talent Development Program

A business-driven resource to help qualifying employers fund skill training for their full-time, permanent employees. Training could be in technical or business skills that help employers improve their processes and competitiveness and/or avert a layoff.

Location-based services & initiatives

Apprenticeship Outreach Office

The Minneapolis Apprenticeship Outreach Office (AOO) is an information and navigation hub for people interested in registered apprenticeships. Registered apprenticeships provide a pathway into careers in many industries. Construction trades professionals, auto mechanics, teachers and community health workers are examples of rewarding careers in registered apprenticeship. The AOO provides residents with an apprenticeship navigator, a valuable resource for anyone looking to start their career and to earn while they learn.



Located in the north Minneapolis CareerForce location, the AOO is a partnership of the City of Minneapolis, the Minnesota Department of Employment and Economic Development, and the Minnesota Department of Labor and Industry. Find more information at [Apprenticeship Outreach Office - City of Minneapolis](#).



Cedar Riverside Opportunity Center

Cedar Riverside Opportunity Center (CROC) is located in the heart of the Cedar Riverside neighborhood. It is a collaborative alliance between the City, EMERGE Community Development, and the Hennepin County Library. CROC is committed to making a tangible difference in the lives of local residents.

Core to the mission:

- Opportunity
- Empowerment

Services provided:

- Skill training (CDL, nursing assistant, manufacturing, phlebotomy)
- Comprehensive Job Fairs
- Events (Immigration and Immigrant services, entrepreneurial services, financial literacy workshops, health and wellness programs)

Minneapolis CareerForce Locations

CareerForce Minneapolis North
800 W Broadway Ave
Minneapolis, MN 55411

CareerForce Minneapolis South
777 Lake Street S
Minneapolis, MN 55411



Proud partner of the American Job Center Network

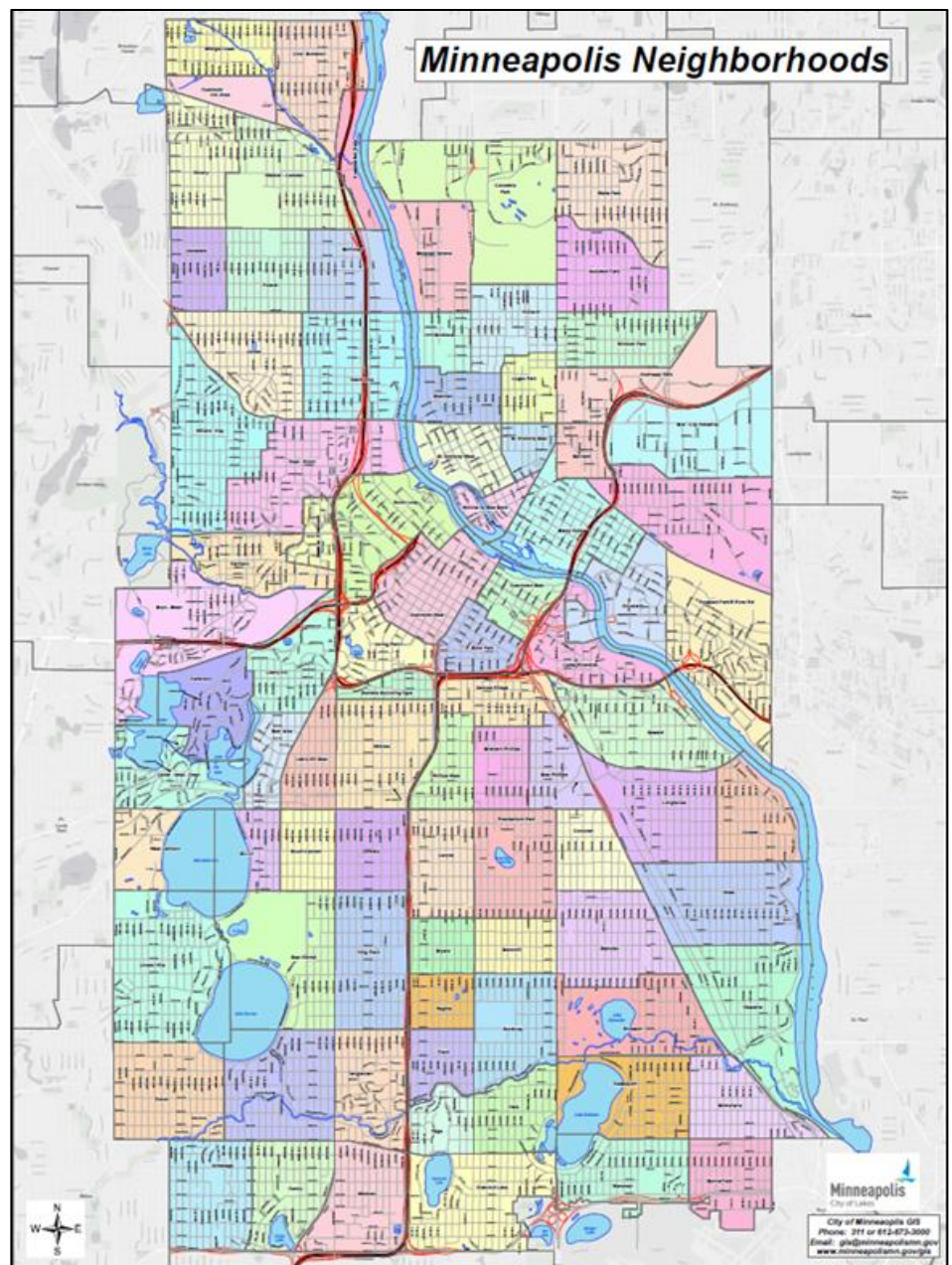
Acknowledgements

Many people work together to provide career-related programs and services to the residents of our city. We would like to acknowledge and thank them for their leadership and assistance including our network of community-based nonprofit and government partners, members of the Minneapolis Workforce Development Board, our elected officials, and the Minneapolis Employment and Training staff.

Community-based nonprofit partners

Minneapolis Employment and Training provides programming and services to our residents through a network of community partners. We have long-standing relationships with partners across the metro area and in 2024, had active funding agreements with the following seventeen organizations:

AccessAbility, Inc.
Achieve Twin Cities
American Indian OIC
Asian Media Access
Avivo
Building Strong Communities
CAPI USA
CLUES
EMERGE
Goodwill-Easter Seals of Minnesota
Hired
Jewish Family and Children's Service
of Minneapolis
MN Dept of Employment and
Economic Development
Project for Pride in Living
Pillsbury United Communities
Summit Academy OIC
Tree Trust
YWCA of Minneapolis

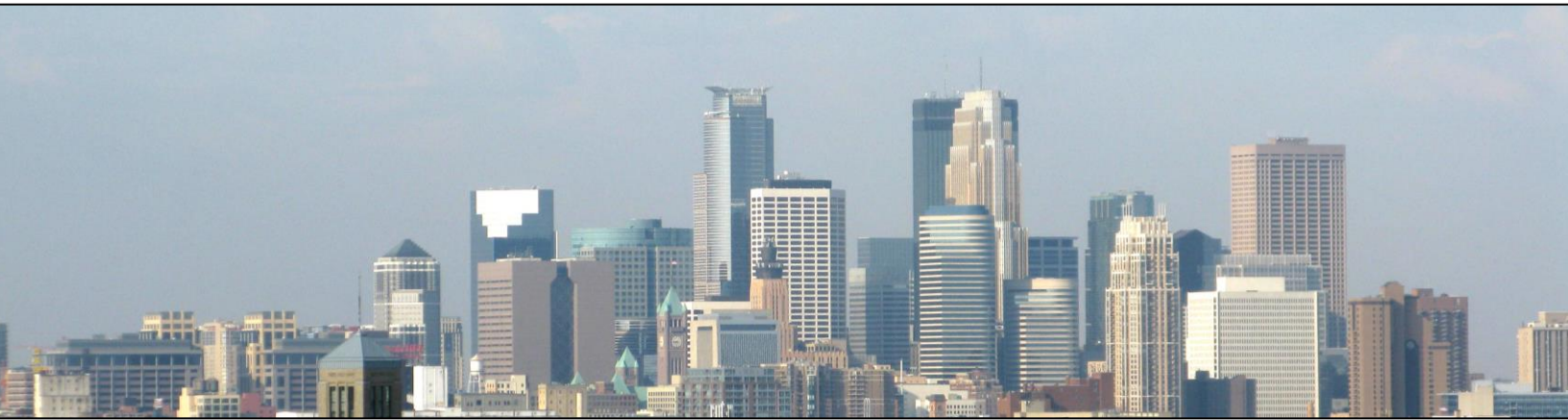


Minneapolis Workforce Development Board members (as of December 2024)

BUSINESS REPRESENTATIVES	
<p>Rosemary Ugboajah CEO Neka Creative, Inc.</p> <p>Jennifer Gilbert Lead Program Manager, Technical Talent Target Corporation</p> <p>Jamie Mailer Talent Acquisition Manager Xcel Energy</p> <p>Ken McCraley Owner KMS Air Duct Cleaning</p> <p>Jonathan Jankowski HR Generalist Boker's, Inc.</p>	<p>Ryan Berreth Talent Acquisition/Human Resources North Memorial Health</p> <p>Kyle Punton General Manager Kemps LLC</p> <p>Thakurdyal Singh AVP/Branch Manager US Bank</p> <p>Hilary Marden-Resnik, vice-chair President & CEO UCare</p> <p>Dr. Tara Watson, board chair Chiropractor/Owner Watson Chiropractic</p>
WORKFORCE REPRESENTATIVES	
<p>Aaron Hill Business Representative North Central States Regional Council of Carpenters</p> <p>Dan McConnell Business Manager Minneapolis Building and Construction Trades Council</p>	<p>Douglas Flateau Executive Director Working Partnerships</p> <p>Marcus Pope President Youthprise</p>
VOCATIONAL REHABILITATION	STATE WAGNER-PEYSER EMPLOYMENT SERVICE
<p>Thant Pearson Rehabilitation Area Manager State of Minnesota</p>	<p>Leona Martin State Administrative Supervisor, Senior MN Department of Employment and Economic Development</p>

EDUCATION	
Sharon J. Pierce, Ed. D. President Minneapolis College	Cavan Gahagan Adult Education Program Manager Minneapolis Public Schools
ECONOMIC DEVELOPMENT	TRANSPORTATION, HOUSING, or PUBLIC ASSISTANCE REPRESENTATIVE
Clarence Hightower, Ph. D. Executive Director Community Action Partnership of Hennepin County	Rich Melzer CEO YouthLink MN





Minneapolis City Council

- Ward 1 – Elliott Payne (Council President)
- Ward 2 – Robin Wonsley
- Ward 3 – Michael Rainville
- Ward 4 – LaTrisha Vetaw
- Ward 5 – Jeremiah Ellison
- Ward 6 – Jamal Osman (BHZ Committee Chair)
- Ward 7 – Katie Cashman
- Ward 8 – Andrea Jenkins
- Ward 9 – Jason Chavez
- Ward 10 – Aisha Chughtai (Council Vice President)
- Ward 11 – Emily Koski
- Ward 12 – Aurin Chowdhury
- Ward 13 – Linea Palmisano



Minneapolis Mayor Jacob Frey



Council Member Jamal Osman, Chair of Business, Housing, and Zoning Committee

Minneapolis Employment and Training Management and Support

- Deb Bahr-Helgen**, Director
- Mark Brinda**, Manager
- Felisha Burns**, administration
- Matthew Courtney**, administration