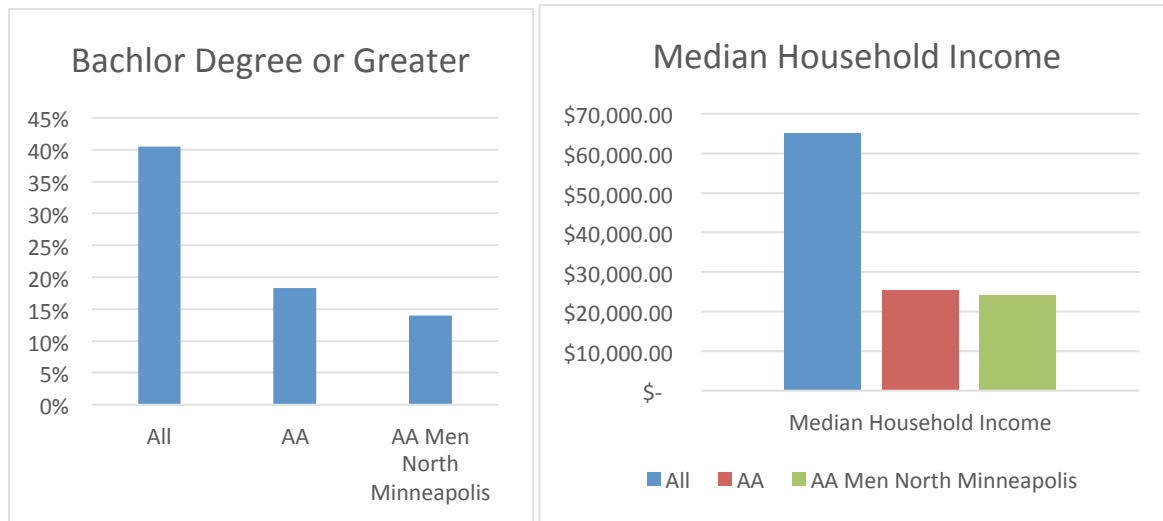


# Minneapolis- St. Paul Outcome Turn the Curve

Shared Result 1: Creating a ready and capable talent base

Focus Outcomes: Educational Attainment, Wages, Commute Time



## Story behind the curve

- Historic disinvestment in North Minneapolis and other particular communities of color (East Side Saint Paul, Powderhorn neighborhood in Minneapolis, and others) around the region
- persistent gaps between whites and communities of color in education, employment, income/wealth, health and other measures of well-being throughout the Twin Cities
- Strategies to address the white/communities of color gaps have been generally place-focused, without concurrent attention gaps specific to particular racial and ethnic groups
- We have not yet attended to our underlying race bias in the region in very actionable ways

**Strategy:** Align 12 major strategies for maximized impact via collective impact, community engagement, public sector innovation and capital innovation.

- **Center Cities Strategy** -actions to accelerate job creation and investment in Saint Paul and Minneapolis.
- **Hennepin County Workforce Leadership Council / Initiative**- creating training pathways
- **MSPWIN Career Pathways & Industry Partnerships**- pursuing metro-wide, industry-specific employer partnerships, paying particular attention to the opportunities created by WIOA legislation.
- **West Broadway Career Center**- collaborative effort to provide coordinated and culturally relevant workforce services to North Minneapolis residents.
- **North@Work**- An employment strategy driven by a collaborative of NFG members, employers, workforce trainers, and public-sector organizations committed to connecting 2,000 low- and middle-skilled African American men, ages 25-40 to employment by 2020 through a series of systemic disruptions.
- **Northside Achievement Zone**- collaboration of organizations and schools funded by Promise Neighborhoods
- **Northside Job Creation Team**- collaborative works to attract and expand business in North Minneapolis
- **Promise Zone Strategy**- city-led strategy to reduce racial inequities in public services and institutions, reduce serious and violent crime, improve cradle to career outcomes, build a more inclusive economy, create jobs and promote stable housing.
- **Riverfront Investment**- A strategy to add more than 3,000 jobs as the Upper Mississippi Riverfront is developed and transformed.

## Minneapolis- St. Paul Focus Strategy: North@Work

### What Works – Best Ideas/ No cost/Low cost/ Off the Wall

The North@Work strategy, led by NFG, is a specific strategy aimed at fulfilling our broader outcome of “*Creating a Ready & Capable Talent Base*”. The hypothesis of North@Work is that a specific strategy aimed at employing 2000 Northside African-American men over a five-year period will be sufficient to “tip” the unemployment realities of Northside neighborhoods.

The program design of North@Work rests on six specific elements, drawn from the perspectives of men from the community who have experienced persistent unemployment themselves, as well as practitioners from private, public, and nonprofit sectors:

1. **Trusted Networks:** Men who live on the Northside are surrounded by trusted organizations and leaders in the African American community. They will be referred to **North@Work** by churches, friends and others who believe in their potential.
2. **Aspiration and Aptitude Testing:** Men will take custom assessments to help them define and understand their strengths and opportunities. They will also learn about the type of work environment that they would enjoy, which will help them retrain employment over time.
3. **Customized Training and Placement:** Through **North@Work**’s customized training, men will develop needed soft skills, technical and job-specific skills. They will be matched with work in a meaningful, permanent job that suits their skills in targeted high-potential industries like healthcare, transportation, or construction.
4. **Cohort Model:** Each man will be supported by a cohort of his peers who are striving toward similar life goals and a cohort of peers entering the workforce at the same time.
5. **Inclusive Workplaces:** **North@Work** employers will be supported by a team of diverse staffing experts. While men are being trained to be productive employees, employers will partner with our experts to strengthen their capacity for effective hiring, training, and retention.
6. **Advocacy:** **North@Work** will support African American men by challenging public and employer policies and practices that present barriers to sustainable employment.

### Key Drivers – How will we measure whether anyone is better off?

- **Men employed:** At least 100 men will be employed at the end of the grant period
- **Income generated:** Northside families will benefit from at least an additional \$2.5 million in family income (measured at the current median income of \$25,000 for African Americans on the Northside)
- **Employers engaged:** An estimated 5 employers will commit to sustainably employing 100 African American men. This means they will not only hire the men, they will also take steps to create more inclusive and welcoming employment environments.
- **Reduced social cost and increased tax base:** A study by the Northside Achievement Zone indicated that the cost of criminal justice, health care and lost taxes created by unemployment on the Northside tops \$105 million (among other costs). Family-sustaining employment will reduce the need for these interventions and increase the income tax base on the Northside

We are currently using DEED data and NEON’s African American Men’s Employment Program data as a baseline to measure our progress. We know from the baseline data that the employment success rate for African American men between 30–40 years old is 35 percent employed one year following exit. Further, we know that the median earnings for this age bracket are barely \$11,000; the next age bracket earns only \$13,000 annually. In total, only about 400 African American men were served in the last year in public programs. Of those, only 137 (34 percent) were continuously employed in all four quarters in the year after exit.