



## OPPORTUNITY NEIGHBORHOODS FOR REGIONAL PROSPERITY

4/18/17

1:00-3:00 p.m.

The McKnight Foundation, 710 S. 2<sup>nd</sup> Street Minneapolis, MN 55402

***Vision:** Opportunity Neighborhoods will make multiple measureable contributions to the vitality and well-being of the Twin Cities region.*

***Shared Result:** Parity in the number of African American adults earning family-sustaining wages by 2025 (\*Current goal: 3000 additional)*

### GOALS FOR THIS MEETING

a. ) Update participants on multiple workforce efforts within ONRP framework and explore opportunities for accelerated impact through additional alignment of individual and collective impact on key drivers.

**Attendance:** Paul Williams, Justin Freiberg, Shauen Pearce-Lassiter, Craig Taylor, Aasim Shabazz, Sarah Hernandez, Jeremy Hanson Willis, Maureen Ramirez, Mike Christenson, Julia Silvis, Bryan Lindsley, Anisha Murphy, Andriana Abariotes, Cecile Bedor, Peter Frosch, Joel Luedtke, Luke Weisberg, Mark Brinda, Mary Kay Bailey, Nuria Rivera Vandermyde, Matt Schmidt, Tawanna Black, Gary Cunningham, Dan Rodriguez, Tony Tolliver

### Welcome, Agenda Review & Introductions

Tawanna began the meeting by focusing on workforce development. The meeting will give us some insight into how philanthropy, community service providers, system providers and others connect with each other, and how the two ends of the “market” (supply and demand) meet.

### DEED Equity Appropriation & Grantee Convening Update

ONRP and the City of Minneapolis Employment and Training convened recipients of equity funds and recipients of the competitive grant funding. More than 40 people participated and discusses opportunities and challenges. A summary of the convening was handed out and includes additional detail about the learnings and next steps.

The Equity Grantees asked for additional convening by affinity groups, and for convening and conversation to move toward aggregating career pathways and sectors, and to explore ways to collect and share data in real-time. Employment Services Consortium partnership w MSPWIN to build onramps to career pathways. MSPWIN has a paper done by CLASP that Tawanna can send out. Summit Academy has mapped literacy levels of people coming in and their outcomes.

Has there been data on the flipside of that? What about employers who are ready to hire? Do we have knowledge on the set of employers who are ready to hire people on non-traditional pathways?

Not a very clear path to address bias in employers, once it's been identified. A lot of employers are saying they'll train their own people, but are still struggling to find people.

DEED has a study coming out soon, a survey of businesses across the state, of diversity and hiring, and it begins to analyze employers. Large companies and businesses do a lot to think about workforce and a diverse workforce, but most medium and small size businesses don't, and are much less able to compete.

DEED is funded for another study to look at employers' experiences with WFD tools, resources and service providers. Ask them what are their experiences with available resources? Online? Nonprofits? State system?

Equity grantees work in the future will be anchored in ONRP.

Jeremy announced that DEED plans to convene all grantees at the end of session. Sustainability is a big uncertainty. DEED will have similar conversations about sense of collaboration, lessons learned, best practices, and sustainability. They are planning a larger session, but will plan to have breakouts by constituency groups.

### **Itasca Northside Partnership Update**

The group got an update on two facets of the Itasca Northside Partnership.

1. Hiring and Training has two lines of work: 1. Pilots-shifting to cohorts-getting employers to create pipelines to hire, train, and retain Northside residents. This is very individualized relational work with employers from Itasca. They were selected based on whether they're in a growth sector/provide living wage/low barrier-to-entry jobs. (Healthcare, IT, customer service, manufacturing.) They plan to start the work with a small number of employers and then take learnings and roll out to more employers and scale up.
2. Systems Change: This work begins with the question: How do we improve the way workforce development works in North Minneapolis? The workforce center in North Minneapolis is an example. How do you have stronger relationships with employers? How do we use that building to build relationships? They are looking at staffing scenarios for the building, and having conversations with the leadership of the building, trying to build connections from the beginning. Ideally, if there are new people, they are housed at 800 West Broadway and are part of "community as a campus" and connected.

The group continued discussing 800 West Broadway and its services, in advance of the Grand Opening, April 28, 9:00 a.m. The NorthPoint Clinic construction will be done in June. DEED is already in, and MPS is operating a high school. No budget for marketing and no budget for community engagement.

The street-level retail doesn't have a timeline or active prospects for filling it. The building is experiencing a significant reduction in the people served at the Northside. The building signage isn't

clear, the door is in the back, and there is empty space in the retail. The group continued discussing 800 West Broadway and proposed putting in signage prior to the Grand Opening.

**Key Elements of Regional WIOA Workforce Planning:** This was held-over for discussion at another meeting.

### **Other Opportunity Neighborhoods Updates**

The Blue Line Coalition—about 16 nonprofits along the corridor—has found a home at NFG. They were all volunteer-based before, and were successful in getting a seat on the Corridor Management Committee and engaging in transit planning. NFG offered to be a home for BLC as BLC was ready for more structure, and looking to add staff and grow the funding. The relationship offers NFG a chance for learning about resident leadership and transit oriented development.

#### **Anchoring Cross-Sector Economic Inclusion Strategies**

ONRP has been working with Brookings, Living Cities, McKinsey, and took a study trip to Chicago, learning from other regions and entities, to look intentionally and strategically at a structure for economic inclusion.

### **Announcements**

GreaterMSP 2017 indicators are coming out on May 12. It's an opportunity to talk about economic inclusion. Our population growth isn't very fast, and that tracks with economic growth, so to get more economic growth, we need a more inclusive economy.

May 10, State Chamber event on Workforce Development.