



Annual Report 2011



Building the **Success** of
Employers and Individuals

MISSION

To strengthen the economic success of our community through personalized and effective workforce development.

VISION

We are a world-class leader in the business of building the economic success of employers and individuals.

We are driven by our customers' needs, by the pursuit of excellence, the use of best practices, and respect for all.

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director's message



July 2012

Dear Governor, Board of County Commissioners, Ramsey County Workforce Investment Board, employers, and residents of Ramsey County:

It is my pleasure and privilege to submit for your review Workforce Solutions' report of outcomes for the program year that ended in 2011. Workforce Solutions provides employment services through a network of community-based organizations as well as through our own dedicated and talented staff to businesses in the metropolitan region and to job seekers who reside in Ramsey County.


Workforce Solutions is seeing some evidence of improvement in the economy as employers begin to both increase work hours of their current employees and hire new workers. Though we have not returned to the economic conditions before the recession, we are more confident.

In the last year, Workforce Solutions served 16,918 individuals, which is only slightly fewer than in the previous year when we served 17,457 individuals. We have successfully assisted more than 6,000 individuals with finding employment.

We have continued to expand our reach and to seek regional approaches with partnerships and collaborations as a way to leverage resources on behalf of Ramsey County residents. We are also doing very deep and rich work with our community towards eliminating the racial employment disparity which exists within our region. Our partners include the Ramsey County Board of Commissioners, the Ramsey County Workforce Investment Board, and the City of Saint Paul as well as a host of community leaders who participated in formulating strategies to address the disparities.

Finally, I would like to take this opportunity to thank our many partners who have helped us achieve so much for our community. It has been rewarding for Workforce Solutions to work with you as together we strengthen the economic success of our community through personalized and effective workforce development.

Thank you,



Patricia Brady
Director

"Thank you for making service to the community your number one priority and continuing to strengthen the skills of our Ramsey County job seekers."

Tony Bennett
County Commissioner

"Your emphasis on evidence-based practices ensures high quality services. Thank you!"

Victoria Reinhardt, Chair
Ramsey County Board of Commissioners

"Workforce Solutions is Saint Paul's key partner in implementing recommendations made by the Blue Ribbon Commission in their report, *Everybody In*. Eliminating employment disparities is an essential first step to building a strong regional economy."

Saint Paul Mayor Chris Coleman
City of Saint Paul

"Thanks for all your work, including engaging stakeholders to address employment disparities for persons of color in our region. This is critical to our vibrant future!"

Toni Carter
Ramsey County Representative to WIB

"Youth are critical to our future. Thank you for serving our youth and ensuring that they are ready for success."

Jim McDonough
County Commissioner



Ramsey County Board of Commissioners—2011

Left to right (seated): Janice Rettman, County Board Chair Victoria Reinhardt, Rafael Ortega. (Standing): Jan Parker, Tony Bennett, Jim McDonough, Toni Carter

"Congratulations for another year of successful work with employers and job seekers in this challenging economy."

Rafael Ortega
County Commissioner

"Workforce Solutions continues to develop meaningful partnerships and to collaborate broadly. Congratulations!"

Jan Parker
County Commissioner

"Supporting workforce development in Ramsey County and proudly serving District 3. The work of Workforce Solutions and the Hubert Humphrey Job Corps is a win-win for the students and the community alike."

Janice Rettman
County Commissioner

St. Paul Homeless Connect

Like the national model of best practices, [St. Paul Homeless Connect](#) is a joint community effort of nonprofits, government agencies, businesses, and volunteers. This collaboration helps empower participants to connect resources that can move them another step toward stability.

More than 175 people stopped by the Employment Section. The most popular services they received included:

- Career counseling – 80+
- Internet job search – 49
- Creating a resume – 37
- Creating a master application for applying for jobs – 37
- Completing an online application – 26
- Mock interviewing – 16

Many of the attendees had no prior employment history so meeting with a counselor was invaluable to them. In addition to the employment resources, 32 attendees received clothing vouchers for the Clothing Closet.

Partnering with Saint Paul and Ramsey County Libraries

Many job seekers start their employment search at public libraries. In 2011, Workforce Solutions, Ramsey County Library, and Saint Paul Public Library worked on strengthening their collaborations to better serve Ramsey County job seekers. During 2011, Goodwill/Easter Seals continued to provide additional job search skills workshops on site at local libraries. The workshops are an addition to services already offered at libraries that include JobNow, a real-time resume and interview coaching/career advice resource, Reference USA, a directory of US companies, and job search workshops. JobNow and Reference USA are available in all the libraries and are available from home to those who have a library card.



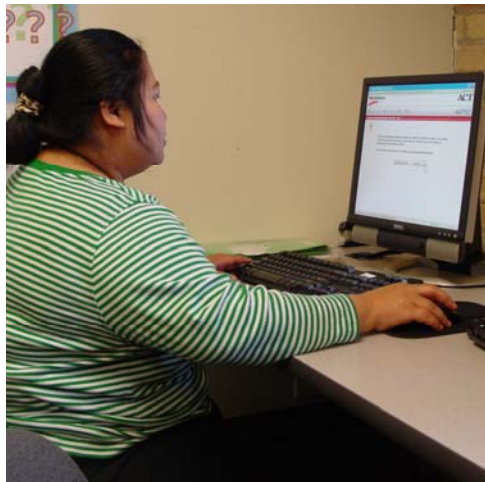
Committed to Our Community

2011 Community Service Providers

American Indian Family Center
CLUES
Community Action Partnership
Employment Action Center
Goodwill/Easter Seals
HIRED

Hmong American Partnership
Lao Family Community of MN
Lifetrack Resources, Inc.
Saint Paul - Ramsey County Public Health
YWCA of Saint Paul





The WorkKeys Assessment and National Career Readiness Certificates are used as tools for job seekers to verify their skill levels in critical thinking and problem solving. Over 2,000 certificates were issued. (See page 8.)

The Teen Parent Project was one of four projects selected to run in the State and the only to be recognized with a best practice by DEED. (See page 14.)

Workforce Solutions successfully secured \$575,000 in funding through the grant process to serve additional clients. (See page 10.)

Invest in You, a program for youth involved in the correctional system, has been very successful; 98% of participants who completed did not reoffend. (See page 17.)



Due to WIA Adult funding cuts, 47% less program slots were available. Through increased partnerships, we were able to leverage other funding streams and package limited WIA Adult funding to its fullest. (See page 20.)

2011 Program Highlights



A total of 14,483 families received services through the Minnesota Family Investment and Diversionary Work programs. This represents a 9% increase in participants since 2009. (See page 12.)



Everybody In: A Report to Reduce Racial Employment Disparities in the Ramsey County Metropolitan Area.

In response to a national study that reported the Twin Cities as experiencing a 20% racial employment disparity between black and Hispanic residents and white residents, Workforce Solutions, the Ramsey County WIB, the Ramsey County Board of Commissioners, and the City of Saint Paul established a Blue Ribbon Commission comprised of business and community leaders to study the causes of the disparity and make recommendations to remediate the conditions causing the disparity. The Blue Ribbon Commission reviewed an incredible amount of data and created a plan to eliminate racial employment disparities in the region. The report, entitled "Everybody In," recommends specific strategies to put nearly 3,000 more people of color to work each year. The recommendations from the report, funded by The Saint Paul Foundation, the F.R. Bigelow Foundation, and the Greater Twin Cities United Way will be implemented in 2012.



Blue Ribbon Commission co-chairs, Butch Howard and Dr. Sheila Wright, are shown above with Ramsey County Commissioner Toni Carter (left).

Celebrating Our Special Initiatives



RENEW

Renewable Energy Network Empowering Workers
www.renewmn.com

Over 585 residents of Minneapolis and Saint Paul were served through RENEW, the green employment and training program, throughout 2010-2011. The table below is a summary of the project outcomes to date.

Employed	312
Employed in training-related job	240
Advanced since initial job placement	74
Average hourly wage	\$14.54
Average hourly wage increase following initial hire	\$5.00

Participants were trained for jobs in four industries: renewable energy, building systems, construction, and manufacturing. Funded by the US Department of Labor's Pathway Out of Poverty Grant, RENEW is a partnership between Workforce Solutions and the City of Minneapolis.

Committed to Business

National Career Readiness Certificate Goes Statewide

For three years Ramsey County has used the WorkKeys Assessment and National Career Readiness Certificate (NCRC) as a tool for job seekers to verify their skill levels in critical thinking and problem solving. To date, Workforce Solutions and local Minnesota Department of Employment and Economic Development (DEED) staff have issued over 2,000 certificates. We are excited that DEED has made a commitment to pilot the use of the NCRC across the State. This is an exciting development for job seekers.

The NCRC adds another credential to a job seeker's portfolio, making important workplace skills more marketable to employers. It also allows job seekers the opportunity to further develop their skills. An online skill development tool, KeyTrain, also helps improve skills in reading for information, applied mathematics, locating information, and writing. Local employers who recognize the NCRC and use it in their hiring practice include Cerenity Care of White Bear Lake, Rexam, MN Department of Transportation, Little Sisters of the Poor, and Manpower.



Healthcare

In April 2011, Job Connect hosted a healthcare panel for career counselors across the metro area. Speakers included Angie Swetland from Presbyterian Homes and Services, Josie Brinda from Fairview Health Services, and Susan Speetzen, Healthcare Industry Specialist, from DEED. Panelists discussed current trends in services for the aging population, organizational hiring needs, local healthcare training, and anticipated impacts of healthcare reform. Over 30 counselors from many workforce development agencies attended.





Job Connect

www.JobConnectMN.com

Job Connect has had another great year! In 2011, we continued to grow our website, our professional network, and the valuable connections we provide for businesses, workforce professionals, and job seekers. Job Connect's total website subscribership grew by more than 6,200 in 2011 and now has over 10,000 subscribers. The website had over 250,000 hits during 2011.

In 2011, Job Connect continued partnerships with the Metropolitan Council, working together on the Central Corridor Light Rail Transit Project (LRTWorks), and with the City of Saint Paul, working together on the Section 3 initiative. Job Connect also continued to host the websites for RENEW (a Department of Labor renewable energy workforce project) and Green Power (a Department of Labor green manufacturing workforce project).

Job Connect's 2011 Annual Report can be viewed online at www.JobConnectMN.com under "About Us."



Our October Job Connect meeting was held at the Minnesota Twins' Stadium.

Employer Spotlight: Wells Fargo Customer Care Center

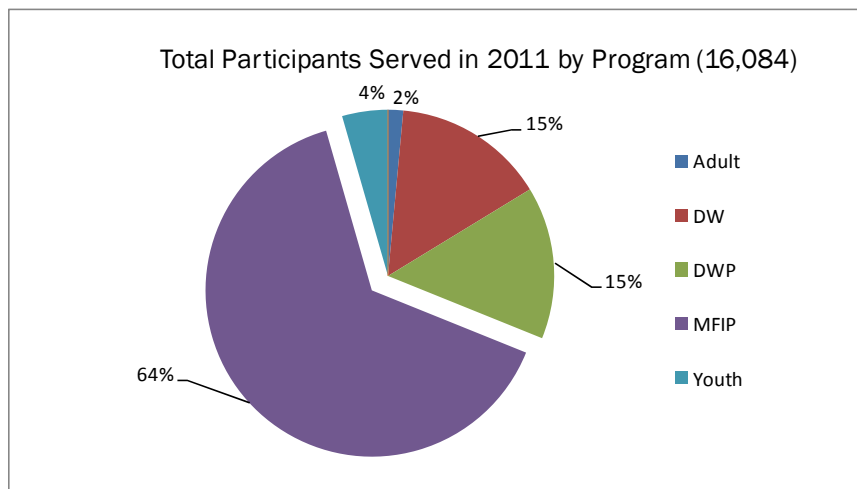
Wells Fargo's Customer Care Center in Shoreview regularly posts their positions with, and seeks recruiting assistance from, Workforce Solutions' Business Services Team. Wells Fargo recruiters also participate in the Business of the Day program in the Ramsey County WorkForce Centers. Troy, a job seeker and an experienced banker, was identified by Workforce Solutions' staff as a highly-motivated and qualified candidate who seemed ideal for Wells Fargo. In partnership with the Wells Fargo recruitment team, Workforce Solutions' staff made the match which resulted in Troy being hired as an Inside Sales Representative in June 2011. Both Troy and his manager report a high level of satisfaction after over six months on the job. Additionally, five other Workforce Solutions' candidates were hired by Wells Fargo in 2011. A continued partnership with Wells Fargo is anticipated for 2012.



Committed to Job Seekers

Workforce Solutions prepares job seekers with the skills and qualities needed to be competitive in the local job market. Career development services, offered at no cost to eligible job seekers, include assessments, basic skill development, job search workshops, occupational skills training, support services, and employment counseling. Whether an individual is acquiring their first job or exploring mid-level career changes, Workforce Solutions ensures that job seekers have opportunities to reach economic self-sufficiency and improve their families' quality of life.

Workforce Solutions is the official county administrator of the Diversionary Work Program, Minnesota Family Investment Program, and Workforce Investment Act Dislocated Worker, Adult, and Youth Programs.



NOTE: Some participants are enrolled in more than one program.

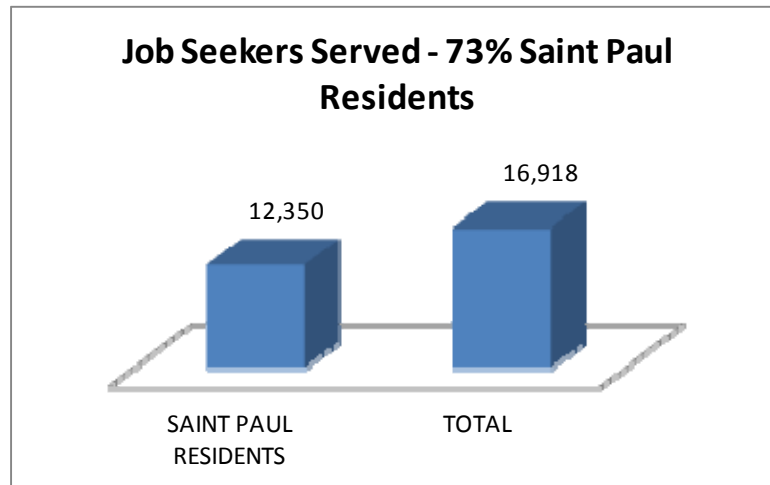
Competitive Grants

Workforce Solutions seeks out and applies for funds over and above its Federal and State allocations through competitive grant processes. Workforce Solutions successfully secured \$575,000 in funding through the grant process to serve additional clients during 2011. Special thanks to our funders, including:

- Minnesota Department of Employment and Economic Development
- Minnesota Department of Human Services
- The F.R. Bigelow Foundation
- The Saint Paul Foundation
- The Greater Twin Cities United Way

Saint Paul Residents

Workforce Solutions operates on behalf of the City of Saint Paul's and Ramsey County's investment in workforce development. Last year, 73% (12,350) of the job seekers served by Workforce Solutions resided in the City of Saint Paul.



Spotlight on Saint Paul

Highlights of 2011 services to residents who lived in the City of Saint Paul:

Job Placements—77% of all job placements with the business community

Families on Public Assistance—80% of all participants

Youth—85% of all youth served

WIA Adult Program—82% of all participants

Dislocated Worker Program—34% of all participants

Referred to Training—5,512 residents

- Completed training—4,115 residents
- Found employment—737 residents of those who completed training

WorkForce Center Visits—29,328 visits to the Saint Paul WorkForce Center



Committed to Job Seekers

Minnesota Family Investment and Diversionary Work Programs

The lasting effects of the recession continued to significantly affect the families of Ramsey County. As more long-term unemployed residents exhausted other means of support, the numbers of those families receiving public assistance through the Diversionary Work Program (DWP) and the Minnesota Family Investment Program (MFIP) rose. In 2011, 14,483 residents received services. This represents a 9% increase in participants since 2009 when the annual unemployment rate peaked in Ramsey County.

Additionally, our MFIP and DWP systems experienced a 7.4% funding reduction which resulted in staff reductions, reorganization, and caseload growth. Families received services longer than usual, and the number of families receiving extended services (beyond the 60 month time limit) grew.

Despite these constraints, we were able to exceed our performance goals by continuing to assist each individual to work to their highest ability by providing strength-based support through our employment counseling services and implementation of evidence-based practices.

We continued to offer a variety of targeted employment approaches which included providing 607 individuals with supported work opportunities, developing a VISTA volunteer position to expand job opportunities for individuals with a criminal background, expanding our culturally-specific employment service options, and collaborating to assist our extended participants resolving family issues, such as a child with a severe emotional disturbance that hinders employment opportunities.

Outstanding Outcomes: Diversionary Work Program

In 2011, DWP saw great increases in outcomes. The team identified additional outcome and progress measures and began analyzing them monthly to inform and improve services in real time. The main goal of DWP is to increase the number of families who exit the program without enrolling in MFIP. Another goal is to reduce the number of families who enroll in MFIP without employment or documented eligibility for MFIP's Family Stabilization Services (FSS). Many families succeed in finding employment but the starting wage is insufficient to support their families.

At the start of 2011, diversion rates from MFIP were approximately 39%, and approximately 44% of the monthly DWP exits went on to MFIP without employment or FSS status. Late in 2011, diversion rates reached about 61%, and those entering MFIP without employment or FSS status were reduced to around 25%.

Innovation in Services: Families Achieving Success Today

Families Achieving Success Today (FAST), a pilot initiative funded and led by Workforce Solutions targets MFIP parents with disabilities who might otherwise apply to Supplemental Security Income (SSI) or have difficulty engaging in employment services. FAST supports our belief that every parent can work to some degree and provides the opportunity for parents to obtain employment and utilize extra help to retain their jobs over time.

FAST tests an integrated, co-located service design utilizing evidence-based practices for families with serious disabilities. Parents who are unsuccessful in obtaining employment are referred for SSI advocacy services where their attempts at employment strengthen their SSI case.

FAST is one of three programs that are part of a national evaluation funded by the Administration for Children and Families and the Social Security Administration. These federal agencies are interested in learning more about services for families who have a member with a serious disability. They have contracted with MDRC, a research organization in New York, to provide technical assistance and evaluate initial program efforts. Depending upon findings from this evaluation, the FAST model could be replicated and studied in other states.

FAST partners include Goodwill/Easter Seals, HIRED, Open Cities Health Center, and People Inc.

Outcomes at a Glance

Minnesota Family Investment Program
(1/1/11 to 12/31/11)

Funding: \$14,580,494

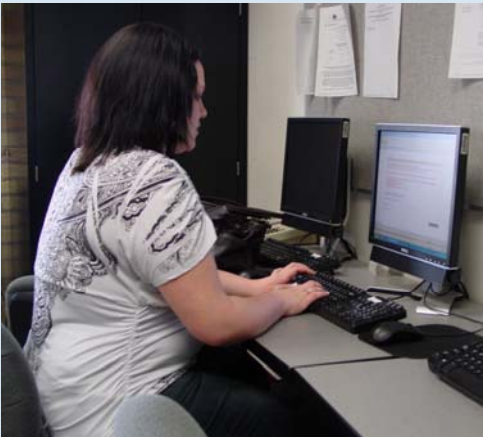
Participants Served	11,773
Participants Placed in Employment	4,435
Average Hourly Wage at Placement.....	\$9.64
ROI	1.12

Diversionary Work Program
(1/1/11 to 12/31/11)

Funding: \$1,150,838

Participants Served	2,710
Participants Placed in Employment	859
Average Hourly Wage at Placement.....	\$10.43
ROI	6.13

(Time in program is four months)



Workforce Solutions offers workshops to help job seekers build their skills in job search activities. Shown here is Brittany who is working online during the Resume Techniques workshop.

Best Practices: Teen Parent Project

The Teen Parent Project provided 72 African American and American Indian teen parents, who were also students ages 14-21, with supported work opportunities. The teens worked as Sales Associates, E-Commerce Assistants, Processors, and Janitorial Specialists. They developed work readiness skills and essential skills in customer service, prioritizing and managing work tasks, and team work. Supported by the Minnesota Department of Human Services and DEED, the Teen Parent Project was one of four projects selected to run in the State and the only one to be recognized with a Best Practices Recognition by DEED.

Cited in DEED's Final Program Report, Success and Challenges:

"One example of exemplary activity relates to a focus on developing resumes and interviewing skills. The trainer provided teen parents with a checklist of activities related to job interviews and asked them to complete it. He then asked each of the teen parents to raise their hand if they had ever demonstrated the behaviors listed. Each teen proudly raised her hand on each question. He then asked them to raise their hand if they had been employed after the interview. No hands rose. He then told them that the listing included all behaviors that one should NOT do in an interview. They then began the process of correcting the behaviors. Upon conclusion of the program, each of the teen parents had a job."

The Teen Parent Project partners include the American Indian Family Center, Goodwill/Easter Seals, HIRED, and Saint Paul-Ramsey County Public Health.

NdCAD Family Literacy

Workforce Solutions began working with the Network for the Development of Children of African Descent (NdCAD) to help develop cultural approaches for dealing with racial employment disparities. The goal of Workforce Solutions and NdCAD is to strengthen African American families in MFIP Extension Services which serves families with members whose disabilities affect their ability to work or conduct job search activities. The Family Literacy Program initially began as an eight-week demonstration project that ran from June 21, 2011, through graduation on August 16, 2011. Because of the program's successes, NdCAD has provided two subsequent classes with graduating parents and children.

The Family Literacy Program offers holistic services to both the parents and children. The children work on increasing literacy levels and academic performance. The parents also work on literacy and advocacy workshops that help them develop knowledge and skills for educating and socializing their children and advocating for them in the school system. Primarily, the program helps parents discover their innate power to make a difference in the lives of their children and their cultural community. This is accomplished through self-examination and building and gaining confidence in their own abilities as parents and individuals. Parent Power Program completion produces participants with an enhanced level of self-efficacy, confidence, and commitment resulting in improved families. As a testimony to NdCAD's commitment, on January 12, 2012, the White House recognized Gevonee Ford, NdCAD's founder and director, as "Champion of Change" for carrying the legacy of Dr. Martin Luther King, Jr. Mr. Ford attended a ceremony at the White House where he received recognition and awards, including documents signed by President Obama.

Jennifer's Story

Upon enrolling in MFIP, Jennifer made a commitment to positively change her life and do what it would take to support her family. By accessing training dollars made available through the Minnesota Job Skills Partnership Program, she completed her Certified Nursing Assistant Certificate through Century College. Upon completion, she was placed in a 12-week supported work opportunity at Regions Hospital. There she learned valuable essential and occupational skills. Her professionalism and commitment resulted in full-time employment with Regions. Her new position pays a living wage so she will not need to rely on public assistance to support her family.

Jennifer is also a volunteer with Boy Scouts of America and her children's school. Her drive and determination have been assets in her success in moving her family forward. By setting goals, following through, increasing her skill sets, and utilizing available supports Jennifer has shown that it is possible to have positive change in your life.

Carolee's Story

Without supports provided by MFIP, Carolee would not be able to be both a caretaker for her family and increase her occupational skills to obtain a living wage career. Carolee has been able to use the supports to assist her as she raises two teenagers with special needs, is a care provider for her aging mother, and studies nursing at Saint Catherine's University.

In addition, Carolee focuses on giving back to her community and increasing her skills and employment prospects through volunteering. She chairs the Saint Paul Winter Carnival volunteer committee where she is responsible for recruiting, assigning, and providing supervision and training. She is also involved with Faces, the diversity awareness program at St. Kate's, where her commitment resulted in a student worker position. In this regard, she has been at conferences around the country learning and sharing about diversity programs.



Kevin and Monique's Story

Kevin and Monique are a testament to how a positive attitude and determination can lead to achievement. Monique and Kevin took advantage of available supports to gain valuable occupational skills, exit MFIP, and support their two children in Saint Paul.

Monique is a very patient and caring woman. During career exploration work with her employment counselor, Monique identified an interest in healthcare. Funding provided by Minnesota Job Skills Partnership allowed Monique to enroll in Certified Nursing Training at Century College. Monique excelled in her coursework, passed her exam, and was eager to help others. Monique started the supported work program, Changing Lives, at Galtier Healthcare. Her supervisor took immediate notice of Monique's exceptional bedside manner, skill set, and work ethic. Monique received numerous compliments which resulted in her hire as a permanent employee.

Meanwhile, Kevin was job searching but his criminal record was stifling his progress. He saw his wife's motivation and inquired if a supported work experience could help him too. Kevin was fond of the non-profit Bridging and hoped to work in an environment that gives back to the community. Kevin met with a site supervisor and was placed in a position where he was recognized for his determination, hard work, and caring demeanor. After his placement ended, Kevin signed up for forklift training knowing that to be hired permanently he would need his certificate. Well, it worked! Upon completion, Kevin was hired.



Both are humbled by the opportunities Workforce Solutions provided and hope to show this in their loyalty to each other, to their employers, and to the community they serve.

“Both are humbled by the opportunities Workforce Solutions provided...”

Committed to Job Seekers

Workforce Investment Act and Minnesota Youth Programs

Each recognized milestone in a youth's life becomes an essential step along their long-term career path. The YouthLEAD program supported youth by providing college and career exploration, work readiness and essential skill development, and supported work experiences. In 2011, YouthLEAD had a lot to celebrate: 335 youth obtained their GED or high school diploma, 73 found employment, and 64 went on to post-secondary education. In July, these academic, employment, and personal milestones were publically acknowledged and celebrated. The event, held at Harriet Island, was organized and emceed by the youth. The keynote speaker was Councilmember Melvin Carter. His message, *Making Your Dreams Happen*, inspired and motivated all.



Invest in You

Invest in You provided 44 youth ages 16-20 involved in the correctional system with important essential work-readiness and occupational skills training. Much emphasis was put on inspiring and motivating youth to identify career goals and invest in themselves. By identifying a career path, youth experience alternative options to criminal activities. *Invest in You* has been very successful: 98% of participants who completed did not reoffend. In addition, several youth have found permanent employment.

While enrolled, youth first completed 20 hours of customer service training offered by Saint Paul College. After learning this key occupational skill set, youth received a credential from the college. Next, youth attended 20 hours of work-readiness training through Workforce Solutions. Upon completion, youth were placed in a supported work experience for 100 hours at community worksites.

Invest in You is funded for three years by the Ramsey County Juvenile Corrections Department as part of its Juvenile Detention Alternative Initiative (JDAI). JDAI strives to improve public safety and long-term outcomes for juveniles by reducing the number of juveniles in secure detention.



Moving Youth Forward

Moving Youth Forward provided supported work experience opportunities to long-term foster care youth ages 16-21. The program helped prepare them for future employment through work-readiness training and occupational skills development. During the summer of 2011, jobs and supervision were provided at Battle Creek Water Park where the youth worked 15-20 hours a week. *Moving Youth Forward* was a collaborative effort of a partnership with Ramsey County Human Services, Parks and Recreation, and Workforce Solutions.

Employer Commitment to Tomorrow's Workforce

Supported work experiences allow businesses to demonstrate their commitment to the community by providing a youth with an opportunity to learn important work skills thereby strengthening tomorrow's workforce. YouthLEAD's partnership with local businesses is a critical factor to successful youth experiences. In 2011, YouthLEAD increased partnerships with local businesses providing work experiences. Some of our business partnerships, including Java Train, TJ Maxx, and Walgreens, hired the youth permanently after they completed their placements.

A Walgreens manager said, "I have been partnering with Workforce Solutions since December and my experience has been beneficial to both my business and the young adults that are assigned to my store. From my perspective, it is a win-win situation. I am able to add a position at no cost to my store while providing local young adults with a valuable work experience. The hours these young adults spent at Walgreens have also been a great hiring tool for my company as many of the employees have been hired after they are done with their internship. The staff who lead this program have also been a joy to work with. As you can tell, they are engaged and very passionate about the work they do!"



Outcomes at a Glance

YOUTHLEAD

Funding: \$1,741,684

Workforce Investment Act

(4/1/10 to 3/31/11)

Youth Served	716
# of Youth with a Disability	116
# of Juvenile Offenders	126
# of Foster Children Served.....	44
# of Youth from Families Receiving Public Assistance	496
# of Teen Parents	114
# of Youth Earning a HS Diploma, GED, or Other Certificate	335
# of Youth Attending Post HS	64
# Employed	83
Average Wage at Placement.....	\$8.99

Minnesota Youth Program

(7/1/10 to 6/30/11)

Youth Served	265
# of Youth with a Disability	88
# of Juvenile Offenders	73
# of Foster Children Served.....	27
# of Youth from Families Receiving Public Assistance	113
# of Teen Parents	44
# of Youth Earning a HS Diploma, GED, or Other Certificate	126
# of Youth Attending Post HS	84
# Employed	59
Average Wage at Placement.....	\$8.84

NOTE: Some participants are co-enrolled

Coty's Story

"I've come a long way. I used to live by 'Play now and work later.' Now it's 'Work now and play later.' I feel good about that. My teenage years were troublesome times. At 16, I was out of the house staying with friends. I tried to get help from a program but apparently I wasn't ready since I got kicked out for messing up too much. I gave up for awhile and went back to my old tendencies. Things got better, though, when I moved back home and started working on my relationship with my mom. I started looking for work and spending time at the WorkForce Center in the YouthLEAD room.

I had little job experience but I knew how to talk to people. I remember it was snowing out when I was handed a lead for a job fair at the Science Museum. Dress suit, dress shoes, and two feet of new snow were not an ideal combination – but I went through with it. I'm glad I did; two interviews later I had the job. The first week I put in overtime every day. It seemed natural to keep myself busy – there's always something to do when you work in food service. I've been working for Lancer Catering at the Science Museum for a year now. I took a class at Ramsey County Environmental Health and earned my Food Manager/ServSafe Certification which allows me to monitor our products and help our company maintain our high quality of food and service.

Work sometimes slows down but my bills don't. I looked for a second job, got out my lucky suit, and applied at Super America. Now I have two jobs. For two months, I worked about 70+ hours a week but that took its toll. I'm now down to about 60 hours a week and that seems to work ok. I'm paying my bills and help my mom, sister and her two kids, and my little brother. Soon I'll try to pull back a little to start saving money for my vehicle, college, and an emergency account. Letting go doesn't mean you stop caring, it just means you realize that you can't help everybody with everything all the time.

I've come a long way. I used to live by 'Play now and work later.' Now it's 'Work now and play later.' I feel good about that. I met a cop at SA and, during a discussion with him about my hanging with the wrong people, dropping out of school, getting my GED, and now working two jobs, he said, 'sometimes to do what you have to do, you have to step away from the crowd to do it.'"



"Work now and play later."

Committed to Job Seekers

Workforce Investment Act Adult Program

In 2011, the Workforce Investment Act (WIA) Adult Program focused on increasing community access points and skill workshops available to the general public. Since funding cuts made 47% less program slots available then in 2010, Workforce Solutions needed to better leverage partnerships so that job seekers could upgrade skills and fill quality job positions in our local area. By increasing our network of access points and partnerships, we were able to leverage other funding streams and package limited WIA Adult funding to its fullest.

With assistance from our partners, HIRED and Goodwill/Easter Seals, service locations expanded beyond two WorkForce Centers so that area residents could increase their job search skills closer to home. Goodwill/Easter Seals provided career counseling, application and resume assistance, interview preparation, and job search resources at Ramsey County and Saint Paul Public Libraries. A job search skills workshop series was rotated through John A. Johnson Achievement Plus on Saint Paul's East Side, Liberty Plaza in the Summit-University area, and Dayton's Bluff and North End elementary schools. These workshops were done in partnership with Saint Paul Public Schools and the Amherst H. Wilder Foundation.

Program participants gained employment with area companies such as Aerotek, Andersen Corporation, Cerenity Care Center, City of Saint Paul, Manpower, Summit Home Care, and the VA Medical Center.

Outcomes at a Glance

WIA ADULT

(7/1/10 to 6/30/11)

Funding: \$1,005,784

Participants Served	271
Entered Employment Rate	76.6%
Employment Retention.....	86.5%
(after 6 months)	
Average Earnings	\$12,747
(two quarters after program exit)	
Average Hourly Wage at Placement	\$12.41
Participants Placed in Employment.....	86

Mark's Story

Mark sought assistance from the WIA Adult program because he was having difficulty finding employment. He had good work experience as a personal care attendant, however, a lack of certification limited his job opportunities.

Mark met with a Career Counselor to identify a career path as a means to achieve additional education. Since his reading assessment indicated at least a fourth grade level, he was given information about the pre-certified nursing assistant training at the Hubbs Center. This training would increase his ability to be successful in Certified Nursing Assistant training (CNA).

Mark has received an average score of 93% on his exams! His next step is CNA training. Upon completion, he can add his certification to his resume which will broaden the scope of his job search and increase his marketability.

Committed to Job Seekers

Workforce Investment Act and State of Minnesota Dislocated Worker Programs

During program year 2010 (July 2010 – June 2011), Workforce Solutions and its vendors provided services to 2,702 laid-off workers affected by local area layoffs through the State and WIA Dislocated Worker Programs. The majority of these individuals were part of small layoffs of less than 50 people. Others were continuations of large lay-off projects such as Coloplast of Vadnais Heights. Since 2006, 130 Coloplast employees received services to assist them in locating new full-time job opportunities.

Workforce Solutions assists laid-off workers with career counseling and job search activities to help the workers become re-employed. Participants may also access the multitude of workshops and seminars offered at the WorkForce Centers, as well as funding to support short-term skill upgrades, retraining, and other emergency needs.

Workforce Solutions utilizes the vendor services of Employment Action Center, HIRED, Lao Family Community of MN, and Goodwill/Easter Seals of MN.

Ford Plant Closing

On December 19, 2011, the Ford Motor Company assembly plant in Saint Paul closed its doors. Since July 2006, Workforce Solutions and Quality Career Services have provided on-site dislocated worker services to more than 1,300 workers impacted by the announced closing. DEED awarded Workforce Solutions a total of \$2,200,000 over the five years in State Dislocated Worker funds to assist Ford workers acquire new skills necessary to move into suitable employment. The program has been extended to September 30, 2012, to ensure that those workers laid off can access training programs.

In April of 2011, both agencies were given the Service Provider of the Year award by DEED in recognition of outstanding service to job seeking customers and our collective efforts on behalf of the Ford Dislocated Worker Program. The award states, “For outstanding service to job seeking customers, exceptional measures taken to ensure accountability of taxpayer dollars, and ongoing willingness to work together to improve processes around the Ford project.”

**Workforce Solutions and Quality Career Services Earn Service Provider of
the Year Award for Outstanding Service**

George’s Story

George was a 55-year-old scientist and engineer who was laid off in December 2010 due to the recession drying up almost all local construction activity. After three months of job hunting on his own, with no job prospects, he enrolled in the Dislocated Worker Program. George worked with his Employment Guidance Counselor who helped him evaluate his situation and counseled him on employment options and several personal problems. Over the course of six months, George and his counselor developed an effective job hunting strategy. George got access to resources he needed to keep going, despite lack of immediate results, and to help sharpen his interviewing, writing, and professional skills.

George says, “My Employment Guidance Counselor is compassionate and highly effective. In my personal situation, she has done an outstanding job! Sometimes a call or email from her was the only good news I had for weeks on end. She helped buffer me through some near misses and disappointments on repeat interviews. Eventually, I found a nearly-perfect job and use most of my unique skill set and make more money at start than I did at the end of my previous job. I owe much of my success to my Counselor and her close colleagues.”



A career fair was held last summer for workers from the Ford Plant who were being laid off. Brenda Williams and Vera Johnson of Workforce Solutions (left to right) are shown here assisting a job seeker.

Outcomes at a Glance

DISLOCATED WORKER
(7/1/10 TO 6/30/11)

Funding: \$2,185,932

WIA Program (Formula)

Participants Served	629
Entered Employment Rate.....	83.1%
Employment Retention Rate (after 6 months)	94.9%
Average Earnings.....	\$22,367 (two quarters after program exit)
Participants Placed in Employment	193
ROI	1.34

State Program (Formula)

Participants Served	2,073
Entered Employment Rate.....	86.2%
Employment Retention Rate (after 6 months)	90.9%
Average Hourly Wage at Placement.....	\$19.83
Participants Placed in Employment	605
ROI	6.29

Site Specific Grants

ROI	2.72
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In addition to its Federal and State allocations, Workforce Solutions received grants to serve dislocated workers from the following companies: Ford, Coloplast, Celestica, MARS, Wilson Tool, UV Color, and a special Veterans program.

Incentive Funds

We are pleased to report that Workforce Solutions received \$25,906 in Incentive Funds this past year from the State of Minnesota for meeting and exceeding its goals for the Workforce Investment Act Adult and Dislocated Worker Programs the previous program year.



Acknowledgements

I offer credit and gratitude to the partnerships with our funders, community-based organizations, policy makers, and like-minded supporters for our many achievements. Thank you for a wonderful year.

*Patricia Brady, Director
Service Excellence, One Customer at a Time*

Ramsey County Board of Commissioners

Jan Parker, Chair

Tony Bennett

Toni Carter

Jim McDonough

Rafael Ortega

Victoria Reinhardt

Janice Rettman

City of Saint Paul

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Kathy Lantry, Council President

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Pat Harris

Lee Helgen

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Ramsey County Workforce Investment Board

Doug Hubbard, Chair (Custom Desk and Hardwood Visuals)

State of Minnesota

Governor Mark Dayton

Governor's Workforce Development Council

MN Department of Employment and Economic Development

MN Department of Human Services

Juvenile Justice Advisory Council

U.S. Department of Labor, Employment and Training Administration

Workforce Solutions' 2011 Leadership Team

Patricia Brady, Director

Michelle Belitz

Angela Cardella

Bruce Casselton

Talli Jordan

Nancy Lee

Kate Probert

Mark Schaeffbauer

Joan Truhler

Wayne Young

Terry Zurn

Staff Appreciation

On behalf of the Leadership Team, thank you for your cooperation, collaboration, and commitment to our clients during this past year. It has indeed been a very difficult year for us as we have struggled long and hard with budget cuts and other funding constraints. We would like to express our gratitude for your understanding and your support.



Saint Paul City Councilmember Melvin Carter (right) was keynote speaker at YouthLEAD's Recognition event last summer. He is shown here with Gwen Mora-Gomez.



In Recognition

Dawn Vang of Workforce Solutions received an Employee Achievement Award from Commissioner Victoria Reinhardt at the Ramsey County Board meeting recognizing Dawn for "Excellent Job Performance" and "Performance Beyond the Call of Duty."

Commissioner Reinhardt shared that Dawn Vang did outstanding work coordinating two special projects—a Certified Nursing Assistant (CNA) training program for participants in the Minnesota Family Investment Program and "Advancing Life," a program to certify and train clients for the construction business—along with her regular case management workload.

Dawn is shown above with her family and Commissioner Reinhardt.



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