OUR PURPOSE

Cultivate workforce development practices and systems that lead to outcomes which address the equity crisis impacting communities of color and American Indians in Minnesota.
Communities of color will continue to drive Minnesota's population growth.

Share of Population Growth Attributable to People of Color, 2010 to 2040

- **All growth attributed to POC**
- **75% to 99%**
- **50% to 74%**
- **25% to 49%**
- **1% to 24%**

Source: U.S. Census Bureau; Woods & Poole Economics.
Minnesota’s youth are much more diverse than its seniors.

Percent People of Color by Age, 2010

Source: U.S. Census Bureau.
Educational Attainment

Adults (25+) with an associate’s degree or higher, by award level, 2015

- American Indian: 11% Graduate, 6% Bachelor's, 3% Associate’s
- Black: 9% Graduate, 11% Bachelor's, 8% Associate’s
- Hispanic: 6% Graduate, 11% Bachelor's, 5% Associate’s
- White: 12% Graduate, 24% Bachelor's, 12% Associate’s

Source: Minnesota State Demographic Center Estimates, U.S. Census Bureau American Community Survey, 1-year Estimates
Welcome Remarks

Dean Laura Bloomberg, Ph.D.
Humphrey School of Public Affairs
Core Team Remarks

Rachel Speck
Senior Program Manager
Greater Twin Cities United Way
1. Who are you, and what brought you here today?

2. What have you learned through your engagement with Equity Works?

3. What questions continue to be raised for you about workforce development in Minnesota?
1. EQUITY WORKFORCE NETWORK
   • Peer-learning across workforce service providers

2. EQUITY WORKS LEADERSHIP INSTITUTE
   • Bolster leadership within the field

3. EMPLOYER & CROSS SECTOR ENGAGEMENT
   • Enable sharing of quality information
Equity Workforce Network

23 Participating Organizations

Together, we prepare people for work.
Equity Works Leadership Institute

24 Individuals
Representatives From State & Nonprofit Agencies
Employer Survey

Preliminary results from a statewide employer survey on hiring and retention of workers in less-skilled jobs

Robin Phinney Ph.D.
Research Director, Future Services Institute
Humphrey School of Public Affairs
Why do an employer survey?

• Promote cross-sector engagement in workforce development in Minnesota
Survey Design

• Partnered with Greater Twin Cities United Way & DEED to develop and promote the survey
• Sampled 4,000 employers statewide in six industries

Industries We Surveyed

Construction, Manufacturing, Retail Trade, Hospitality & Food Service, Health Services, Business Services
Survey Design

- Sent letters & emails
- Asked employers to complete a 15-min online survey
- Open from August 7th to September 15th, 2017
Survey Respondents

• By design, most employers are from manufacturing (29%), retail trade (21%) and health services (26%) industries.
• More than half are from outside the Twin Cities metro region
• Most are small employers
• Few are owned by women (14%), minorities (5%), or first-generation immigrants (1%)
What we learned
Demand for Workers is High

- 80% hired less-skilled worker in past two years
- How difficult is it for employer to:

<table>
<thead>
<tr>
<th></th>
<th>Find qualified applicants?</th>
<th>Retain qualified applicants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very difficult</td>
<td>35.2%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Somewhat difficult</td>
<td>35.9%</td>
<td>50.3%</td>
</tr>
<tr>
<td>Not too difficult</td>
<td>25.4%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Not difficult at all</td>
<td>3.5%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>
Applicant Hiring Tests are Somewhat Common

- 4 in 10 employers do not require any tests.
- Of those that do, the most common types are drug and job-related tests.
- If an applicant has a criminal record:
  - 30% of employers would be willing to hire the applicant
  - 20% of employers would not
  - 50% of employers would consider the crime/job
Credentials & Skills are Important

How important is it for workers to have the following?

<table>
<thead>
<tr>
<th></th>
<th>Extremely (%)</th>
<th>Somewhat (%)</th>
<th>Not very (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school diploma or GED</td>
<td>44.1%</td>
<td>42.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Work experience</td>
<td>26.6%</td>
<td>51.7%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Previous training</td>
<td>15.4%</td>
<td>51.0%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Skill certification</td>
<td>9.2%</td>
<td>34.0%</td>
<td>56.7%</td>
</tr>
<tr>
<td>English language proficiency</td>
<td>51.7%</td>
<td>44.8%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
Engagement around Worker Placement is Limited

How did you identify the last worker hired?

- Other
- Reference from other employee
- Help wanted sign
- Ad or internet posting
- Personal network
- Commercial temporary
- Community-based org
- Minnesota employment service

0.0%  5.0%  10.0%  15.0%  20.0%  25.0%  30.0%  35.0%
Few Employers have Diversity-Related Practices
Employees are frequently Ineligible for Benefits/Supports

Benefits Offered by Employer

- Pension or 401K
- Employee assistance plan
- Education assistance
- Transportation assistance
- Child care assistance
- Any type of paid leave
- Health insurance

Benefit Offered to Last Worker Hired
Benefit Offered at Organization
Employees are frequently Ineligible for Benefits/Supports

Training and Supports Offered by Employer

- feedback
- conflict resolution
- counsel
- mentor
- informal training
- formal training

perc last  perc avail
Few Employers have Diversity-Related Practices

- Affirmative action plan
- Explicit goals for women/minority suppliers
- Full-time staff who monitors diversity initiatives
- Diversity commitment from senior leadership
- Employee diversity training
- Periodic diversity evaluations

[Bar chart showing percentage of employers with diversity-related practices for small business, medium/large business, and all employers.]
These findings suggest that:

✓ There is considerable room to strengthen employer partnerships in Minnesota

✓ Small employers may benefit from access to information or opportunities to engage in diversity-related hiring practices

✓ **Workers hired into lower-skilled jobs often do not receive benefits and supports that are critical to employee retention**
Please answer the following:

• How can **workforce service providers** help job seekers access and receive retention-related benefits and supports?

• How can **employers** help job seekers access and receive retention-related benefits and supports?

• How can the **policy field** help job seekers access and receive retention-related benefits and supports?
Discussion
Contact Information

Robin Phinney
rphinney@umn.edu
(612) 624-1206
…LAYING THE GROUND FOR CREATIVE DESTRUCTION…
People + Practices = Institutional Systems

Historical context shapes how institutions operate now

Workforce Development Strategists appreciate context but act from where they sit to make changes that improve outcomes
THE BLUEPRINT
For Minnesota’s Career Pathways
COMMUNITY OF PRACTICE

EFFECTIVE PRACTICES
► Connect Participants to Careers
► Align and Leverage Resources
► Improve over time
► Support participants comprehensively
► Align to labor market needs
► Commit to Equity and Inclusion
How do we ensure that our efforts fail to....?

Individual reflection - 3 minutes
Pair - 5 minutes
Table - 10 minutes
Go down this list item by item and ask yourselves,

‘Is there anything that we are currently doing that in any way or form resembles this action?’

Be brutally honest.

Document the counterproductive activities/policies/procedures one per post-it.
FIRST STEPS

- What **first steps** could you take from where you sit to help you stop doing what you know creates undesirable results?

- What **support could you need from others** to help you stop this activity?
Informing Equity Works
Next Steps

**Look at what can be done**
Vote on one you think *you* could do

Also vote on the most useful ideas of *how people might come together*
Lunch
12:00 pm to 1:00 pm

First Breakout Session 1:00 pm to 2:15 pm
Second Breakout Session 2:30 pm to 3:45 pm