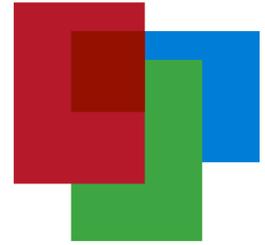


# The Minneapolis Promise

*A Campaign for the Most Prepared Workforce in the Nation*



## City of Minneapolis STEP-UP Program

**Cost: \$2M per year**  
(\$2,000 per youth)

Since 2004, more than 12,000 Minneapolis youth, ages 14-21, have gained STEP-UP summer work experience. 178 employers and 2,312 youth *stepped up* in 2010.

### Program Outcomes:

- Over 80% are youth of color
- Over 70% go onto college immediately upon graduation

## AchieveMPLS Career & College Centers

**Cost: \$500K per year**  
(*matched 100%*)

Private-sector impetus and investment ensuring all Minneapolis Public School graduates now complete a "My Life Plan" to guide career and college decisions.

### Program Outcomes:

- Fully staffed centers in 13 public high schools
- Serving 9,500 young people annually

### \$6M CAMPAIGN Goals:

3,000 Minneapolis youth will get career exposure, work and personal skill building and the motivation to pursue future career and college planning.

### \$1.5M CAMPAIGN Goals:

Anchor the Career & College Centers that will prepare every graduate for successful transition to work or higher education. Grow the percentage of students applying to college to 70%.

## Minneapolis Community and Technical College Power of YOU

**Cost: \$1M per year**  
(1 student: \$2,000/year for 2 years)

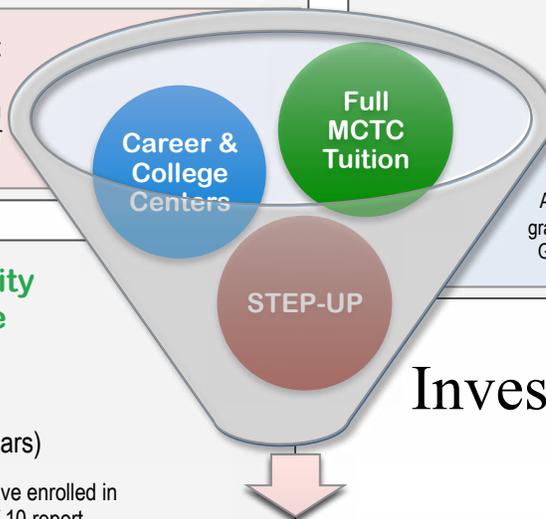
Since 2006, 921 Minneapolis grads have enrolled in college via the Power of YOU. 8 out of 10 report the Power of YOU influenced their decision to go to college.

### Program Outcomes:

- Wilder Research found the Power of YOU "did not simply draw students away from other colleges but increased the overall number of students attending college."
- Retention rates (85%) substantially higher than peers (66-72%)

### \$3M CAMPAIGN Goals:

Reach 750 Minneapolis youth with full tuition scholarships, giving them the education and skills to compete in the new knowledge-based economy.



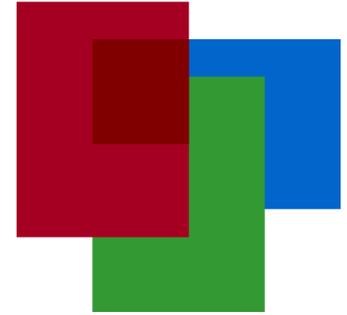
Investing \$10.5 million  
over 3 years

**Our Most Prepared and  
Highly Educated Workforce**

Outcomes of The Minneapolis Promise to-date prove:

1. Introducing youth, ages 14-21, to career paths is the most effective ladder to college & career readiness.
2. Strong delivery systems are vital to ensuring every graduate has a career & college plan upon graduation.
3. Public-private partnerships help remove financial obstacles to higher education.





# The Minneapolis Promise Fundraising Campaign

**STEP-UP Work Experience**

+ **Career and College Counseling**

+ **Access to Free College**

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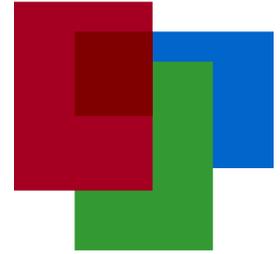
**A Prepared Workforce**



**Minneapolis**  
City of Lakes

**Department of Community Planning & Economic Development – CPED**

January 2011

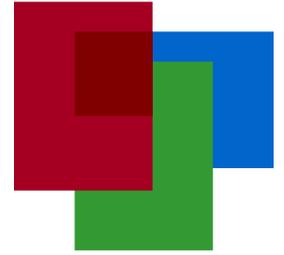


**“Minneapolis needs to make a great promise to our youth: if you go to school, work hard, set a life plan, and graduate, we will support you. The Minneapolis Promise will help you find a summer job, plan your future and get the funds you need to go to college.”**

*Mayor R.T. Rybak, 2007*



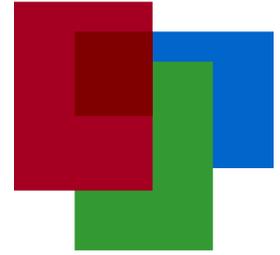
# Minneapolis Promise Campaign



The Minneapolis Promise Campaign is a \$10.5 million fundraising campaign to help develop the next generation of Minneapolis talent.

Your gift to the campaign will have an effect on Minneapolis for decades.

# Minneapolis Promise Strategy



**Work Hard**



**STEP-UP Summer  
Work Experience**

**Career and College  
Planning**



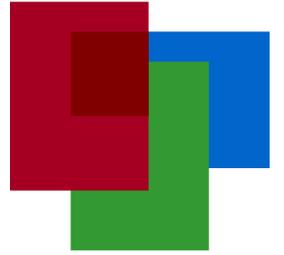
**AchieveMpls  
Career & College Centers**

**Go to College**



**MCTC Power of  
YOU**

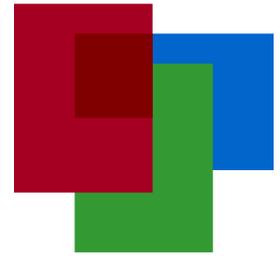
# A Simple Goal



*The Minneapolis Promise has one simple goal...*

*Increase the percentage of Minneapolis youth pursuing higher education*

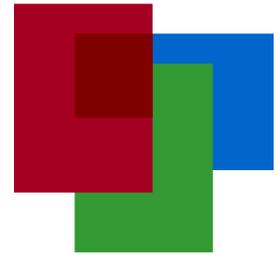
# Approach



- STEP-UP Summer Work Experiences
- AchieveMpls Career and College Center counseling and “My Life Plan” development
- Minneapolis Community and Technical College Power of YOU scholarships



# Approach



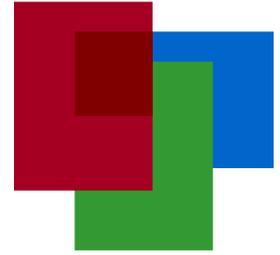
## *Operating Networks:*

In Minneapolis, Nothing Big Happens Without All Sectors  
Aiming at a Public Good

<i>Minneapolis Promise</i>	Operating	Governance Board
STEP-UP Summer Jobs	Community Based Organizations	Mayor & Council
Career & College Centers	AchieveMpls	Centers' Board
College Scholarships	Minneapolis Community and Technical College	MCTC Foundation



# Results



## Summer Career Experiences:

**12,255 Minneapolis Youth Placed in Summer Career Experience: 2004-2010**

**2,312** summer job placements through STEP-UP in 2010

- **4,000+** STEP-UP applications for Summer 2010
- **166** STEP-UP alumni attending the University of Minnesota since 2006

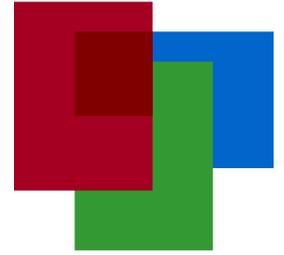
“The City of Minneapolis STEP-UP program is helping Minneapolis youth consider the University of Minnesota as a realistic choice for their future. Because of the STEP-UP experience, Minneapolis youth are more confident in applying to and enrolling at the University of Minnesota. Since 2006, 166 STEP-UP interns have enrolled at the U of M, becoming an excellent feeder system for Minneapolis youth to the University.”

– Dr. Robert Jones  
Senior Vice President of System Academic Administration  
University of Minnesota, 2010





# Results

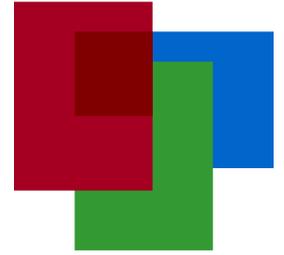


## Career and College Centers:

- Every Minneapolis public high school student now has access to career and college counselling in their schools and is required to complete a “My Life Plan,” a planning tool offered through AchieveMpls Career and College Centers.
- Since the centers began operating in 2007, the Minneapolis high school graduation rate has increased from 60% to 73%.



# Results

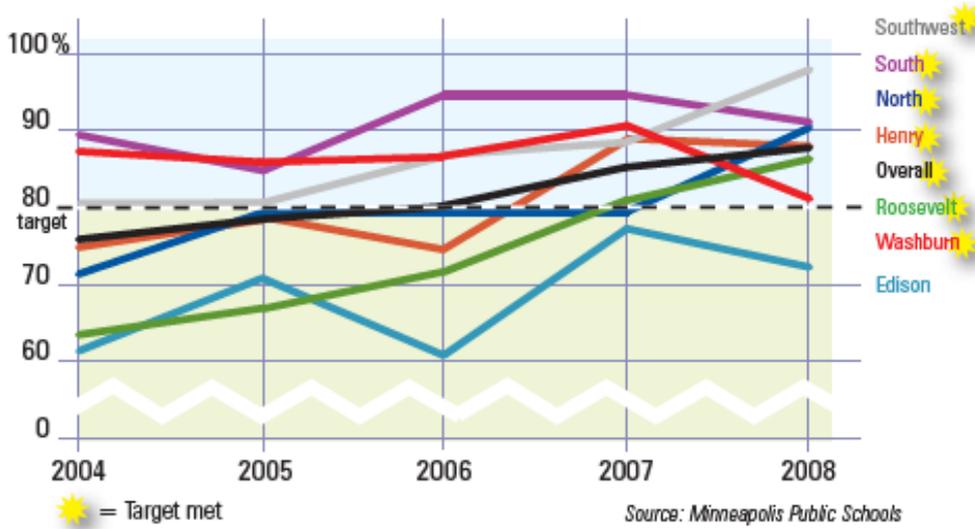


## College Scholarships:

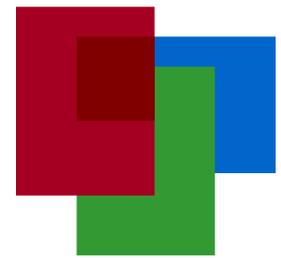
Full tuition assistance for hundreds of MPS students 2006-2010

- 921 through the Power of YOU Tuition Program
  - Students' median family income was less than \$30,000 and 75% were students of color
  - The number of Minneapolis high school graduates applying to at least one college is now 86%, up from 69% in the 2007-2008 school year

## Graduation rate of Minneapolis public high schools



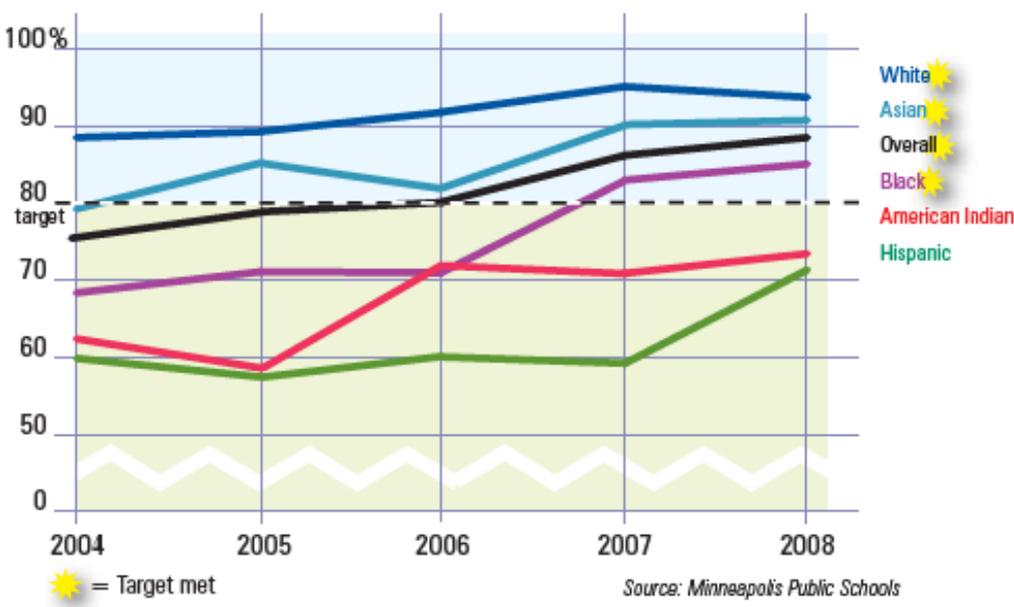
# Results



“The Minneapolis Promise is helping to increase graduation rates for students of color in Minneapolis Public Schools, and getting us closer to the goal of closing the achievement gap.”

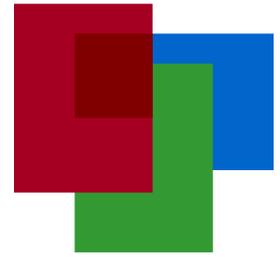
*Mayor R.T. Rybak, 2009*

## Graduation rate of Minneapolis public high school students <sup>2</sup>

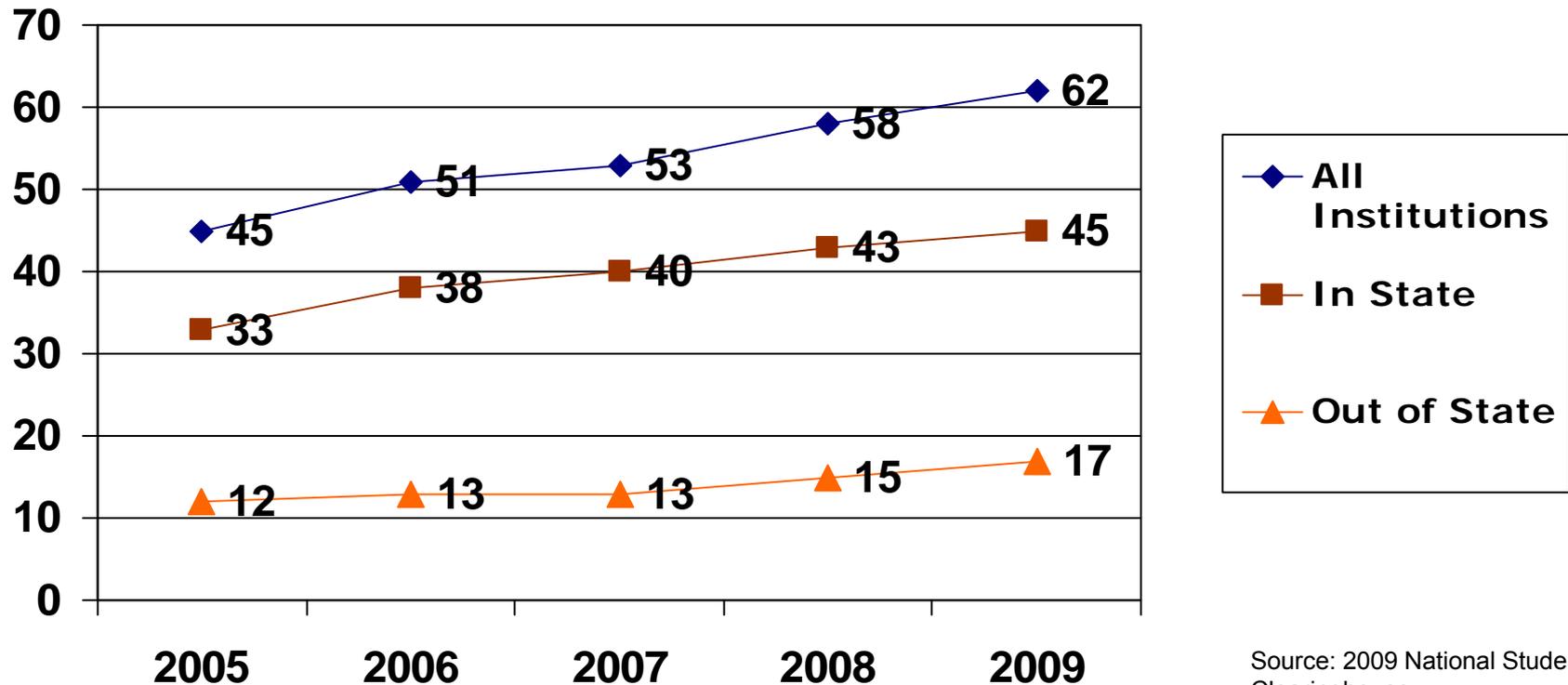


<sup>2</sup> Race/ethnicity categories are mutually exclusive

# Results

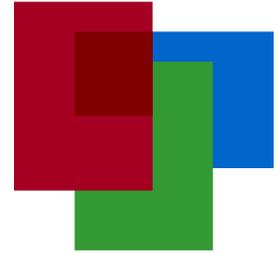


Percent of students enrolled in college the fall immediately following graduation from high school climbing steadily.

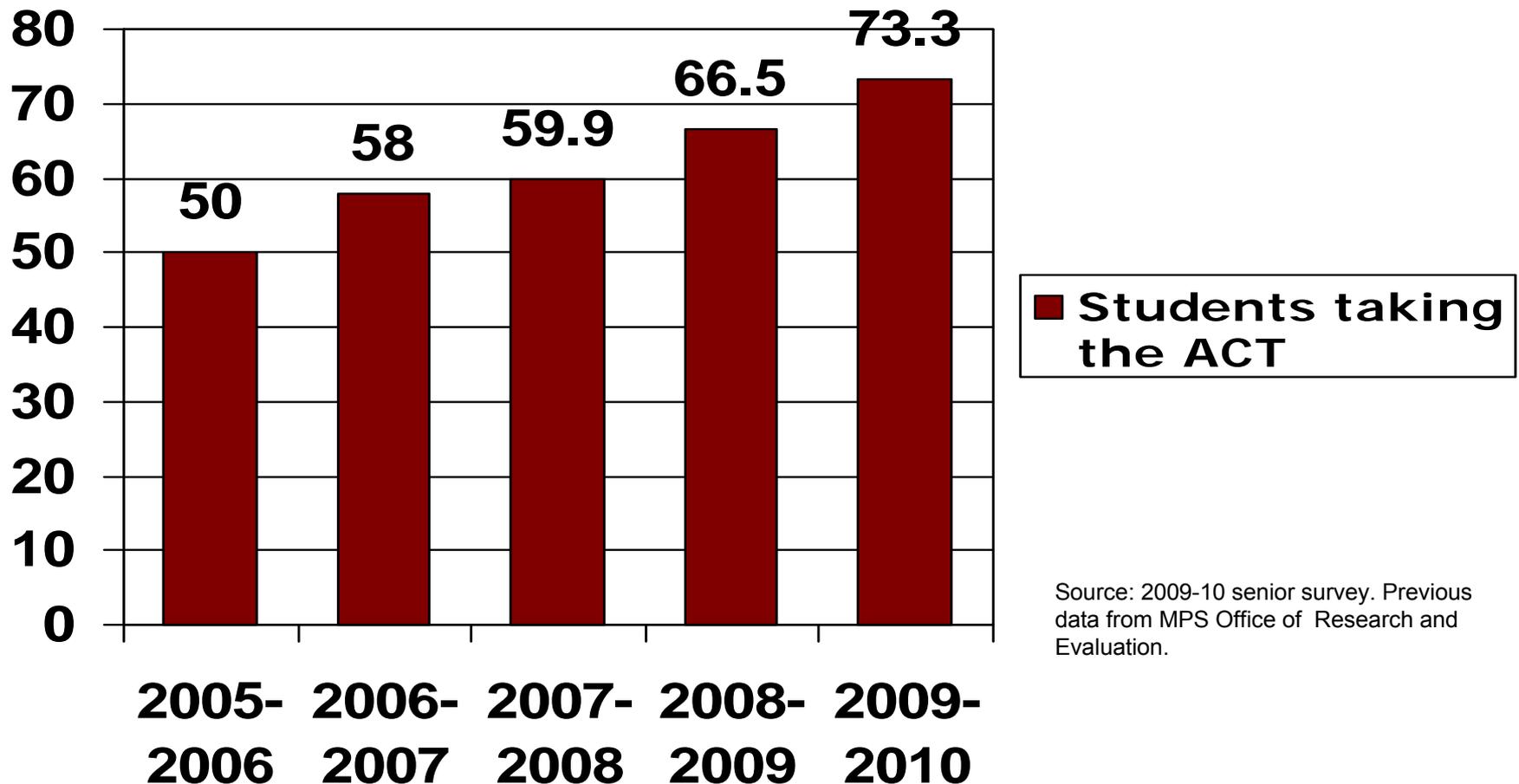


Source: 2009 National Student Clearinghouse

# Results



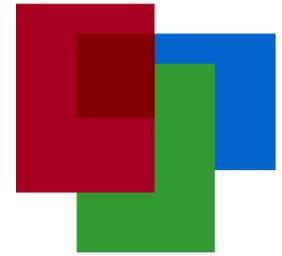
Percent of Minneapolis public high school juniors and seniors taking the ACT test reaches to record high.



Source: 2009-10 senior survey. Previous data from MPS Office of Research and Evaluation.



# What's next



## Grow the Minneapolis Promise

<b>Minneapolis Promise</b>	<b>Total Investment</b>	<b>Per Year Investment</b>	<b>Outcomes</b>
City of Minneapolis STEP-UP Program	\$6 million	\$2,000,000 (\$2,000/youth)	1,000 youth per year gain work experience
AchieveMpls Career & College Centers	\$1.5 million	\$500,000 Matched by Minneapolis Public Schools	Fully staffed Career & College Centers in 13 high schools
Minneapolis Community and Technical College Power of You	\$3 million	\$1,000,000 (\$4,000/youth)	250 low-income high school grads receive full tuition for two years

# City of Minneapolis



## Summer Jobs Program 2010 Final Report



**Minneapolis**  
*City of Lakes*



achievempls



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Prepared by Tammy Dickinson  
October, 2010

## **Summary**

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In 2010, the City of Minneapolis STEP-UP Summer Jobs program offered opportunities for youth ages 14-21 to learn about and engage in the workforce. Nearly 180 businesses participated to employ STEP-UP interns. Private sector, government, and non-profit employers were represented in providing quality internships for 1,341 Minneapolis youth.

Of the youth placed in STEP-UP internships this summer, 485 (36%) were employer-paid, and 856 (64%), primarily those placed in the non-profit or public sector, had their wages subsidized with federal, state, local, or foundation funds. Combined, youth in the STEP-UP program earned an estimated 1.9 million dollars. On average, each STEP-UP intern earned \$1440.

The STEP-UP program serves a wide range of Minneapolis youth. In 2010, 89% of youth placed in jobs youth were eligible for free or reduced school lunch, 15% self-reported that they had a disability, and 8% were English Language Learners (ELL). Ninety (90%) percent of youth placed in jobs were youth of color.

Youth in STEP-UP are offered a variety of experiences to give them a well-rounded training experience. STEP-UP internships not only include comprehensive work readiness training, but also opportunities to: connect with a business mentor; attend camps, seminars, and college preparation workshops; and classroom training that offer the chance to earn high school credit and keep academic skills sharp.

## **Purpose**

---

STEP-UP is a City of Minneapolis employment program that recruits, trains and places Minneapolis youth between the ages of 14-21 in summer jobs with local employers. STEP-UP is a single program that has two employment tracks. Youth ages 14 and 15 are trained and placed in paid internships with non-profit employers. The wages for the 14 and 15 year-olds are subsidized by the Minneapolis Employment and Training Program (METP) using local, state and federal funds. Youth ages 16-21 are placed in paid internships with employers that include non-profit, government, and private businesses. In most cases, the wages of the older youth are paid directly by the employers. However, for approximately 24% of the 16-21 age group, wages are paid by STEP-UP using job subsidy funds.

## **History**

---

STEP-UP began in 2004, placing 200 youth in internships with 50 Minneapolis employers. Originally designed to serve youth ages 16-21 and place them in unsubsidized jobs at Minneapolis businesses, STEP-UP later merged with the City's existing Summer Youth Employment and Training Program, expanding to serve youth ages 14-21 and place youth in both employer-paid and subsidized internships.

## **Service Delivery**

---

The City of Minneapolis Employment and Training Program administers STEP-UP and uses a community based model to operate the program. Services are delivered by contractors selected by the Minneapolis Youth Council and METP. AchieveMpls operates a portion of the program, primarily focusing on employer recruitment and job placement for the 16-21 year-old youth. AchieveMpls also is contracted to recruit and provide work readiness training all STEP-UP youth. The Department of Employment and Economic Development (DEED) is contracted to

provide services for the 14-15 year-old group. This includes youth intake, job placement, work site monitoring and assisting with youth payroll. METP contracts with the Minneapolis Park and Recreation Board to provide a weekly classroom training component for the 14 and 15 year-old STEP-UP interns. The Business Partners mentorship component which matches 14 and 15 year-old interns with 1:1 mentors, is provided by Gianna Bari-Lassiter, a sub-contractor of AchieveMpls.

## Leadership

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STEP-UP benefits from an active, involved business community and strong leadership. One component of the Minneapolis Promise to youth, Mayor R.T. Rybak leads the effort to inform businesses of the value of hiring motivated, diverse, and talented STEP-UP interns. Also key to the development and success of STEP-UP is co-chair, Richard Davis, Chairman, President and CEO of U.S. Bancorp. He has been involved in the program since it's inception in 2004, providing guidance and support for the program in addition to hiring as many as 25 interns each summer. Dr. Robert Jones, Senior Vice President for System Academic Administration at the University of Minnesota, has been engaged as a co-chair and Gold Star Partner for STEP-UP. The University of Minnesota not only partners to hire interns, but also offers specialized training in entrepreneurship and hosts Golden Gopher Day, an event to expose STEP-UP interns to the opportunities available at the University of Minnesota.

## 2010 STEP-UP Employers

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135 businesses, largely private sector, employed 16-21 year-old STEP-UP interns. 93 businesses employed the interns directly, 42 businesses were assisted with wage subsidies.

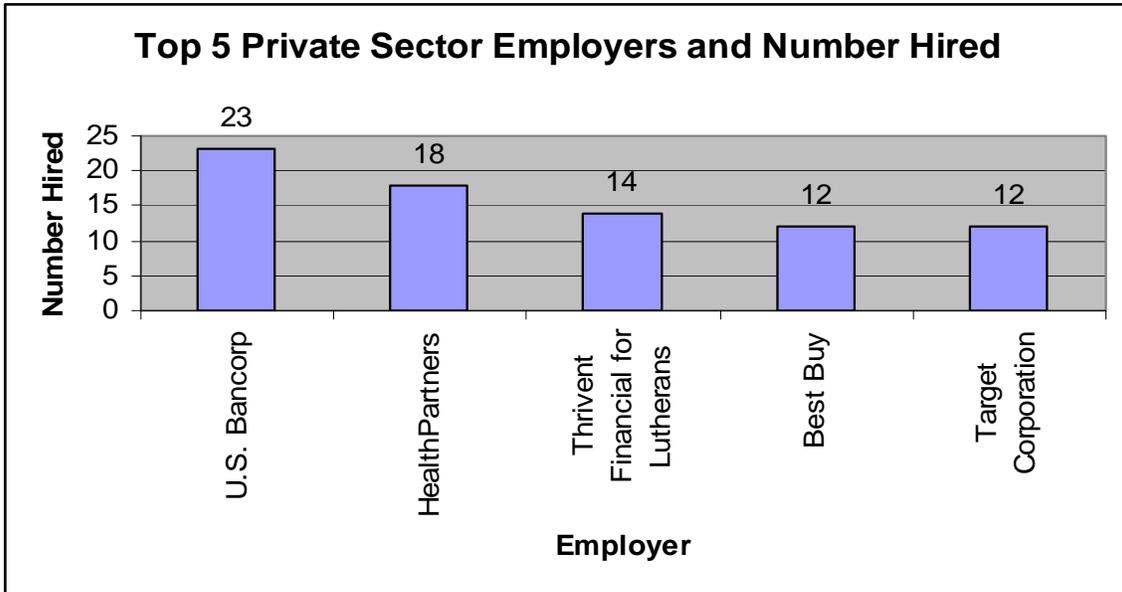
### 2010 STEP-UP 16-21 Employers, by Industry

<i>Company Name</i>	<i>Jobs</i>
<b>Agriculture, Food &amp; Natural Resources</b>	
Affordable Energy Solutions, Inc	1
Cargill	6
Center for Energy and Environment	1
EnergyScapes	2
General Mills	3
Grand Aspirations	5
Minnesota Conservation Corps	1
Xcel Energy	2
Youth Farm and Market Project	4
<b>Architecture &amp; Construction</b>	
Natural Built Home	1
RSP Architects, Ltd.	1
<b>Arts, A/V Technology &amp; Communication</b>	
Asian Media Access	5
Carmichael Lynch	2
COMPAS	3
Hollywood Studio of Dance	1
Hubbard Broadcasting	1

iDream.tv	1
Illusion Theater	1
Insight News Group	1
Juxtaposition Arts	18
KBEM-FM Jazz 88	4
KFAI, Fresh Air, Inc.	4
KMOJ	1
Migizi Communications	18
Minneapolis Institute of Arts	1
Minneapolis Television Network	2
Nemer Fieger	1
Olson	2
Padilla Speer Beardsley Inc	1
Tunheim Partners	1
Twin Cities Public Television	2
Walker Art Center	2
<b>Business Management &amp; Administration</b>	
Hines	1
Labor/Management Healthcare Coalition of the Upper Midwest	1
McKinsey and Co., Inc.	1
Minneapolis Regional Chamber of Commerce	2
Printing Industry of Minnesota, Inc.	1
West Broadway Business and Area Coalition	1
<b>Education &amp; Training</b>	
Augsburg College	2
Central Beauty School	1
Dunwoody College of Technology	4
Minneapolis Public Schools	122
Saint Mary's University- TC Campus	1
Shiloh Temple International Ministries	2
St. Thomas University	1
University of Minnesota	47
William Mitchell College of Law	1
<b>Finance</b>	
Allianz Life Insurance Co. of North America	4
Lurie Besikof Lapidus & Co.	3
Piper Jaffray	3
TCF National Bank Minnesota	1
Thrivent Financial for Lutherans	14
TPG Credit Management	1
U.S. Bancorp	23
Wells Fargo	1
<b>Government &amp; Public Administration</b>	
City of Minneapolis	30
Hennepin County	70

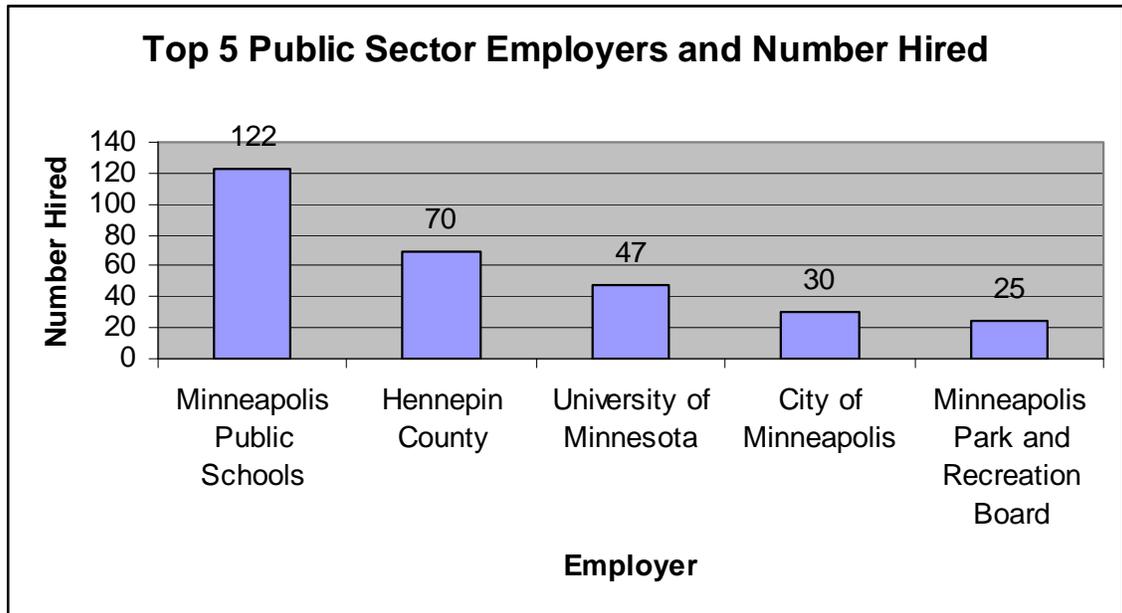
	Metropolitan Council	1
	Minneapolis Park and Recreation Board	25
	U.S. Congressman Keith Ellison	1
<b>Health Science</b>		
	Augustana Care Corporation	4
	Birchwood Care Home	2
	Catholic Eldercare	1
	Children's Hospitals and Clinics	7
	Ebenezer	3
	Fairview Health Services	5
	HealthPartners	18
	Hennepin County Medical Center	8
	Memorial Blood Centers	2
	Olu's Home, Inc.	1
	Planned Parenthood	2
	Prairie Lodge	1
	Redeemer Health and Rehab Center	4
	Turning Point, Inc	1
	UCare	1
	Universal Hospital Services	2
	University of Minnesota Physicians	2
	VA Medical Center	3
	Walker Methodist Health Center	2
<b>Hospitality &amp; Tourism</b>		
	El Amins Fish House	2
	Hilton Garden Inn - Minneapolis Downtown	3
	Marriott City Center - Minneapolis	1
	Meet Minneapolis	1
	Minnesota Children's Museum	1
	Minnesota Timberwolves, Minnesota Lynx	2
	Minnesota Twins Baseball Club	2
<b>Human Services</b>		
	American Heart Association	1
	American Red Cross - Twin Cities Chapter	1
	Camp TEK0	3
	Central Area Neighborhood Development Organization	1
	Girl Scouts of Minnesota & Wisconsin River Valleys	5
	Goodwill Easter Seals	1
	Greater Twin Cities United Way	2
	J Cameron & Associates	1
	Junior League of Minneapolis	1
	Kaleidoscope Place	2
	Midtown Greenway Coalition	1
	Minneapolis Foundation	1
	The Aliveness Project	2

	The Loft Literary Center	1
	Twin Cities Habitat for Humanity	1
	Wilderness Inquiry	2
	WomenVenture	1
	YWCA of Minneapolis	2
<b>Information Technology</b>		
	Azul 7	1
	PCL Technologies	1
	The IT Guy	1
<b>Law, Public Safety &amp; Security</b>		
	Battered Women's Legal Advocacy Project	1
	Briggs and Morgan, P.A.	2
	Civil Action Group	1
	Faegre & Benson LLP	1
	Foley & Mansfield	1
	Greene Espel, P.L.L.P.	1
	Larson King	1
	Legal Rights Center, Inc	1
	Minnesota Supreme Court	2
	Nilan Johnson Lewis	1
	Oppenheimer Wolff & Donnelly, LLP	1
	Robins, Kaplan, Miller & Ciresi, LLP	1
	Southern Minnesota Regional Legal Services	1
	U.S. District Court	2
<b>Manufacturing</b>		
	Advanced Web	1
	American Chemical, Inc.	1
	International Union of Operating Engineers, Local #49	1
<b>Marketing, Sales &amp; Services</b>		
	Best Buy	12
	D & E Management	1
	Hy's Pawn and Jewelry	1
	Macy's	6
	Magers and Quinn Booksellers	1
	Multilingual Word	1
	Navarre Corporation	1
	Seward Co-op	2
	Target Corporation	12
<b>Transportation, Distribution &amp; Logistics</b>		
	Jefferson Lines	1
	UPS	3



**Table 1: Top Private Sector Employers**

U.S. Bancorp leads the private sector employers with 23 STEP-UP interns in 2010. Since 2004, U.S. Bancorp has employed 149 interns.



**Table 2: Top Public Sector Employers**

Educational institutions, including Minneapolis Public Schools and the University of Minnesota, and government agencies alike employ STEP-UP interns skills to support their summer staffing needs.

## Subsidized Jobs

All work sites for **14-15 year-old interns** are non-profits and receive wage subsidies. Federal, state and local funds in the amount of \$912,845 were used to provide the wage subsidies in 2010.

Agency Name	Number of Interns	Job Type
AchieveMpls	1	Administrative
Asian Media Access	10	Media/Technology
Big Brothers Big Sisters of the Greater Twin Cities	2	Administrative
Boys & Girls Clubs of the Twin Cities	15	Education
Children's Dental Services	5	Administrative
City of Lake Community Land Trust	1	Administrative
City of Minneapolis	14	Maintenance
Citywide Education & Development Services	3	Education
COMPAS ArtsWork	1	Arts
Confederation of Somali Community in Minnesota	5	Education
Cookie Cart	40	Food Service
East Side Neighborhood Services, Inc	6	Education
Hennepin County Library	7	Administrative
High School Upward Bound	20	Administrative
Hmong American Mutual Assistance Association	20	Education
Indigenous Peoples Task Force	10	Arts
Intermedia Arts - PCTV	6	Media/Technology
Kaleidoscope Place	9	Childcare
MIGIZI Communications	20	Media/Technology
Minneapolis Park and Recreation	100	Community Improvement
Minneapolis Police Department	12	Education
Minneapolis Public Housing Authority	21	Administrative
Minnesota Center for Neighborhood Organizing	6	Administrative
Minnesota Police Activities League	1	Administrative
Minnesota Transitions Charter School	24	Media/Technology
Minnesota Workforce Center	4	Administrative
Northside Child Development Center	7	Childcare
Park Avenue Youth and Family Services	6	Media/Technology
Pillsbury United Communities	29	Childcare
Plymouth Christian Youth Center	4	Education
PRG, Inc.	1	Administrative
Project for Pride in Living	36	Community Improvement
Sabathani Community Center, Inc.	10	Education
Shiloh Temple	5	Maintenance
Transition Plus	60	Administrative
Tree Trust	48	Community Improvement
University of Minnesota - Upward Bound	30	Administrative
Upward Bound Vision Quest	20	Education
Vocational Outreach Service, ISD 287	12	Administrative
YMCA - North Community	4	Education
Youth Farm and Market	17	Education
YouthCARE	31	Camp, Administrative
YWCA	16	Childcare, Education
<b>Total Youth</b>	<b>699</b>	

## Wage Subsidies for 16-21 Year-olds

In 2010, \$159,900 in wage subsidies was used to place 157 interns, ages 16-21 at 51 at 42 nonprofit and public sector businesses. Positions receiving wage subsidies represented 24% of the total number of jobs. These jobs present an opportunity for additional employers to participate in the program. This total is compared to the 2009 wage subsidies of \$135,200 which provided 133 jobs. The increased subsidy funds this year had a great impact on the numbers of jobs available and the number of youth placed in summer jobs.

Company Name	Interns	Amount	Funding Source
American Chemical, Inc.	1	\$1,000.00	Pohlad
American Heart Association	1	\$1,000.00	*
American Red Cross - Twin Cities Chapter	1	\$1,000.00	Pohlad
Asian Media Access	5	\$5,000.00	Pohlad
Augustana Care Corporation	4	\$4,000.00	*
Birchwood Care Home	2	\$1,000.00	*
Catholic Eldercare	1	\$1,000.00	*
Civil Action Group	1	\$1,000.00	*
COMPAS	3	\$3,000.00	*
Ebenezer	2	\$2,000.00	*
El Amin's Fish House	2	\$2,000.00	Pohlad
Goodwill Easter Seals	1	\$1,285.00	Ameriprise
Greater Twin Cities United Way	2	\$2,000.00	*
Habitat for Humanity	1	\$1,285.00	Ameriprise
Hennepin County	20	\$20,000.00	Pohlad
Hennepin County Medical Center	8	\$8,000.00	*
Hollywood Studio of Dance	1	\$1,000.00	Pohlad
Insight News Group	1	\$1,000.00	Pohlad
International Union of Operating Engineers, Local #49	1	\$1,000.00	Pohlad
J Cameron and Associates (Girls in Action)	2	\$1,000.00	Pohlad
Juxtaposition	17	\$20,400.00	Pohlad
Kaleidoscope Place	1	\$1,000.00	*
KBEM-FM Jazz 88	4	\$4,000.00	*
KMOJ	1	\$1,000.00	Pohlad
Labor/Management Healthcare Coalition of the Upper Midwest	1	\$1,000.00	Pohlad
Legal Rights Center	1	\$1,000.00	Pohlad
Midtown Greenway Coalition	1	\$1,000.00	*
Migizi Communications	18	\$18,000.00	*
Minneapolis Institute of Arts	1	\$1,285.00	Ameriprise
Minneapolis Park and Recreation Board	10	\$10,000.00	*
Minneapolis Television Network	2	\$2,000.00	*
Minnesota Children's Museum	1	\$1,000.00	*
Minnesota Supreme Court	2	\$2,000.00	*
Olu's Home	1	\$1,000.00	Pohlad
Planned Parenthood	2	\$2,000.00	*
Prairie Lodge	1	\$1,000.00	*
Redeemer Health and Rehab	4	\$4,000.00	*
RSP Architects	1	\$1,000.00	Pohlad
Shiloh Temple	2	\$2,000.00	Pohlad
Southern Minnesota Regional Legal Services	1	\$1,000.00	*

Summer of Solutions	5	\$5,000.00	*
The Aliveness Project	2	\$2,000.00	*
The Loft Literary Center	1	\$1,000.00	*
Turning Point	2	\$2,000.00	*
Twin Cities Public Television	2	\$2,000.00	*
US Congressman Keith Ellison	1	\$1,000.00	Pohlad
VA	3	\$3,000.00	*
Walker Art Center	2	\$2,000.00	*
West Broadway Business and Area Coalition	1	\$1,000.00	Pohlad
Youth Farm	4	\$4,000.00	Pohlad
YWCA	2	\$2,570.00	Ameriprise

Wage subsidy sources for 16-21 year-olds in 2010:

- Ameriprise Financial: \$9,000
- The Beverly Foundation: \$9,900
- Pohlad Family Foundation: \$86,000
- Thrivent Financial: \$45,000
- 2009 wage subsidy carry over: \$10,000

\*Intern wages at these employers were subsidized through a combination of the sources named below.

## 2010 Youth Placement and Earnings

### Placement Data

	2010	2009	2008*	2007	2006	2005	2004
Total Number of Jobs	1341	1282	588	632	514	309	202
Number of Employers	178	174	142	131	121	69	49
Job Subsidy Funds Raised (16-21)	\$159,900	\$135,200	\$73,779	\$136,692	\$51,000	\$56,200	\$24,000
Number of Subsidized Jobs (16-21)	157	133	68	87	38	27	13
Number of Subsidized Jobs (14-15)	699	626	644				

### 16-21 Year-old Intern Earnings

	2010	2009	2008*	2007	2006	2005	2004
Hourly Wage (avg.)	\$8.15	\$8.36	\$8.34	\$8.34	\$8.35	\$7.64	\$7.40
Hours Worked per Week (avg.)	22.7	26	30	28	29.4	32	32
Number of Weeks Worked (avg.)	8.65	8	9	9	9.2	9.6	9
Total Earnings per Intern (avg.)	1600.29	\$1,739	\$2,252	\$2,095	\$2,266	\$2,382	\$2,271
Total Hours Worked (approx.)	125,274	136,448	152,000	156,655	116,000	91,000	53,050
Total Earnings (approx.)	1,020,983	\$1,140,705	\$1,200,000	\$1,302,952	\$973,000	\$698,000	\$420,000

### 14-15 Year-old Intern Earnings

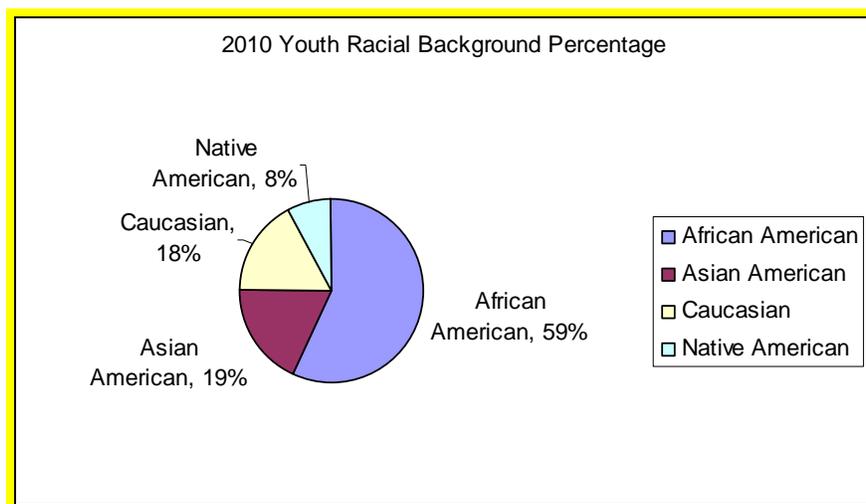
	2010	2009	2008*
Hourly Wage	\$7.25	\$7.25	\$6.55
Hours Worked per Week (avg.)	19.3	19.5	20
Number of Week Worked	9	9	9
Total Earnings per Intern (avg.)	\$1,305	\$1,167	\$1,098
Total Hours Worked	121,688	111,006	109,952
Total Earnings	\$912,845	\$730,616	707,273

\*The STEP-UP program merged to serve 14-21 year olds in 2008.

## Youth Demographics (14-21 Year-olds)

<b>Total Number of Youth</b>		<b>1,341</b>				
<b>Gender</b>	Male	48%	<b>Grade</b>	Grade 7	1%	
	Female	52%		Grade 8	14%	
<b>Race*</b>	African American	59%		Grade 9	20%	
	Asian American	19%		Grade 10	17%	
	Caucasian	18%		Grade 11	21%	
	Native American	8%		Grade 12	23%	
<b>Ethnicity</b>	Hispanic	6%		<b>School</b>	TOTAL	95%
	Students of Color	90%		Henry	12%	
<b>Race &amp; Ethnicity</b>	Eligible for Free Lunch	82%		South	9%	
	Eligible for Reduced Lunch	7%		Edison	8%	
<b>Income</b>				Roosevelt	7%	
				Southwest	7%	
			Transition Plus	5%		
			Washburn	5%		
			North	4%		
			MTS	2%		
			Anwatin	2%		
			Dunwoody Academy	1%		
			Ubah Medical	1%		
			Broadway	1%		
			Northeast	1%		
			Middle	1%		
			Prestige	1%		
			Sanford Middle	1%		
			Nellie Stone	1%		

\*Youth could select multiple race categories



## **Youth Recruitment**

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STEP-UP staff began recruiting students in November 2009.

Recruitment included:

- Presentations at the Minneapolis Public High Schools and alternative schools.
- Information sent to all K-8 and Minneapolis Middle Schools. Follow-up phone calls were made and presentations made upon request.
- STEP-UP materials sent to Minneapolis charter and private schools.
- Materials sent to Minneapolis community based organizations serving youth and families.
- Special outreach efforts were made to increase the participation of some targeted populations, including:
  - Presentations at Little Earth Housing Community.
  - Multiple presentations at Broadway High School to promote STEP-UP to the pregnant/parenting teens.
  - Presentations at El Colegio Charter School.
- Public service announcements on local radio stations.

Libraries and AchieveMpls' Career and College Centers provided accessible places for youth to hand in completed applications, as well as offering assistance with completing applications.

## **Work Readiness Training**

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STEP-UP work readiness training consisted of three (3) two-hour classroom sessions designed to prepare youth for a successful work experience and give them the skills to launch their own job search. The 14-15 age group received a curriculum geared specifically for youth that have had little or no work experience. Emphasis was placed on understanding employer expectations, professional communication, problem-solving, and basic interviewing skills.

The curriculum for the 16-21 year-olds was designed for youth with more experience and includes resume development, networking, career assessment and more advanced communication skills. The 16-21 work readiness training culminated in a mock interview with a business professional.

Of the 4,050 youth that applied for STEP-UP, 1,900 were invited to attend work readiness training and 1,255 successfully completed the course.

## **Employer Support**

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Businesses that employ STEP-UP interns program are monitored, trained, and supported throughout their experience. Staff from the Minneapolis Workforce Centers monitor and provide support to the 14-15 year-old interns and employers at the non-profit work sites. Staff from AchieveMpls monitor and support the 16-21 year-old employers and interns.

Employers received weekly e-mails giving updates on STEP-UP events and providing timely tips and strategies to encourage a successful work experience for their intern(s).

## **Employer Engagement Strategies**

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Employer recruitment for STEP-UP begins in the fall of each year. It is essential to start to engage employers early, when they are developing budgets and making staffing plans.

Employer engagement included two events in 2010. In January, a strategy session brought together Richard Davis, Mayor Rybak, and many leaders in the business community. In this one hour session we set goals for recruiting new contacts and refined key messages for “selling” STEP-UP to new employers. In February, our STEP-UP Information Session brought together both veteran STEP-UP supervisors and potential new supervisors. Two student speakers “wowed” the audience. This event resulted in more than ten new leads for STEP-UP jobs. Both events were hosted by Thrivent Financial for Lutherans.

## **Special Events**

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Two events were held to recognize the contributions of employers and interns to the STEP-UP program. A Kick-Off event was held at City Hall on June 14, and a Celebration took place at the Minneapolis Convention Center on August 11. Both events were emceed by Mayor Rybak, and included speakers from the Minneapolis business community as well as STEP-UP interns.

Golden Gopher Day, an event designed to introduce older interns to the University of Minnesota and college options, took place in July. Nearly 80 interns attended the event which included a campus tour, motivational speaker, and performances by two campus groups.

## **University of Minnesota Partnership**

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Since 2004, the University of Minnesota has employed 351 STEP-UP interns, including 47 in 2010. The University of Minnesota is invested in STEP-UP and sees their involvement as a platform to engage and recruit academically qualified and diverse students.

STEP-UP partnered with the University of Minnesota on the Junior Entrepreneurs of Minnesota (JEM) program in 2010, offering 30 youth a 5 week, hands-on seminar on entrepreneurship led by professors from the Carlson School of Management. The training, which focused on business model development and culminating in student presentations of the business they created during the class. The youth also worked in an internship on the University of Minnesota campus in combination with their classroom training.

## **Education**

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Interns in the 14-15 age group attend classroom training to support and encourage their work experience and growth over the summer. The Minneapolis Park and Recreation Board is contracted to operate the class component of STEP-UP, holding classes at North High School and Richard Green Central School. Each youth attends class for 3 hours per week and have the opportunity to earn academic credit for their participation. Three hundred fifteen (315) youth earned academic credits this program year. An additional 77 youth will have classroom hours recorded toward, but no earning, credit because they have only completed 8<sup>th</sup> grade.

The 16-21 year-old interns are also offered training opportunities. U.S. Bank provided credit and finance workshops. The workshops focus on helping youth understand credit including what it is, how a credit score is created, the dangers of credit, and how to establish good credit.

## **Mentoring**

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STEP-UP youth, ages 14-15, are offered the opportunity to be paired with a mentor from the business community during their summer work experience. In 2010, 89 youth were paired with 1:1 mentors from businesses including Wells Fargo, Thrivent Financial Services, Best Buy, General Mills, and Phoenix University. Mentors meet face-to-face with their mentees, as well as connect over the phone or e-mail to support and guide the youth during their work experience.

Youth that are not paired with 1:1 mentors may participate in a Career or Shadow Day in which they visit a business and learn more about that career field. Informal mentoring between the summer supervisor is also supported and encouraged by program staff.

## **Program Evaluation**

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### **Supervisor Survey Highlights**

- 97% agreed their intern made a valuable contribution to their workplace
- 98% felt STEP-UP was a success at their organization
- 97% would like to participate again next year

### **Supervisor Comments:**

- (STEP-UP) is a wonderful fit for our organization. We love working with the STEP-UP Program!
- This was our first time hosting STEP-UP youth and it was a great experience. The youth were eager to work and learn new things. Everyone they worked with at our agency thought they did a wonderful job.

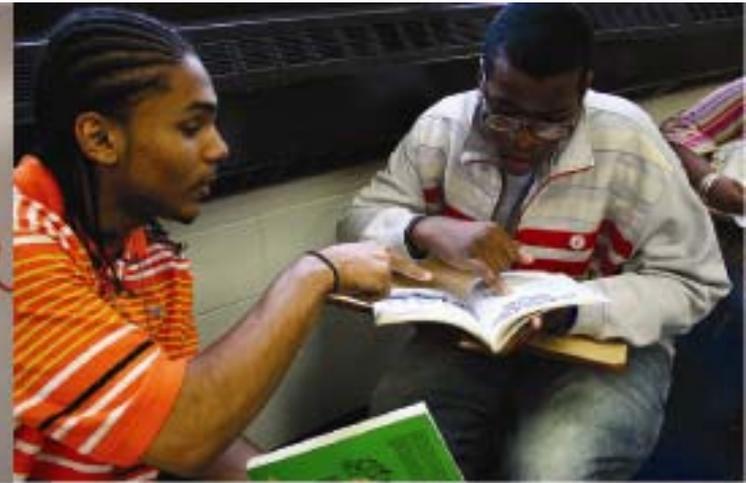
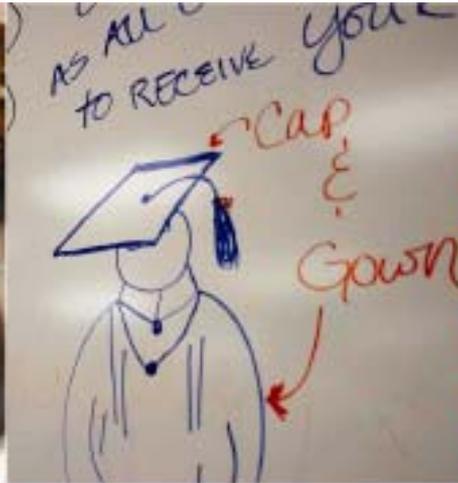
### **Youth Survey Highlights**

- 97% felt their summer job was a valuable learning experience
- 97% agreed they made a valuable contribution to their workplace
- 96% agreed with the following statement: "STEP-UP has prepared me to become a valuable part of the future workforce of Minneapolis."

### **Youth Comments:**

- I feel confident in finishing high school and going to college right afterwards. Before I was skeptical about going to college but now I know I want to!
- It really helped me think about my interests and what kind of careers that I want for the future.

# AchieveMpls Career & College Initiative Five Year Report



Pam Costain  
Executive Director

Arnise Roberson  
Director, Career & College Initiative

# Invest. Believe. Achieve.

**AchieveMpls** is the strategic, non-profit partner of the Minneapolis Public Schools dedicated to *harnessing the time, talent and financial resources of the community* to produce outstanding outcomes for our students.



achievempls

# Career and College Initiative

**History:** Begun in 2005 when Win Wallin and the business community identified the critical need for a resource center in each high school where students could plan for college, work and career opportunities.

**Vision:** Every student college-ready, graduating with the skills and tools necessary to become a productive member of society.



## How the Career & College Initiative Works:

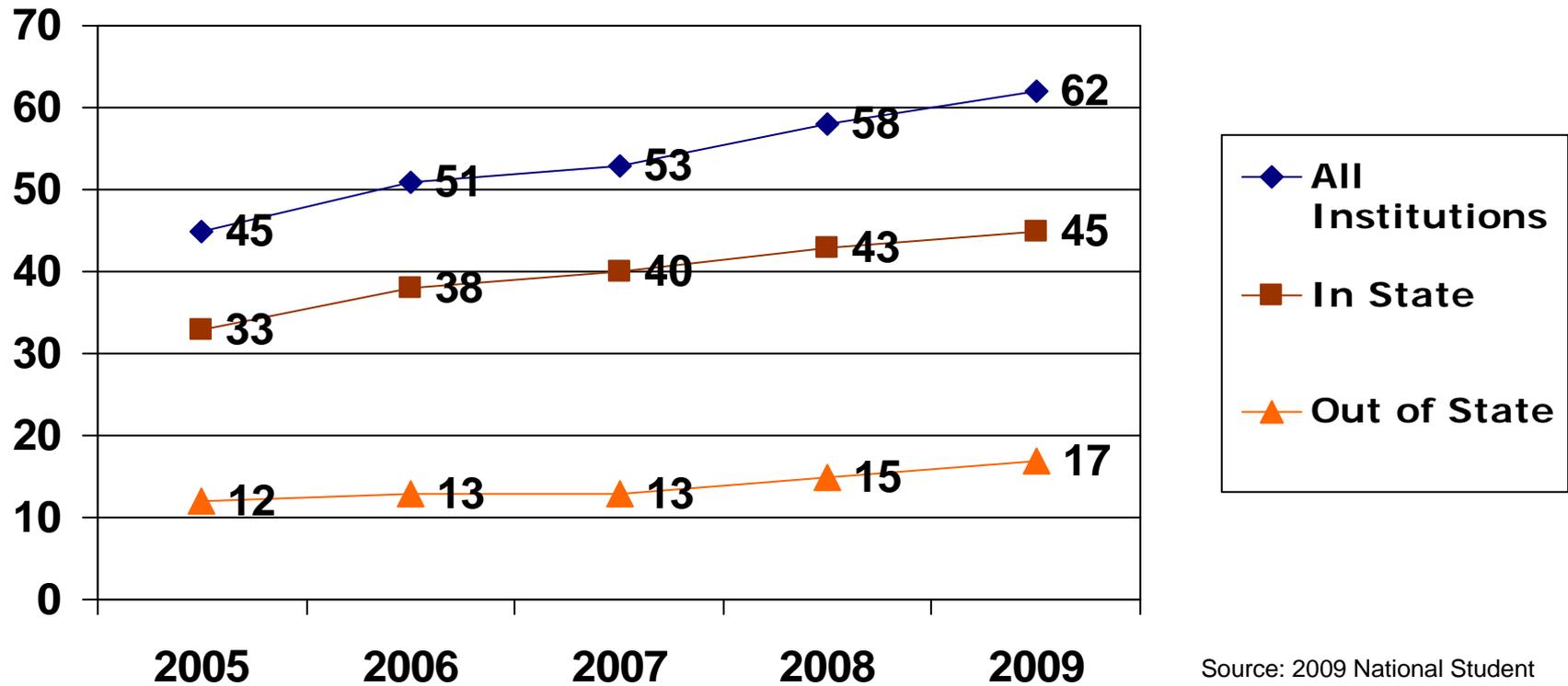
- **Provides** exemplary college and career exploration tools such as Naviance, My Life Plan, ACT preparation and more.
- **Assists** students to identify post-secondary options, apply to schools, understand financial aid and explore career options.
- **Builds partnerships** between Minneapolis Public Schools and higher education, the private sector, the City and the community.
- **Connects** students with community volunteers and coaches who share their academic and professional experience.
- **Equips** parents with the information they need to be strong supporters of their children in preparation for college and work.

# Successes:

- Over 9,500 connections with students annually.
- Increased parent connections from 72 in 2005-6 to 4,523 in 2009-10.
- Outstanding community partnerships – 47 business, higher education, government and community partners in 2010.
- My Life Plan is a graduation requirement
- College readiness is now an expectation of students, staff and families
- The strategy is working!

# Impact: Measurable Success & Growth

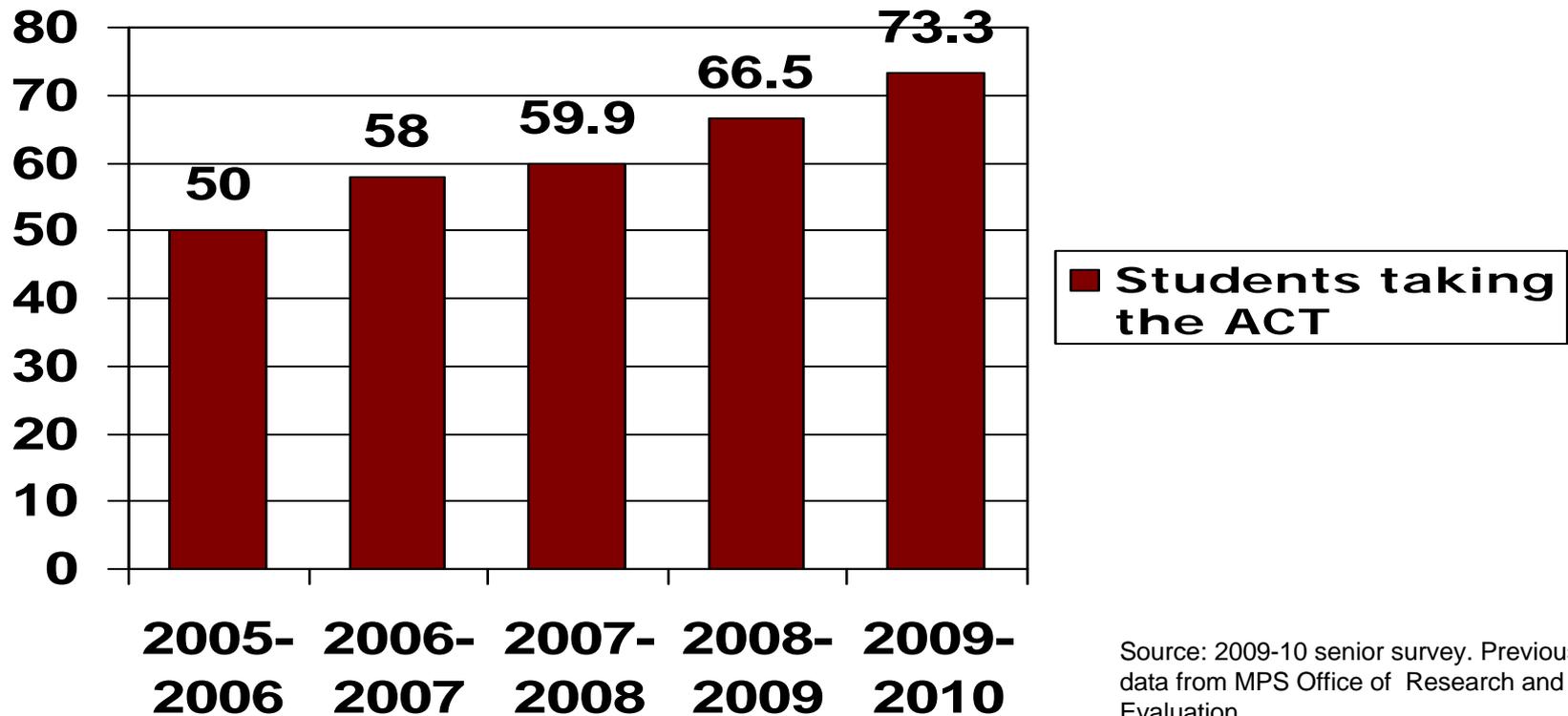
Percent of students enrolled in college the fall immediately following graduation from high school



Source: 2009 National Student Clearinghouse

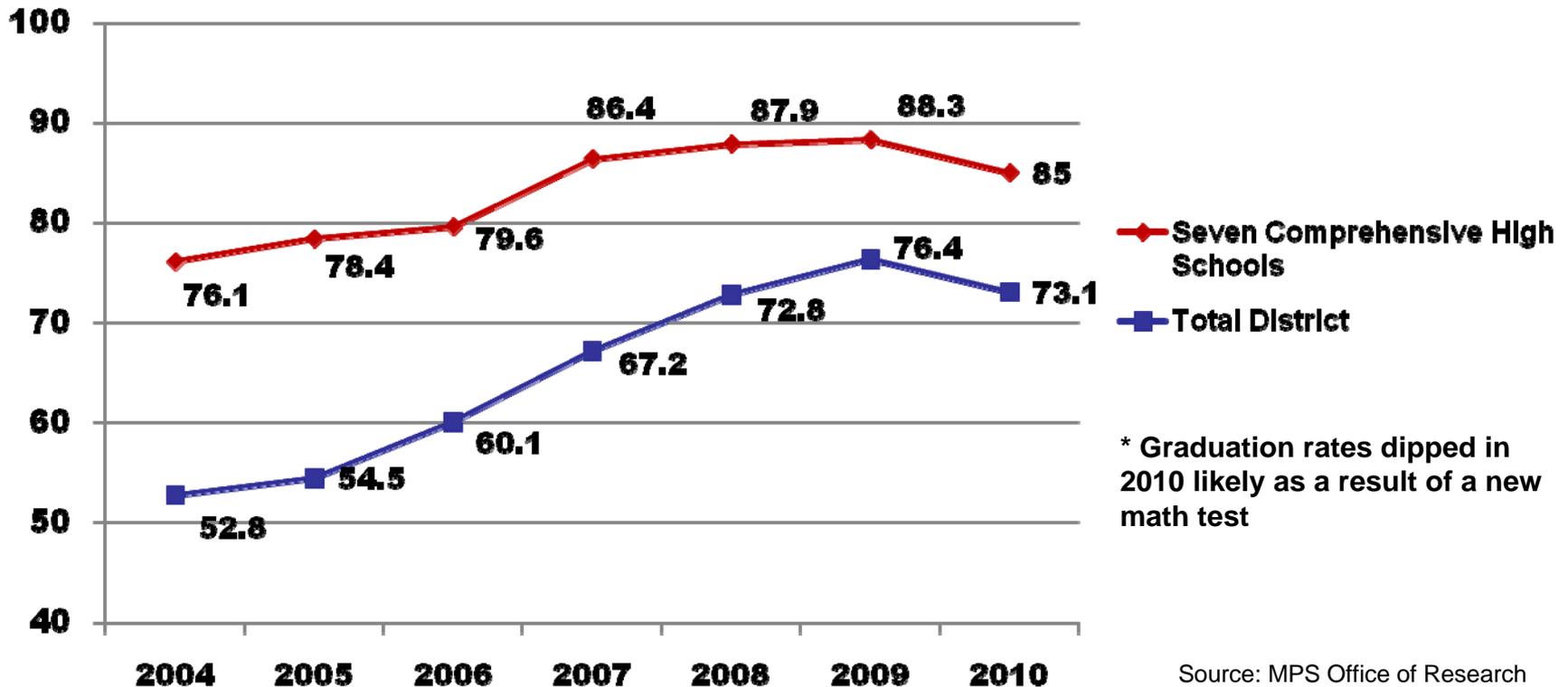
# Impact: Measurable Success & Growth

Percent of high school juniors and seniors taking the ACT test



# Impact: Measurable Success & Growth

## 2004 – 2010 MPS Graduation Rates \*



# The High Cost of Not Graduating

Over a lifetime, a high school graduate earns on average **\$304,000 more** than someone without a diploma. \*\*

A college graduate earns on average **\$1.1 million more** than a high school graduate. \*\*



By 2020, if young people of color are graduating from high school at the same rate as white students, **\$310 billion** in personal income will be added to the U.S. economy. \*\*\*

\*\* Source: Federal Reserve Bank of Dallas, 2005

\*\*\* Source: Alliance for Excellent Education

# The Future: Renewing the Vision

- The need to focus on career and college readiness is greater than ever.
- We need better alignment between our region's workforce needs and the preparation of our young people.
- MPS students are talented, capable, and resourceful, but they need our assistance to succeed.
- Working together, we can make a difference in the lives of young people!





**FOR IMMEDIATE RELEASE**

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**WILDER RESEARCH STUDY CREDITS POWER OF YOU PROGRAM  
FOR DOUBLING COLLEGE ENROLLMENT  
OF MINNEAPOLIS AND SAINT PAUL HIGH SCHOOL GRADUATES**

***Students of color enrollment up 150 percent; low-income student enrollment up 115 percent***

MINNEAPOLIS, October 30, 2008 – A recently released independent evaluation by Wilder Research reported that enrollment of new Minneapolis and Saint Paul high school graduates “more than doubled” at the three higher education institutions offering the Power of YOU program, from 594 in 2004 and 2005 to more than 1,300 in 2006 and 2007. The Wilder evaluation stated that “this result suggests a strong impact of the Power of YOU on enrollment at program schools.”

Over the two-year period of 2006 and 2007, enrollment of students of color increased by nearly 500 students, a 150% increase at Power of YOU program schools. Enrollment of low-income students increased 115%.

“By 2010, two-thirds of all jobs will require education and skills beyond high school, so I am pleased that we have made headway on erasing the real or perceived barriers to enrolling in higher education,” states Phil Davis, President of Minneapolis Community and Technical College.

The Power of YOU, a program that guarantees two years of tuition-free college plus an array of intensive student support services, was launched in 2006 as a result of strong evidence from the Citizens League, the Itasca Project and others that closing Minnesota’s educational achievement gap among students of color is our region’s most significant future workforce issue.

Beyond access to college, the Wilder Research data suggested that, “Power of YOU students were more likely to remain enrolled in college during their first year to year and a half compared to their peers.” Data showed retention rates of Power of YOU students were substantially higher – 85% retention from fall semester to spring semester, compared to 72% and 66% rates of comparison groups.

“The fact that Power of YOU students have such a high rate of retention demonstrates that the program is keeping high school graduates in college after successfully recruiting them,” declares Donovan Schwichtenberg, President of Saint Paul College.

Of the 792 students in the Power of YOU in 2006 and 2007, 72% were low-income and more than 65% were students of color.

-continued-



Other Wilder Research findings:

- Eight in 10 Power of YOU students reported that the Power of YOU influenced their decision to attend college.
- The Power of YOU program “did not simply draw students away from other colleges but increased the overall number of students attending college.”
- The number of new Minneapolis and Saint Paul public high school graduates enrolling in the Minnesota State Colleges and Universities (MnSCU) system increased by 48% from 2005 to 2007 – from 761 students enrolled in 2005, to 1,126 students enrolled in 2007.

The Wilder evaluation also noted opportunities for the Power of YOU program, including helping to improve student preparation for college. In response, MCTC is offering placement testing to all 11<sup>th</sup> grade students in the Minneapolis public schools to assess their readiness for college-level work and to ensure time for appropriate curricular intervention.

Looking to the future, Metropolitan State University will support Power of YOU students who want to obtain their Bachelor’s degree. “The next step,” states President Sue K. Hammersmith “is to create more bridge scholarships, based on merit, so that this group of students has the opportunity to continue their education.”

# # #

## **The Minnesota Business Partnership**

Proposition: Graduation is the best Minnesota jobs program.

Goal: To lead the nation in the rate of college graduates (Minneapolis, St. Paul, Bloomington) and win the "Talent Dividend Prize" competition sponsored by [CEOs for Cities](#) by 2014, and become the nation's most educated workforce by 2020.

Lead Strategies:

1. Use the [Minneapolis Promise](#) tripod of summer jobs, scholarships, and career plans to increase college participation.
2. Encourage graduation from those with standing credits (MCTC Lumina Foundation initiative).
3. Shape with the Minnesota Business Partnership (Jim Bartholomew) and under the University-led Strive Initiative (Kent Pekel) a comprehensive delivery system to help this metropolitan area become the most educated in the nation by 2020.

Organization:

Board: Three Mayors and Superintendents, University President, MNSCU Chancellor, DEED Commissioner, Minnesota Business Partnership CEO.  
Meets quarterly.

Office: MNSCU office opened within MCTC. Staffed by Minnesota Business Partnership--sponsored senior vice president for workforce at MCTC, with first-year salary (2012) provided by MCTC. Minnesota Business Partnership will fund 2013 salary and office costs. 2014 and 2015 costs will be funded by Talent Dividend award of \$1 million. If Talent Dividend Prize is not won, plan will be to shut down.