

07 - 0101

January 9, 2007

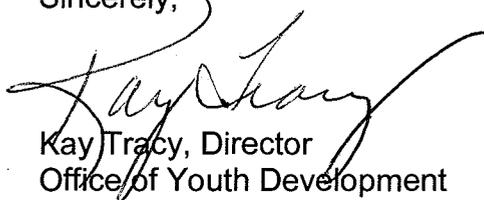
Robbie LaFleur, Director  
Legislative Reference Library  
Attn: Acquisitions Department  
645 State Office Building  
100 Rev. Dr. Martin Luther King Boulevard  
Saint Paul, MN 55155-1050

Dear Ms. LaFleur:

In accordance with Laws of Minnesota 2005 Special Session, Chapter 1, Article 2, Section 2, Subdivision 2, enclosed are six copies of the Twin Cities RISE! Report to the Department of Employment and Economic Development on Grant #6609800, dated December 28, 2006.

If you have any questions, please contact me at 651/296-6064. Thank you.

Sincerely,



Kay Tracy, Director  
Office of Youth Development

KT:jr

Enclosures

Copy: Lynne Batzli, DEED Legislative Liaison

**Twin Cities RISE!**  
**Report to the Department of Employment and Economic Development**  
**On Grant # 6609800**

07 - 0101

December 28, 2006

**I. Introduction**

The mission of Twin Cities RISE! is to provide employers with skilled workers, primarily men from communities of color, by training under- and unemployed adults for skilled jobs that pay a living wage of at least \$20,000 annually plus benefits. Our philosophy is that employers are the customers of TCR!. Their needs and norms set our standards for training. Employers pay us a fee when they hire our graduates, based on the economic value we have created for them. This ensures that our graduates receive both the highest quality training and are received as assets by the employer.

Twin Cities RISE! training is comprised of basic occupational, academic and personal development skills conducted in classes, one-on-one professional coaching and on-the-job training. It is unique due to its core focus on personal development, which is taught through a series of courses called "Empowerment Skills Training". Empowerment principles emphasize respect for self and others, personal accountability, professional standards, and integrity. It provides participants with the tools needed to find solutions to problems, and to empower them to feel and act in a way that will help them accomplish their personal and professional goals.

This report is submitted to the Department of Employment and Economic Development (DEED) in compliance with requirements for Grant No. 6609800. The report covers July 1, 2005 through June 30, 2006 for Grant No. 6609800.

**II. Results**

Participants benefit from attending Twin Cities RISE! in many ways. When considering our broadest definition of success, this includes a positive result for hundreds of participants who have achieved important milestones during training. The contract with the State of Minnesota, however, contains a very narrow definition of graduate that holds up to the highest standard: placement into a fulltime living wage job that pays \$9 per hour or more with full benefits; and retention in a fulltime living wage job for 12 months that pays \$10 or more with full benefits at the 12 month anniversary date. The contract was written this way purposefully to provide an incentive for Twin Cities RISE! to attain the best possible outcome for participants. The remainder of the report focuses on these specific outcomes for this contract.

***During the period from 7/1/05 to 6/30/06:***

Twin Cities RISE! graduates qualified for the total number of budgeted payments under the contract. 18 graduates were placed into living wage employment during the contract period, and 16 graduates were retained for 12 months during the contract period, for a total of 34 payments. Twin Cities RISE! has invoiced DEED \$305,000 for this activity.

Please note that an additional 12 graduates who were placed or retained met the eligibility requirements for the contract, but the budgeted amount had already been met. We also exceeded the number of placements and retentions for which we were paid under our 2003-2005 contract. Increased funding from DEED in the future would keep pace with TCR!'s growth and allow additional graduates to be counted.

**Table 1: Summary of Results 7/01/05 - 6/30/06**

Category	Budget 7/01/05 - 6/30/06	Activity 7/01/05 - 6/30/06	Eligible	
			Not Reimbursed 7/01/05 - 6/30/06	Total Eligible 7/01/05- 6/30/06
Placements	22	18	8	26
12 month Retentions	12	16	4	20
<b>Total</b>	<b>34</b>	<b>34</b>	<b>12</b>	<b>46</b>

**III. Information on Placements and Retentions**

***During the period from 7/1/05 to 6/30/06:***

- TCR! billed the state for 18 individuals who were placed into living wage jobs following training with TCR!. *(Note that 26 graduates were placed who qualified for payment under the contract. Budgetary limitations allowed TCR! to be paid for only 18 of these placements.)*
- Average hourly wage was \$11.84 at placement, or \$24,688 on average per year with full benefits. *(Of the 26 eligible, average wage was \$12.23 or \$25,480 annually.)*
- 83 percent of the 18 placements for whom we have been paid have been retained on the job to date. *(Of the 26 eligible, 85 percent are currently retained on the job)*
- At program start, 67 percent of placements were unemployed.
- Average income in the calendar year prior to starting the program was \$1,478.
- The average length of time in training was 14 months.

Below is a list of placement companies and positions:

**Contract Placements**

Banta Catalog Group	Partners in Pediatrics Ltd
Bench Dog Tools	Sandcastle Childcare
Crompton Seager & Tufte	SCC Janitorial
Faegre & Benson, LLC	Smith Foundry Co.
Lindquist & Vennum	Target Corporation
Magnum Tire Corp.	U.S. Bank
Midwest Special Services	Way to Grow
NOW Micro	

**Additional Eligible Placements (Not Reimbursed)**

Asplundh Tree Expert Company	Mission Foods
Hennepin County	Opportunity Partners
Iron Mountain	RBC Dain Rauscher
Liberty Carton Northern	Twin Cities RISE!

### Contract Retentions

African American Family Services	Money Gram
Bench Dog	Target Corporation
Cable Imaging Solutions	Twin Cities RISE!
Deluxe Corporation	U.S. Bank
The Gavzy Group	Viacom Outdoor
The Home Depot	Wal-Mart
Keller Fence Company Inc	Wells Fargo Mortgage
MDI	

### Additional Eligible Retentions (Not Reimbursed)

Crompton, Seager & Tuft, LLC	On Time Delivery
Faegre & Benson, LLC	Turning Point, Inc.

#### **IV. Information on All Graduates**

The following information is provided for all individuals who received state pay-for-performance funding under the contract for placement and retention, broken out by reporting period.

#### ***During the period from 7/1/05 to 6/30/06:***

##### *Demographic Information:*

- Ethnicity/Race:
  - 61% are African American
  - 22% are Caucasian
  - 17% are African
- 44% are female
- 17% are immigrants or refugees
- Average age is 38 years, median age is 37 years
- 38% are custodial or non-custodial parents

##### *Information on Barriers to Employment:*

- Graduates experience on average three barriers to employment
- Top barriers:
  - Unemployed at program start (67% of graduates)
  - History of substance abuse (50%)
  - History of criminal conviction (39%)
  - Receiving public assistance at or within 6 months of program start (33%)

#### IV. Financial Information

Twin Cities RISE! budgets on a calendar year basis, so requested financial information has been provided below for both 2005 and 2006.

**Table 2: Twin Cities RISE! 2006 and 2005 Revenue Comparison – Core Program**

<b>Revenue Source</b>	<b>2006 Projected Actuals</b>	<b>2005 Actuals</b>
Philanthropy	\$1,700,000	\$1,311,516
United Way	153,000	147,453
Employer Fees / Foundation pay-for-performance fees	160,000	111,518
State Contract (2005)	305,000	221,000
ABE Funding	108,000	180,124
Other	38,000	51,540
<b>Total</b>	<b>\$2,464,000</b>	<b>\$2,023,151</b>



## Roy Barker

"I think that it was fate."

Roy Barker's success story starts off in an unlikely place: getting off an elevator on the wrong floor. "I saw the TCR! door and I saw people going in," recounts Roy. One of the TCR! participants he approached explained, "It's like a school." At the time, Roy was taking work through temporary agencies when he could and moving between homeless shelters and friends' houses. "I was having a pretty hard time," he remembers. "I guess my life could have taken a turn in either direction, going up or going down, and I think that I recognized it."

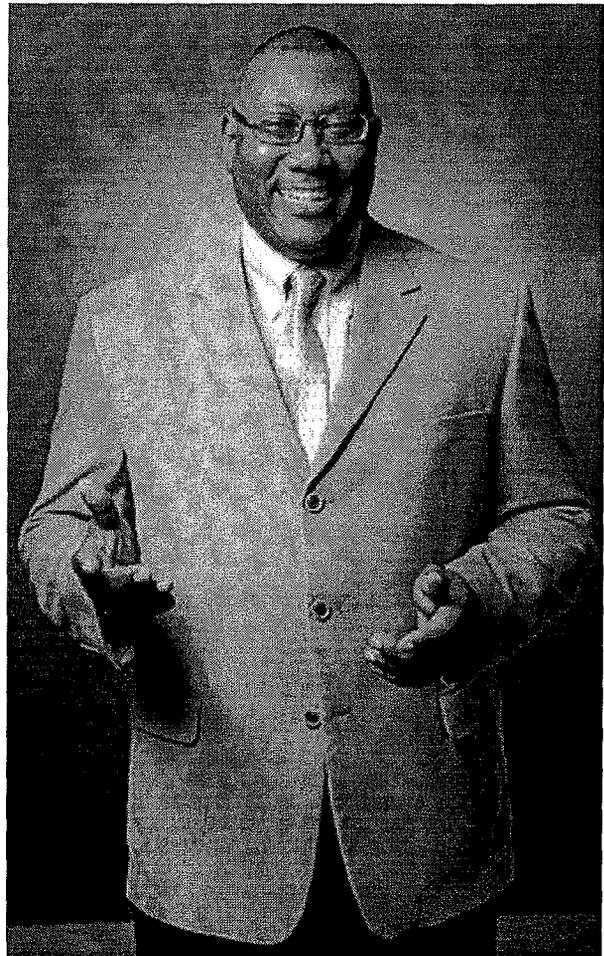
From his first day at TCR!, Roy's goal was to go to college. More than ten years prior, a criminal conviction had interrupted his studies at a junior college. "I had always felt that if I had the opportunity I would go back to school and further my education," he said.

TCR! provided Roy with the academic and personal skills that were crucial to his obtaining a steady job and preparing himself for his return to college. At any given point during his studies at TCR!, he was working at least three – and sometimes four – different jobs. He was eventually able to move into his own apartment and buy a car. On May 9, 2005, he began his final placement position as a counselor at Mental Health Resources.

"It was a total deviation from the direction that I thought my life would take," Roy says, attributing that shift to his personal growth at TCR!. "What I've learned is that for me, it's more important to give...to use my experiences to help others."

Roy recently received his Bachelor's degree in organizational leadership and is working to become a Licensed Alcohol and Drug Counselor. In September 2006, he left Mental Health Resources to return to Twin Cities RISE! as a coach and instructor at Awali Place, TCR!'s new North Minneapolis office that serves primarily African American men. Roy's success has inspired his five children. "Because of what I've done, they've all decided that they should continue their education. My son, who was also involved in a life of crime and is an ex-offender, decided that if I could go straight and make it, then he could too."

Reflecting on his experience at TCR!, Roy says that self-esteem is the most important thing he learned. "I just felt that I didn't have any real worth," he remembers. "But it's our little mantra: 'I am lovable. I am valuable. I am important.' Everything that I've done seems to come from establishing those core values."

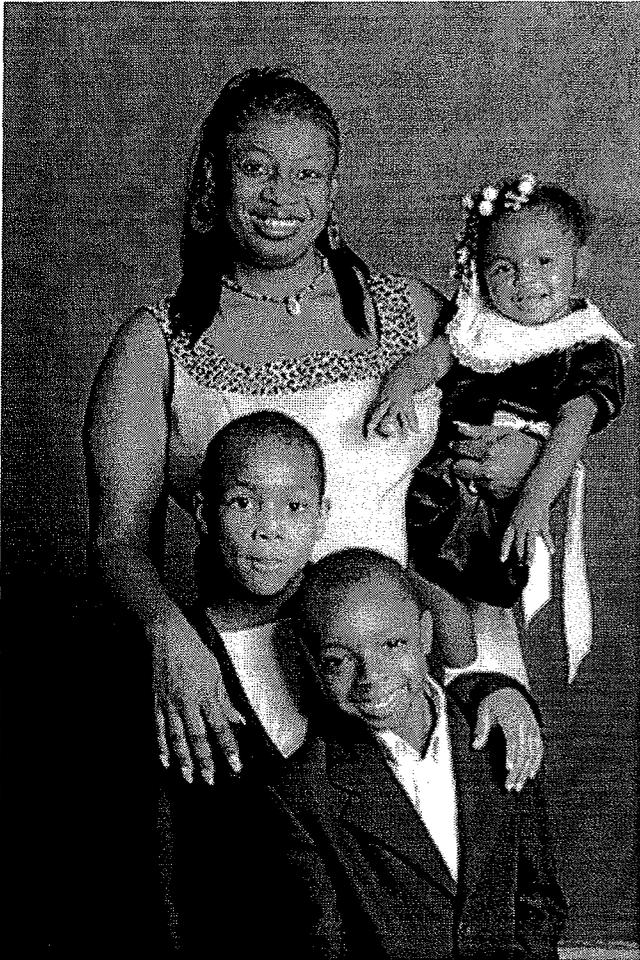




**Robert Moore**

"I knew I wanted to be successful."

"I didn't have any type of direction, didn't really know where I was going. I knew I wanted to be successful, but I didn't really know how to go about it."



Before starting at Twin Cities RISE!, Roberta Moore had dreamed of having an office job in which she could help people. However, she had never held a job for longer than four months, and she relied on public assistance to provide for her and her seven children. "There was no hope," she said, looking back. "When you're sitting at home and you're not working, you're just waiting on a check, and you know that it's once a month and that's it."

When she learned about Twin Cities RISE! through a local job fair, Roberta filled out an application on the spot. She was determined to start making changes in her life even though it wouldn't be an easy path. Roberta had to learn how to make time for class and homework while continuing to be an involved and supportive mother. Roberta's children were impacted by seeing her dedication to studying at TCR!. "It's given them determination, that 'Mom's doing it, I can too,'" she said. "I want to see every last one of them graduate from high school and get a college degree. I want to see my kids be successful, and I know that's going to happen."

In May of 2005, Roberta gained her final placement as a receptionist at Turning Point, a comprehensive social service agency located in Minneapolis. Empowerment training has played a key role in helping her thrive on the job. She has gained self-confidence and learned how to

express her emotions, which has helped her maintain her composure in stressful situations at work. It has also impacted her children. "They express themselves, their feelings, a lot better, and let me know what's going on with them."

Roberta credits her time at TCR! with finally making her feel hopeful about the future. "The biggest way it's affected my life is just letting me know that there is a direction that I can go if I choose it, that it was really up to me to make that decision. I've always wanted to be in an office setting and be able to help people, and that's what I got at Turning Point."