SFY 2020-21 Higher Education Career Advisor Project (HECAP)

Progress Report

2/26/21

Minnesota Department of Employment and Economic Development  
Employment and Training Programs Division

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[mn.gov/deed](https://mn.gov/deed/" \o "DEED website)

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## Background

The Minnesota Legislature appropriated $250,000 each year in State Fiscal Year (SFY) 2020 and 2021 for the Higher Education Career Advisor Project (HECAP). The legislation directs the Department of Employment and Economic Development (DEED) to establish programs statewide that combine career and higher education advising. ([Minnesota Session Laws, 2019 First Special Session, Chapter 7, H.F. 2, Article 1, Sec. 2, Subdivision 3(a)](https://www.revisor.mn.gov/laws/2019/1/Session+Law/Chapter/7/)) The Legislature permits DEED to retain five percent of these funds for administration and monitoring, making the total amount available for grants equal to $237,500 per year.

### Grant Requirements

DEED, through its Employment and Training Programs (ETP) Division, developed a Request for Proposals (RFP) for projects that provide secondary school students with the information necessary for the student to select a career of interest that will provide them with a family-sustaining income and to develop a postsecondary education path to prepare for that career. The RFP identified the following priorities for all proposals:

* Provide career exploration, career counseling, job search assistance, college information and current labor market information to youth and families;
* Assist students and parents in the use of career information and job search websites such as [Minnesota Works](https://mn.gov/deed/job-seekers/find-a-job/job-listings/) and [CareerForce](https://www.careerforcemn.com);
* Provide CareerForce location orientations for students (groups or individually) from local high schools;
* Provide information to youth and parents on the services available through Minnesota’s youth employment and training programs as appropriate:
* Work cooperatively with local community partners such as youth development organizations, community action agencies, local educational agencies, and local juvenile corrections staff; and
* Engage the business community to assist in bringing career information to students through speakers in classrooms, industry panelists, etc.

Eligible applicants for the grant included:

* Youth serving organizations with a significant capacity, demonstrable youth development experience and outcomes to operate a youth development project; and
* Youth serving organizations with a demonstrated effectiveness in delivering career advising services to youth.

Additionally, applicants needed to:

* Partner with at least one public local educational agency (including alternative schools and charter schools) in the service area;
* Advise students on jobs in high demand in areas of interest to students;
* Provide services to students individually or in groups;
* Advise students on various career paths and associated jobs including salaries, necessary credentials and other necessary training; and
* Align their proposals with high growth and in-demand jobs in the region.

### Overview of the Request for Proposals Process

The HECAP RFP was posted on DEED’s website on June 5, 2019 under [Grant and Contract Opportunities](https://mn.gov/deed/about/contracts/). Applications were due by 11:59 p.m. on July 26, 2019.

The DEED Communications team proactively notified individuals, organizations, the Governor’s Workforce Development Board, Councils of Color, and an extensive list of interested parties regarding the release of the RFP for the HECAP Grant. Also, pursuant to State law, the State Register included information about RFPs available through DEED including the HECAP Grant.

The RFP directed potential applicants to submit all questions on the RFP in writing via e-mail to a specified DEED contact. All questions submitted in writing were answered on a weekly basis and published on DEED’s [Grant and Contract Opportunities](https://mn.gov/deed/about/contracts/) website. DEED’s Office of Youth Development hosted an Informational Webinar about the HECAP funding opportunity on Monday, June 17, 2019. A link to the recorded webinar was available on demand on DEED’s [Grant and Contract Opportunities](https://mn.gov/deed/about/contracts/) webpage.

## Grantees

Twenty-five proposals were submitted to DEED in this funding cycle. These proposals totaled approximately $1.2 million in funding requests for SFY 2020 and only $237,500 was available for grant awards. Approximately 53 percent of funds requested focused on the metro area; 47 percent of funds focused on Greater Minnesota. Approximately 51 percent of available funds were allocated to the metro area and 49 percent were allocated to Greater Minnesota. All proposals were read and scored by community and state reviewers. The following 10 organizations were recommended for funding.

| Organization | Area Served | SFY 2020 Grant Award | SFY 2021 Grant Award |
| --- | --- | --- | --- |
| Minnesota Valley Action Council | South Central Minnesota | $25,000 | $25,000 |
| Genesys Works | Twin Cities Metro/Suburbs | $24,000 | $24,000 |
| American Indian OIC | Minneapolis | $25,000 | $25,000 |
| Tree Trust | Suburban Hennepin, Washington, Dakota, Minneapolis, St. Paul | $25,000 | $25,000 |
| Boys and Girls Club-Rochester | South East Minnesota/ Olmsted County | $25,000 | $25,000 |
| Southwest Minnesota Private Industry Council | 14 County Service Area | $23,000 | $23,000 |
| Anoka County | Anoka County | $23,000 | $23,000 |
| City of Duluth | City of Duluth | $23,000 | $23,000 |
| Project for Pride in Living | Twin Cities Metro Area | $23,000 | $23,000 |
| Rural Minnesota CEP | 19 County Service Area | $21,500 | $21,500 |
|  | **Total:** | **$237,500** | **$237,500** |

### Project Descriptions

Minnesota Valley Action Council, $25,000**.** Minnesota Valley Action Council will implement a two-prong approach to providing career counseling to students utilizing Partners in Career Exploration interns from the Student Counseling Program at Minnesota State University-Mankato and Minnesota Valley Action Council staff. Interns and staff will engage schools with a menu of career exploration and career counseling options and will work with individual schools to provide the services to fit their varying needs. Students will be exposed to career pathways and high-growth industries through one-on-one counseling, group presentations and/or regional events.   
Local contact: Heather Gleason, [hgleason@workforcecouncil.org](mailto:hgleason@workforcecouncil.org) (507-345-2418)

Genesys Works, $24,000**.** Genesys Works will conduct its College and Careers Connection program for high school seniors by providing students with professional skills training and personalized college access curriculum. Throughout their senior year, students will attend college counseling sessions, develop relationships with their student cohort and Program Coordinator, and network with the business community. During group sessions, Genesys Works will provide students and families with labor market data, will assist in the development of career plans, will coach students through the college application and enrollment process, and will help students prepare for transition to college.   
Director Name: Joel Crandall, [Development\_TC@genesysworks.org](mailto:Development_TC@genesysworks.org)  
Local contact: Heather Hirschey, [Development\_TC@genesysworks.org](mailto:Development_TC@genesysworks.org) (651-789-0088)

American Indian OIC, $25,000.American Indian OIC will focus on helping secondary students graduate, learn about and prepare for post-secondary opportunities, and obtain employment in high-demand industries.  
Director Name:Dr. Joe Hobot, [joeh@aioic.org](mailto:joeh@aioic.org) (612-341-3358 ext 149)   
Local contact: Christy Irrgang, [christy@takoda.org](mailto:christy@takoda.org) (612-341-3358 ext 139)

Tree Trust, $25,000,Tree Trust will provide career pathway information and coaching to youth using three delivery formats: 1) One-on-one coaching with high school students; 2) Career Pathways Workshops at high schools and community based organizations; and 3) Youth Conservation Corps Coaching and Employment Readiness Training delivered in Tree Trust’s Summer Youth Employment Program. Tree Trust will not only expose high school students to a variety of high-growth/high-demand career options, but also will help them to identify their interests, aptitudes and expectations beginning a realistic course toward a gainful, rewarding career.

Director Name: Jared Smith, [Jared.smith@treetrust.org](mailto:Jared.smith@treetrust.org) (952-767-3891)

Local contact: Kathy Sullivan, [Kathy.Sullivan@treetrust.org](mailto:Kathy.Sullivan@treetrust.org) (612-940-2977)

Boys and Girls Club of Rochester, $25,000.The Boys and Girls Club of Rochester will provide experiential opportunities for career development with special attention given to youth of color, poverty and those lacking access to resources that facilitate performing to their highest potential. The Boys and Girls Club of Rochester will increase the number of youth that will be able to experience a continuum of support with encouragement and mentorship from caring adults who are local experts in high-demand fields.

Director Name: Chad Campbell, [ccampbell@bgclubroch.org](mailto:ccampbell@bgclubroch.org) (507-287-2300)

Local Contact: Andrea Chapman, [achapman@bgclubroch.org](mailto:achapman@bgclubroch.org) (507-287-0104)

Southwest Minnesota Private Industry Council (PIC), Inc., $23,000.Southwest Minnesota Private Industry Council will address disparities by helping students explore their career options, make informed decisions, and achieve career goals. Services will be provided in both individual and group settings, and customized strategies will be used for targeted populations such as youth with disabilities. Staff will coordinate advisory services with local educational agencies, embedding career awareness and exploration with work-based learning as a value-added support to local educational agencies.

Director Name: Carrie Bendix, [cbendix@swmnpic.org](mailto:cbendix@swmnpic.org) (507-476-2188)

Local Contact: Eriann Faris, [efaris@swmnpic.org](mailto:efaris@swmnpic.org) (507-467-4053)

Anoka County, $23,000.Anoka County will complement the work of school counselors by providing youth and their families information to assist them in selecting a career and appropriate education needed for that career. Counselors will guide students through career exploration and current labor market information including salary profiles on in-demand, high growth occupations and industries throughout the region. Individual career counseling and group workshops will assist students with planning for post-secondary training, accessing financial aid, learning financial literacy/budgeting, and selecting an appropriate college program.

Director Name: Nicole Swanson, [Nicole.Swanson@co.anoka.mn.us](mailto:Nicole.Swanson@co.anoka.mn.us) (763-324-2313)

Local Contact: Darcy Hokkanen, [Darcy.Hokkanen@co.anoka.mn.us](mailto:Darcy.Hokkanen@co.anoka.mn.us) (763-324-2306)

City of Duluth Workforce Development, $23,000.Through a variety of one-on-one and group activities, students and parents/caregivers will have the opportunity to learn about high-wage, high-demand career pathway options. The objective is to make demographic and labor market information engaging and accessible to all students and their families by integrating programs and services within schools and partnering with neighborhood community organizations. Duluth will help employers in the region meet their workforce needs by engaging students and parents/caregivers in planning to pursue high-wage, high-demand career pathways.

Director Name: Elena Foshay, [efoshay@duluthmn.gov](mailto:efoshay@duluthmn.gov) (218-730-5241)

Local Contact: Nelle Rhicard, [nrhicard@duluthmn.gov](mailto:nrhicard@duluthmn.gov) (218-461-0474)

Project for Pride in Living, $23,000**.** PPL, through its “Learn and Earn to Achieve Potential” (LEAP) program, will equip young people with the skills and social capital needed to get high quality paid work experiences, graduate high school, and be successful in the workplace. PPL will provide individual goal planning, career exploration and counseling, job readiness, post-secondary information, connection to career and post-secondary pathways, on-the-job training, current labor market information, placement and follow-up, and partnerships with education, community agencies, and employers.

Director Name: Kristy Snyder, [Kristy.Snyder@ppl-inc.org](mailto:Kristy.Snyder@ppl-inc.org) (612-839-7118)

Local Contact: Amy Anlauf, [Amy.Anlauf@ppl-inc.org](mailto:Amy.Anlauf@ppl-inc.org) (612-872-3614)

Rural Minnesota CEP, $21,500.Rural Minnesota CEP, through its “RMCEP Career Navigator” program will help provide high school students with the opportunity to prepare a plan for future post-secondary education and/or employment. The project will provide an opportunity for youth to receive information on occupations in demand, to engage in career exploration, to develop a realistic employment plan, to engage in an experiential learning opportunity within a career cluster and to secure access to businesses.

Director Name: Vicki Leaderbrand, [Vickil@rmcep.com](mailto:Vickil@rmcep.com) (218-847-0718)

Local Contact:Amy Sjoblad, [AmyS@rmcep.org](mailto:AmyS@rmcep.org) (218-825-6784)

## Participant Data (through 6/30/20)

A total of 10,340 participants have been served through June 30, 2020 (8,535 through group services and 1,805 through individual services). The tables below show the demographics of the participants served by provider.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | MN Valley Action Council | Genesys Works | American Indian OIC | Tree Trust |
| Group Services (Total) | 4,720 | 302 | 47 | 0 |
| 9th grade | 1,514 | 0 | 2 | 0 |
| 10th grade | 180 | 0 | 4 | 0 |
| 11th grade | 1,113 | 0 | 15 | 0 |
| 12th grade | 341 | 302 | 26 | 0 |
| Individual Services (Total) | 453 | 302 | 42 | 34 |
| Male | 218 | 148 | 20 | 25 |
| Female | 235 | 153 | 22 | 9 |
| Other | 0 | 1 | 0 | 0 |
| Age 14-15 | 113 | 0 | 2 | 0 |
| Age 16-17 | 223 | 188 | 18 | 15 |
| Age 18 | 107 | 106 | 13 | 3 |
| Age 19-21 | 0 | 7 | 9 | 16 |
| Hispanic/Latino | 95 | 30 | 5 | 3 |
| American Indian/Alaska Native | 0 | 9 | 39 | 0 |
| Asian/Pacific Islander | 0 | 88 | 0 | 0 |
| Black/African American | 52 | 132 | 6 | 22 |
| White | 306 | 13 | 1 | 9 |
| 9th grade | 81 | 0 | 2 | 2 |
| 10th grade | 9 | 0 | 5 | 3 |
| 11th grade | 195 | 0 | 14 | 9 |
| 12th grade | 8 | 290 | 21 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Boys and Girls Club of Rochester | Southwest MN Private Industry Council | Anoka County | City of Duluth Workforce Development |
| Group Services (Total) | 43 | 1,924 | 482 | 926 |
| 9th grade | 9 | N/A | 0 | 23 |
| 10th grade | 17 | N/A | 100 | 679 |
| 11th grade | 11 | N/A | 150 | 153 |
| 12th grade | 6 | N/A | 100 | 73 |
| Individual Services (Total) | 43 | 684 | N/A | 142 |
| Male | 25 | 322 | N/A | 66 |
| Female | 18 | 362 | N/A | 76 |
| Other | 0 | 0 | N/A | 0 |
| Age 14-15 | 4 | 3 | N/A | 12 |
| Age 16-17 | 31 | 369 | N/A | 54 |
| Age 18 | 3 | 229 | N/A | 57 |
| Age 19-21 | 5 | 83 | N/A | 17 |
| Hispanic/Latino | 8 | 137 | N/A | 11 |
| American Indian/Alaska Native | 0 | 41 | N/A | 33 |
| Asian/Pacific Islander | 3 | 44 | N/A | 5 |
| Black/African American | 21 | 72 | N/A | 43 |
| White | 11 | 312 | N/A | 50 |
| 9th grade | 9 | 3 | N/A | 14 |
| 10th grade | 17 | 165 | N/A | 55 |
| 11th grade | 11 | 242 | N/A | 9 |
| 12th grade | 6 | 234 | N/A | 30 |

|  |  |  |
| --- | --- | --- |
|  | Project for Pride in Living | Rural Minnesota CEP |
| Group Services (Total) | 15 | 67 |
| 9th grade | 0 | 2 |
| 10th grade | 0 | 5 |
| 11th grade | 6 | 17 |
| 12th grade | 9 | 33 |
| Individual Services (Total) | 15 | 90 |
| Male | 5 | 43 |
| Female | 10 | 47 |
| Other | 0 | 0 |
| Age 14-15 | 0 | 8 |
| Age 16-17 | 6 | 54 |
| Age 18 | 9 | 28 |
| Age 19-21 | 0 | 0 |
| Hispanic/Latino | 2 | 13 |
| American Indian/Alaska Native | 1 | 9 |
| Asian/Pacific Islander | 0 | 3 |
| Black/African American | 5 | 4 |
| White | 6 | 61 |
| 9th grade | 0 | N/A |
| 0 | 9 | N/A |
| 6 | 195 | N/A |
| 12th grade | 9 | N/A |

## Financial Data (through 12/31/20)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Grantee | SFY 2020 Allocated | SFY 2020 Expended | SFY 2021 Allocated | SFY 2021 Expended |
| Minnesota Valley Action Council | $25,000 | $25,000 | $25,000 | $10,368 |
| Genesys Works | $24,000 | $24,000 | $24,000 | $12,000 |
| American Indian OIC | $25,000 | $25,000 | $25,000 | $17,968 |
| Tree Trust | $25,000 | $25,000 | $25,000 | $6,538 |
| Boys and Girls Club of Rochester | $25,000 | $14,520 | $25,000 | $21,680 |
| Southwest Minnesota Private Industry Council | $23,000 | $23,000 | $23,000 | $3,745 |
| Anoka County | $23,000 | $23,000 | $23,000 | $13,525 |
| City of Duluth Workforce Development | $23,000 | $23,000 | $23,000 | $6,211 |
| Project for Pride in Living | $23,000 | $23,000 | $23,000 | $23,000 |
| Rural Minnesota CEP | $21,500 | $21,500 | $21,500 | $467 |

## Success Stories

Example 1: One story of success comes from a high school senior who founded a fishing club at his school. This student is a solid student academically and had a unique first quarter of not doing well at all. Multiple attempts were made to connect with the student and find out what was happening. Utilizing other connections the student had and multiple avenues of communication, staff were eventually able to connect with the student and get him back on track. They found out that the student and his entire family had been infected with COVID-19 and the student had suffered the worst reaction to it of anyone in his family, including his grandparents. After recovering from COVID-19 the student felt so overwhelmed with catching up that he completely disconnected. Through conversations and getting connected staff was able to get him back on track with his learning and continuing his plans toward graduation and post secondary education goals.

Example 2: Although distance learning through the pandemic limited in person group activities, staff at Takoda Prep has been creative in finding opportunities for students to connect virtually, build skills, and earn additional credit. For example, one of the successes stories from quarter two is the Career Portfolio Friday online Zoom group where staff connect with students and coach them through a series of real world career exploration and skill building through a workbook portfolio.  Several students completed their portfolios. The most inspiring story is two students who both struggled to feel motivated, rarely attended online classes, and did not complete many assignments. These two both enrolled in the Career Portfolio group. Through the weeks of the group the two students motivated each other with positive comments and encouragement, which helped boost confidence and empower them engage. The students both completed the class and the career exploration portfolio; they each said they learned something new and got credit towards graduation for their work.

Example 3: Many students shared how their understanding of post-secondary options have expanded greatly. For instance, several stated that they were not aware of apprenticeships or the Ameri/Job/PeaceCorps. Students also commented on the difficulty in selecting one career, from the large number of occupations that exist, and how linking careers to match interests, makes selecting a career less overwhelming.