Training Employers for the 21st Century Worker
BrookLynk is a workforce development program directed by the cities of Brooklyn Center and Brooklyn Park with a mission to –

Coordinate partnerships that prepare employers to engage the next generation of workers and to connect young people in the Brooklyns facing barriers to employment with the skills, experiences and professional social networks needed to develop their pathway to college and career.
Why BrookLynk?
Workforce Needs

Minnesota is expected to add nearly 205,000 jobs by 2022.

The growth of Minnesota’s labor force is expected to slow in the next decade.

Significant shifts in demographics of the workforce.
High school students graduating on time by racial and ethnic group
Minnesota, 2012-2017

- American Indian
- Asian
- Black
- Hispanic
- Native Hawaiian or Pacific Islander
- Two or more races
- White (non-Hispanic)
- Minnesota (all)
BrookLynk Youth – Our Future Workforce

BrookLynk serves a population of highly motivated youth who reflect our changing community and future workforce.

- Represent over 20 different cultural backgrounds
- 96% students of color
- 78% low-income
- 66% first- or second-generation immigrants
Why Brooklyn Park and Brooklyn Center?
Growth in Brooklyn Center and Brooklyn Park
2011 to 2016
Age refers to 2016 period

Source: U.S. Census Bureau, American Community Survey
Brooklyn Center

- Hispanic/Latina, 3,113
- Multiracial/Other, 1,185
- Asian PI, 4,592
- American Indian, 121
- Black/African American, 8,683
- White, 13,091

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Brooklyn Park

- Hispanic/Latina, 4,782
- Multiracial/Other, 2,361
- Asian PI, 14,243
- American Indian, 297
- Black/African American, 20,729
- White, 36,411

Source: U.S. Census Bureau, 2012-2016 American Community Survey
<table>
<thead>
<tr>
<th>Location</th>
<th>Foreign-born</th>
<th>Percent foreign-born</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worthington</td>
<td>4,213</td>
<td>32%</td>
</tr>
<tr>
<td>Brooklyn Park</td>
<td>17,086</td>
<td>22%</td>
</tr>
<tr>
<td>Brooklyn Center</td>
<td>6,590</td>
<td>21%</td>
</tr>
<tr>
<td>Hopkins</td>
<td>3,718</td>
<td>21%</td>
</tr>
<tr>
<td>St. Paul</td>
<td>55,806</td>
<td>19%</td>
</tr>
<tr>
<td>Richfield</td>
<td>6,615</td>
<td>18%</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>61,955</td>
<td>15%</td>
</tr>
<tr>
<td>Columbia Heights</td>
<td>3,012</td>
<td>15%</td>
</tr>
<tr>
<td>Eden Prairie</td>
<td>9,329</td>
<td>15%</td>
</tr>
<tr>
<td>West St. Paul</td>
<td>2,785</td>
<td>14%</td>
</tr>
</tbody>
</table>
Overview of Brooklynk
What Sets BrookLynk Apart?

- Co-operative Management Model
- Supervisor Buy-In
- Structured Supervisor and Intern Training
- Coordination between BrookLynk and Cities
BrookLynk Program Design

- Youth & Employer Outreach
- Get Ready Youth Training & Employer Training
- Regional Youth Job Fair and Job Board
- Summer Internships
- Alumni Network
BrookLynk Internship Model

Designed to train and support employers to provide high-quality internship experiences and to help young people gain the skills, experience and social networks they need to be on a pathway to college and career.
BrookLynk’s Impact – Youth Career Development
BrookLynk – Internship Outcomes

Value to Interns
- 99% of interns would recommend BrookLynk to a friend
- 90% of interns learned valuable career skills
- 77% of interns more likely to pursue higher education
- 75% of interns increased the number of professionals in their network

Supports for Interns
- Comprehensive training and internship prep
- Designated summer job coach
- Weekly check-ins and professional development with job coach
- Transportation
- On-call supports and coaching
Alumni

- 100% eligible students graduated from high school
- 93% of high school graduates attending college
- 74% actively in the labor force (summer of 2018)
BrookLynk’s Impact – Employer Engagement
Coordinating Employer Engagement

- Business Retention and Expansion programs
- Relationship Development
- City as an employer (walk the walk)
BrookLynk’s Impact – Workforce Development
Workforce Impact

Since 2015

- $750,000 (+) in wages earned by youth interns
- 900 (+) youth completed pre-employment training
- 400 (+) internships coordinated
- 200 (+) alumni in network

In 2019

- 220 youth completed pre-employment training
- 116 internships coordinated
  - 20 employer partners
BrookLynk – Internship Outcomes

Value to Employers

- **92%** of supervisors found supervisor training valuable
- **90%** of supervisors would participate again
- **81%** of supervisors believed their intern was a good match
- **77%** of supervisors would hire their intern

Supports for Supervisors

- Designated summer job coach
- Matching students to internships
- On-call supports and coaching
- Weekly e-mails and updates
- Supervisor handbook and materials
Questions?