



Phillips Partnership

safety—jobs—housing—infrastructure
for the Phillips neighborhood

Allina Health System
Gordon Sprenger, CEO

Children's Hospitals and Clinics
Brock Nelson, CEO

Fannie Mae
Missy Thompson, Director,
Minnesota Partnership Office

Honeywell
Kevin Gilligan, President
Home & Building Controls

Metropolitan Council
Ted Mondale, Chair

The Minneapolis Foundation
Emmett Carson, President

Wells Fargo
Jim Campbell,
Chairman and CEO

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John Murphy
Minnesota State Chairman

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Update

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Career plans in Phillips

Two years ago, a career in health care was the last thing on Claudia Rhoden's mind. Rhoden, who was born in Minneapolis and has been a Phillips resident for the last four years, was busy raising her four children and working as a cashier. But her path began to change in 1999, when she successfully graduated from the Phillips Partnership's *Train to Work* work readiness program and secured a position with Abbott-Northwestern Hospital's nutrition services department. "As I learned more about the day-to-day operations of the hospital," reflected Rhoden, "I began to dream about exploring the many different types of health care positions available here, but I had no idea how I could pay for the necessary training."

Last month, however, Rhoden was able to begin making her vision a reality by enrolling in the nursing assistant's training program at the newly-founded Health Careers Institute (HCI). HCI is the latest phase of the Phillips Partnership's job-training initiative, and is a joint venture of the Phillips Partnership, the Minneapolis Community & Technical College, and three area hospitals. The Institute welcomed its first class of 69 students, Rhoden among them, on August 24th.

Next step to economic vitality

HCI represents the next step in the Phillips Partnership's commitment to creating employment opportunities that enhance the self-sufficiency of Phillips residents and



Phlebotomy training began on September 11 at the new Health Careers Institute in the Phillips neighborhood. HCI is a joint effort of the Phillips Partnership and Minneapolis Community and Technical College.

improve the economic vitality of the entire neighborhood. The *Train to Work* program was the first phase of this commitment; TTW has provided work training for 270 Phillips area residents, 226 of whom have been successfully placed in entry-level positions. HCI now seeks to build on that success by providing Phillips residents with education and job-training opportunities that lead to more advanced technical and professional careers in area hospitals. A full forty-six percent of the students in the Institute's first session are from the Phillips area, and HCI ultimately seeks to draw fifty to seventy percent of its enrollment from the neighborhood.

HCI offers college-credit courses taught by instructors from the Minneapolis Community & Technical College at the Medical Office Building at 2545 Chicago Avenue, creating an MCTC "south campus" in Phillips. "This initiative is

really a natural extension of our commitment to health care training," said MCTC President Phil Davis. "We are really excited to be moving our program right into the Phillips neighborhood."

HCI is initially offering programs in nursing assistant certification, phlebotomy, medical transcription, clerical support, and insurance coding. The Institute plans to add classes in ESL for health careers, including an intensive nursing assistant/ESL

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Joseph Selvaggio Initiative Brings Change for the Better

In her 25 years as a resident in the Phillips neighborhood, Judy Larkin has seen a lot of change. Until recently however, the change has been mostly for the worse. “For years, I didn’t involve myself in the community,” said Larkin. “There was so much crime and no community effort to do anything about it.”

In the spring of 1998, she was asked to be a member of the Joseph Selvaggio Initiative Resident Advisory Committee. “Being a part of the JSI Advisory Committee has been a lot of fun and very exciting,” said Larkin. “It became apparent early on that crime, safety and livability issues were the top concerns of residents in the community. The Phillips Partnership has responded to all of these concerns,” Larkin saw a number of housing challenges in the neighborhood. “We were faced with overcrowded housing, lack of

off street parking, extremely small rental units, no play areas for children and cars speeding through our streets,” she recalled.

As a homeowner, Larkin quickly took advantage of the JSI Exterior Improvement program. Her JSI grant money brought a new roof to her porch, new front steps, new awnings on her windows, and landscaping for her front yard. Next spring, Larkin plans to invest her own funds to paint her house and put in new storm windows.

Gardening without fear

“I am proud of the improvements to my home,” she confessed. “But I am really inspired by the greater sense of safety in the area due to the involvement of the Phillips Partnership. After many years of fear of the crime on Portland Avenue, I have resumed flower gardening! It feels great to be able

to use my front yard again.” Larkin has also stayed very involved in the Phillips Partnership Crime Prevention Initiative. “Ideas that sprung up from these crime and safety meetings were supported by the Phillips Partnership, she said. “They followed through with immediate responses.” One concern that continued to come up was the need to get more involved with kids in the neighborhood. The crime prevention discussions led to the development of a summer program for children in the area called *Summer Jaam*.

Larkin has been a devoted reading tutor in *Summer Jaam*’s reading program. “The children responded well to the one-on-one weekly meetings where we read together,” she noted. “You can make a big impact in a child’s life with just one hour per week.”

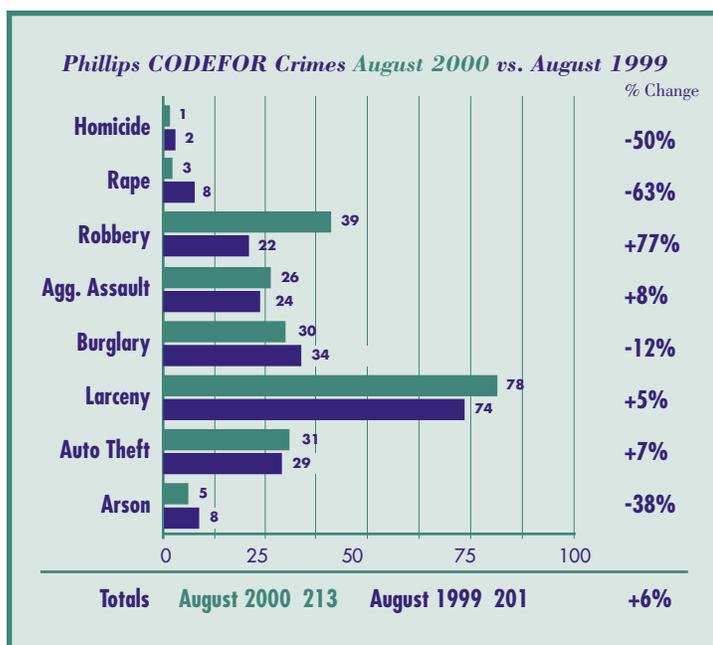
Larkin is grateful for the recent improvements in Phillips, and committed to the neighborhood for the long haul. “I never dreamed, even a few years ago, that such a blessing would happen here,” Larkin said. “I hope that all of us



The Portland Avenue home of Judy Larkin. Her JSI exterior improvement grant paid for a new roof to her porch, new front steps, new awnings on her windows, and landscaping for her front yard.

who have benefited from these vast improvements remain committed to keeping this progress by staying in touch with the issues in the neighborhood.” ■

crime



Robbery arrests in August, 2000 caused overall Phillips crimes to increase by 6%.

National Night Out



Mayor Sharon Sayles Belton distributed children’s books and visited with residents at the Phillips Partnership’s National Night Out booth. Over 250 books were given to children in Phillips.

Phillips Partner profile

Peter McLaughlin, County Commissioner

Partnerships in the Community:

“The only way to get ‘big things’ done is through strategic partnerships. Through many initiatives I’ve learned that it’s essential to mobilize in a focused, coordinated way the strengths and capacities of the public and private sectors, and the community. It takes a clear, bold vision, workable strategies to make it a reality, the will and skill to implement it, and a deep-seated optimism in the face of barriers and cynicism. The Phillips Partnership is the latest and best example of using this approach to tackle seemingly intractable problems. And it’s working.”

Building Community:

“For people and communities to thrive, the local economy must be working. Even in this prosperous time, many urban and rural communities are not effectively connected to the economy. Rebuilding

the Phillips community requires reconnecting it, its people and its enterprises to the broader economy. That is my vision; that is the vision of the Phillips Partnership. Reconnection is why we are working for better access to and from 35W, an essential artery of the regional economy. Reconnection of residents to the economy is equally important. *Train to Work* has helped over 200 local residents get and keep good jobs with a future. This helps the individuals, their families and the neighborhood. The Health Careers Institute is the next step in that process. Through training it will tie local residents to even better jobs available in health care.”

“The Phillips Partnership is trying to do nothing less than create a new, healthy community in Phillips for this century. For a time Phillips was by-passed by the

modern economy. We are now successfully re-connecting it. It’s an exciting, challenging endeavor that has yielded more success than most people thought possible.” ■



Hennepin County Commissioner Peter McLaughlin

BACKGROUND

Peter McLaughlin has engaged in community service throughout his adult life. He has a long and varied history of service in the public sector, from his work just out of undergraduate school as Aide to the Mayor of Trenton, NJ, to his work as a Minnesota State Representative (1985-90) and as a Hennepin County Board member. His work with the private and nonprofit communities is likewise extensive, including the Urban Coalition, the Minneapolis Community

Business Employment Alliance and PRG, a nonprofit housing development corporation. He has long advocated a stronger transit system, including LRT, is one of the founders of the Phillips Partnership and the Midtown Community Works Partnership, and now serves as Chair of the Health Careers Institute (HCI) Board.

EDUCATION

A.B., Princeton University; and M.A., Hubert Humphrey School of Public Affairs, University of Minnesota

infrastructure

I-35W Access Moving Forward

South Minneapolis residents and businesses who dream of better access to the freeway have reason to be hopeful. The I-35W Access Project took a giant step forward on August 8, when the Project Advisory Committee voted overwhelmingly to support a set of preferred “build” alternatives. The Committee, comprised of local residents and business representatives, considered more than 25 alternatives with the assistance of transportation engineers and planners from state, regional and local agencies.

“The process worked exceptionally well,” observed Craig Anderson, a Central neighborhood resident and chair of the Project

Advisory Committee. “This is one of the best examples I know of where people from the community worked directly with the technical ‘experts’ to evaluate each alternative. We all worked hard and feel great about the process and our decisions.”

The preferred alternatives are:

- A northbound exit ramp from I-35W to 28 Street
- A northbound entrance ramp to I-35W from Lake Street
- Improvements to existing ramps providing access to northbound I-35W and eastbound I-94, to improve traffic flow
- A southbound exit ramp to Lake Street and Nicollet Avenue

- Relocation of the existing 35th and 36th Street ramps to 38th Street, providing better spacing with the proposed ramps at Lake Street.

Next, the Committee takes their list of preferred access ramps on the road. Close to 30,000 flyers in four languages were hand-delivered to residents and businesses throughout South Minneapolis inviting them to attend a series of open houses to discuss the project.

Aesthetic and urban design concerns are a key aspect of the next phase of the project, according to Met Council Chair, Ted Mondale. “It is encouraging that the engineers will be working closely with architects, public art consultants, and the community,” he said, “to assure that freeway

access ramps are a positive contribution to the South Minneapolis infrastructure.” ■



Simulation of proposed flyover ramp to 28th St.



Simulation of proposed exit to Lake Street.

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immersion program next semester. In subsequent academic years, the curriculum will likely expand to include additional programs such as instrument processing and radiology and surgical technician training. The Phillips Partnership hopes to expand HCI ultimately to enroll as many as 200 students.

Promising careers

Abbott Northwestern Hospital, Children's Hospitals and Clinics, and the Hennepin County Medical Center have joined forces through the Phillips Partnership to ensure HCI's success. All three hospitals have agreed to hire HCI students who successfully complete their programs and fulfill the hospitals' other hiring criteria. "We have a serious need for hundreds of health care workers," said Gordon Sprenger, CEO of Allina Health System and co-chair of the Phillips Partnership. "There is no place I would rather find them than the



HCI phlebotomy training in Phillips

Phillips neighborhood."

If Rhoden's experience is any indication, HCI is off to a great start. After completing the first phase of her training, she has nothing but praise for the program and its teachers. "HCI is a great opportunity for the people of Phillips," she said. "The courses are very interesting, and the instructors really want you to learn. The students are excited to be here." Although she is naturally nervous about passing the state's

nursing assistant licensing exam, she is also confident that her new job skills will result in employment given the current job market in nursing.

Brock Nelson, CEO of Children's Hospitals and Clinics, sees HCI as something more than simply a marriage between hospital employment needs and Phillips residents. "This is a key strategy in building the local Phillips economy," Nelson observed. "There is nothing that will create a healthier, revitalized community more than improved incomes for our community residents."

Challenges ahead

While HCI's quick launch came through an initial grant of \$200,000 from the Allina Foundation, the Phillips Partnership's next challenge is to raise \$1.5 million to realize the Institute's vision. Hennepin County Commissioner Peter McLaughlin is serving as the chair of the HCI's Board of

Directors. The Board will focus its efforts on procuring the funding necessary to ensure that the Institute thrives during its first two years and beyond. McLaughlin, who has devoted much of his public career to employment training for low income people, finds HCI to be a critical and creative strategy. "Here we are connecting people to career training and great employment opportunities right in their own neighborhood," said McLaughlin. "This is a powerful move by MCTC and the hospitals."

As for Claudia Rhoden, she is already planning to continue her nursing training in the future, with the eventual goal of becoming a licensed practical nurse. "Meanwhile, I am looking forward to the challenge of working in a career that offers greater responsibility," she said with a smile. "Not only better pay, but the chance to care for other people." ■



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