

Project GATE II

Counselor's Manual

Minnesota
Department of Employment &
Economic Development

Revision One: January 6, 2009

WORKFORCE DEVELOPMENT DIVISION

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Project GATE II PowerPoint Presentation


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Project GATE II:

Serving Dislocated Workers Who Want to Start a Business

Training for Dislocated Worker Counselors

What is Project GATE II?



It Serves Dislocated Workers who are:


- 50 years of age or older
- Interested in starting a business

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What isn't Project GATE II?

Project GATE won't:

- Provide customers with a loan to start a business



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When will Project GATE be available?

- Project GATE will launch on January 2, 2009.
- It will be available in every WorkForce Center.



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What services are available?



For 500 customers over 2.5 years:

- Pre-assessment
- Orientation
- In depth business readiness assessment
- Business consulting
- Training

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Who will provide those services?

- WorkForce Centers ————— • DW eligibility
- WorkForce Centers ————— • GATE eligibility
- DW counselor at WFC ————— • Pre-assessment
- SBDC consultant at WFC ————— • Orientation
- SBDC consultant ————— • Bus. readiness assess.
- SBDC consultant ————— • Business consulting
- SBDCs and OESBD vendors ——— • Training and consulting services

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What funding is available?

\$960

WSAs for eligibility and pre-assessment

+ \$2880

OESBD partners for orientation, business readiness assessment, consulting, and training

\$3,840

Average Total Expenditure Per Customer

Note: These numbers are only an average. Not every customer will need nor receive services costing this amount.



What other resources are there?

- Project GATE funding is in addition to traditional Dislocated Worker funds.
- You can use DW federal funding to supplement what Project GATE is able to offer. This includes support services.



How will we track customers?

- Project GATE will be a series of activities under the WIA Dislocated Worker Program in Workforce One.
- Customers in State DW will need to be moved to WIA DW. (No performance consequence.)



How will we all work together?



- The SBDC consultant will share the customer's service plan with you and ask for your input.
- You will be asked to track activities in Workforce One.



How will this affect local performance?

It won't. Yippee!!

- Project GATE customers will be extracted from local performance.
- Federal measures reported at state level.



What about Unemployment Insurance benefits?



- Project GATE customers should be considered in training which will allow them to collect UI.
- UI eligibility legislation is being suggested specifically for this group as well.



PG II Training for DW Counselors

- **Blaine:** 12/18, 10 to 12
- **Burnsville:** 12/11, 10 to 12
- **Crookston:** 12/16, 2 to 4
- **Detroit Lakes:** 12/17, 10 to 12
- **Duluth:** 12/12, 1 to 3
- **Mankato:** 12/5, 1 to 3
- **Marshall:** 12/10, 10 to 12
- **Monticello:** 12/15, 2 to 4
- **Rochester:** 12/3, 10 to 12
- **St. Cloud:** 12/15, 10 to 12



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Thank you!

Questions?

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Project GATE II Frequently Asked Questions

1. What is Project GATE Stage II?

The Minnesota Department of Employment & Economic Development (DEED) was awarded a \$2 million federal demonstration grant to serve entrepreneurs which supplements the federal Dislocated Worker program. The project is called Project GATE Stage II (PG2) after a pilot project Minnesota operated several years ago called Growing America Through Entrepreneurship (GATE) which also provided training and consulting to aspiring entrepreneurs. The major differences between the first stage and this grant is that Project GATE Stage II must serve federal Dislocated Workers that are 50 years of age or older with an interest in business ownership through self-employment.

2. What services does it provide?

Project GATE Stage II (PG2) provides a wide range of services to its customers; taking them from individual assessment and development, to concept feasibility, to successfully launching a new business. Some services may vary depending on the readiness of the individual customer, but most customers will experience a common service pattern. The typical sequence will be: intake, pre-assessment, orientation seminar, full business readiness assessment, consultant services, training, business plan creation, and engagement with financial assistance. After this sequence, the customer should be 'business ready' for a successful start.

For more detail on this sequence, see question eight below and the customer process graphic.

3. What services does it not provide?

Project GATE Stage II will not provide grants or loans to aspiring entrepreneurs or existing business owners. Business consultants can assist customers in identification of possible capital resources, assist in the development of lender required loan documentation, and help facilitate contact with organizations that provide capital. The intent of Project GATE II is to successfully prepare qualified program participants for business ownership through training and consulting.

4. Whom does it serve?

This grant will serve federal Dislocated Workers who are 50 years of age or older and express an interest in business ownership through self-employment.

5. Why are we focusing on this population?

This grant is from the U.S. Department of Labor's Employment & Training Administration, as part of their activities under the Workforce Investment Act. The request for proposals that resulted in this grant specified federal Dislocated Worker customers as the target population. Therefore, all customers must be federal Dislocated Workers.

Since a demonstration grant generally cannot scale to all potential customers statewide, the federal agency requested proposals which focused on one of two populations: adults of any age in rural areas only; or all geographic areas (urban and rural) with an age restriction (50+ years old). Because Minnesota had already participated in the initial pilot with geographic restrictions (i.e. the pilot Project GATE), DEED staff felt that it was best to attempt to reach all regions of the state with this demonstration project.

It is possible that upon completion of the three-year grant, Minnesota's independent efforts to bolster entrepreneurship will remove some of these restrictions and find a way to serve a broader demographic. Doing this would likely require some changes to state legislation.

6. When can customers begin receiving services?

Project GATE II will launch on January 1, 2009. Even so, dislocated workers may still receive services and entrepreneurship-related training through existing Dislocated Worker program funds. Customers who are interested in participating in Project GATE II should be enrolled in the federal Dislocated Worker program to prepare them for enrollment in Project GATE II when it becomes available. The program period will extend for two and a half years, unless the Department of Labor's Employment & Training Administration allows an extension (which is not yet determined).

7. Where will it be available?

Customers will engage the program by coming into or calling one of the nearly fifty WorkForce Centers across the state of Minnesota. Once the customer is determined to be eligible for the federal dislocated worker program, and meets the other eligibility criteria, he/she can start receiving initial services. Initial services will be delivered by counselors at the WorkForce Centers. The business consulting and training services that follow will take place at any one of a number of program partners. Those partners will be determined through an RFP process and may include: Small Business Development Centers, postsecondary education institutions, and/or independent non-profit organizations that work with entrepreneurs.

8. How will customers receive services?

Customers will receive services from two distinct but integrated systems: the Workforce Center system, and the network of business consultants overseen by the Office of Entrepreneurship and Small Business Development (OESBD).

The initial services to customers—intake, pre-assessment, and orientation seminars—will take place at Workforce Centers. This is for the sake of customer convenience: as federal Dislocated Worker participants, they are already going to this location. The orientation seminars will be delivered by Workforce Center staff or by business consultants operating under this grant. This connection will help customers easily transition from introduction to training and consulting service providers.

Most of the latter, more intensive steps of the program take place at OESBD-contracted partner service locations, including local Small Business Development Centers or other independent organization. The business consultant will help the customer identify training needs, authorize appropriate training for the customer (which may be at a different organization, e.g. a community college), help that customer generate a strong business plan, and link that customer to financial assistance (which again, may be at a different organization).

For more detail on this process, see the customer process graphic.

9. How will providers receive funds?

DEED will directly contract with two entities: the Workforce Service Areas (WSAs) that currently operate its federal dislocated worker program and the Office of Entrepreneurship and Small Business Development (OESBD). (See the reporting structure document for further detail.) The WSAs will be responsible for eligibility determination, enrollment, a pre-

assessment, and for hosting the program orientation to be provided by business consultants at a Workforce Center. The OESBD will be responsible for subcontracting for the training and consulting services that will help these federal dislocated workers successfully prepare and start their own business.

The total grant is for \$2 million over two and a half years. WSAs will receive 25 percent of the contractual funding, or roughly \$480,000 over two and a half years. The OESBD will receive 75 percent of the funding, or roughly \$1,440,000 over two and a half years. The OESBD will initiate an RFP process to select vendors that will supply the training and consulting components of the program.

The State will operate with 4 percent administration or \$80,000 for the life of the grant. WSAs will be allowed 4 percent in administration spending. All other administrative spending is the responsibility of the partner organization(s).

10. How will we track customer progress?

WSAs will track customers through the existing system it uses at its WorkForce Centers, WorkForce One (WF1). All federal Dislocated Workers are already tracked through WF1 so it is the natural vehicle for customer tracking. WSA counselors will be responsible for determining and tracking program eligibility, enrollment, activities, outcomes, and follow-up through WF1. Once the customer migrates from the initial services into the training and consulting services, business consultants and WSA counselors will be expected to communicate about the customer's progress. OESBD contracting partners will be expected to track customer progress and services delivered through the system designated by the OESBD. OESBD will make appropriate activity reports available.

11. How will we track program outcomes and what standards will we apply?

Since Project GATE Stage II is federally-funded, we will be tracking the Workforce Investment Act (WIA) common measures which include: entered employment (did the customer exit to a job), employment retention (did the customer keep that job for six months after exit), and average earnings (how much did the customer make for the two quarters after exit).

These three federal measures will be tracked at the statewide level. In other words, Project GATE II participant outcomes will be extracted from each WSA's federal Dislocated Worker performance. Minnesota has submitted a waiver to the federal government requesting that: 1. Project GATE II customer common measure outcomes be extracted from its overall federal Dislocated Worker outcomes and 2. training may be given by providers that are not WIA-certified (a requirement that exists in the federal Dislocated Worker program).

The Office of Entrepreneurship and Small Business Development will also be tracking three key performance measures: number of business starts, number of those businesses operating after one year, and number of those businesses operating after two years. Other economic impact measures will also be collected, including wealth and job generation by customer businesses.

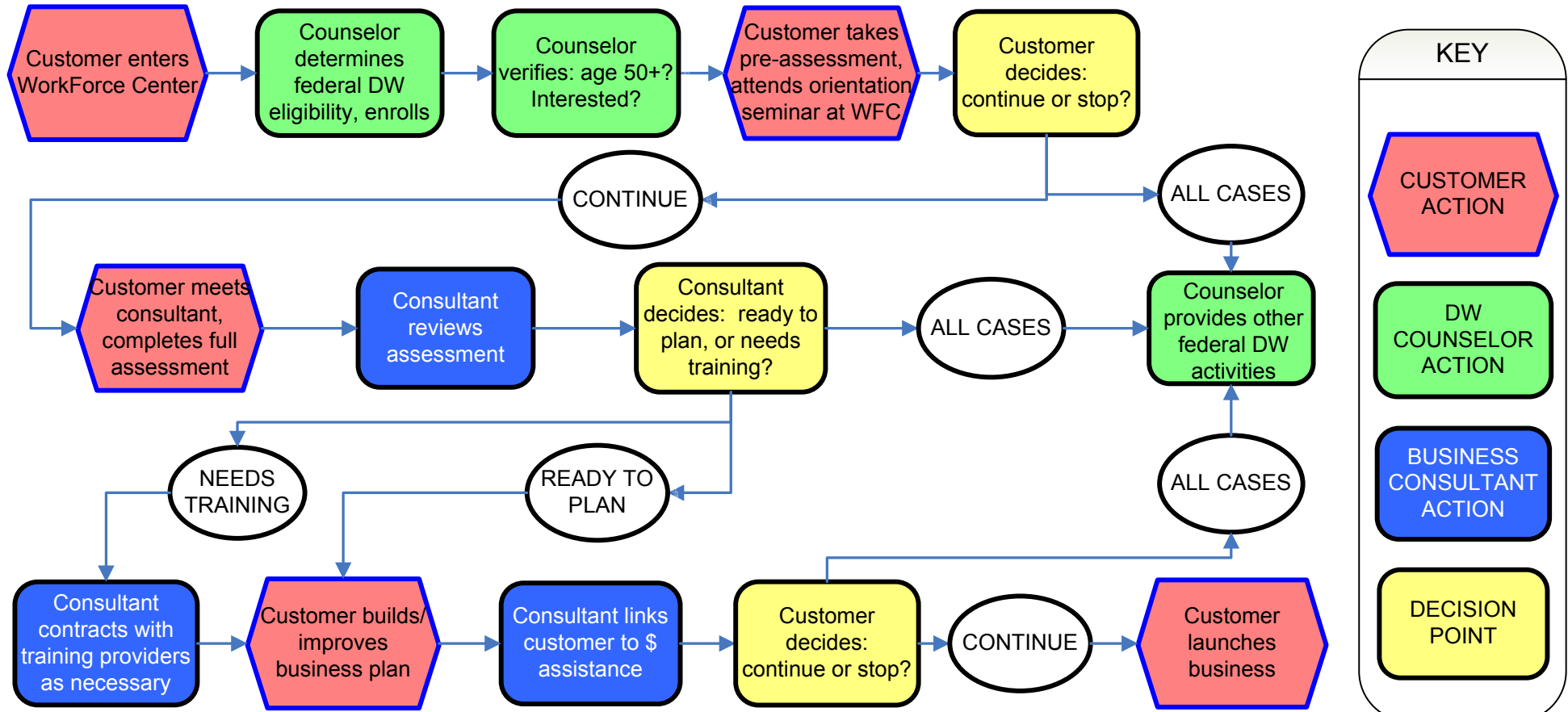
DEED will report all program outcomes to the U.S. Department of Labor.

12. Will Project GATE II customers still be eligible to receive Unemployment Insurance benefits?

Minnesota passed legislation which made Project GATE I participants eligible to receive Unemployment Insurance benefits while in the program, up to the maximum allowable weeks. We are confident that this legislation was one of the biggest contributing factors to the first Project GATE's success so we are seeking similar legislation for Project GATE II participants. It will be submitted as part of DEED's legislative package and we will know the outcome by the end of this legislative session, which begins on January 6, 2009 and is set to conclude in May.

Currently, Unemployment Insurance recipients who are in training remain eligible for benefits and are exempt from the job search requirement. To preserve this for Project GATE II to participants, we will be classifying those that choose to stay in the program beyond the orientation as in training and consulting.

PROJECT GATE STAGE TWO – CUSTOMER PROCESS



DATA AND PERFORMANCE NOTES

WorkForce One will track customer data for a customer's entire participation in this project. Contractors to the Office of Entrepreneurship will receive a data vehicle for translating information (e.g., CATS), into a format they can transmit to Workforce Center staff for entry into Workforce One.

In addition to collecting existing Dislocated Worker and Office of Entrepreneurship performance measures, this demonstration project will conduct follow-up activities necessary to determine: percentage of customers who start a business (GOAL: 10 PERCENT), and percentage of those businesses still around at one- and two-year intervals (GOAL: 90 and 70 PERCENT, respectively).

**Project GATE Stage Two
Customer Process Narrative
Minnesota Department of Employment & Economic Development
December 2008**

The federal demonstration grant to be released this autumn will provide Minnesota with \$2 million to increase entrepreneurship activities statewide, for federal Dislocated Worker program customers over 50. The model required by the U.S. Department of Labor is called Growing America Through Entrepreneurship (GATE). Minnesota participated in GATE a few years ago through pilot sites in the Twin Cities area and Northeast Minnesota. From that experience, and from the parameters set by our federal partners, the Minnesota Department of Employment & Economic Development (DEED) has developed a customer process model.

This model will be in force for the duration of the (three-year) grant period. Should changes become necessary, DEED staff will communicate those changes through the stakeholder group that will meet periodically regarding this grant, and through its Workforce Service Area and Office of Entrepreneurship and Small Business Development partners.

Starting parameters:

1. *Eligibility.* Every customer of this demonstration grant must meet two critical eligibility requirements: they must be in the federal Dislocated Worker program and they must be at least 50 years old at the time of application. Of course, they must also be clearly interested in starting a business.
2. *Customer service.* Every customer should experience this demonstration grant with no interruption or delay when shifting from one partner to another. There is no such thing as “waiting for the paperwork.” Customers should find that services are available in a quick and convenient fashion.
3. *Co-enrollment.* Every customer who participates in this program remains active in the federal Dislocated Worker program. She/he remain eligible for any and all services under this program, may engage those services simultaneously with this program’s services, and must remain active in Workforce One at least until his/her participation in this program is over. Customers served by this grant may also be active in Trade Adjustment Assistance (TAA) if their layoff was TAA-certified.

The reader may find it helpful to refer to the accompanying chart when reading through this narrative.

1. **Entry and eligibility.** The program starts when the customer enters (or calls) the WorkForce Center and asks about it, or makes a generic request for services for dislocated workers. A qualified Dislocated Worker counselor should first determine if the individual is eligible for the federal Dislocated Worker program.

If the customer is eligible for the federal Dislocated Worker program, there are only two more issues for the counselor to determine. First, is the worker at least 50 years old? Second, has this customer expressed an interest in starting her or his own business; or based on his/her career path and stated interests, does entrepreneurship seem like a good fit?

Behind the scenes:

If a Dislocated Worker customer 50 years or older expresses interest in entrepreneurship but is already in the “wrong funding stream” (i.e., is in the state Dislocated Worker program), then the provider should shift him/her into the federal Dislocated Worker program.

Workforce One will be updated to allow counselors to track these customers through case management notes and new activities related to this program. Counselors should note the completion of both the pre-assessment and the orientation seminar.

- 2. Pre-assessment and orientation.** Any customer who meets the three basic criteria— is a federal Dislocated Worker, is 50 years or older, and has expressed interest in entrepreneurship—should receive a standardized pre-assessment. This pre-assessment will give the customer a chance to answer questions about her/his skills and business idea, and will also inform later steps in service delivery.

After that assessment and any subsequent discussions with the Dislocated Worker counselor regarding the results, the customer should attend an orientation seminar. Consultants from the Small Business Development Center network will provide these seminars, at the Workforce Centers, either by appointment or at regular intervals. These seminars will provide basic information on what it means to be an entrepreneur, the advantages and disadvantages to starting your own business, and tips for getting started.

At this point, the customer makes a conscious decision, based on the information he or she has received to date: continue or stop? (Those that stop pilot program services are still eligible for federal Dislocated Worker services.)

Behind the scenes:

The pre-assessment and orientation activities are important project activities; but all activity up to this point is still essentially “eligibility determination.” The GATE model uses information to help customers self-select. Every customer who wishes to move forward from this point should do so.

- 3. Full assessment and consultant advice.** Customers who choose to continue will make an appointment with their local Small Business Development Center. At that appointment an SBDC professional business consultant will administer an in-depth, standardized entrepreneur and business readiness assessment. This assessment will measure the individual’s personality characteristics, traits, business skills and overall business readiness.

Using the results of the assessment, as well as any informal engagement or case management notes forwarded by the Dislocated Worker counselor (including pre-assessment results), the SBDC consultant will develop an individualized, actionable services (training and/or consultation) plan. Each plan will suggest that the customer take one of the following two paths:

- a) Build or complete his/her business plan immediately, and, if appropriate, begin approaching organizations that can provide investment capital.**

This path is less likely and only available if the consultant believes the customer has the necessary skills, abilities, knowledge and resources to immediately and successfully launch their business, or has full awareness and ability to overcome their individual weaknesses on their own to move forward without pre-venture training. This path is, however, likely to include continuous consultation services necessary to advise the customer throughout the business plan development and capital acquisition process by a certified (i.e. contracted) service provider.

b) Enroll and complete appropriate training courses identified by the consultant and provided by certified service providers which respond to identified areas of weakness.

This path is more likely. The consultant will develop a specific plan identifying available trainings from certified service providers which respond to the individuals needs (i.e. areas of weakness). The program will only pay for training that the consultant includes for in the customers individualized plan. The customer may forgo the consultant's plan recommendations; however, the customer will be removed from the GATE program (i.e. GATE financial resources will not be available) and referred back to their Dislocated Worker counselor for further guidance. Federal Dislocated Worker program resources *may* still be available for activities outside the scope of this project, but the customer will need to work with their Dislocated Worker counselor to identify allowable activities.

Special Note: Opt-out for re-employment. While the consultant will not specifically recommend that a customer not seek self-employment, i.e. start a business, the customer may self-select to be removed from the program following the assessment or during the implementation of his or her individual plan. In those cases the customer would be referred back to their Dislocated Worker counselor for further guidance on available options and services, e.g. training for re-employment.

Behind the scenes:

Any customer who receives a full assessment will count toward the federal tally of customers. Most program-specific outcome measures will be based on the number of customers who reach that point.

The Minnesota Office of Entrepreneurship and Small Business Development will identify and disseminate a process for selecting eligible service (training and consultation) providers.

While consultants will make responsible recommendations, they do not remove customers from the program. Customers still make their own decisions as to whether to adopt consultant recommendations and receive program funds, or exit the pilot program (and remain within the traditional federal Dislocated Worker program).

4. Financial assistance and business launch. While this program cannot directly pay for financial assistance to individuals to start their own business, the partnership does include several organizations capable of providing such assistance. These organizations may provide other services listed above (e.g., consulting), at the discretion of the Minnesota Office of Entrepreneurship and Small Business Development. Small Business

Administration loans are one of several possible paths to helping finance a new venture.

Once the customer has a business plan and financial assistance in place, they have one last decision: to launch the business or not!

Behind the scenes:

The customer may or may not continue to receive other federal Dislocated Worker program services, after their business launch. (There are some restrictions on remaining in the program while working full-time.) The program will provide for follow-up with the business owner, particularly at the one- and two-year anniversaries, to see if the business is still successful and/or to assess current needs and make referrals to additional small business assistance services.

Every customer of this program is a potential entrepreneur. They may, someday, hire our customers from other programs and initiatives. They will be more inclined to do so if we hold ourselves to a high standard of excellence in serving them.

How Ready Am I to Start a New Business? A Self-Assessment Tool

This self-assessment tool will help you determine your readiness for owning a business along three qualities – your *self-image*, your *commitment level*, and your *skills and experience*. Each will receive a separate score, based on your answers to multiple “yes/no” questions.

Of course, there is no single perfect “type” for starting a business! The results of this self-assessment will *not* qualify you or disqualify you from any program services. It should, however, raise your self-awareness and serve as a strong starting point for a conversation between you and your counselor(s) as you consider this path for yourself.

For all sections of this self-assessment, your score depends on your ability to answer “yes” confidently. If you are not sure of the answer to a question, please answer “no”.

SELF-IMAGE	YES	NO
Do you believe you are ready to start a business?		
Do you consider yourself a leader?		
Are you comfortable with taking large risks?		
Do you like to take full responsibility for an effort’s success or failure?		
Do tough times make you work harder more often than not?		
Are you good at making decisions without complete information?		
Do you work well independently?		
Do other people seem to enjoy working with and for you?		

Scoring self-image. Give yourself one point for each “yes” answer: _____

- ≥6: Your attitude and perceptions of yourself definitely tend to match those of many successful business owners. Put your focus into ensuring you are committed to this venture, and that you have the skills and experience necessary to succeed.
- ≤5: There are some gaps between the attitudes you have, and the attitudes many successful business owners have. This does not necessarily mean you wouldn’t be good at starting a business, but you should spend some time reflecting with your counselor on why you answered some questions “no”.

COMMITMENT LEVEL	YES	NO
Are you willing to invest a lot of savings or net worth in this business?		
Do you have a plan for meeting living expenses for the first few years?		
Have you received the full and open support of your family?		
Do you have friends who support your decision to start a business?		
Are you ready and able to commit long hours, nights, and/or weekends?		
Do you know what type of business you’d like to start?		
Do you have a business plan?		
Have you discussed your business idea (or plan) with a mentor or partner?		

Scoring commitment level. Give yourself one point for each “yes” answer: .

- ≥6: The commitment you and those close to you are giving this venture tends to match the commitment level of many successful business owners. Explore the other areas of this self-assessment to ensure you’re ready to move on.
- ≤5: There are some gaps between the commitment you can give, and the commitment many successful business owners can. This does not necessarily mean you wouldn’t be good at starting a business, but you should spend some time reflecting with your counselor on why you answered some questions “no”.

SKILLS AND EXPERIENCE	YES	NO
Have you ever worked in a business similar to the one you’re starting?		
Have you ever started a business before?		
Have you ever completed a business plan, or do you know how to do so?		
Do you know where to find relevant customer and market information?		
Do you know how to compute a business financial “break-even point”?		
Do you know how to calculate start-up and operating costs?		
Can you read a balance sheet, income statement, and cash flow statement?		
Do you know how to research necessary tax, legal, and regulatory info?		
Do you understand how business loans work and how to get one?		

Scoring skills and experience. Give yourself one point for each “yes” answer: ____

- ≥7: Good for you – you already have a great deal of what you’ll need to move forward! As you round out the skills and experience you need, be sure to explore the other areas of this self-assessment, and take any gaps seriously.
- ≤6: Don’t panic! Many successful business owners didn’t have a lot of what we listed here, when they first had their idea. But almost all of them did eventually need to learn the topics we’ve listed above, before they were successful. You should make a note of the gaps you have, discuss them with a counselor, and start thinking about the training you may need before starting that business.

Please add up your scores from all three areas and put it here: _____

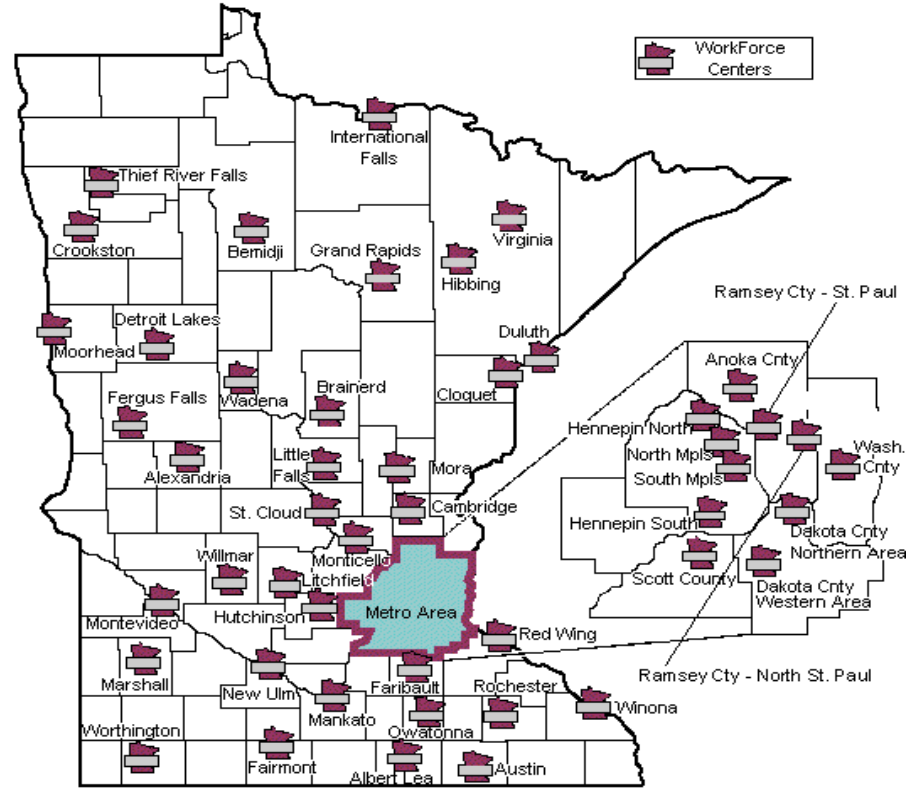
How we will share this information: No partner in this project will use these scores for any reason other than (1) to advise you, and (2) to supply aggregate data to the State of Minnesota, U.S. Department of Labor, and any appropriate subcontractors in researching the success of the Project GATE Phase II demonstration project.

I understand these data uses and authorize my service provider to maintain a copy of this self-assessment.

Signature: _____ Print Name: _____ Date: _____

**PROJECT GATE II
ORIENTATION SCHEDULE
January 6, 2009**

Region	WorkForce Center	Schedule
Northwest	Bemidji	First and Third Thursday
	Crookston	Fourth Thursday
North Central	Brainerd	First and Third Monday
	Little Falls	Second Monday
	Cambridge	Fourth Monday
Northeast	Duluth	First and Third Monday
	Virginia	Second Monday
	International Falls	Third Monday
	Grand Rapids	Fourth Monday
West Central	Moorhead	First and Third Monday
	Detroit Lakes	Second Monday
	Alexandria	Fourth Monday
Central	St. Cloud	First and Third Monday
Twin Cities Metro	North Minneapolis	First and Third Friday
	Ramsey County - St. Paul	Second Monday
	Dakota County Western Area	Fourth Monday
Southwest	Marshall	First and Third Wednesday
	Worthington	Second Wednesday
	Hutchinson	Fourth Wednesday
South Central	Mankato	First and Third Monday
	Fairmont	Fourth Monday
Southeast	Rochester	First and Third Wednesday
	Owatonna	Second Wednesday
	Winona	Fourth Wednesday



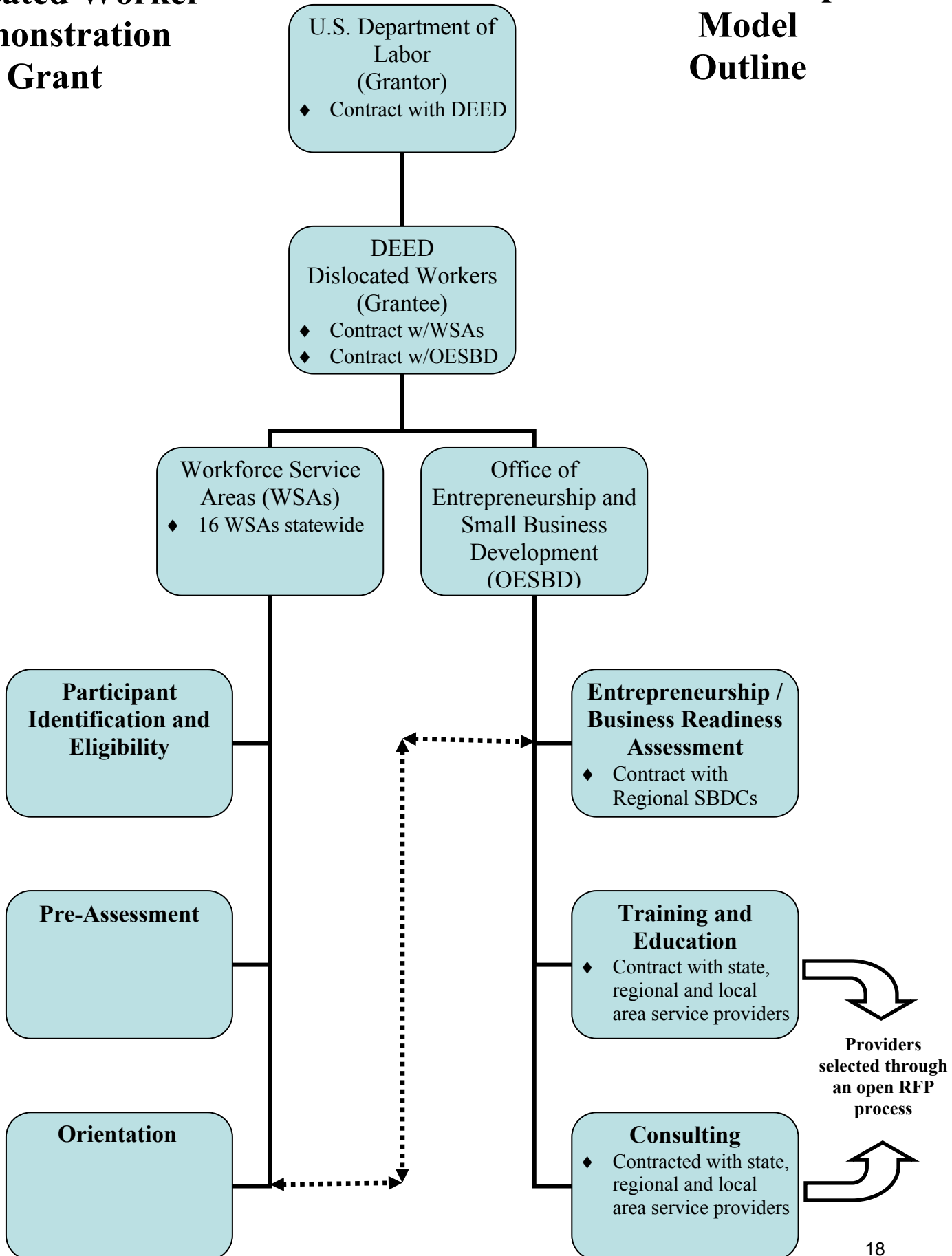
*Note: if the scheduled program falls on a state holiday the WSA and SBDC may agree to reschedule or cancel the program.

BUDGET:

Planned Monthly Orientations	33
(\$300 per session)	\$9,900
 Orientations per Year	 396
Cost per Year	\$118,800
 Orientation Cost Over Grant	 \$297,000
 Total Available for Services	 \$1,440,000
Less: Orientation Cost	(\$297,000)
	<hr/>
Total Available for Consulting and Education	\$1,143,000
	<hr/> <hr/>

GATE Stage Two - Dislocated Worker Demonstration Grant

Partnership Model Outline



Project GATE II

SBDC / WSA SERVICE AREA OVERLAP

BY WSA REGION		
WSA Counties	SBDC Region	WSA Region
Kittson, Marshall, Norman, Pennington, Polk, Red Lake, Roseau	Northwest	1
Becker, Beltrami, Cass, Clay, Clearwater, Crow Wing, Douglas, Grant, Hubbard, Lake of the Woods, Mahnomen, Morrison, Otter Tail, Pope, Stevens, Todd, Traverse, Wadena, Wilkin	Northwest (p), West Central, North Central	2
Aitkin, Carlton, Cook, Itasca, koochiching, Lake, St. Louis	Northeast (p), North Central	3
St. Louis (City of Duluth)	Northeast	4
Chisago, Isanti, Kanabec, Kandiyohi, McLeod, Meeker, Mille Lacs, Pine, Renville, Sherburne, Wright	Central (p), North Central, Southwest	5
Big Stone, Chippewa, Cottonwood, Jackson, Lac Qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Swift, Yellow Medicine	Southwest	6
Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet, Sibley, Waseca, Watonwan	South Central	7
Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha	Southeast	8
Hennepin, Carver (excl Mpls)	Twin Cities	9
Hennepin (City of Mpls)	Twin Cities	10
Anoka	Twin Cities	12
Dakota, Scott	Twin Cities	14
Ramsey	Twin Cities	15
Washington	Twin Cities	16
Benton, Stearns	Central	17
Winona	Southeast	18

(p) = primary

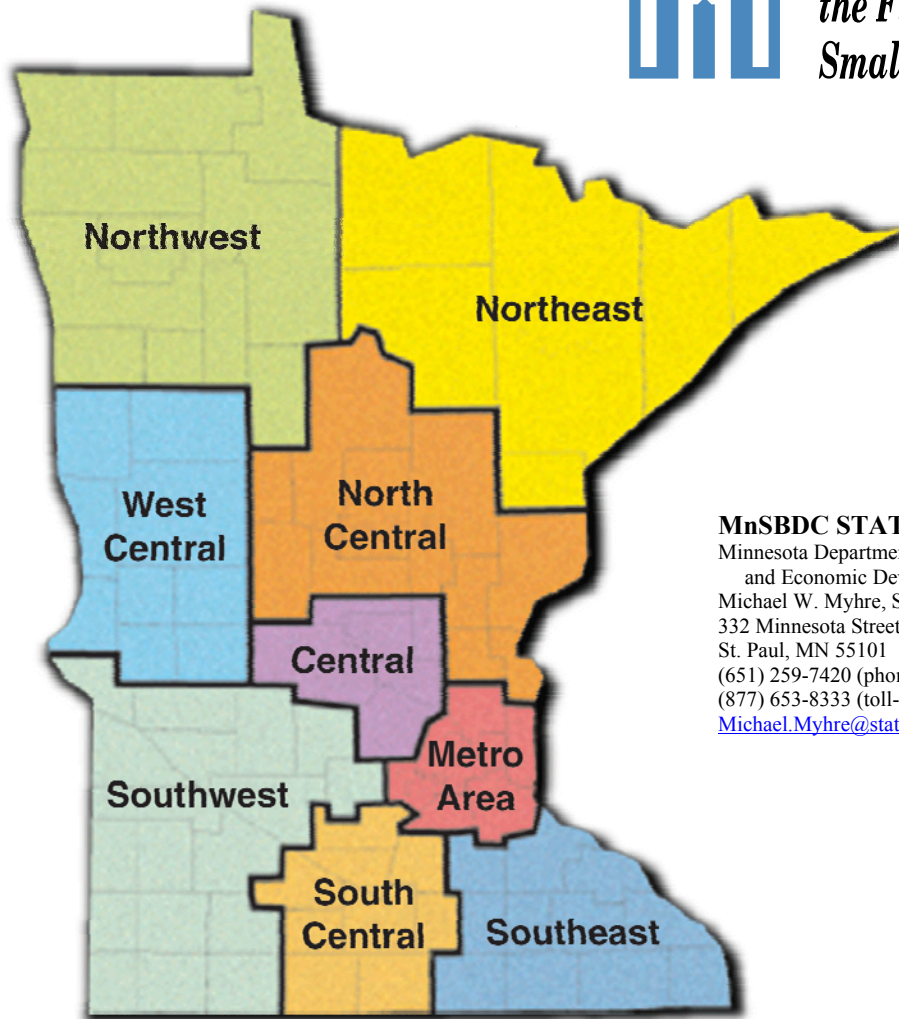
BY SBDC REGION		
SBDC Counties	SBDC Region	WSA Region
Beltrami, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Polk, Pennington, Red Lake, Roseau	Northwest	1, 2
Aitkin, Cass, Chisago, Crow Wing, Isanti, Kanabec, Mille Lacs, Morrison (northern half), Pine, Todd, Wadena	North Central	2, 3, 5
Carlton, Cook, Itasca, Koochiching, Lake, St. Louis	Northeast	3, 4
Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse, Wilkin	West Central	2
Benton, Morrison (southern half), Sherburne, Stearns, Wright, and portions of Mille Lacs and Swift	Central	5, 17
Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington	Twin Cities	9, 10, 11, 12, 14, 15, 16
Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac Qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine	Southwest	5, 6
Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan	South Central	7
Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona	Southeast	8, 18

MnSBDC REGIONAL KEY CONTACTS

MINNESOTA SMALL BUSINESS DEVELOPMENT CENTERS



*Shaping
the Future of
Small Business*



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DIRECTORY OF PROJECT GATE II SERVICE PROVIDER NETWORK

Service Area	Service Provider Org	POC	Phone	Email
Northwest	Beltrami, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Polk, Pennington, Red Lake, Rosea			
	Bemidji State University	Jorge Prince	(218) 755-4255	jprince@bemidjistate.edu
	<i>Northwest Regional Small Business Development Center</i>			
	<i>Northland Community and Technical College</i>			
	<i>Center for Research and Innovation Custom College</i>			
<i>Marketing Assistance and Research Solutions</i>				
North Central	Aitkin, Cass, Chisago, Crow Wing, Isanti, Kanabec, Mille Lacs, Morrison (northern half), Pine, Todd, Wadena			
	Central Lakes College	Greg Bergman	(218) 855-8145	gbergman@clcmn.edu
	<i>North Central Regional Small Business Development Center</i>			
	<i>Anoka Ramsey Community College - Cambridge</i>			
Northeast	Carlton, Cook, Itasca, Koochiching, Lake, St. Louis			
	UMD Center for Economic Development	Elaine S. Hansen	(218) 726-7298	ehansen@umdcad.com
	<i>Northeast Regional Small Business Development Center</i>			
	<i>Northeast Entrepreneur Fund</i>			
	<i>Northeast Higher Education District (NHED)</i>			
<i>Lake Superior College</i>				
West Central	Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse, Wilkin			
	Minnesota State Community and Technical College	Cris Valdez	(218) 846-3778	cris.valdez@minnesota.edu
	<i>West Central Small Business Development Center</i>			
Central	Benton, Morrison (southern half), Sherburne, Stearns, Wright, and portions of Mille Lacs and Swift			
	St. Cloud State University - Center for Continuing Studies	Tammy Anhalt-Warner	(320) 308-4252	tjanhaltwarner@stcloudstate.edu
	<i>Central Regional Small Business Development Center</i>			
	<i>Stearns-Benton Employment & Training Council</i>			
	<i>Central Minnesota Jobs & Training Service</i>			
	<i>LegalCORPS</i>			
	<i>SCORE®</i>			
	<i>MRC - St. Cloud</i>			
	<i>University of St. Thomas - FastTrac</i>			
	<i>Resource Training and Solutions</i>			
<i>FranNet</i>				

DIRECTORY OF PROJECT GATE II SERVICE PROVIDER NETWORK

Service Area	Service Provider Org	POC	Phone	Email
Twin Cities Metro	Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington			
	Metropolitan Consortium of Community Developers	Rob Smolund	(612) 789-7337	rsmolund@mccdmn.org
	<i>Twin Cities Metro Regional Small Business Development Center</i>			
	<i>WomenVenture</i>			
	<i>Neighborhood Development Center</i>			
	<i>James J. Hill Library</i>			
<i>Twin Cities Entrepreneurs</i>				
Southwest	Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac Qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine			
	Southwest Minnesota Private Industry Council	Juanita Lauritsen	(507) 537-6987	juanita.lauritsen@state.mn.us
	<i>Southwest Regional Small Business Development Center</i>			
	<i>Minnesota West Community and Technical College</i>			
	<i>Ridgewater College</i>			
	<i>Southwest Initiative Foundation</i>			
South Central	Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan			
	Region Nine Development Commission	Bob Klanderud	(507) 389-8875	robertk@rndc.org
	<i>South Central Regional Small Business Development Center</i>			
	<i>South Central College</i>			
	<i>Rasmussen College</i>			
	<i>South Central Workforce Council</i>			
	<i>Minnesota State University, Mankato</i>			
	<i>Southern Minnesota Initiative Foundation</i>			
<i>Greater Mankato Economic Development Corporation</i>				
Southeast	Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona			
	Rochester Community and Technical College	Michelle Pyfferoen	(507) 285-7425	michelle.pyfferoen@roch.edu
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	<i>South Central College</i>			
	<i>Southern Minnesota Initiative Foundation</i>			

MINNESOTA SMALL BUSINESS DEVELOPMENT CENTER NETWORK

KEY CONTACTS

SBDC Regional Center	Host Partner	Last Name	First Name	Position	Center	Address	City	State	Zip	Email Address	Direct Number	Counties Served
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Central MnSBDC	St. Cloud State University	Kirchoff	Barry	Regional Director	Central	616 Roosevelt Rd, Ste100	St. Cloud	MN	56301	bckirchoff@stcloudstate.edu	320-308-4059	Benton, Morrison (southern half), Sherburne, Stearns, Wright, and portions of Mille Lacs and Swift
North Central MnSBDC	Central Lakes College	Bergman	Greg	Regional Director	North Central	501 West College Drive	Brainerd	MN	56401	gbergman@clcmn.edu	218-855-8145	Aitkin, Cass, Chisago, Crow Wing, Isanti, Kanabec, Mille Lacs, Morrison (northern half), Pine, Todd, Wadena
Northeast MnSBDC	University of Minnesota Duluth	Hansen	Elaine	Regional Director	Northeast	11 East Superior Street, Suite 210	Duluth	MN	55802	ehansen@umdced.com	218-726-7298	Carlton, Cook, Itasca, Koochiching, Lake, St. Louis
Northwest MnSBDC	Bemidji State University	Prince	Jorge	Regional Director	Northwest	1500 Birchmont Drive NE, #32	Bemidji	MN	55802	iprince@bemidjistate.edu	218-755-2257	Beltrami, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomon, Marshall, Norman, Polk, Pennington, Red Lake, Roseau
South Central MnSBDC	Region Nine Development Commission	Klanderud	Robert (Bob)	Regional Director	South Central	1961 Premiere Drive, Suite 268	Mankato	MN	56001	robertk@rmdc.mankato.mn.us	507-389-8875	Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan
Southeast MnSBDC	Rochester Community and Technical College	Pyfferoen	Michelle	Regional Director	Southeast	851 30th Avenue Southeast	Rochester	MN	55904	michelle.pyfferoen@roch.edu	507-285-7425	Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona
Southwest MnSBDC	Southwest Minnesota State University	Struve	Elizabeth (Liz)	Regional Director	Southwest	1501 State Street - ST 201	Marshall	MN	56258	struve@southwestmsu.edu	507-537-7386	Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac Qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine
Twin Cities Metro MnSBDC	University of St. Thomas	Ryan	Michael	Regional Director	Twin Cities Metro	1000 LaSalle Avenue, SCH 103	Minneapolis	MN	55401	mpryan@stthomas.edu	651-962-4505	Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington
West Central MnSBDC	Minnesota State University Moorhead	Sliwoski	Leonard	Regional Director	West Central	1104 7th Avenue South, MSU Box 132	Moorhead	MN	56563	sliwoski@mnstate.edu	218-477-2289	Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse, Wilkin

Project GATE Customer Tracking Through Workforce One

Introduction

Project GATE II customers will be tracked in two systems: Workforce One and CATS, a customer tracking system used by the Small Business Development Centers. Dislocated Worker program staff will be responsible for the Workforce One part of the Project GATE customer tracking.

Project GATE II appears in Workforce One as a **series of activities** under the programs WIA Dislocated Worker Formula and under any WIA DW Project. In other words, Project GATE II is not a separate program in Workforce One.

The five Project GATE activities are:

1. **PGII Pre-assessment**
2. **PGII Orientation**
3. **PGII Business Readiness Assessment**
4. **PGII Business Consulting**
5. **PGII Classroom Training**

These activities should be entered into Workforce One in the order in which they appear above. To enter these activities, go to Program tab and click on Activity Status. You should see WIA Dislocated Worker as the program. Click on Continue New Activity Status. You will find the activities under Activity Status Type.

Rules for entry of Project GATE activities: With the exception of the pre-assessment, the activity preceding the activity you are trying to save must be completed successfully (indicated in the field completion results when closing the activity) for Workforce One to allow the entry.

- **The business readiness assessment activity:** The completion of the PGII Business Readiness Assessment will require you to select a Small Business Development Center (SBDC) to which the customer has been referred from a list box.
- **The business consulting activity:** You won't be able to close this activity until the customer has been closed out of PGII Classroom Training if training has been entered. This is done because we assume that the customer continues to receive consulting services throughout his/her training.
- **The classroom training activity:** The completion of the PG II Classroom Training will require you to enter an approximate amount which has been spent on training for the Project GATE II customer. The SBDC consultant has been asked to provide you with this information through the customer's service plan which he/she will give you to be stored in the customer's paper file.

Will the system verify that the customer meets the age requirement of 50 or older?

Yes. Workforce One will check the customer's age using the birth date field when you

enter the first Project GATE activity, not when you enroll the customer in WIA Dislocated Worker.

What if the customer is already enrolled in the State Dislocated Worker program?

You will need to exit the customer from the State Dislocated Worker program and open a new program record as WIA Dislocated Worker Formula or WIA Dislocated Worker Project. You are not creating a whole new record for this person, but rather opening a new program under the customer's existing Workforce One ID. Use the exit reason "**Program Type Transfer**" when exiting the customer from your State Dislocated Worker program. This will ensure that he/she is removed from your performance in the state program (whether that is project or formula). Using this exit reason will let DEED's IT staff know that this person's record will belong to Project GATE (this staff is responsible for assembling the file from Workforce One records that eventually becomes your performance).

Once you enroll the customer in the WIA Dislocated Worker program (in project or formula) and put the customer in the first Project GATE activity, she/he will be removed from your WIA DW performance as well. See the question on performance below or the FAQ at the beginning of the manual for more information.

Who counts toward Project GATE performance and at what point? While Project GATE II customers will be pulled out of local performance, we will count them toward final project outcomes at the statewide level after they have successfully completed the business readiness assessment. In other words, if a customer opts out of Project GATE after not successfully completing the pre-assessment, orientation, or business readiness assessment, he/she won't be counted statewide in Project GATE performance.

Okay, I understand the customer is not counted toward statewide Project GATE performance until after the business readiness assessment, but when is the customer considered a participant in Project GATE within Workforce One? Once you enter the pre-assessment activity under the WIA DW program, the customer is considered a Project GATE participant. (In spite of the name, pre-assessment is actually considered a service in Project GATE II.)

You should assess the customer's commitment to the Dislocated Worker program first, as you would for a typical customer. In other words, you may enter the customer's record, determine eligibility, but wait to enroll him/her in WIA DW. You shouldn't deliver Project GATE services until you have determined that person eligible for WIA DW and enrolled him/her because you are confident that he/she is committed to the Dislocated Worker program. Keep in mind that the customer will end up back in your local performance if he/she opts out of Project GATE after receiving any of the five services because he/she remains in the WIA Dislocated Worker program for the duration of his/her time in Project GATE.

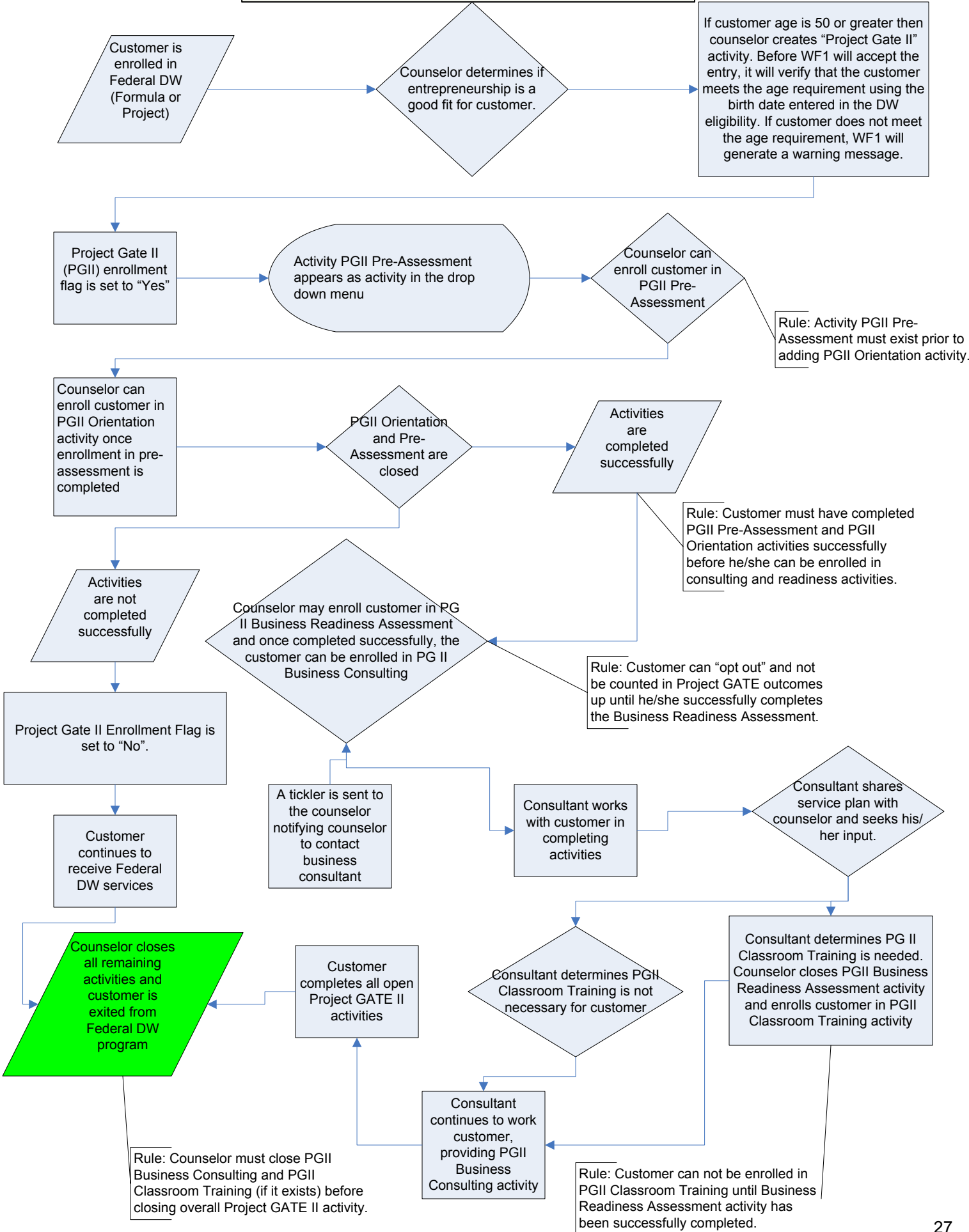
How do I know who is in Project GATE? A flag appears on the Activity Status Summary page. This flag disappears if the customer opts out before successfully completing the business readiness assessment. Any customer who opts out should continue to be served

by the federal Dislocated Worker program as long as she/he is qualified to receive those services.

What about reporting? Two Workforce One reports will be available for Project GATE customers—a demographic report and an individual activity report. These reports will look exactly as their Dislocated Worker versions do, but they will pull out only Project GATE II customers. You may want to use the individual activity report to monitor which PG II activities the customer has completed successfully. These reports will be available by mid-March 2009 (the delay is caused by the numerous reports which are in the cue before Project GATE).

Project GATE II WorkForce One Flow Chart

December 2, 2008



Project GATE II WSA Plans

For Life of Project GATE II Grant

(Amounts subject to change based on consumer demand)

WSA #	Planned Total Allocation	Planned Total Enrollments
1	\$ 9,312.00	10
2	\$ 46,656.00	49
3	\$ 29,760.00	31
4	\$ 6,912.00	7
5	\$ 54,356.00	57
6	\$ 11,560.00	10
7	\$ 21,168.00	22
8	\$ 35,712.00	37
9	\$ 69,504.00	72
10	\$ 35,040.00	37
12	\$ 30,960.00	32
14	\$ 42,864.00	45
15	\$ 43,104.00	45
16	\$ 17,040.00	18
17	\$ 16,656.00	17
18	\$ 4,320.00	4
Total	\$ 474,924.00	493

Verifying Self-Employment using Supplemental Wage Information For Project GATE II

Introduction

Your Dislocated Worker program performance numbers are almost always determined using Wage Detail records. In other words, if the state finds earnings for a customer after program exit in the Wage Detail file, then he/she is recorded as having entered employment (sometimes called a positive termination). The self-employed cannot be tracked through Wage Detail, however, so we must use supplemental wage procedures to track Project GATE II outcomes.

Keep in mind that performance for Project GATE II customers will be reported statewide so they will not appear in your local performance. Even so, the success of Project GATE II will be determined by the effort you make to collect supplemental wage. If we are successful with Project GATE II, we may be able to obtain additional funding for these purposes in the future.

How do you collect supplemental wage?

Once you have exited the customer, you will need to obtain the IRS 1040-ES form three times and place a copy in the customer's paper file. Upon starting her/his business, the customer will have to submit the IRS 1040-ES quarterly. Here is the schedule for that submission:

IRS 1040-ES Tax Form Reporting Schedule

Income Earned in	1040-ES Form Due at IRS	Quarter
January, February, March	April 15	1
April, May	June 15	2
June, July, August	September 15	3
September, October, November, December	January 15	4

Normally in Workforce One we track supplemental wage information on a calendar quarterly basis. However, because self-employment income is reported to the IRS on the above schedule, some quarters will have less than or more than 3 months.

For example, if a Project Gate II participant started his or her business January 15th, then we would look at the first quarter after the exit quarter or quarter two (April and May in the case of the IRS reporting schedule above) for reported income to determine employment. The exit quarter in this example is quarter one.

The monitors will be looking for the form in the customer's file. If the customer opts out at anytime during Project GATE, we will not expect to find the form. Further, if the customer's business fails during the three quarters of collection which causes the customer to be unable to produce it, please indicate that on the final IRS 1040-ES form you place in the file.

Where do you indicate supplemental wage in Workforce One?

The post-exit screen in Workforce One will allow you to record customer earnings in the relevant periods substantiating that the individual was employed. The amount the individual earned is not recorded in WF1, only that the individual had earnings (i.e., yes or no).

Project GATE II Customer Agreement to Provide Supplemental Wage

Background

To participate in this federally-funded pilot project, we must confirm that you, the program participant, used the Project GATE resources you were provided to start a business. The Department of Employment and Economic Development (DEED) must therefore confirm you are self employed during the first, second, and third quarters after you exit the program.

DEED considers you “employed” and the business started if you are submitting the 1040-ES Form to the IRS.

Conditions of Participation in Project GATE II

To participate in Project GATE II, you must provide a photocopy of the IRS 1040 ES Form so the Dislocated Worker Program can verify your self employment status after you exit the program.¹ If you do not agree to provide this form for all three quarters after you exit Project GATE II, you will not be able to receive Project GATE II services.

Your counselor will contact you and ask about your employment status during the quarter after you exit the program. We do not record your wages.

I, _____, (please print)
as a condition of participation in Project GATE II, agree to provide my Dislocated
Worker program counselor with a copy of the 1040-ES Form for my business for the
three quarters following my exit from the program.

Signature of Project GATE participant: _____

Date: ___/___/___

¹ If you start a business but it fails in the quarter after you exit the program, you are not responsible for providing wage information.

WORKFORCE DEVELOPMENT DIVISION

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