



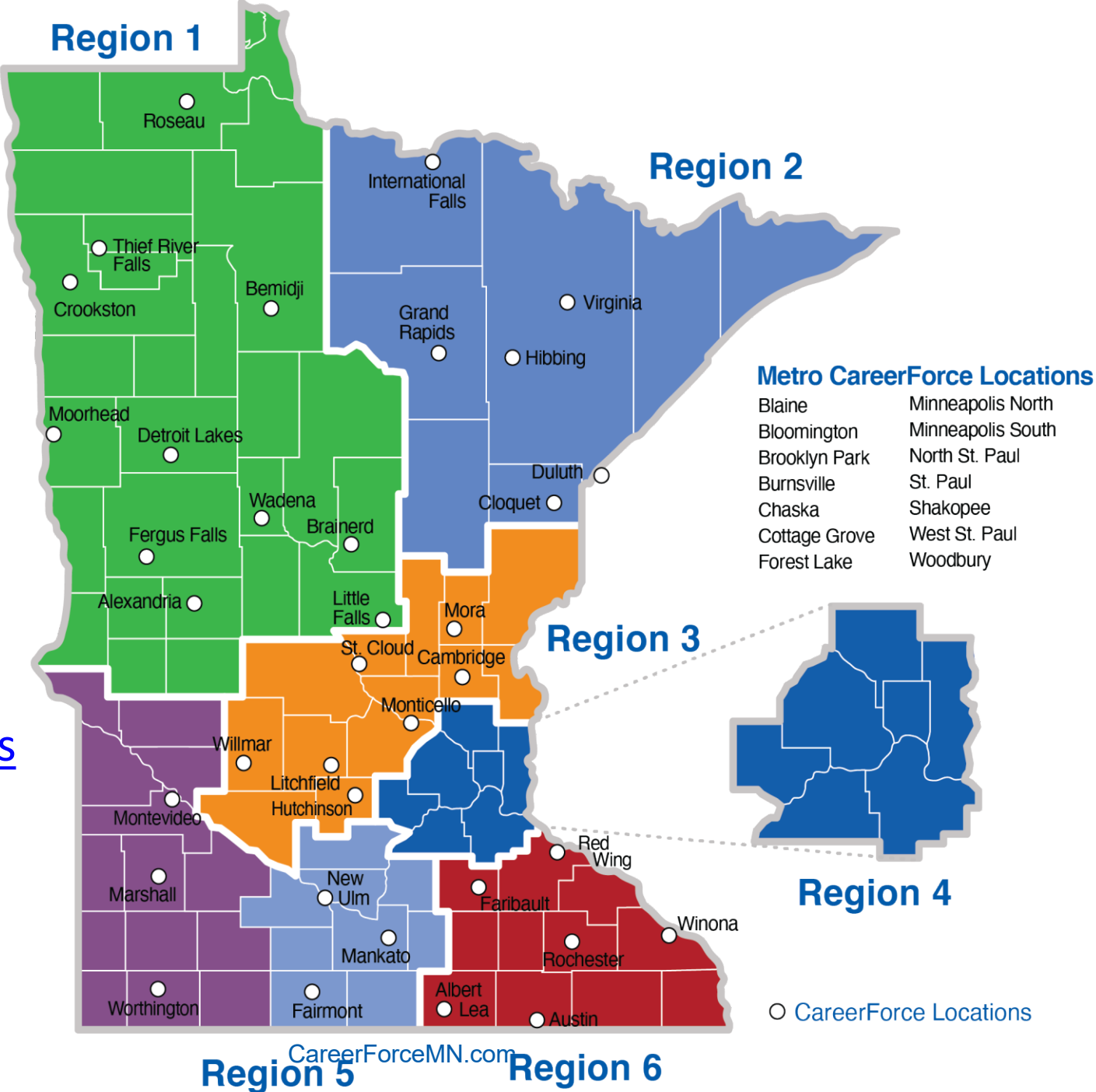
Workforce Development: Minnesota's Top Issue in 2024

**Jeanna Fortney, Director
CareerForce Division, DEED**

May 2, 2024

50 CareerForce Locations Across MN

www.careerforcemn.com/locations



CareerForce locations



Counties are an integral partner.

Shortfall in Labor Force Persists

Tracking Our Economic Recovery: Labor Market Information Key Results

October 2023

Labor Force (available workers)

3,114,343

Workers compared to last month

-84

Workers compared to pre-pandemic

-14,260



For more information: Local Area Unemployment Statistics (<https://agoos.deed.state.mn.us/millaws/detail.aspx?geo=2701000000&adj=1&st=1&g=1>)

Minnesota's Demographic Changes

Table 1 . Race and Hispanic Origin, 2022	Minnesota				United States	
	Number	Percent	Change from 2011-2022		Percent	Change from 2011-2022
			Numeric	Percent		
Total	5,695,292	100.0%	+417,102	+7.9%	100.0%	+8.0%
White	4,537,219	79.7%	-19,691	-0.4%	65.9%	-4.0%
Black or African American	382,082	6.7%	+117,331	+44.3%	12.5%	+7.5%
American Indian & Alaska Native	51,434	0.9%	-5,837	-10.2%	0.8%	+11.3%
Asian & Other Pac. Islander	288,470	5.1%	+78,026	+37.1%	6.0%	+31.6%
Some Other Race	133,098	2.3%	+61,019	+84.7%	6.0%	+27.3%
Two or More Races	302,989	5.3%	+186,254	+159.6%	8.8%	+272.8%
Hispanic or Latino origin	327,049	5.7%	+84,093	+34.6%	18.7%	+25.5%
Source: U.S. Census Bureau, 2018-2022 American Community Survey						

<https://mn.gov/deed/data/lmi-reports/racial-disparities/>

COMPARE MINNESOTA

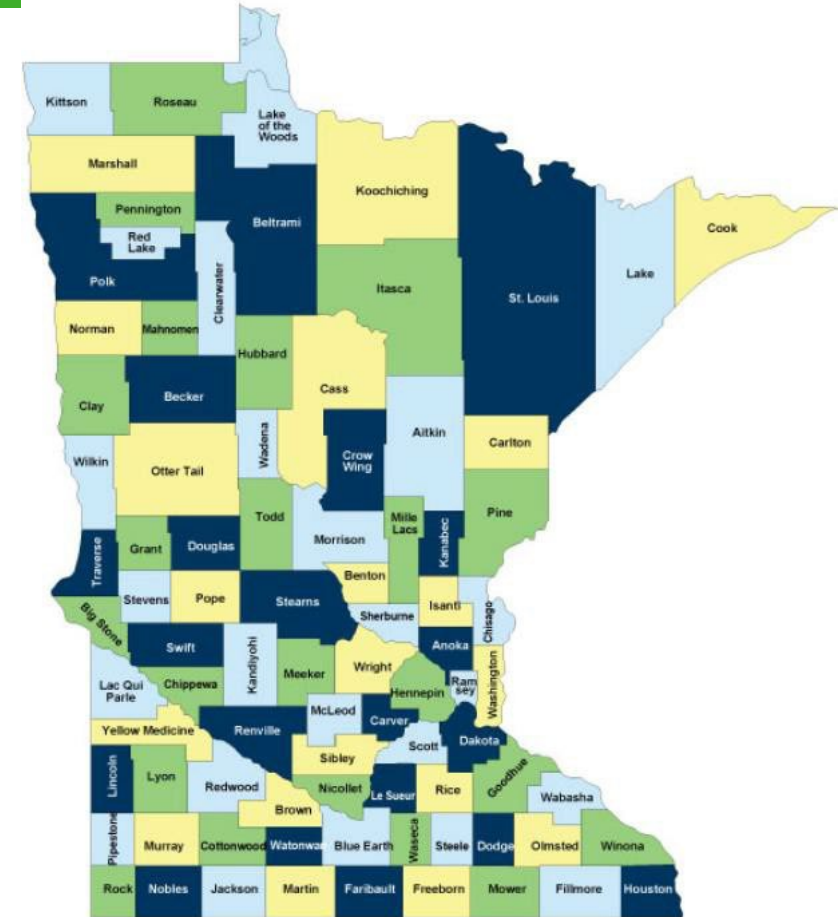
Check out a number of economic indicators for Minnesota Counties



County Profiles

Demographic, social, labor force, and economic statistics for each of Minnesota's 87 counties

mn.gov/deed/data/data-tools/county-profiles/
mn.gov/deed/data/economic-analysis/compare/compare-counties/



Job Seeker Support

Helping people looking
for work now



#MNWorkforce

September is
WORKFORCE
DEVELOPMENT MONTH

CareerForceTM



Employer Support



CareerForceMN.com/employers

Tip Sheets for Employers



WHAT EMPLOYERS CAN DO NOW

- Review job postings to ensure they accurately reflect minimum qualifications and preferred qualifications for the position
 - Edit the posting to include only the bare minimum qualifications for the job
 - Remove the driver's license requirement if the position doesn't require driving
- Use plain language in your job posting
 - Avoid internal jargon unless appropriate
 - Use complex terminology only when legally required
- Update your website with your current openings
 - Optimize postings for search engines
- Stay active on social media
 - Post about current openings
- Explore ways to overcome barriers to employment
 - Organize a carpool
 - Align shift start and end times with public transportation
 - Address "last mile" barrier from the end of the public facility
 - Work with employees to adjust schedules
- Consider your employer brand and work to correct misconceptions and negative perceptions:
 - What does your organization mean to individuals in your community?

*Recruiting, Hiring, Retaining,
and Promoting*

PEOPLE WITH DISABILITIES

A RESOURCE GUIDE FOR EMPLOYERS

How DEED Helps Minnesota Employers Meet Workforce Needs



WHAT EMPLOYERS CAN DO NOW

Reaching out to people in often-overlooked labor pools

Minnesota employers are struggling with a historically tight labor market but there may be steps to take to find more talent now. Below are some ideas for reaching out to often overlooked labor pools.

New Americans

If you show that you are inclusive and welcoming, you may be able to attract multiple members of an immigrant community to work for you.

- New Americans have a wide range of skills. Many immigrants have a background in Information Technology, Engineering, Medicine and Law. Skills and experience gained in their country of origin – or here in the U.S. – could be very valuable to your business.



<https://www.careerforcemn.com/even-more-resources-0>

Training Program Finder

www.careerforcemn.com/training-programs

Industry

- Any -

Keyword

from

Enter a location

less than

40 mi

Starts on or after

mm/dd/yyyy

Apply

Reset

Search results 1-15 of 16

MON
29
Apr
2024

Cashier Skills Training

You will learn: English skills for cashiering jobs
American customer service skills Cash handling
Computer skills You will experience Job shadowing
opportunity with local employers Hands on experience
and practice A supportive

Apr 29, 2024 - Jun 06, 2024

[Learn more](#)

Proud
PARTNER
CareerForce

MON
29
Apr
2024

Housekeeping Training

Students in this class will gain the language and
practical skills needed to be successful in a
housekeeping job. This class contains content in
hotel and healthcare housekeeping. Students will
learn:

Apr 29, 2024 - Jun 07, 2024

[Learn more](#)

Proud
PARTNER
CareerForce

MON
29
Apr
2024

Human Services Training

Benefits:This is paid training, earn stipends up to
\$400 as you learn!Average starting wage of industry
employment \$20- 22/hourSupport including interview
clothing, fuel, or bus cardsPaid internship, job coach
& placement opportunitiesTraining and Cer

Apr 29, 2024 - Jun 24, 2024

[Learn more](#)

Proud
PARTNER
CareerForce

MON
29
Apr
2024

Intro to Medical Office Training

The Intro to Medical Office class provides Microsoft
Office and medical terminology training (up to 4
college credits!) at Lake Superior College in a
supported learning environment with wrap around
career navigation assistance.

Apr 29, 2024 - Aug 15, 2024

[Learn more](#)

Proud
PARTNER
CareerForce

TUE
30
Apr
2024

Introduction to Javascript

Javascript FundamentalsLearn the basics of
Javascript in this two week course that will cover the
basics, from data types to conditional statements. This
course is intended for beginners without prior
experience with Javascript.

Apr 30, 2024 - May 09, 2024

[Learn more](#)

Proud
PARTNER
CareerForce

MON
6
May
2024

Job Training/Career Development
Classes

Are you unemployed or stuck in a low paying job that
you don't like? Do you have barriers to employment
like a background, transportation, no high school
diploma, job gaps, or a lack of experience? Do you
want more?

May 06, 2024 - Jun 27, 2024

[Learn more](#)

Proud
PARTNER
CareerForce

Meet our Partners

CareerForce Partners

keyword

from

St. Cloud, MN 56301, US

less than

40 mi

▼

Apply

Reset

Search results 1-15 of 18

Avivo in St. Cloud

3333 West Division Street, Suite 100
St. Cloud, MN 56301

[Learn more](#)

Proud
PARTNER

CareerForce

Rise in St. Cloud

3400 First St. North, #105
St. Cloud, MN 56303
Distance: 28.3 mi

[Learn more](#)

Community Partner

Avivo in Waite Park

110 2nd Street South
Suite 124
Waite Park, MN 56307

[Learn more](#)

Proud
PARTNER

CareerForce

Rise in St. Cloud

400 1st St. South, #600 (Rise MEC St. Cloud)
St. Cloud, MN 56301
Distance: 28.9 mi

[Learn more](#)

Community Partner

St. Cloud Somali Youth Organization

22 Wilson Ave NE #106C
Saint Cloud, MN 56304

[Learn more](#)

Proud
PARTNER

CareerForce

Tri-County Action Program (Tri-CAP)

1210 23rd Ave S
Waite Park, MN 56387

[Learn more](#)

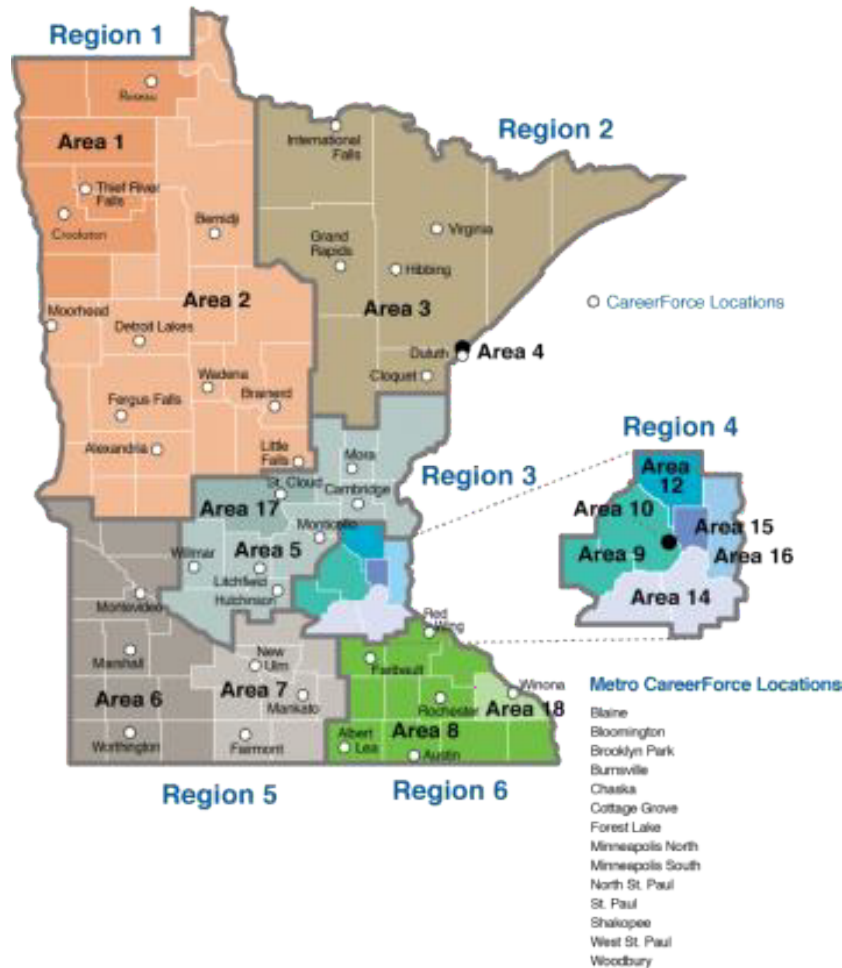
Proud
PARTNER

CareerForce

<https://www.careerforcemn.com/partners-list>

Minnesota's Workforce Development Boards

Regional Workforce Development Areas
Local Workforce Development Areas



Provide local input and direction for meeting workforce development goals as outlined in state and federal statute

www.careerforcemn.com/local-workforce-development-boards

HR Resources



- Get information on developing a **workforce plan**
- Use a tool to help **create strong position descriptions**
- Meet potential employees by participating in a job fair
- See a hiring checklist
- Writing an Effective Job Posting to Attract Talent

www.careerforcemn.com/attract-talent

FOR EMPLOYERS	
ATTRACT TALENT	—
Get started	
Employer of choice	
Plan for Diversity	
DEVELOP TALENT	+
RETAIN TALENT	+
TAILORED RESOURCES	+
LAYOFF RESOURCES	

Workforce Wednesdays in 2024



Minnesota employers are invited to join in a monthly discussion of current workforce challenges and solutions

First Wednesday of each month from 11 am to 12 pm

- Improved Employee Engagement through Authentic Leadership
- Fair Chance 101: How to Recruit & Retain a Justice-Involved Workforce
- Navigating the Workforce System - An Employer's Guide

www.careerforcemn.com/WorkforceWednesday

Employment Specialists

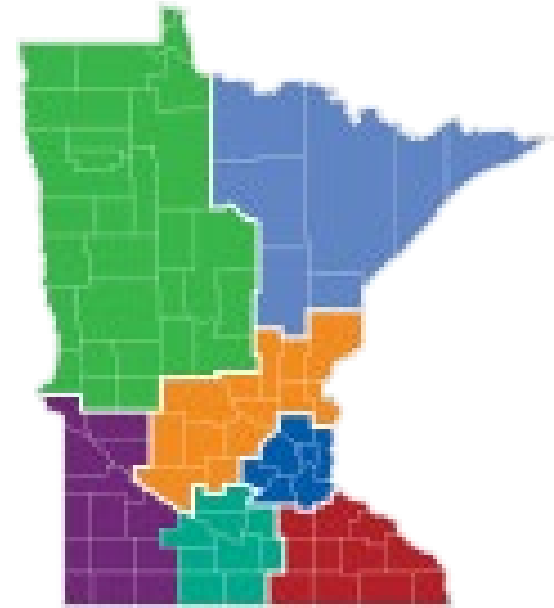
VRS / Disability Employment Specialists

Veteran Employment Representatives

Workforce Strategy Consultants

CareerForce Employer Navigators

MinnesotaWorks.net



www.careerforcemn.com/meet-your-regional-team

CareerForceMN.com

Employer Reasonable Accommodation Fund

A central fund where small to mid-sized Minnesota employers can **request reimbursement for expenses related to providing reasonable accommodations** for job applicants and employees with disabilities.

The ERAF's purpose is to encourage employment of people with disabilities by reducing any perceived or real financial barriers.

<https://mn.gov/deed/eraf/>



RETAIN Minnesota

Helping people with personal or occupational injuries or illnesses stay connected to work.

How MN RETAIN helps employers:

- Communicate commitment to employees
- Retain valuable employees facing illness or injury
- Reduce staff turnover and training costs
- Improve the morale of employees who feel supported in returning to work
- Reduce lost time and expenses



RETAINMN.DEED@state.mn.us

Fidelity Bonding

- ✓ Business insurance (Fidelity Bond) to protect an employer against employee dishonesty.
- ✓ An incentive to the employer to hire an at-risk job applicant.
- ✓ Covers any type of stealing: theft, forgery, larceny, and embezzlement.
- ✓ Does not cover “liability” due to poor workmanship, job injuries, work accidents, etc.
- ✓ Is not a bond for self-employment (contract bond, license bond or performance bond).
- ✓ Is not a bail bond or bond needed for legal proceedings.
- ✓ ***Bonding online site:*** mn.gov/deed Keyword: “Bonding”

Work Opportunity Tax Credit Program

A federal tax credit incentive for employers to encourage them to hire individuals who face difficult employment prospects.

WOTC Quick Reference Guide for Employers:

www.careerforcemn.com/wotc-quick-reference-guide-employers

Contact: 651-259-7521, deed.wotc@state.mn.us

Job Quality Initiative

A Business's Key to Retention &
an Employee's Key to a Better
Job

www.careerforcemn.com/jobquality



Minnesota's Career Resource

Minnesota's Job Quality Principles for Employers

MELEMARKERS ON THE ROAD TO GOOD JOBS

Recruitment and Hiring

- Commit to inclusive and equitable recruiting and hiring processes
- Use skill-based hiring strategies such as removing credential requirements and using job-specific competencies
- Consider work-based learning as a workforce strategy



Growth Opportunities

- Establish equitable opportunities and career pathways to advance career growth and increase pay
- Create job duties that offer a sense of contribution and purpose
- Provide access to quality employer- or labor-management-provided training and education
- Prioritize internal advancement by filling jobs from within when possible



Wages + Benefits

- Pay family sustaining wages paid on a predictable schedule
- Ensure wages are competitive, fair, and open
- Provide benefits that facilitate a healthy, stable life
- Offer Paid Family and Medical Leave (Statewide program takes effect 1/1/2026)
- Foster environment where sick or vacation time can be taken
- Allow workers to form and join unions
- Create a schedule that enables workers to balance the other demands of life
 - Accommodate requests for schedule flexibility without fear of reprisal
 - Offer optional but not mandatory overtime



Working Conditions and Inclusion

- Employ organizational and management practices that are grounded in diversity, equity and inclusion
- Communicate transparently to keep employees informed and connected to broader goals and decision makers
- Engage workers in decisions about their work, how it is performed, and organizational direction
- Recognize workers for their contributions
- Strive for work that is meaningful and provides satisfaction and purpose
- Help workers feel safe to be their truest selves
- Use frequent, anonymous feedback loops without harassment, discrimination, or retaliation



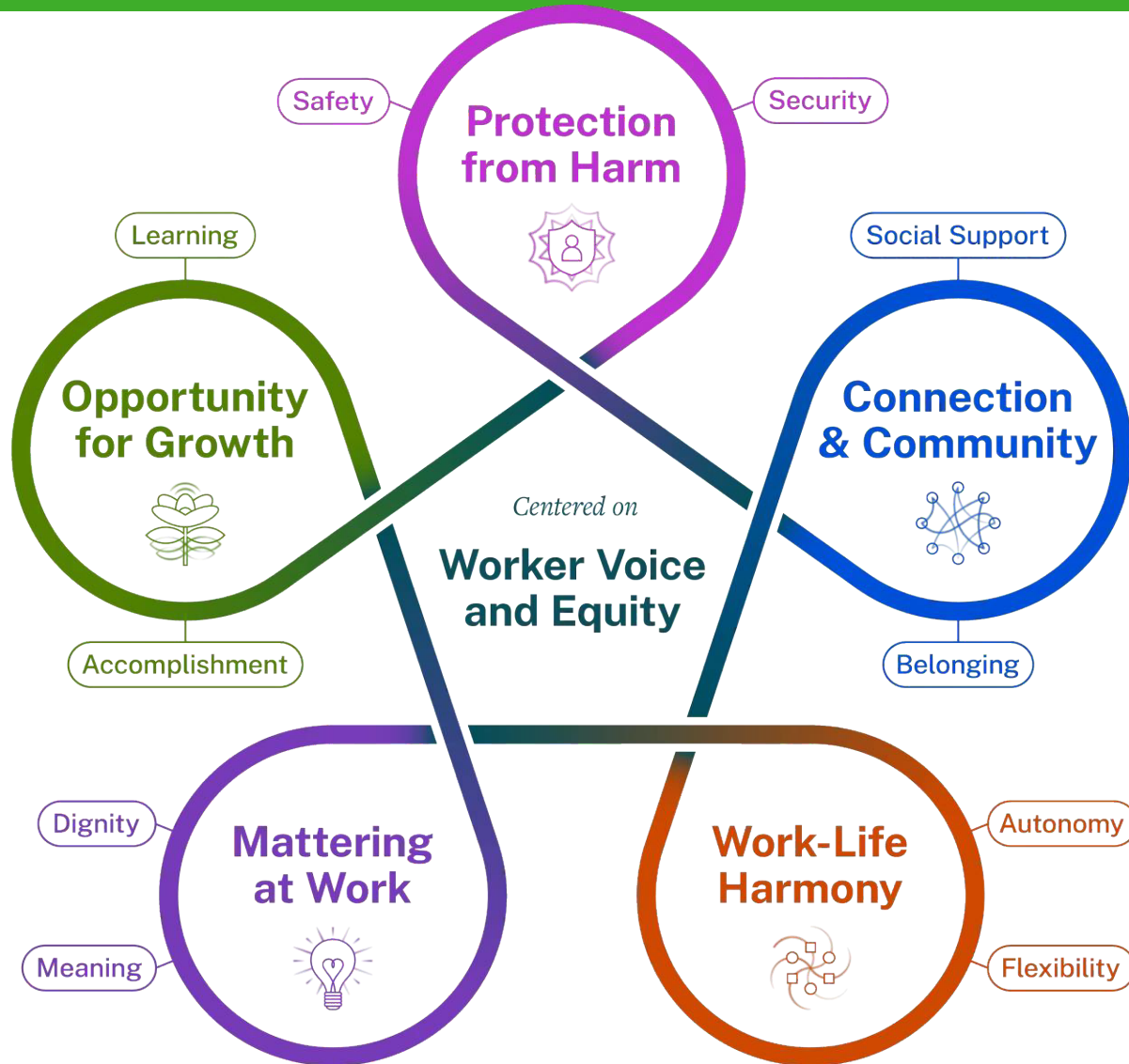
CareerForceMN.com/jobquality

2/2024

mn EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Leading
CareerForce™

What is one solution?



Minnesota's Job Quality Principles for Employers

Milemarkers on the road to good jobs

Life Sustaining Wages and Benefits



Scenario: Job Quality Pays Off

Wash Masters, Delano-based window-washing and exterior-cleaning business

- **Four-day work week** schedule
- **Performance-based pay scale**

Result: number of applicants ballooned and sales skyrocketed

<https://www.startribune.com/minnesota-small-business-owner-share-struggle-success-hiring-labor-shortage-wage-pay-work-job/600331818/>

Minnesota's Job Quality Principles for Employers

Milemarkers on the road to good jobs

Equitable Recruitment and Skill Based Hiring



Scenario: Land O'Lakes Plant in Melrose

Employees choose their own start times and shift lengths



'How do we wrap the work around the employees?'

Easier to fill and boosted retention

Minnesota's Job Quality Principles for Employers

Milemarkers on the road to good jobs



**Growth opportunities
and
Contribution and purpose**

<https://www.careerforcemn.com/jobquality>

Scenario 3: Career Pathways a win-win

Hennepin County Career Pathways Program since ~2014

Skills training through community college and
non-profits

Customizable for their highest need job openings



<https://hennepin.attract.neogov.com/hennepin-county-careers-hT/p/pathways>

<https://www.startribune.com/hennepin-county-leaders-removed-barriers-and-built-a-more-diverse-workforce/600349424/>

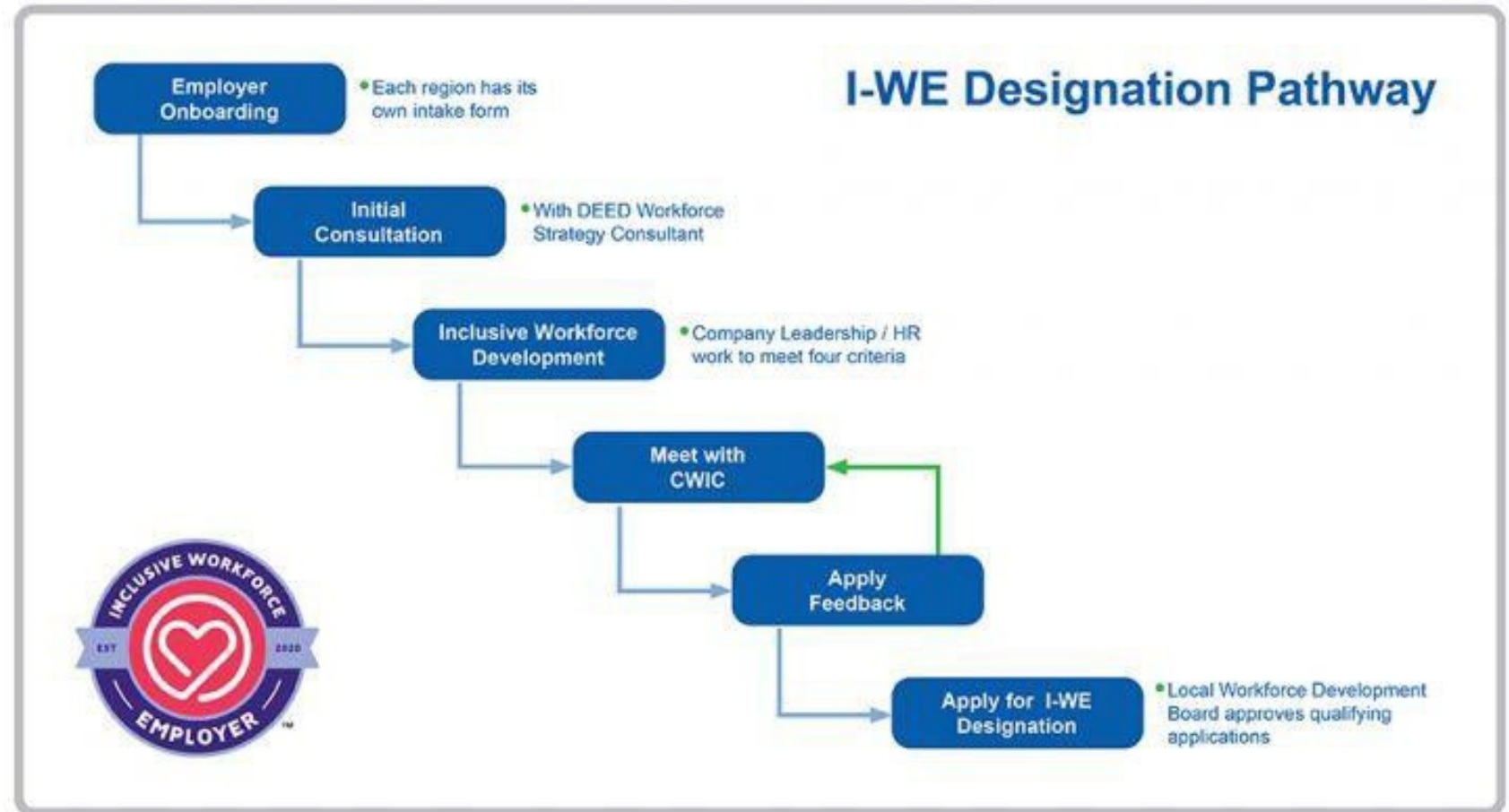
Minnesota's Job Quality Principles for Employers

Milemarkers on the road to good jobs



**Working Conditions,
Inclusion
and Communication**

Inclusive Workforce Employer



<https://www.careerforcemn.com/i-we-employer-toolkit>

Center for Economic Inclusion

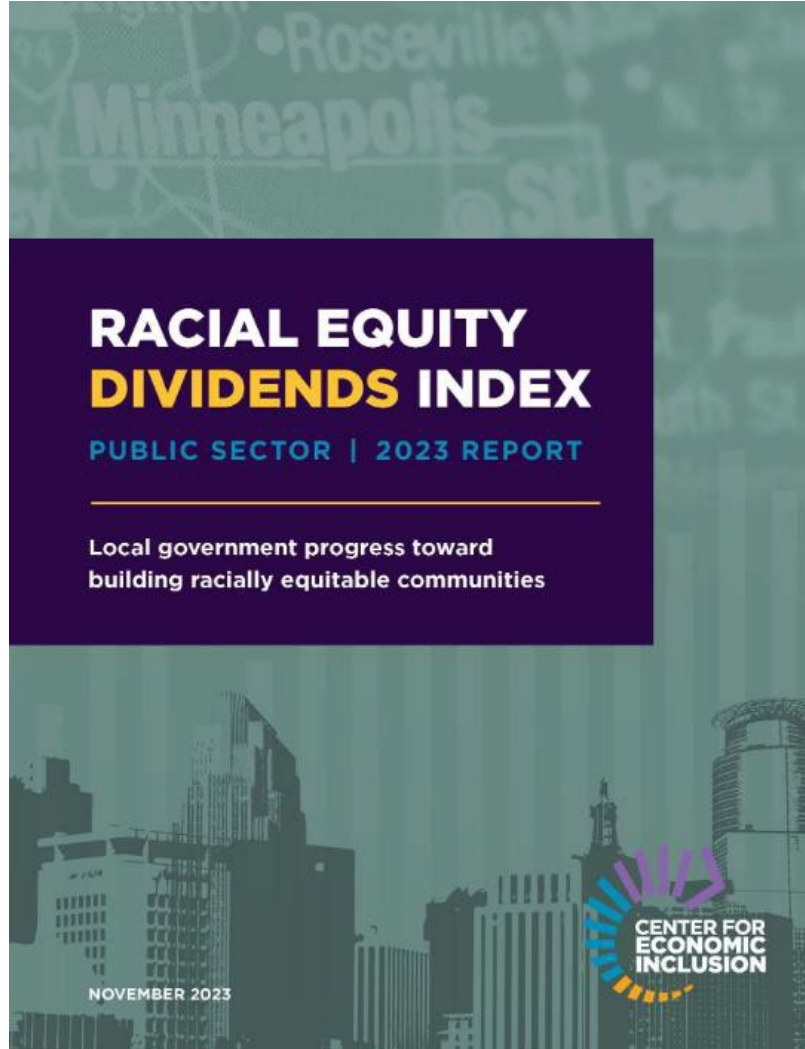


FIGURE 3

Organizations can build racial equity across 11 dimensions of government activity



Leadership



Hiring



Culture, Retention
& Advancement



Procurement



Budgets &
Finance



Community &
Economic Development



Public Policy



Workforce
Development



Public Safety

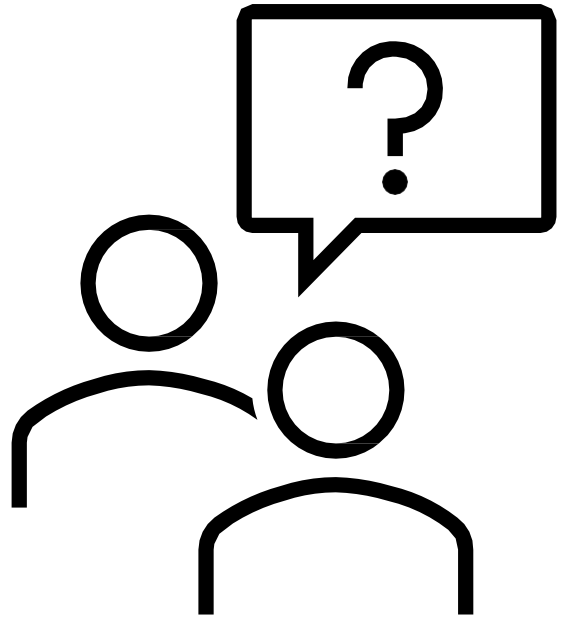


Housing, Transportation,
& Land Use



Human
Services

<https://www.centerforeconomicinclusion.org/2023-index-report-public-sector>



Time for Questions

www.CareerForceMN.com

Please contact CareerForce

CareerForce Information and Assistance Line

CareerForce@state.mn.us

651-259-7500

www.MinnesotaWorks.net

www.CareerForceMN.com/locations

Monday-Friday, 8 am - 4:30 pm



Minnesota's Career Resource

Jeanna Fortney

Director, CareerForce Division
MN Department of Employment and Economic Development

Jeanna.Fortney@state.mn.us