



Minnesota's Career Resource



One Minnesota. 

Resources, Recruitment & Retention

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Workforce Strategy: Who We Are & What We Do

MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.



Workforce Strategy: Who We Serve



Employers expanding or relocating to Minnesota
Manufacturing, Healthcare, Construction
Trades, Agriculture, Tech, Transportation, emerging
sectors: Semi-Conductor, Bio-Business, Clean Energy

Communities, regions, workforce and education
partners

PROJECTS:

CHIPS, Workforce Wednesday, Business Led Sector
Partnerships, Diversity in Manufacturing Initiative,
Welcoming Communities, Minnesota Indigenous
Workforce Initiative, Manufacturing Month & Tour of
Manufacturing, Construct Tomorrow, SCRUBS Camp
and other career exploration events

CareerForce – Minnesota's Workforce System



Minnesota's Career Resource

CareerForce is a partnership between:

- Minnesota Association of Workforce Boards
- Governor's Workforce Development Board
- Minnesota Department of Employment and Economic Development



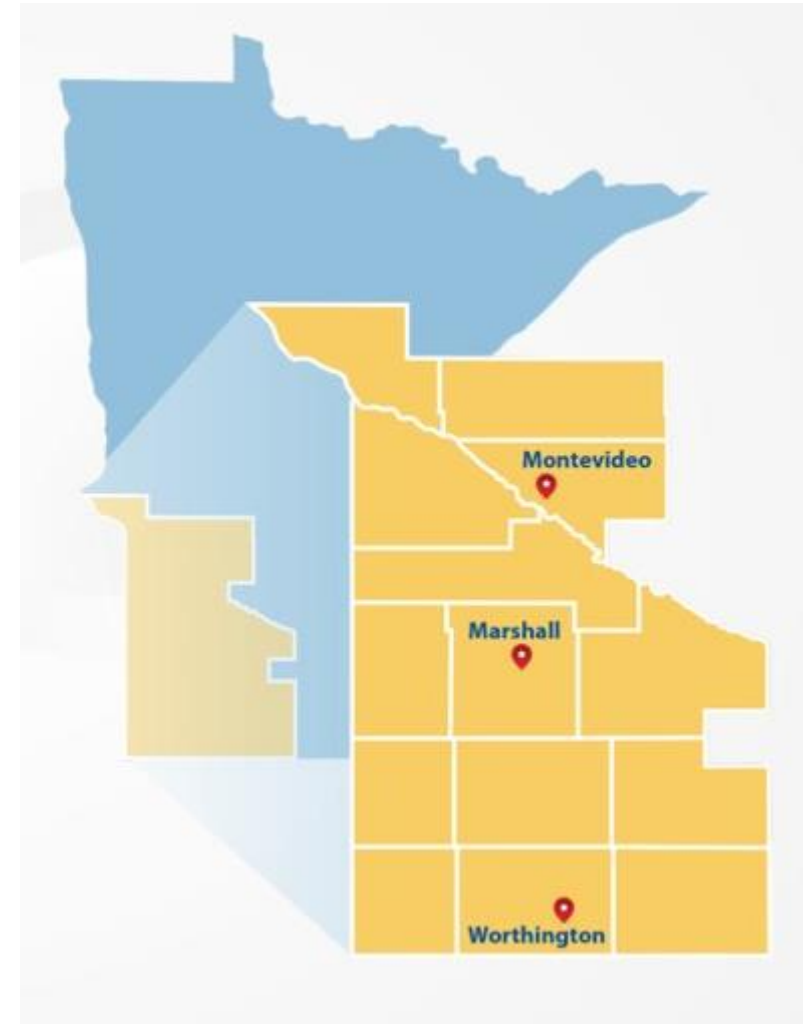
Our mission is to facilitate thriving career solutions for individuals, employers, communities and Minnesota.

Southwest Minnesota Workforce Development Board



Workforce Development Board Role

- Develop and oversee a service delivery system for federal employment and training programs.
- Provides oversight of CareerForce Locations in Marshall, Worthington, and Montevideo.
- Setting policy for workforce development programs and initiatives as directed by the Regional Workforce Development Plan



Question:

What do you think is the key to happiness?

Harvard Study of Adult Happiness

Close Relationships



<https://news.harvard.edu/gazette/story/2017/04/over-nearly-80-years-harvard-study-has-been-showing-how-to-live-a-healthy-and-happy-life/>

Barriers to Employment

- Mental health
- Workplace culture
- **Criminal background**
- GED/HS Diploma requirement
- English language fluency
- **Lengthy hiring process**
- Housing affordability
- **Driver's license**
- Training/skills gaps
- COVID
- Transportation
- Lack of awareness of available opportunities
- Mandatory overtime
- Limited shift options
- Childcare
- **Limited technology access/ability**
- Implicit bias
- Living wage
- **Family caregiving needs**
 - Aging parents
 - Pre-K & school aged children
 - Family health needs

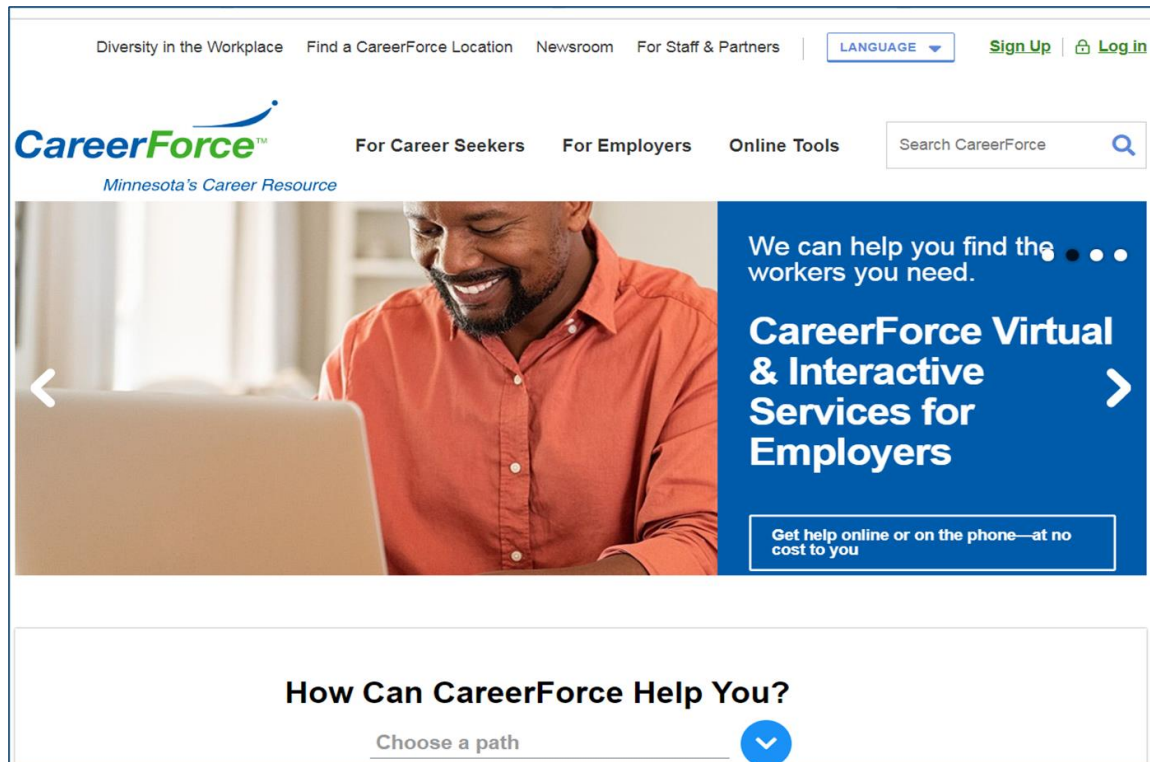
Untapped Talent Pools

- Immigrants
- Dislocated Workers
- Unemployed
- Underemployed
- Youth
- Second Chance
- Older Workers
- Veterans
- Vocational Rehabilitation & State Services for the Blind
- Diverse Populations



Recruitment Resources

On CareerForceMN.com, Employers Can...



The screenshot shows the top navigation bar of CareerForceMN.com with links for 'Diversity in the Workplace', 'Find a CareerForce Location', 'Newsroom', and 'For Staff & Partners'. It also includes a 'LANGUAGE' dropdown menu, 'Sign Up', and 'Log In' buttons. Below the navigation is the CareerForce logo and the tagline 'Minnesota's Career Resource'. The main navigation area includes 'For Career Seekers', 'For Employers', and 'Online Tools', along with a search bar labeled 'Search CareerForce'. A large banner features a photo of a smiling man in an orange shirt looking at a laptop. To the right of the photo, the text reads: 'We can help you find the workers you need.' followed by 'CareerForce Virtual & Interactive Services for Employers'. Below this, a box states 'Get help online or on the phone—at no cost to you'. At the bottom of the banner, there is a section titled 'How Can CareerForce Help You?' with a dropdown menu labeled 'Choose a path'.

- Sign up for an Employer Account for full use of website.
- Get tips for attracting, developing and retaining employees.
- Create an Employer Profile
- Access customized regional data.
- See blog posts and news related to your industry and in your region of Minnesota.
- Other regularly updated workplace resources.

Recruitment Resources

- CareerForce locations –
 - Will promote Recruitment Flyers
 - Onsite Hiring Events
- Social Media – Facebook and Instagram
 - @SWMNCareers
- Youth Career Connectors
 - Career Fairs/Exploration Events
 - Employer Speakers in the Classroom
 - Business Tours
 - Mock Interviews
 - Job Shadows
 - Internships

Recruiting Ideas

Job Posting:

- Easy to Read
- Mobile Friendly
- Paper Application Option
- Multiple Languages
- Encourage Diverse Candidates to Apply
- Build Relationships - Invite to Apply



Today's Workforce Needs

Flexibility

Inclusivity

Skill
Development

Relationship

Connection

Remote

Opportunity
Driven

Desire
Purpose

Competitive

Options

Work/Life
Balance

Family
Centered

YOU DON'T
BUILD A BUSINESS
~ YOU BUILD PEOPLE ~
AND THEN PEOPLE
BUILD THE BUSINESS

Company Culture

What If I'm Not Sure Where to Start?

- Assess your current culture: Find out where you are
- Start at the top, create a plan, and train your leadership
- Look for quick wins
- Build a recruiting and retention plan incorporating your culture goals
 - Onboarding
 - Career Laddering
 - Training and Upskilling
- Establish an employee engagement committee
- Incorporate continuous improvement strategies



Culture

- **Alignment:** Where is the company headed? What are its values? Is there cooperation at all levels?
- **Effectiveness:** Are we doing things well? Do we listen to different viewpoints? Do we encourage new ideas?
- **Connection:** Do employees feel appreciated? Is their work meaningful? Do employees/departments work together toward a common goal? Do they have fun?
- **Managers:** Do managers care about their team and their employees' concerns? Do they help them learn and grow? Are they approachable?
- **Employee engagement:** Is there loyalty? What motivates them? Do employees refer others to the company?
- **Leader:** Is there confidence in company leadership? Do employees trust the leaders?
- **The basics:** How is their pay, benefits, and flexibility?



Question:

How is your organization **intentionally** focused on diversity, equity, and inclusion efforts?

Diversity, Equity & Inclusion

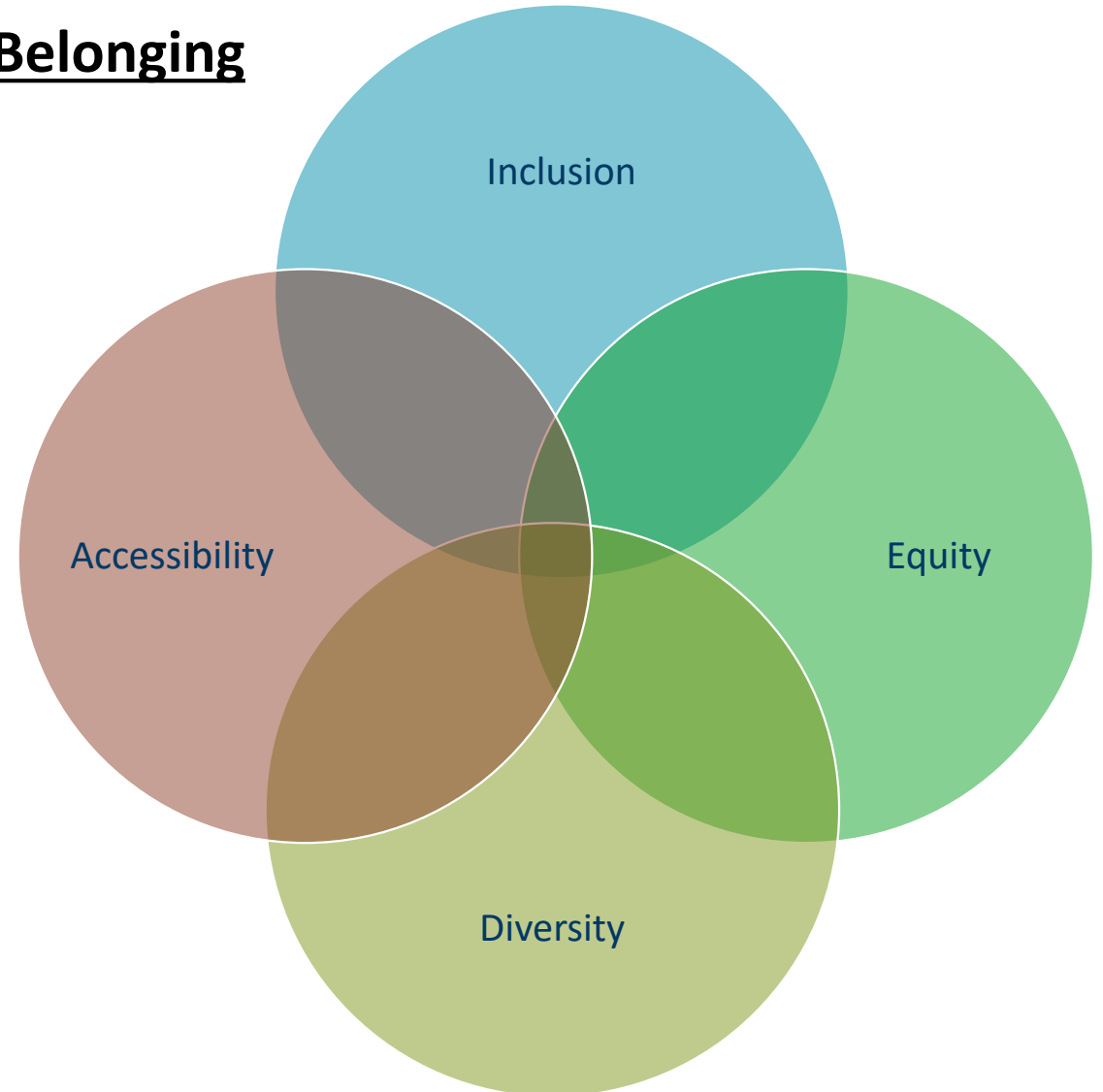
Diversity + Equity + Inclusion = Belonging

Diversity multiple identities represented in an organization

Equity constantly and consistently recognizing and redistributing power

Inclusion thoughts, ideas and perspectives of all individuals valued as important

Accessibility ensuring that a product or services can be used by everyone—however they encounter it



DEI Tools

- DEED's Workforce Wednesday's Webinar Series.
- CareerForce Inclusive and Welcoming Employer Toolkit for employers.
- Will be providing a cohort of employers DEI trainings centered about developing a DEI Action Plan for your organization.



Focus Group Results

Southwest Initiative Foundation - Community Impact Team in partnership with the Workforce Development Board conducted 7 Focus Groups from under-represented communities. The Key Take-Aways...



- Importance of being seen as a welcoming and inclusive employer.
- First, only people of color in their industries.
- Provide promotional opportunities not just lateral moves.
- Compensating for interpreting, not just expecting it from bi-lingual staff.

Focus Group Results

- Signing off on documents with employer without full awareness of implications or understanding instructions.
- Promoting ABE services and providing it at the employer's location.
- Feel experienced bias around the contributions they can make - "because you are a person of color, you can be an aide."
- Language barriers prevent employees from advocating for themselves.
- Lack of Inclusivity/engagement in policies, trainings, and management for the community.
- Benefits of Community Connector.
- Partnerships and Programs that enrich employee and their family.

Retain Talent



**A PERSON
WHO FEELS
APPRECIATED
WILL ALWAYS
DO MORE
THAN WHAT
IS EXPECTED**

Communicate and connect

Ask questions

Invest in training and upskilling

Provide opportunities

Receive feedback

Practice gratitude and appreciation

Company culture has everything to do with retention rate.

Think Outside the Box - Employer Benefits

- Increased Time Off
- Time Off for Employee Referrals
- Raffle Ticket for Applicants Referred
- Flex Scheduling
- Work from Home
- Daycare (onsite or refunds)
- College reimbursement
- Free Certifications/Degrees
- Job Growth/Pathway Opportunities
- Uniform/Work Boot Reimbursement
- Maternity/Paternity Leave
- Paid Short Term/Long Term Disability
- Great Internal Training Programs
- Prayer Room
- Employee Stock Ownership Plan (ESOP)
- Insurance/HSA payments
- Gym/Gym Membership/Walking Paths
- Adoption Reimbursement
- Child/Grandchild Scholarships
- Holiday Parties, Monthly Meals, Summer Picnics and other Team Events
- Part-time Positions Available
- Work-share
- 401K match/pension

Innovative Recruitment & Retention Strategies

- **Workforce/education partnerships**
- Flexible paid holidays
- **Flexible work schedules/shift options**
- Youth *Earn and Learn* programs
- **Creative hiring processes**
- Employee training and upskilling programs
- Social media marketing efforts
- **Financial incentives**
- **Talent pipeline mentorship**
- Management bias training
- **Bilingual Liaison positions**
- Professional development for all employees
- Transportation supports
- Culture committees
- **Community engagement**
- Career laddering and leadership opportunities



CareerForce Can Connect Employers With:

- Federal Bonding assistance
- Work Opportunity Tax Credit assistance
- Foreign Labor Program (H2A and H2B)
- Layoff aversion / Unemployment Insurance
- Regional Labor Analyst / Data
- Business and Employment Law Publications, Guidebooks, Newsletters
- Resources & referrals to partners, community resources and Workforce Development Services.....



Local Training Resources



- **Internship/Apprenticeship**
- **Work Experiences and Transitional Jobs (Work-Based Learning)**
- **On-the-Job Training (OJT)**
- **Incumbent Worker Training Program**

Grant Programs for Training Staff

Automation Training Incentive Pilot Program (ATIP)

- Up to \$35,000 to small businesses (under 150 employees) that are implementing new automation for training incumbent workers on the automation technology.

Job Training Incentive Program (JTIP)

- Up to \$200,000 to new or expanding businesses in greater MN that are adding at least three new jobs.

MN Job Skills Partnership (MJSP) Partnership Program

- Up to \$400,000 to educational institutions that partner with businesses to develop new-job training or retraining for existing employees.

Pathways Program

- Up to \$400,000 to educational institutions or nonprofit organizations that partner with businesses to provide training, new jobs and career paths for low-income people

Low Income Worker Training Program

- Up to \$200,000 to public, private, or nonprofit entities to help low-income people gain new skills necessary move up the career ladder to higher paying jobs and greater economic self-sufficiency

<https://mn.gov/deed/business/financing-business/training-grant/>

Resource: Department of Labor and Industry (DLI)

Youth Skills Training Program

- [Youth Skills Training at the Minnesota Department of Labor and Industry \(mn.gov\)](#)
- Rich Wessels, rich.wessels@state.mn.us

Dual Pipeline Training Program

- [Dual Pipeline Training Program](#)
- Dan Solomon, dan.solomon@state.mn.us

Registered Apprenticeship Program

- [Registered Apprenticeship Program](#)
- LaRohn Latimer, larohn.latimer@state.mn.us



Southwest Minnesota Private Industry Council

[Southwest Minnesota Private Industry Council - Montevideo, Marshall, Worthington \(swmnpic.org\)](http://swmnpic.org)

Workforce Strategy Consultants

<https://mn.gov/deed/business/help/workforce-assistance/wf-strategy>

DEED Labor Market Information

<https://mn.gov/deed/data/regional-lmi/central-lmi.jsp>

Workforce Wednesday

<https://www.careerforcemn.com/workforce-strategy-consultants>

CareerForce

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



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Thank you!

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