



CareerForce Charter

Charter Members:

- Department of Employment and Economic Development (DEED)
- Governor's Workforce Development Board (GWDB)
- Minnesota Association of Workforce Boards (MAWB) (Formerly Minnesota Workforce Council Association)

Preamble

We come together as CareerForce, one unified brand driving prosperous outcomes for career seekers, employers, system partners and Minnesota. Functioning as one system to better serve our customers, each other and Minnesota, our ultimate goal is to ensure CareerForce becomes a system delivering tremendous impact for career seekers and employers, and helps everyone in Minnesota thrive.

Leadership and Decision-making Authority

At its core, CareerForce is a collaborative partnership between the Minnesota Association of Workforce Boards (MAWB), the Department of Employment and Economic Development (DEED) and the Governor's Workforce Development Board (GWDB). As equal core partners, we oversee all brand decisions for CareerForce. We also continue to seek input from stakeholders to field questions and understand needs. Our ultimate goal is to ensure confidence and buy-in so that everyone in our system becomes CareerForce.

This document creates the parameters for how CareerForce decisions will be made.

We propose that CareerForce have three levels of decision-making:

1. A team of **Executive Sponsors** from each partner organization that has the authority to make strategic decisions related to the implementation of the CareerForce brand.
2. A team of **Core Staff** from each partner organization that oversees the day-to-day management and decisions for the CareerForce brand.
3. A team of **Advisors** that advises the Executive Sponsors and Core Staff regarding strategic decisions and directions.

CareerForce Executive Sponsors Team

The Executive Sponsors Team will be comprised of the following three leaders:

- DEED Commissioner/Deputy
- GWDB Chair
- MAWB Chair

The responsibilities of the Executive Sponsors Team will include the following:

- Have the authority to make strategic decisions related to the development and ongoing oversight of the CareerForce brand upon the advice of the Core Staff team. This can include the adoption of joint policies, MOUs, or agreements to guide the application or use of the CareerForce brand at CareerForce locations, events, or materials.
- Approve an annual joint CareerForce budget as developed and proposed by the Core Staff Team.
- Hold the Core Staff Team accountable to key deliverables and overall management of the brand application, both online and at physical locations.
- Ensure that the three partner organizations meet their obligations to support and uphold the brand.
- Determine when broader input is needed to make a decision.
- Decisions of this team shall be unanimous.

CareerForce Core Staff Team

The Core Staff Team will be comprised of the following key partner organization employees:

- MAWB Executive Director
- One Metro and One Greater MN Local Board Director
- DEED CareerForce Systems Innovation Director and GWDB Liaison
- Up to six relevant DEED staff
- The Core Staff Team membership will not exceed ten people and will be subject to review annually.

The responsibilities of the Core Staff Team will include the following:

- Meet regularly as needed to oversee and administer the day-to-day implementation and make most decisions regarding the CareerForce brand application.
- Manage all staff and financial resources dedicated to the CareerForce brand application.
- Develop opportunities to continually engage CareerForce staff, boards, and partners to build ongoing active support of the brand.
- Provide resources, tools, and incentives to increase customer awareness, enhance customer experience, and encourage partner collaboration to live the brand.
- Direct brand ambassadors and key staff with milestones, initiatives, and opportunities.
- Build confidence in the unification of the workforce system under one brand direction.
- Ensure that regular and consistent communications and updates about the brand are being delivered to all partners and key stakeholders about CareerForce.
- Determine when directions or decisions from the Executive Sponsors are needed.
- Decisions of this team shall be unanimous.

CareerForce Advisory Team

The CareerForce Advisory Team membership will be 20-25 people from across the state, with both metro and Greater Minnesota representation. Appointments will be made by the most applicable Core Partner organization (MAWB/GWDB/DEED) and will be subject to review annually. The team will be comprised of the following representatives:

- Local/Regional Board directors/staff (3 members)
- GWDB members (2 members, ideally also serving on a Local Board)
- Local/Regional Board members (3 members, ideally also serving on GWDB)
- DEED leadership (4 members, not also on Core Staff)
- Nonprofit service providers within the CareerForce system (3 members, one appointed by each Core Partner organization)
- Core Staff Team and Executive Sponsors Team members (~10 members)

The responsibilities of the CareerForce Advisory Team will include the following:

- Meet quarterly or as needed to review and provide feedback on the strategic direction and implementation of the CareerForce brand.
- Full participation at all Advisory Team meetings, virtually or in person.
- Provide guidance and recommendations on issues surrounding CareerForce that the Core Team, Staff and Leadership are unable to resolve.
- Represent views and interests of system partners and constituencies.
- Build confidence in the unification of the workforce system under one brand direction.
- Identify areas of concern or in need of improvement regarding the brand application.
- Assist with the identification and promotion of best practices supporting brand application.

Support

- DEED's CareerForce Systems Integration (CSI) team and other key staff will support the ongoing brand development efforts.

