2022 Annual Report
CareerForce division of the Minnesota Department of Employment and Economic Development

HELPING MINNESOTANS PREPARE FOR AND FIND FULFILLING EMPLOYMENT.
HELPING MINNESOTA EMPLOYERS FIND THE WORKERS THEY NEED TO GROW AND THRIVE.

JULY 1, 2021-JUNE 30, 2022
This report documents the work of the CareerForce Division of the Minnesota Department of Employment and Economic Development (DEED), which includes staff from DEED Job Service, Veterans Employment Services, Migrant and Seasonal Farmworker Services and Foreign Labor Program. It covers the state fiscal year from July 1, 2021 through June 30, 2022.

DEED’s Top Goal for 2021-2022: To drive an economic comeback from the COVID-19 pandemic, focused on people and businesses who face systemic barriers to growth.

DEED’s first objective to meet our top goal: Build a new customer experience in our CareerForce system, rooted in a proactive approach to serve the customers who need us most.

OUR CORE PRINCIPLES:

» **EQUITY:** Center everything we do around equity

» **PROACTIVITY:** Take a proactive stance – meet people where they are

» **FLEXIBILITY:** Embrace the opportunity to try new things and learn as we go

OUR KEY STRATEGIES:

» Proactive outreach through phone calls and virtual services to RESEA participants to help them find jobs, using “Good Jobs Now” model.

» Appointment-based scheduling, in addition to drop-in hours, for in-person meetings at CareerForce locations.

» Office Hours in all 16 Local Workforce Development Areas for the public to connect with Job Service for Employment Services programming.

» Go to where the people are through proactive engagement in the community. For example: more than 50 CareerForce Corner locations in libraries and partnership with more than 160 community-based organizations across the state.

» Building strong self-service digital tools to help our customers.

» Prioritizing outreach to special populations of veterans, including justice-involved, women, communities of color and Indigenous people.
how we serve people looking for employment

SFY 2021 & 2022 JOB SEEKERS SERVED

<table>
<thead>
<tr>
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<th>SJFY 2022 (unique individuals)</th>
<th>SJFY 2021 (unique individuals)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1 sessions</td>
<td>18,041</td>
<td>13,167</td>
</tr>
<tr>
<td>Workshop attendees</td>
<td>7,235</td>
<td>6,861</td>
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<tr>
<td>MinnesotaWorks.net users</td>
<td>42,899</td>
<td>58,607</td>
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SERVING THE CUSTOMERS WHO NEED US MOST.

We know from research conducted by DEED’s Labor Market Analysis office, as well as research from the Minneapolis Federal Reserve, other groups and DEED staff experience that some Minnesotans have long faced systemic barriers to success and that in many cases the pandemic has exacerbated challenges faced. Black Minnesotans, people with disabilities, older workers, workers who were previously incarcerated and workers with lower educational attainment often experience higher unemployment and more tenuous connections to employment, often working in seasonal or part-time positions.

For this reason, our efforts have focused on reaching out to serve Minnesotans who need us most.

DEED CareerForce staff called more than 100,000 unemployed Minnesotans since early 2021 as part of the Good Jobs Now initiative. Brendan received such a call in January 2022 and quickly got the advice and support he needed from Gina Meixner and Irene Connors from CareerForce in Bloomington, along with other CareerForce partners. Here’s what he had to say about the help he received.

“I was able to find an amazing position in my industry through the help of CareerForce staff, my Hired staff, and my UI program benefits. With these advantages in my corner I was able to improve my interviewing skills through webinars and one-on-one guidance, understand and define my goals through feedback and support with staff members, and identify the opportunities that were the best fit for me.

“In a few short weeks I was offered a position in my desired industry, with roles and compensation that were both beyond my current expectations.”

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I got there. Most of the people that I have seen want their resume reviewed. Some have UI questions or questions about the services we provide. We need to persuade these seekers that our services can make a positive impact.

-Mari Williams, Workforce Development Representative, CareerForce in Brooklyn Center

PROACTIVE OUTREACH TO THOSE WHO NEED US MOST

DEED’s CareerForce Division has dramatically changed our service model. We are focusing more than ever on proactive outreach and meeting people in places that make sense for them. In many cases this means meeting people out in the community at places like libraries, community centers and other places they already visit.

» Community-Based Organization Collaboration – CareerForce has a collaborative relationship with nearly 150 local housing agencies, shelters, food shelves, adult education locations, schools and other community-based organizations around the state – and we’re planning to grow our reach in the years to come.

» CareerForce Corners – CareerForce now as a presence in more than 50 libraries around Minnesota, with more coming on board regularly

» “I have been going to Brookdale Library every Tuesday since May and have helped several people with their resumes. A few of them have returned for additional assistance. There have been several times when people have been waiting for me when

I got there. Most of the people that I have seen want their resume reviewed. Some have UI questions or questions about the services we provide. I refer them to the appropriate resources and explain the different programs and resources that CareerForce provides.”

-Mari Williams, Workforce Development Representative, CareerForce in Brooklyn Center

» Needs help, needs persuasion
- These seekers need our help, but do not see the value of our services. We need to persuade these seekers that our services can make a positive impact.

» Needs help and wants help
- These seekers need and want assistance to conduct their job searching. We will be able to easily guide these customers.

» Self-reliant for job search
- These seekers have the capacity to conduct their own job search using our self-service resources and their own personal support systems.

» Does not need help, but wants help
- These seekers have the skills and abilities to job search independently but want help to do so. We will encourage them to use self-service resources and/or group activities.

This model helps us prioritize assistance to those who need it most.
and I let her know I am going to work on something. That is SOOO helpful to know I have someone in my corner.”

» “Rick, I just wanted to give you a thank you and an FYI that I got the job in the health clinic. I know I talked with you a while ago and sent you my application for review. You were tremendous help and I thank you.”

» “Gina was of great help! She provided feedback and examples to update my resume for targeted positions, gave me the latest tips and tricks for LinkedIn and presented other programs... Thanks so much for all of your help, it really contributed to me landing this great job!”

REACHING THOSE WHO NEED US MOST THROUGH SPECIALIZED PROGRAMS

Services for Formerly Incarcerated Individuals

People who were formerly incarcerated have a much higher unemployment rate than other Minnesotans. Difficulties in finding stable, living wage employment can lead to recidivism. It is important to connect justice-system involved Minnesotans with employment. Many formerly incarcerated individuals earned their high school diploma or equivalent, in-demand industry certification or even an advanced degree while they were in a correctional facility. They can bring those qualifications to their new employer. Many employers report high retention rates for employees who were formerly incarcerated. The New Leaf program helps people with a criminal record prepare for and find employment.

Number of New Leaf participants served SFY 2022:
113 Total 13 Veterans

Number of New Leaf participants served SFY 2021:
143 Total 7 Veterans

MIGRANT AND SEASONAL FARMWORKER SERVICES

Every year, Migrant and Seasonal Farmworkers travel to Minnesota to work with crops and in food processing plants where those crops are packaged. All such farmworkers are American citizens who migrate internally within the United States for work. CareerForce Migrant Labor Representatives (MLRs), based at the Faribault, Mankato, Rochester, and Willmar CareerForce locations work face-to-face with farmworkers and provide services through their outreach efforts.

Migrant and Seasonal Farmworkers served SFY 2022: 360
Migrant and Seasonal Farmworkers served SFY 2021: 298
VETERANS EMPLOYMENT SERVICES
Veterans and eligible spouses receive priority of service through CareerForce. Job seekers are asked if they are current or former members of the U.S. military when they contact CareerForce and are connected with services that meet their needs. This priority of service continued during the pandemic through a variety of phone and virtual services.

Veterans served by Veterans Employment Services SFY 2022:
» 4,843 veterans were served through CareerForce locations
» 510 veterans received case-managed services
  » 84% of Veterans receiving case-managed services successfully exited
  » Average wage at exit: $26.87 /hour

Veterans served by Veterans Employment Services SFY 2021:
» 5,473 Veterans served through CareerForce locations
» 585 veterans received case-managed services
  » 89% of Veterans receiving case-managed services successfully exited
  » Average wage at exit: $24.03/hour

16th Annual Veterans Career Fair in May 2022:
» 350 Veterans job seekers
» 100 Employers and service providers
» 10 Premier Exhibitors

17th Annual Veterans Career Fair Heritage Center of Brooklyn Center
» May 3, 2023

CareerForce
Veterans Employment Services Helps Joshua Land Dream Job
U.S. Navy Veteran
Joshua was an underemployed carpenter but wanted to get back into the field he had trained for: avionics. He said, “It was my dream. I was trained in jet mechanics and it’s what I always wanted to do. Aviation was my calling.” Joshua looked for a job as an aircraft maintenance technician but couldn’t find anything on his own. That’s where Rebecca Kaas, Veterans Employment Representative at CareerForce in Marshall came in. “Rebecca gave me hope. She taught me there was a strategy and a process to job search. Rebecca helped me see my value and wouldn’t let me sell myself short.” Rebecca showed Joshua that his skills and abilities were a match for several avionics positions and helped him tailor his resume to a job posting for a Maintenance Services Representative at Panasonic Avionics Corporation. This was the first and only position Joshua applied for, and his resume landed him an interview – and then a job offer. “This is life changing. I have a new pair of wings. I have what it takes to reach my goals and set new ones. I don’t have to worry about finances or struggle anymore. I will be self-sustaining. I can build my future now.”
how we serve Minnesota employers

CareerForce is reaching more job seekers who need us most – and we are helping Minnesota employers connect with often overlooked labor pools. This is more important than ever during our tight labor market.

With access to Minnesota’s largest database of active job seekers through MinnesotaWorks.net and connections to candidates with experience from entry level to management, CareerForce can help Minnesota employers find the talent they need for their business to grow and thrive.

New employer accounts on MinnesotaWorks.net SFY 2022: 1,881
New employer accounts on MinnesotaWorks.net SFY 2021: 2,020

Jobs posted by employers on MinnesotaWorks.net SFY 2022: 924,978
Jobs posted by employers on MinnesotaWorks.net SFY 2021: 1,019,813

WORK OPPORTUNITY TAX CREDIT
The Work Opportunity Tax Credit (WOTC) allows for-profit employers of any size to reduce their federal tax liability by up to $9,600 per new hire by hiring people who have consistently faced significant barriers to employment. 501(c)(3) nonprofit organizations who hire veterans are also eligible for WOTC. Any type of job can be eligible for WOTC, including temporary, seasonal, part-time or full-time work. CareerForce administers this federal program in Minnesota and can help Minnesota employers who have questions about this tax credit.

Number of WOTC hires by Minnesota Employers SFY 2022: 89,160
Number of WOTC hires by Minnesota Employers SFY 2021: 73,551

FOREIGN LABOR CERTIFICATION
The Foreign Labor Certification Program allows employers to hire foreign workers when there are insufficient numbers of qualified U.S. workers available and willing to perform the work at wages that meet or exceed the prevailing wage paid for that occupation in the area of intended employment. These foreign workers may have highly specialized knowledge or skills (H-1B), be seasonal agricultural workers (H-2A) or seasonal or temporary nonagricultural workers (H-2B). CareerForce works with the U.S. Department of Labor on Foreign Labor Certification and can assist employers who have questions about hiring foreign workers.

Number of Foreign Labor Certifications (one per worker) granted to Minnesota Employers:

Employers served by Veterans Employment Services SFY 2022: 676 Employer Visits
• 2078 Employer Follow-Ups  I  • 137 Veterans Interviewed
• 384 Veterans Referred to jobs  I  • 32 Veterans Hired
CareerForce Workforce Development Partners

The DEED CareerForce Division is part of the larger CareerForce system, which is a collaborative partnership between DEED, the Minnesota Association of Workforce Boards (MAWB) which represents the cooperative efforts of 16 local area Workforce Development Boards across the state, whose programs are tailored to meet the specific needs of their communities, and the Governor’s Workforce Development Board (GWDB).

Upon request, this information can be made available in alternative formats for people with disabilities by calling: 651-259-7500. CareerForce is an equal opportunity employer and service provider. CareerForce is a proud partner of the American Job Center network.

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