

DEED's Strategic Plan

FY2020



DEED's Mission: To empower the growth of the Minnesota economy, for everyone.

DEED's FY2020 Objectives

1. Build a positive internal culture that makes DEED a great place to work.
2. Empower the growth of Minnesota's labor market to meet the needs of business, now and in the future.
3. Make Minnesota's innovation ecosystem a national leader.
4. Reduce the disparities faced by populations with barriers to employment.
5. Strengthen the trust and reputation of DEED with the people and partners we serve.

1: Build a positive internal culture that makes DEED a great place to work.

Key Results

- Reduce DEED's regrettable attrition numbers by 25% (5 year average was 32%).
- Turn DEED's "Net promoter score" positive (current score is -15).
- Ensure that 100% of employees have clear performance indicators and a performance review every year; and 100% of managers receive a yearly upward feedback survey from their reports.

Strategies

- Implement actions recommended by DEED employee engagement committee.
- Create a shared sense of mission, vision, and values for all of DEED.
- Create DEED-wide recognition program.
- Re-imagine our workspace for collaboration and creativity – create an Innovation Lab.
- Develop stronger performance measurement and professional development opportunities.
- Strengthen internal communications DEED-wide, and across all divisions.

2. Empower the growth of Minnesota's labor market to meet the needs of business, now and in the future.

Key Results

- Increase the number of job-seekers using DEED's CareerForce resources by 10%
- Increase the job placement rate for every DEED workforce program to 80%
- Increase the number of employers who are hiring directly from DEED's workforce systems by 20%

Strategies

- Modernize our workforce development system with a digital strategy to scale training.
- Relaunch CareerForce locations under new brand that up-levels our offerings and deepens our partnerships with business.
- Create stronger synergies between our workforce development and economic development divisions at DEED.
- Engage in marketing efforts to increase worker populations.
- Partner with other state agencies to look after the "whole worker."

3. Make Minnesota's innovation ecosystem a national leader.

Key Results

- Land Minnesota in the “Top 5” of either the Milken Institute State Technology and Science Index, the National Science Foundation Science and Engineering State Profiles, and/or Wallet Hub’s list for best ecosystems for innovation.
- Increase the number of innovative businesses, organizations, and entrepreneurs we reach with our programs by 25%.
- Double the number of job-seekers we reach with technology training.

Strategies

- Create and market “Launch Minnesota,” our statewide umbrella for all we’re doing to help high-tech startups grow in the state.
- Examine current gaps in our market and grow the ecosystem through partnerships with key ecosystem leaders.
- Advance technology training programs to serve the continuum of workers.
- Establish a “Future of Work” effort at DEED, powered by statewide research and convenings to highlight key issues and opportunities in an automation-driven economy.
- Identify gaps and align resources at the agency to steer and market current programs, such as MIF and JCF, towards innovation-based businesses.

4. Reduce the disparities faced by populations with barriers to employment.

Key Results

- Increase the average starting wage for people of color who DEED helps place in jobs by \$2/hour.
- Create a unique “Equity OKR” for every single program at DEED, focused on reducing disparities based on either 1) race, 2) ability level, or 3) geography.

Strategies

- Re-vamp our Economic Opportunity Office to be an external-facing unit that reaches targeted groups across the state.
- Deliver special training efforts to help employers (including DEED) understand and embrace hiring workers from under-represented groups.
- Create statewide outreach effort to homeless populations with DEED services.
- Activate more disabled workers in our Vocational Rehabilitation Services, particularly in categories 2 and 3.
- Create targeted efforts and partnerships to reach key segments of the labor market: immigrants, people of color; non-participating college educated workers; stay-at-home parents.

5. Strengthen the trust and reputation of DEED with the people and partners we serve.

Key Results

- Create an annual DEED customer survey with high level questions about trust and values, which averages a score of 5.5+ on a scale of 1-7.
- Produce 10% more positive press hits over last year across print, radio, and television outlets, including the following media: Star Tribune, Pioneer Press, MinnPost, MSP Business Journal, Finance and Commerce, MPR, WCCO Radio, etc.

Strategies

- Ensure we all deliver excellent customer service through updated trainings that create clarity with both internal and external customers.
- Build and publicize a new impact measurement system that creates a clear set of standards and outcome metrics for workforce development programs.
- Dramatically increase our transparency with the public through re-vamped communication channels and strategies.
- Build better relationships with the advocacy community through storytelling and outreach.
- Create an outreach effort to the research community to open up our data for civic hacks and collaborations.