



# DEED's 2021-2022 Objectives

*Working together as One DEED*

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

**DEED's Top Goal in 2021-22:** To drive an economic comeback from the COVID-19 pandemic, focused on people and businesses who face systemic barriers to growth.

**DEED's Five Priority Projects:** These five objectives and key results are major projects for our agency in the coming year, cutting across multiple teams and designed to build a stronger agency for Minnesota.

- 1) **Build a new customer experience in our CareerForce system, rooted in a proactive approach to serve the customers that need us most.**
- 2) **Successfully implement all new economic recovery grant programs that come from the 2021-22 legislative sessions.**
- 3) **Land a dynamic new communications and marketing campaign to promote Minnesota's economy to the country and the world.**
- 4) **Create more opportunity for job seekers and businesses by significantly strengthening the relationship between DEED's workforce and economic development systems.**
- 5) **Build a positive internal culture that makes DEED an extraordinary place to work.**

## 2021-2022 Equity OKRs

Every division at DEED has created objectives to systemically reduce racial and other disparities in Minnesota's economy.

PROGRAM AREA	OBJECTIVE
Customer Innovation	Center equity in all Customer Innovation learning and development work, helping all teams at DEED close employment and economic disparities in Minnesota.
Broadband Development Office	Adopt a digital equity program to radically reduce inequities in broadband access across Minnesota.
Immigrant and Refugee Affairs	Substantially increase access and connections that new Americans have to state government services that advance their economic potential.
People and Culture	Make DEED a place where every person feels like they belong.
Technical and Performance Management	Leverage data, technology, and analysis to empower DEED's teams to better evaluate progress towards more equitable outcomes.
Governor's Workforce Development Board (GWDB)	Launch the GWDB New Americans Task Force to identify the workforce needs of Minnesota's immigrant and refugee communities, and develop relevant resources for employers, communities, and workforce partners.
MN.IT @ DEED	Drive DEED's efforts to transform technology systems to better support Minnesotans who face systemic barriers.
Business Development Office	Ensure every single business we work with is aware of DEED's partner resources to build a workforce that is more diverse, equitable, and inclusive.

<b>PROGRAM AREA</b>	<b>OBJECTIVE</b>
<b>Government Relations</b>	Ensure that funding and policy changes passed by the 2022 legislature further the agency's goal of driving an economic comeback from the COVID-19 pandemic, focused on people and businesses who face systemic barriers to growth.
<b>Vocational Rehabilitation Services</b>	Grow early job opportunities for high school students with disabilities, and ensure that these services are provided equally across historically underrepresented communities.
<b>Disability Determination Services</b>	Incorporate an explicit anti-disparity lens into DDS training and staff development.
<b>Minnesota Trade Office</b>	Leverage Minnesota's global trade efforts to greatly expand opportunity for BIPOC-owned businesses.
<b>Office of Diversity and Equal Opportunity</b>	Build the best DEI and equal opportunity support network in the state enterprise.
<b>Business Finance Office</b>	Reimagine our business finance programs to ensure increased usage by targeted groups, and redesign program outreach strategies to more effectively communicate with targeted groups.
<b>Communications and Marketing</b>	Every major announcement that DEED makes reaches the audience it is intended for, with a special emphasis on reaching historically underrepresented communities.
<b>Unemployment Insurance (UI)</b>	Transform our UI online application to make it accessible in Spanish, Hmong, Somali, and English, and make it easily accessible across all devices.
<b>Administrative and Financial Services</b>	Dramatically expand DEED's commitment to targeted vendor spending in purchasing throughout the agency.
<b>CareerForce</b>	Provide more effective CareerForce services to BIPOC communities.
<b>Employment and Training Programs</b>	Place equity at the forefront of the grantmaking process.
<b>Economic Opportunity</b>	Lead a transformation and expansion of public engagement and outreach strategies to bring DEED programs and services to more Minnesotans.
<b>Legal</b>	Assist DEED program areas and business units to ensure that DEED is equitably providing services and funding.
<b>Community Finance Office</b>	Reduce systemic barriers by encouraging more participation from BIPOC communities in programs/opportunities funded through the Small Cities Development Program.
<b>State Services for the Blind</b>	Increase the number of people from under-represented communities who receive services through thorough data analysis, outreach, and service quality enhancements.
<b>Economic Analysis</b>	Increase availability and use of data disaggregated by race/ethnicity, both internal and external to DEED.
<b>Launch Minnesota</b>	Support more startups and small businesses that typically face systematic barriers to start, grow and prosper.
<b>Labor Market Information</b>	Recently incarcerated individuals are better prepared to participate in the current labor market and are more successful in job searches.
<b>Human Resources</b>	Implement best-in-state practices to reduce hiring bias and increase protected class hiring at DEED.