

DEED EQUITY GOALS



One of our department-wide objectives in our strategic plan is to “reduce the disparities faced by populations with barriers to employment.” To get there, we have created annual equity goals for every program area across DEED, focused on reducing disparities based on 1) race, 2) ability level, or 3) geography.

BELOW ARE THE GOALS, BY DIVISION – ALONG WITH KEY RESULTS WE STRIVE TO ATTAIN.

ECONOMIC DEVELOPMENT

1. Business Finance

Objective: Increase program awareness and/or grant awards to reduce disparities across the state.

Key Results:

- Attend 30 events across Minnesota to promote grant opportunities to more communities.
- Increase program usage by underrepresented groups by 10% over last year.

2. Border-to-Border Broadband Development Grant Program

Objective: Represent the broadband situation accurately in Tribal Nations.

Key Result: Work closely with all tribes to complete an assessment that identifies broadband gaps and needs for state assistance, including publishing broadband maps using tribal boundaries.

3. Community Finance

Objective: Increase program awareness and grant awards to reduce disparities across the state.

Key Results:

- Increase marketing and outreach by 5% over last year on Community Finance programs.
- Increase applications from underrepresented communities by 10% this year.

4. Launch Minnesota

Objective: Increase access to education and resources statewide to grow innovative, scalable businesses.

Key Result: Ensure that 25% of participants come from historically underrepresented groups.

5. Business Development

Objective: Increase the number of underrepresented populations accessing our program.

Key Result: Increase historically underrepresented participants by 10% over last year.

6. Minnesota Trade Office (MTO)

Objective: Promote and market MTO resources more broadly and specifically to underrepresented communities to encourage and facilitate exports.

Key Result: Identify and support 20 export-ready companies owned by underrepresented people to pursue export markets.

WORKFORCE DEVELOPMENT

EMPLOYMENT AND TRAINING – ALL PROGRAMS

Objective: Increase opportunities for all Minnesotans who face barriers to employment through education and awareness.

1. CareerForce Job Services

Objective: Increase percentage of program participants accessing services who are from underrepresented communities

Key result: Number and percent of program participants from underrepresented communities increases by 10%

2. CareerForce Digital Resources

Objective: Increase access to diversity, equity, and inclusion resources for employers.

Key Result: Increase visits to diversity, equity, and inclusion employer content pages on CareerForceMN.com by 80% over last year.

3. CareerForce Veterans

Objective: Increase enrollment of veterans from People of Color and Indigenous communities and women.

Key Results:

- Increase the percentage of veterans served from People of Color and Indigenous communities from 23% to 30%.
- Increase the percentage of women veterans served from 15% to 20%.

4. Employment and Training – Adult Services

Objective: Increase opportunities for all Minnesotans who face barriers to employment.

Key Result: Increase the work placement rate of people from underserved communities, who face significant barriers to employment by 5%.

5. Employment and Training – Employer Services

Objective: Increase participation by underrepresented populations, including People of Color and Indigenous-owned and women-owned businesses, with DEED’s workforce resources available to employers.

Key Result: Increase by 10% the use of DEED’s employer services and programs by underrepresented populations, including People of Color and Indigenous-owned and women-owned businesses.

6. Employment and Training – Fiscal

Objective: Increase the fiscal capacity of new and small organizations that serve underrepresented communities.

Key Result: Increase the fiscal capacity of 20 new and small organizations that serve underrepresented communities.

7. Employment and Training – Youth Programs

Objective: Address the achievement gap for low-income and at-risk youth populations who are under-represented in Minnesota’s workforce.

Key Result: Increase by 10% the number of underrepresented youth who complete a work experience or internship through Youth Competitive Grants (Youth at Work and Support Services).

8. Governor’s Workforce Development Board

Objective: Better position the Governor’s Workforce Development Board to address equity issues in the state.

Key Result: Increase by 10% People of Color and Indigenous board members.

WORKFORCE SERVICES

1. Disability Determination Services (DDS)

Objective: DDS will have a more diverse workforce reflective of the people it serves.

Key Result: Increase diversity in our workforce by 10%.

2. Vocational Rehabilitation Services (VRS)

Objective: Broaden the representation among applicants to VRS to ensure underrepresented Minnesotans with disabilities have access to VRS services.

Key Result: Increase the proportion of applicants to VRS (and potentially eligible students working with VRS) from People of Color and Indigenous communities by 5% over last year.

3. State Services for the Blind (SSB)

Objective: Increase awareness of SSB to underrepresented populations.

Key Result: Add 20 historically underrepresented applicants for SSB who otherwise would not have applied.

4. Communication Center for the Blind

Objective: Increase accessibility of materials to individuals for whom English is not their primary language.

Key Result: Complete four quality-controlled productions (e.g., textbook, podcast, or recorded material) in an alternative language.

5. Unemployment Insurance (UI)

Objective: Replace the UI website user interface, so that it can be offered in multiple languages.

Key Results:

- Complete foundational work that prepares us to offer the UI website in three additional languages: Hmong, Somali, and Spanish.
- Start initial testing of the UI user interface in three additional languages.

COMMUNICATIONS AND RESEARCH

Objective: Prioritize research aimed at and communications about reducing disparities faced by populations with barriers to employment.

Key Results:

- Create at least one research project per quarter specifically addressing equitable workforce program outcomes.
- Earn at least one media article per month that raises awareness about disparities faced by underrepresented communities or highlights successes of communities in overcoming barriers to employment and economic success.