



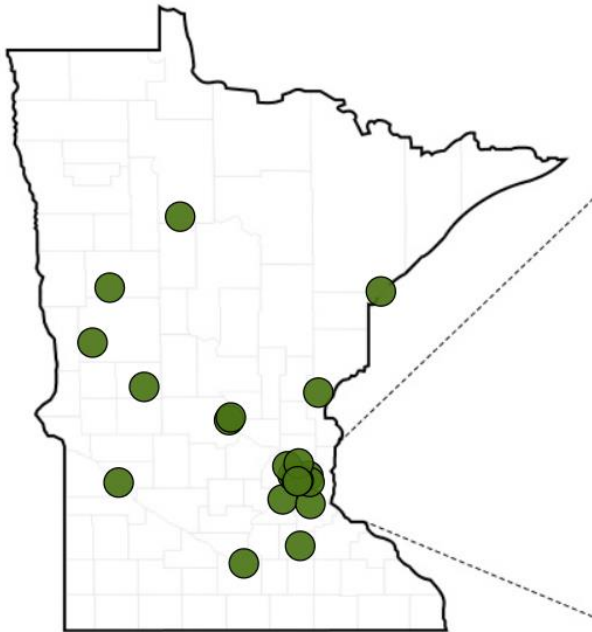
*Minnesota's Career Resource*

# Employer Engagement Team

Liz Jennings  
Employer Engagement Supervisor  
CareerForce



# EMPLOYER ENGAGEMENT TEAM



- ✓ State of Minnesota employees
- ✓ DEED Employment Engagement Supervisor + 6 regional Employment Engagement Team members in NE, NW, Central, South, 2 in Metro
- ✓ Funded through Drive for 5 – Regional focus, not city focus

# Legislation

<https://www.revisor.mn.gov/laws/2023/0/Session+Law/Chapter/53/>

[Within the Drive for Five Initiative will]...hire, train, and deploy business services representatives in local workforce development areas throughout the state. **Business services representatives must work with an assigned local workforce development area to address the hiring needs of Minnesota's businesses by connecting job seekers and program participants in the CareerForce system.**

The business services representatives must:

- (1) serve as the primary contact for businesses in that area;
- (2) actively engage employers by assisting with **matching employers to job seekers by referring candidates, convening job fairs, and assisting with job announcements;** and
- (3) work with the local area board and its partners to identify candidates for openings in small and midsize companies in the local area.

# EMPLOYER ENGAGEMENT TEAM

## Our Why

In today's tight labor market, employers need support in:

- ✓ recruiting and retaining members of **populations currently underrepresented** in their workforce
- ✓ assistance in **fostering sustainable worker pipelines**
- ✓ help **connecting with laid off workers** who have needed skills and are looking for new employment

# EMPLOYER ENGAGEMENT TEAM

## How we help

- Focusing on the Drive for 5 Industries, we will collaboratively work with you.
- Highlight business job quality initiatives which have been shown to increase retention and employee satisfaction.
- Coordinate job matching and hiring focused events so that job seekers can connect with your businesses' openings faster.
- Directly connect employers to programs such as Work Opportunity Tax Credits, Rapid Response, Bonding, PROWD, Office of New Americans, Veterans Employment Services, On the Job Training programs, etc.
- Align employer services between existing workforce initiatives.

# Team members



## **Metro**

Robert E. Willis

[Robert.Willis@state.mn.us](mailto:Robert.Willis@state.mn.us)

Second person starting Nov. 20



## **Southeast / Southwest Minnesota**

Justin Olson

[Justin.Olson1@state.mn.us](mailto:Justin.Olson1@state.mn.us)



## **Northeast**

Starting Nov. 13

[email@state.mn.us](mailto:email@state.mn.us)



**Central and Northwest**  
Will be announced in the coming  
month



## EMPLOYER ENGAGEMENT TEAM

How do you see this team fitting into your workforce goals?



# We look forward to talking with you

**Contact:**

**Employer.Engagement.DEED@state.mn.us**

Liz Jennings, Supervisor

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**m** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

Leading  
**CareerForce™**

EMPLOYER ENGAGEMENT TEAM