

Governor's Workforce Development Board September 9, 2020 What is New with CareerForce

CareerForce Team

- Lorrie Janatopoulos, CareerForce Director
- Mike Lang, Employment Services Director
- Ray Douha, Veterans Employment Program Director
- Liz Jennings, Employer Engagement Specialist



Shifting Landscape COVID

- COVID-19 has heightened employment disparities for Minnesotans who are Black, Indigenous and People of Color (BIPOC).
- Pivot to virtual services and services by phone.
- Difficulty in reaching people who have been most challenged.



Shifting Landscape New Initiatives

- Jobs in Demand Campaign
- Outreach
- Virtual Services
- Employer Services



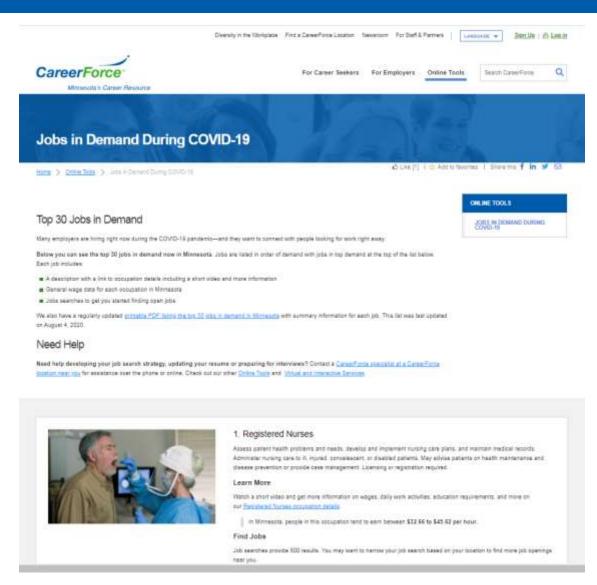
Jobs in Demand Campaign

- Top 30 Jobs in Demand in Minnesota
- Based on MN postings in National Labor Exchange
- Updated monthly
- Wage info, current job postings and each links to page with video and other resources
- Heavily promoted in earned and social media
- Over 67,000 unique pageviews



Jobs in Demand Example





https://www.careerforcemn.com/jobs-demand-during-covid-19



Outreach Current and Planned



- Outreach to BIPOC Communities
- Bilingual CareerForce staff
- Drive-Thru Career Fair in Duluth
- Bridging the Digital Divide
- Radio advertising for Veteran Services/CareerForce
- Other Veteran Services initiatives



Virtual Services Career Seekers

- One-to-One Appointments
- Workshops Resume Writing, MS Excel
- Job Clubs Interviewing, Over 50
- New Leaf
- Recorded Videos/Workshops
- Somali, Spanish Services

www.careerforcemn.com/virtual-interactive-services-career-seekers www.careerforcemn.com/events



Virtual Services Employers

- Virtual Career Fairs statewide & regional focus
- Veterans Virtual Career Fairs
- Partner with Yellow Ribbon Companies (71 companies!)

Results:

- 150+ employers
- Statewide engagement
- CareerForceMN YouTube Content
- Expanding to all CareerForce locations

www.careerforcemn.com/virtual-interactive-services-employers www.careerforcemn.com/events





















Additional Services to Employers

- Diversity, Equity and Inclusion Guide for Employers
- Workforce Strategy Consultant content:
 Addressing Hidden Bias in the Workplace
- Meet Your Regional Team
- Planned "What's New" event for Employers in October

EMPLOYER GUIDE

to Developing a Diverse, Equitable and Inclusive Workplace



www.careerforcemn.com/even-more-resources-0



Meet Your Regional Team

Home > For Employers > Even More Resources > Mont Your Regional Team

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Experienced specialists for any employment need

We've got you covered. Our CareerForce specialists are here to support any employment need you have. We have a team of professionals who can answer your questions, connect you with customizer resources and data or guide you toward greater talent attraction, development and retention success. We have experts to help you with:

- Workforce and Employment Resources
- Business Development and Labor Market Information
- Layoff Assistance
- Other help and resources.



Questions?



Thank You!

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