



2021-22

DEED's Objectives and Key Results

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.

One DEED: Teams across the agency are all working towards this top goal, developing goals focused on making systematic changes to their work that will lead to more equitable outcomes in our economy. OKRs coming in late 2021.

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.

Key Results:

- Achieve a full operational status with a hybrid model of service – including in-person at CareerForce Centers, virtual services, and robust in-community services – in all 6 CareerForce regions, with local partnership models in place in all 16 WIOA local workforce development areas.
- Launch a new online labor exchange platform with responsive design and dynamic matching capabilities by early-2022.
- Launch a new unemployment insurance interface, with new language capabilities and mobile accessibility by mid-2022.
- Design & implement electronic intake inquiry for VRS by January 2022 and electronic application process for VRS by June 2022.
- Identify and perform strong referral and intervention for 60% of unattached UI applicants deemed likely to benefit from more intensive Job Service job counseling.
- Execute our Good Jobs Now campaign to connect job-seekers with opportunity, making over 300,000 referrals to job opportunities.
- Launch VRS in-home service pilot group prior to February 2022.
- Attain a level of 85% of job service customers indicating they are somewhat or very confident that the services they received from CareerForce will help the customer find a job.
- Ensure 10% of our Job Service interventions are recorded as career counseling services.

2) Successfully implement all new economic recovery grant programs that come from the 2021-22 legislative sessions.

Key Results:

- Have 100% of grantees for 2021 legislative programs under contract by March of 2022.
- Ensure that 25% of all grant reviewers are community reviewers from outside DEED, across all programs.
- Have translations strategy for all state-wide grant programs, as appropriate, based on targets of the program.

- Build off of existing outreach to coordinate a statewide engagement strategy – including a calendar visible across all divisions – that includes every major ethnic group by December of 2021, and again by December of 2022.
- Meet all legislative and programmatic deadlines for program implementation and awards.
- Achieve 80% positive press sentiment in all coverage of grant programs.
- Ensure 50% of grantees spend down their grant by end of 2022.

3) Land a dynamic new communications & marketing campaign to promote Minnesota’s economy to the country and the world.

Key Results:

- Launch the joinus.mn website and campaign in Q4 of 2021, with positive press mention in 20 media outlets inside Minnesota, 10 media outlets outside of Minnesota, and 3 outlets outside of the U.S. by end of 2021.
- Land collaborations with at least 12 businesses or organizations that leverage our messaging for talent recruitment.
- Hold Minnesota marketing summit, bringing together at least 300 business leaders, economic development officials, HR professionals, and the MMP to coordinate our message for recruitment and growth and provide resources for their use.
- Relaunch DEED’s website on mn.gov/deed, with cleaner interface and crisper navigation.
- Increase our business development pipeline of deal flow by 50% compared to last year.
- Increase the pipeline of innovative businesses that DEED serves by 25%, measured through a DEED CRM software platform.

4) Create more opportunity for job-seekers and businesses by significantly strengthening the relationship between DEED’s workforce and economic development systems.

Key Results:

- Launch at least one module of a grants management platform with at least one team by mid-2022; develop plan to scale.
- Build a dynamic shared resource interface that shows funding/resources available to businesses and partners.
- Hold at least 25 virtual job fairs or similar events that connect targeted labor markets – immigrants, people with disabilities, BIPOC job-seekers, etc. with at least 2,000 Minnesota employers.
- Deliver at least 20% of the needed hires for at least half of every DEED economic development grantee that reaches out to us for help.
- Run an Innovation Lab sprint with the working group to surface new opportunities for collaboration; run an outside consultant review to advise on organizational collaboration.
- Pilot a partner contact tracking tool with at least 3 teams by early 2022, with a decision made whether to extend to all of DEED by mid-2022.

5) Build a positive internal culture that makes DEED an extraordinary place to work.

Key Results:

- Achieve an increase in DEED’s Net Promoter score of 10+ points by end of 2021, and 5+ points by end of 2022.
- Reach and maintain a vacancy fill rate average of 60 days.
- Secure a 90% positive response by DEED team members who are in a hybrid telework status to the implementation of the new telework model by September of 2022.
- Ensure every division at DEED creates an equity objective with key results focused on systemic disparity-reduction.
- Establish a guide for navigating learning and development opportunities at DEED, with 100% of staff having completed one learning and development opportunity.
- Increase learning and development opportunities available to DEED employees by 50%.
- Offer training on disability inclusion and the ADA accommodation process for all employees by March of 2022.