

# DEED ANNUAL SCORECARD FY2021

## OKR GRADING SCALE



### EQUITY: Radically increase DEED's economic impact for individuals and businesses that face systematic barriers to growth.

Key Results	
<b>0.8</b>	<b>OVERALL SCORE</b>
1.0	Run at least one communications campaign (including targeted events, social media, and pitching) per quarter that focuses on state resources and programs for BIPOC workers.
1.0	React to external policy and budget proposals that will help – or hurt – the agency's objectives for equity and partner with legislators to pass or defeat them with a 75 % or higher success rate.
0.6	Publish broadband maps using tribal boundaries the tribes support and approve of, and complete assessment of broadband for each tribe.
1.0	Increase by 10% engagements and referrals to BD programs from BIPOC communities; team members will complete two hours of training per quarter on DEI issues.
0.5	Increase by 10% the number of Indian Business or Emerging Entrepreneur Loan Program loans approved among BIPOC-owned businesses.
0.7	Increase by 10% the number of people served through Small Cities Grants, improving communities in Greater MN through rehabbed housing, commercial developments, and public facilities.
1.0	Complete at least 10 projects that incorporate race and ethnicity data in analysis.
0.4	Integrate career and LMI resources into correctional facilities through training, complete four soft skill/employability videos, and add a section for entry-level content on COS.
1.0	Ensure at least 50% of innovation grants in FY21 go to startup founders representing targeted populations (women, BIPOC, Greater MN, and Veterans).
1.0	Increase by 10% export training to BIPOC communities.
0.6	Increase by 25% the number of Small Business Procurement Program Targeted Group, Economically Disadvantaged, Veteran Owned (TG/ED/VO) suppliers, and by 10% the number of Equity Select contracts.
1.0	Review and update DEED's Policy-Setting Procedure (PPM 104) to enable quick decision-making and administrative excellence.
0.6	Develop and deliver training to DEED managers and supervisors on the hiring process, including C700 program, mitigating biases, developing interview questions, and conducting interviews.
1.0	Partner with DEED in the creation and begin implementation of a Human Centered Design (HCD) strategy to deliver impactful services for job seekers and employers in Minnesota.

**EQUITY: Radically increase DEED's economic impact for individuals and businesses that face systematic barriers to growth.**

1.0	Facilitate Equal Opportunity compliance training for all program administrators (Dislocated worker, Trade Adjustment Act, Senior Community Service Employment Program, WIOA Adult & Youth, Fiscal) by end of FY21.
0.9	Launch the Workforce One Connect mobile application that will help customers continue to fully receive essential services by end of April 2021.
0.5	Increase by 8% the percentage of CareerForce program participants from underrepresented populations who access services.
0.7	Increase by 50% the percentage of CareerForce employees hired who are bilingual in the languages spoken by our customers.
0.9	Develop a public engagement strategy and proposal for modernizing the Workforce Development Fund.
0.7	Develop and support DEED's leaders in using an equity framework to assist their decision-making and program implementation.
1.0	Strengthen communication with grantees by hosting quarterly meetings to discuss challenges and best practices, provide seven technical assistance sessions on various fiscal and program challenges seen across the portfolio, and respond to inquiries within one business day.
1.0	Increase the number of board members who are from BIPOC communities by 10% through the board member appointment process.
0.3	Create and operationalize three equity-related or adjacent task forces by Q3, with report and recommendation from each by Q4.
1.0	Identify 3-5 key barriers facing Minnesota's immigrants and refugees and propose solution by Q2 2021.
1.0	Create inter-agency immigrant and refugee working group by Q2 2021.
1.0	Develop proposal for the creation of Office of New Americans by Q4 2021.
1.0	Transition from legacy case processing system to new electronic system by end of 2021 federal fiscal year.
0.8	Increase by 10% the number of competitive integrated employment outcomes for individuals who are blind, visually impaired or DeafBlind.
1.0	Implement updated presentation layer framework for UI system to allow better accessibility for applicants and employers.
0.0	Provide work experiences to 100 students with disabilities who attend Minneapolis Public Schools by July 2021. (This goal was replaced February, 2021)
1.0	New goal 2/2021 - 100 BIPOC students with disabilities who attend schools in the greater Minneapolis area will receive VRS Pre-Employment Transition Services (Pre-ETS) so that they are prepared for successful employment and/or post-secondary education upon transition from high school.

**ECONOMIC REVITALIZATION: Galvanize an economic recovery that advances Minnesota's labor market, businesses, and communities for the next Minnesota economy.**

0.7	<b>OVERALL SCORE</b>
1.0	Create a concise narrative on economic recovery rooted in DEED's work across: reskilling, the social safety net, and new business startups; and achieve at minimum two hits (per theme) per quarter - for a total of at least 15 press hits.
0.3	Promote DEED's people and culture work through proactive pitching and achieve at least two hits per quarter.

**ECONOMIC REVITALIZATION: Galvanize an economic recovery that advances Minnesota's labor market, businesses, and communities for the next Minnesota economy.**

1.0	Identify policy and budget proposals that advance the agency's objectives for equity & economic recovery and land at least 3 significant new priorities in the 2021 session.
0.7	Complete inventory of currently available programs and resources (digital equity toolkit), and build map of free public access Wi-Fi locations.
1.0	Support business expansion, retention and attraction throughout Minnesota by increasing outreach and engagement with employers by 10%.
0.8	Increase approved transactions in Military Loan Program, Angel Tax Credit and Emerging Entrepreneur Loan Program by 10%.
0.8	Increase by 10% the number of acres cleaned or redeveloped to drive economic growth across the state.
0.6	Share research, best practices and analysis on how to achieve economic recovery and develop the state's next economy by continuing weekly DEED Library Alerts, growing the number of LMN subscribers from 19 to 25, and responding to at least 25 related library requests that deal with economic recovery.
0.4	Increase the number of innovative businesses DEED serves by 25%.
0.4	Land Minnesota in the top 5 on lists for most innovative states.
0.8	LMI will support DEED and external organizations with equity research and analysis including a collaboration with the Center for Rural Policy and Development.
1.0	Help communities in building their support services for business startups by convening entrepreneurial support organizations monthly and serving at least 500 entrepreneurs per year.
0.3	Spend the totality of state STEP funds by fiscal year end and ensure that our results meet an increase of the company's sales by 10%.
0.8	Digitize DEED's receipt / payment process to make it easier for DEED's vendors to promptly receive payment and put the money to work.
0.8	Review and update DEED's data practices procedures and policy (PPM 601) to support prompt access to data and reduced administrative time.
0.7	Establish an HR service level agreement (SLA) with timelines for job audits, applicant resume review, investigations, etc. Include discussions of reasonable timeframes.
1.0	Partner with UI team to implement updated presentation layer framework for UI system to allow better accessibility for applicants and employer.
0.7	Increase diversity of applicant pool, with stretch goal of BIPOC applicants making up 37.84% of FY21 total; applicants who have a disability making up 15.84% of FY21 total; and veterans making up 11.14% of FY21 total.
0.5	Operate an IT governance process that results in the effective planning, coordination, and management of DEED's IT assets, and deliver improved ProcureIT and HR system solutions in partnership with MNIT.
0.4	Host at least one community outreach and hiring event every quarter in each of the six workforce development regions for career seekers and employers focusing on jobs in demand, with events averaging 50 participants.
1.0	Include equity guidance from DEED to include in their Local and Regional plans, with local and regional workforce development area plans including these equity strategies completed and approved by June 30, 2021.

**ECONOMIC REVITALIZATION: Galvanize an economic recovery that advances Minnesota's labor market, businesses, and communities for the next Minnesota economy.**

1.0	Engage DEED's leadership in 24 events throughout the year that bring the voices and experiences of underserved communities directly to agency leaders.
1.0	Support communications staff and agency leaders with a narrative strategy that elevates and affirms equity and reframes the recovery as a transformative moment for the state.
0.6	Implement a Layoff Aversion Program by the end of Q3 FY21.
0.7	Expand access to the Converting Layoffs into Minnesota Businesses (CLIMB) Program by increasing the enrollment of BIPOC participants by 30%.
0.6	Increase by 25% on-the-job training/work experience opportunities for BIPOC participants in high-growth industries.
0.6	Increase by 25% the number of unique GWDB members who are serving on workforce-related task forces, working groups and other interagency groups.
1.0	Expand our use of DDS virtual consultative exams in the State of MN to provide more efficient and safe determinations to all citizens of MN, but particularly those in rural communities.
1.0	Increase by 15% the number of employer services.
1.0	Help self-employed Business Enterprise Program operators to compete by increasing the number of vending machines with card readers by 10%.
1.0	Recover from pandemic response mode and return to meeting and exceeding all federal performance standards, and improve access by reducing average phone wait times for both applicants and employers to five minutes.
1.0	Reach 500 employers through online business modules focused on hiring and retention of people with disabilities by July 2021.

**CULTURE: Build a positive internal culture that makes DEED an extraordinary place to work.**

0.7	<b>OVERALL SCORE</b>
0.4	Partner with the operations team at least once per quarter to help build communications plans and tools that improve service delivery and systems performance.
1.0	Strengthen agency leadership with the legislature by holding regular meetings to collaborate on legislative proposals and concerns with senior leaders.
0.0	Build a system and strategy to better understand why employees leave DEED with a long term goal to reduce DEED's regrettable attrition.
0.8	Make DEED's Net Promoter Score +30
0.8	Develop and execute a new process for the way we welcome and train new employees from the offer letter through their first three months.
0.6	Relaunch Soup Club and lead an Around the World Culture Festival (depending on COVID-19).

**CULTURE: Build a positive internal culture that makes DEED an extraordinary place to work.**

0.2	Engage two other business units once per quarter to do lunch and learns to promote understanding of the Broadband team's work.
0.9	Host Quarterly Lunch & Learn to inform and educate other DEED divisions on BD programs and activities.
0.9	Ensure each staff member completes 40 hours of training and development.
0.5	Increase by 10% the number of hours staff attend trainings or other development opportunities.
0.8	Re-establish and host quarterly DEED Tableau workgroup with Tableau users from across the agency.
0.9	Hold an office-wide conference by October, provide shout-outs, and attend DEI events at least once over the next three months.
1.0	Hold a quarterly meeting with Launch MN's stakeholders at DEED.
0.8	Have 50% more SLT members join MTO staff meetings.
0.4	Enhance AFS' culture of customer service through improved communications program, and launch regular customer satisfaction survey.
0.9	Simplify and update HR forms on the DEN, and reorganize HR information to make it easier for managers, supervisors, and employees to locate.
1.0	Increase partnerships with all key agency business through regular discussions of needs and IT initiatives, and develop shared visibility, road-mapping and solutioning of future IT initiatives.
0.4	Implement early conflict resolution procedures to resolve conflict at lower levels by June 30, 2021.
0.6	Deepen relationships with each other and create trust by having fun together and learning more about each other through a monthly social event.
0.6	Hold 10 "virtual breakrooms" to bring all staff division-wide together to connect on a social basis, with 50 CareerForce employees participating on average.
1.0	Develop and deliver four leadership trainings/reflections for BIPOC employees, in coordination with ODEO and other employee engagement and culture efforts.
0.4	Visit a team meeting with each division/SLT leader to make connections and support the equity efforts of the team.
1.0	Host a virtual lunch meetup every two weeks, organized by ETP leadership team.
1.0	Have 50% of the ETP team participate in DEED Monthly Spotlight presentations.
0.7	Resolve system limitations between DEED and DDS that prevent virtual communication and access to information.
0.8	Grow the involvement of DDS's Health and Wellness Community with the GEM program with monthly involvement.
0.8	"Support circles of conversation on diversity and race with first meetings to occur by December 2020, and report outs quarterly."
0.6	Plan, communicate and execute the initial stages of DDS physical space evaluation.

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1.0	"Host quarterly all-staff meetings that will provide department and agency-wide updates, professional development/training, and allow for staff to have an open forum to ask questions."
0.9	Ensure 100% of the 12 SSB managers and supervisors (including the director) participate in at least two professional development training/courses – one related to improving and enhancing their core supervisory skills, and the second related to diversity and inclusion as it pertains to the hiring and retention of staff.
1.0	Establish and implement standards for remote work and implement best practices for maintaining team cohesion for collaborative work when done remotely. All teams hold one MS Teams meeting per week with space for questions and answers. Create a new space in MS Teams to share relevant, curated conversations.
1.0	Feature six different teams and local initiatives across the state, provide six senior leadership and statewide initiatives, and include Q&A sessions for all 12 sessions through live virtual "All-VRS Connections" by July 2021.