



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



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Diversity in the Workplace Find a CareerForce Location: Newstrom For Staff & Partners | LANGUAGE [Español](#) | [Log Out](#)

CareerForce
Minnesota's Career Resource

For Career Seekers For Employers [Online Tools](#) Search CareerForce

Jobs in Demand During COVID-19

[Home](#) > [Online Tools](#) > Jobs in Demand During COVID-19

ONLINE TOOLS
JOBS IN DEMAND DURING COVID-19

Top 30 Jobs in Demand

Many employers are hiring right now during the COVID-19 pandemic—and they want to connect with people looking for work right away.

Below you can see the top 50 jobs in demand now in Minnesota. Jobs are listed in order of demand with jobs in top demand at the top of the list below.


Each job includes:

- A description with a link to occupation details including a short video and more information.
- General wage data for each occupation in Minnesota.
- Job searches to get you started finding open jobs.

We also have a regularly updated [accessible PDF](#) [detailing the top 50 jobs in demand in Minnesota](#) with summary information for each job. This list was last updated on August 4, 2020.

Need Help

Need help developing your job search strategy, updating your resume or preparing for interviews? Contact a [CareerForce specialist at a CareerForce location near you](#) for assistance over the phone or online. Check out our other [Online Tools](#) and [Virtual and In-person Services](#).



1. Registered Nurses

Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required.

Learn More

Watch a short video and get more information on wages, daily work activities, education requirements, and more on our [Registered Nurses occupation details](#).

In Minnesota, people in this occupation tend to earn between \$32.66 to \$45.62 per hour.

Find Jobs

Job searches provide 500 results. You may want to narrow your job search based on your location to find more job openings near you.

<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

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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



A screenshot of the CareerForce website. The page title is "Meet Your Regional Team". Below the title is a navigation breadcrumb: "Home > For Employers > Even More Resources > Meet Your Regional Team". There are social media icons for "Like [2]" and "Add to". The main content area features a photo of three people in a meeting. The text reads: "Experienced specialists for any employment need". Below this is a paragraph: "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 customized resources and data or guide you toward greater talent attraction, development and retention success. We have experts to help you with:". A bulleted list follows: "■ Workforce and Employment Resources", "■ Business Development and Labor Market Information", "■ Layoff Assistance", and "■ Other help and resources".

Questions?

Thank You!

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