



EMPLOYMENT AND
ECONOMIC DEVELOPMENT

MinnesotaWorks.net Replacement Project

Update for 1/24/24 Relaunch Meeting

Presented by,

Paula Bergerson & Ryan Wold



Meeting logistics

- **Please remain on Mute during the meeting** to help reduce background noise for everyone.
- **Feel free to enter questions in the chat at any time**, and they will either be answered in the chat or addressed during Q&A at the end of the meeting.
- **During Q&A, you are welcome to use the “Raise Hand” option** if you would prefer to unmute yourself to ask your question.

Introduction

Evan Rowe

Deputy Commissioner, Workforce Services and Transformation

Agenda

- **Project Background**
- **Project Team**
- **Project Strategy**
 - Overview
 - Technical Strategy
 - Timeline
 - Budget
- **How you can stay involved**

Mission: Help Minnesotans find jobs

Goal: Replace MinnesotaWorks.net

- Create one easy-to-use website that can help Minnesota job seekers find jobs
- Help Minnesotans find the resources that can help them overcome barriers to employment
- Fulfill regulatory requirements for providing a labor exchange

Labor exchange basics

- Every state is required by federal law to provide a labor exchange
- MinnesotaWorks.net is MN's current labor exchange. It serves many purposes:
 - A job search website
 - A scheduling website for events and appointments
 - Service and activity tracking
 - Primary data source for federally mandated Wagner-Peyser reporting



Project Background

“Wisdom is equal to experience times sensitivity.”

- Yuval Noah Harari

Replacing MinnesotaWorks.net

- 2019-2022, DEED kicked off a project to replace MinnesotaWorks.net with a vendor hosted and managed solution
- March 2023, DEED chose not to renew or amend the contract with that vendor
- We changed our approach and strategy using lessons learned such as having the requirements guide the strategy, having clear lines of accountability, and avoiding an all or nothing strategy



DEED long-term goals

- Provide an excellent user experience
- Provide an integrated customer experience
 - Fewer accounts and websites for job seekers to navigate
- Transform the digital workforce development system to meet the needs of job-seekers and employers



Our north star: Job seekers first

Guiding Values

- Commit to a great customer experience
- Prioritize the needs of job seekers
- Build for sustainability
- Improve the customer experience as we're working on the project
- Listen to **you** and other stakeholders and continuously improve the site



Project Team

“Alone we can do so little; together we can do so much.”

- Helen Keller

Steering committee



Evan Rowe
Executive Sponsor

Deputy
Commissioner,
Workforce Services
and Transformation



Jill Roberts

Finance Director,
Employment
Training Programs



Dee Torgerson

Director,
Vocational
Rehabilitation
Services



Jeanna Fortney

Director,
CareerForce



Jim Hegman

Director,
Unemployment
Insurance



Natasha Jerde

Director, State
Services for the
Blind

Non-voting members: Brian Allie, Cathy Russell, Bridget Fitzgerald, Annie Tietema, Reggie Worlds, Alicia Cordes-Mayo

Project team



Ryan Wold

Workforce Development
Product Owner



Paula Bergerson

MNIT-DEED Project
Manager



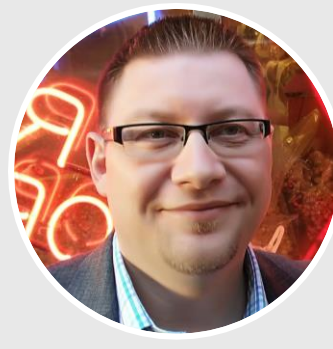
Lena Balk

CareerForce Help
Desk and Employer
Services Manager



Vanessa East

Workforce Development
Product Specialist



Matt Bechel

MNIT-DEED Business
Analyst



Heather Anderson

Workforce
Development
Specialist I/ Help Desk
Lead Worker

Future team members: 2 Business Analysts, 1 Project Manager, and 2 Azure Specialists

Project Strategy

“As for the future, your task is not to foresee it, but to enable it.”

- Antoine de Saint Exupery

Overview: 1 easy-to-use website for job seekers

- One website for job seekers
 - Job search
 - Event & appointment registration
 - Online tools
- MNIT-DEED will own and manage the database
 - This positions us for future integrations and better federal, state, and local reporting
- Employer portal for posting jobs will move to a platform provided by the NLx and DirectEmployers



[Digital Devices Vectors by Vecteezy](#)

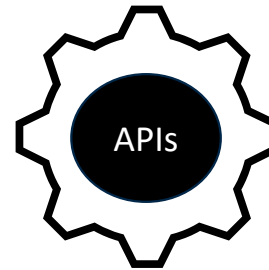
Technical strategy

1. User Interface



We will work with Portland Webworks to update and enhance CareerForceMN.com.

2. Connections



We will design and build Application Program Interfaces (APIs) to connect the user interface to the data. And we will continue to use existing APIs, where we can.

3. Database



MNIT-DEED will configure and manage a cloud-based database and other needed services using Microsoft Azure.

Improved CareerForceMN.com usability

- User experience audit underway with a 3rd party vendor
- Reconfiguring CareerForceMN.com to be “Job search first”
- Simplifying the site
- Enhancing the most important and popular features
- Updating URL to align with Minnesota state government naming and security standards

Job Search

Search results show up to 500 jobs. Narrow your job search based on your location to find more job openings near you.

Search by job title, keyword or company

Location

Radius

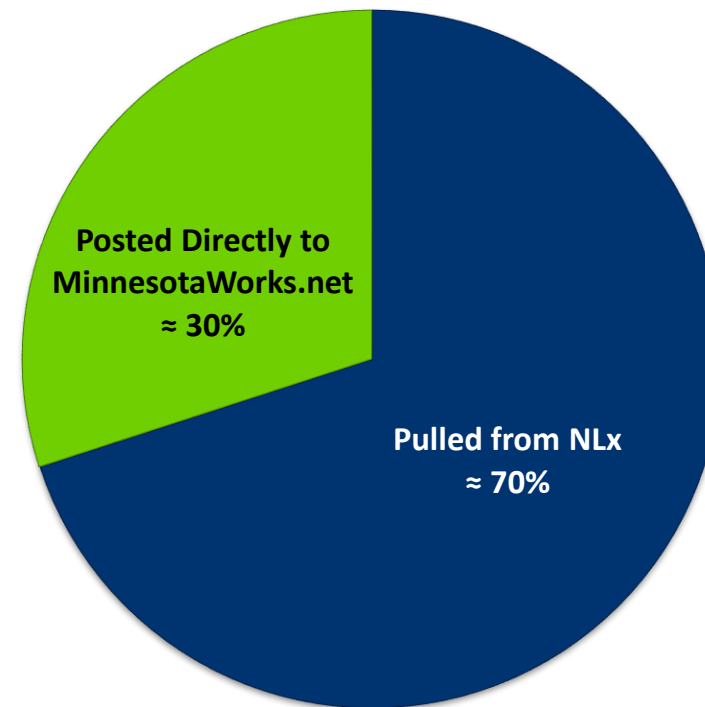
Date Posted

Sort By

Employer portal moving to NLx

- NLx/DirectEmployers will provide Minnesota with an employer portal for posting and managing jobs
- DEED staff will still vet and validate employers
- DEED's affiliation with the National Association of Workforce Agencies makes this a free option
 - We anticipate this will lead to savings on development costs

Where the jobs on MinnesotaWorks.net come from:



MinnesotaWorks.net Replacement Project

Tactical roadmap as of 1/05/24

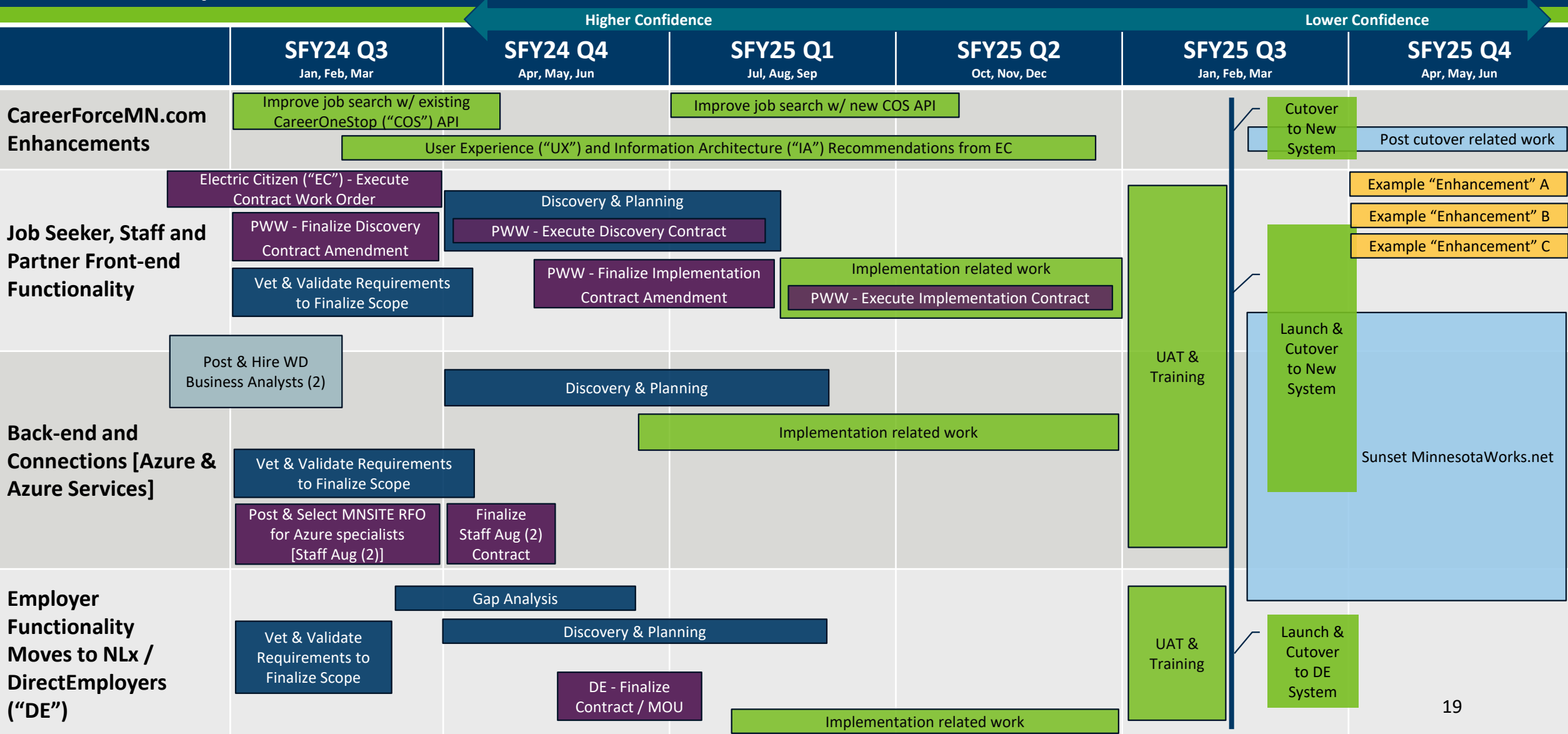
Legend

- STAFFING
- PLAN
- DO
- CLOSE / RUN
- ENHANCEMENT (Post Launch)
- CONTRACT / AGREEMENT

Feature has moved to earlier delivery ←

Feature has moved to later delivery →

! Feature is at risk



Timeline summary

- Starting now – Noticeable improvements to CareerForceMN.com on a regular basis
- February 2025 – Cutover from MinnesotaWorks.net to new site
- Future – Continue to make improvements on new site



Project funding

- These projects are being funded by a combination of:
 - Legislative funding secured during the 2023 session
 - Internal DEED and MJSP funding
- No funding is needed from LWDA system partners for these projects
- Our new system design is meant to help keep future costs sustainable

- This is a high priority project with executive sponsorship and unprecedented financial support.
- The team is committed to giving Minnesota job seekers an incredible customer experience.
- Based on what we know now, we are aiming to complete the replacement of MinnesotaWorks.net by February 2025.
- We will be making substantial improvements to the user experience of CareerForceMN.com as we go.



The conditions are right for us to succeed.

How You Can Stay Involved

“If we do not know who the customer is, we do not know what quality is.”

– Eric Reis

How you can stay involved

- **Monthly updates** – Fill out the link in the chat to be added to the mailing list for monthly updates.
- **Project webpage** – view this webpage to view meeting recording and other info:
<https://mn.gov/deed/programs-services/mnw-replacement/>
- **Email** – Ryan.Wold@State.mn.us if you have any questions



Next update meeting

Join us for our next update on:

Wednesday, February 28th

11:00am – 12:00pm

Via Teams

Calendar invites will be sent out later today!



Questions?