

2020-21

# DEED's Objectives and Key Results

**DEED's Mission: To empower the growth of the Minnesota economy, for everyone.**

The Department of Employment & Economic Development (DEED) uses a results-based system for goal setting called Objectives and Key Results. Objectives set the vision, and key results are how we measure quarterly progress. As an agency, we've set three objectives that are important for all of our program areas in 2020-21, based on the priorities of Governor Walz and Lt. Governor Flanagan. Each program will measure progress using the key results listed in this document. In both big and small ways, this helps us work together as an agency toward the same vision.

## DEED's 2020-2021 Objectives:

- 1. EQUITY:** Radically increase DEED's economic impact for individuals and businesses that face systematic barriers to growth.
- 2. ECONOMIC REVITALIZATION:** Galvanize an economic recovery that advances Minnesota's labor market, businesses, and communities for the next Minnesota economy.
- 3. CULTURE:** Build a positive internal culture that makes DEED an extraordinary place to work.

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

### KEY RESULTS

- Develop and support DEED's leaders in using an equity framework to assist their decision-making and program implementation.

TEAM	ECONOMIC DEVELOPMENT
Broadband Development	Publish broadband maps using tribal boundaries the tribes support and approve of, and complete assessment of broadband for each tribe.
Business Development	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.
Business Finance	Increase by 10% the number of Indian Business or Emerging Entrepreneur Loan Program loans approved among BIPOC-owned businesses.
Community Finance	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.
Economic Analysis	Complete at least 10 projects that incorporate race and ethnicity data in analysis.
Labor Market Information	Integrate career and LMI resources into correctional facilities through trainings, complete four soft skills/employability videos and add a section for entry-level content on CareerOneStop.
Launch Minnesota	Ensure at least 50% of innovation grants in 2020-2021 go to startup founders representing targeted populations (women, BIPOC, Greater MN, and veterans).
Minnesota Trade Office	Increase by 10% export training to BIPOC communities.

**1. EQUITY: Radically increase DEED’s economic impact for individuals and businesses that face systematic barriers to growth. (Continued from p.1.)**

TEAM	OPERATIONS
Administrative and Financial Services	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.
General Counsel	Review and update DEED’s policy-setting procedure (PPM 104) to enable quick decision-making and administrative excellence.
Human Resources	Develop and deliver training to DEED managers and supervisors on the hiring process, including C700 program, mitigating biases, developing interview questions and conducting interviews.
MNIT	Partner with DEED in creating and beginning implementation of a Human Centered Design (HCD) strategy to deliver impactful services for job seekers and employers in Minnesota.
Office of Diversity and Equal Opportunity	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.
Performance and Technical Management	Launch the Workforce One Connect mobile application that will help customers continue to fully receive essential services by end of April 2021.
TEAM	WORKFORCE DEVELOPMENT
CareerForce	Increase by 8% the percentage of CareerForce program participants from underrepresented populations who access services.
CareerForce	Increase by 50% the percentage of CareerForce employees hired who are bilingual in the languages spoken by our customers.
Economic Opportunity	Develop a public engagement strategy and proposal for modernizing the Workforce Development Fund.
Employment and Training Programs	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.
Governor’s Workforce Development Board	Create and operationalize three equity-related or adjacent task forces by Q3, with a report and recommendation from each by Q4.
Immigrant and Refugee Affairs	Identify 3-5 key barriers facing Minnesota’s immigrants and refugees and propose solutions by Q2 2021.
Immigrant and Refugee Affairs	Create an inter-agency immigrant and refugee working group by Q2 2021.
Immigrant and Refugee Affairs	Develop a proposal for the creation of an Office of New Americans by Q4 2021.
TEAM	WORKFORCE SERVICES
Disability Determination Services	Transition from legacy case processing system to new electronic system by end of 2021 federal fiscal year.
State Services for the Blind	Increase by 10% the number of competitive integrated employment outcomes for individuals who are blind, visually impaired or DeafBlind.
Unemployment Insurance	Implement updated presentation layer framework for UI system to allow better accessibility for applicants and employers.
Vocational Rehabilitation Services	Provide work experiences to 100 students with disabilities who attend Minneapolis Public Schools by July 2021.

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

### KEY RESULTS

- Land Minnesota in the “Top 5” of either the Milken Institute State Technology and Science Index, the National Science Foundation Science and Engineering State Profiles, and/or Wallet Hub’s list for best ecosystems for innovation.
- Increase by 25% the number of innovative businesses, organizations and entrepreneurs we reach with our programs.

TEAM	ECONOMIC DEVELOPMENT
Broadband Development	Complete inventory of currently available programs and resources (digital equity toolkit), and build map of free public access Wi-Fi locations.
Business Development	Support business expansion, retention and attraction throughout Minnesota by increasing outreach and engagement with employers by 10%.
Business Finance	Increase approved transactions in Military Loan Program, Angel Tax Credit and Emerging Entrepreneur Loan Program by 10%.
Community Finance	Increase by 10% the number of acres cleaned or redeveloped to drive economic growth across the state.
Economic Analysis	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 Launch MN subscribers from 19 to 25, and responding to at least 25 related library requests that deal with economic recovery.
Labor Market Information	Provide analysis using Statewide Longitudinal Education Data System (SLEDS) on Minnesota State Colleges and Universities Equity 2030 plans to help with workforce planning, and participate in occupational supply and demand and future of work research in collaboration with the Center for Rural Policy and Development and the Bureau of Labor Statistics.
Launch Minnesota	Help communities in building their support services for business startups by convening entrepreneurial support organizations monthly and serving at least 500 entrepreneurs per year.
Minnesota Trade Office	Spend the totality of State Trade and Export Promotion (STEP) grant funds by fiscal year-end and ensure that our results meet an increase of the company’s sales by 10%.
TEAM	OPERATIONS
Administrative and Financial Services	Digitize DEED’s receipt/payment process to make it easier for DEED’s vendors to promptly receive payment and put the money to work.
General Counsel	Review and update DEED’s data practices procedures and policy (PPM 601) to support prompt access to data and reduced administrative time.
Human Resources	Establish an HR service level agreement (SLA) with timelines for job audits, applicant resume review, investigations, etc. Include discussions of reasonable timeframes.
MNIT	Partner with UI team to implement updated presentation layer framework for UI system to allow better accessibility for applicants and employers.
Office of Diversity and Equal Opportunity	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.
Performance and Technical Management	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.

## 2. ECONOMIC REVITALIZATION: Galvanize an economic recovery that advances Minnesota’s labor market, businesses, and communities for the next Minnesota economy. *(Continued from p. 3.)*

TEAM	WORKFORCE DEVELOPMENT
CareerForce	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.
CareerForce	Include equity guidance from DEED in local and regional plans, with local and regional workforce development area plans including these equity strategies completed and approved by June 30, 2021.
Economic Opportunity	Engage DEED’s leadership in 24 events throughout the year that bring the voices and experiences of underserved communities directly to agency leaders.
Economic Opportunity	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.
Employment and Training Programs	Implement a Layoff Aversion Program by the end of Q3 FY21.
Employment and Training Programs	Expand access to the Converting Layoffs into Minnesota Businesses (CLIMB) Program by increasing the enrollment of BIPOC participants by 30%.
Employment and Training Programs	Increase by 25% on-the-job training/work experience opportunities for BIPOC participants in high-growth industries.
Governor’s Workforce Development Board	Increase by 25% the number of unique GWDB members who are serving on workforce-related task forces, working groups and other interagency groups.
TEAM	WORKFORCE SERVICES
Disability Determination Services	Expand our use of DDS virtual consultative exams in the state of MN to provide more efficient and safe determinations to all Minnesotans, but particularly those in rural communities.
State Services for the Blind	Increase by 15% the number of employer services.
State Services for the Blind	Help self-employed Business Enterprise Program operators to compete by increasing by 10% the number of vending machines with card readers.
Unemployment Insurance	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.
Vocational Rehabilitation Services	Ensure 100 BIPOC students with disabilities who attend schools in the Minneapolis area 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.

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

#### KEY RESULTS

- Build a system to understand and drastically reduce regrettable attrition from the agency.
- Significantly strengthen DEED’s “net promoter score” to build our reputation as a great place to work.
- Develop and execute a new process for the way we welcome and train new employees from the offer letter through their first three months.

TEAM	ECONOMIC DEVELOPMENT
Broadband Development	Engage two other business units once per quarter in lunch and learns to promote understanding of the Broadband team’s work.
Business Development	Host quarterly lunch and learns to inform and educate other DEED divisions on BD programs and activities.
Business Finance	Ensure each staff member completes 40 hours of training and development.
Community Finance	Increase by 10% the number of hours staff attend trainings or other development opportunities.
Economic Analysis	Re-establish and host quarterly DEED Tableau workgroup with Tableau users from across the agency.
Labor Market Information	Hold an office-wide conference by October, provide shout-outs, and attend DEI events at least once over the next three months.
Launch Minnesota	Hold a quarterly meeting with Launch MN’s stakeholders at DEED.
Minnesota Trade Office	Have 50% more SLT members join MTO staff meetings.
TEAM	OPERATIONS
Administrative and Financial Services	Enhance AFS’ culture of customer service through an improved communications program, and launch a regular customer satisfaction survey.
General Counsel	Relaunch Soup Club and lead an Around the World Culture Festival (depending on COVID-19).
Human Resources	Simplify and update HR forms on the DEN, and reorganize HR information to make it easier for managers, supervisors and employees to locate.
MNIT	Increase partnerships with all key agency units through regular discussions of needs and IT initiatives, and develop shared visibility, road-mapping and solutions for future IT initiatives.
Office of Diversity and Equal Opportunity	Implement early conflict-resolution procedures to resolve conflict at lower levels by March 31, 2021.
Performance and Technical Management	Deepen relationships with each other and create trust by having fun together and learning more about each other through a monthly social event.
TEAM	WORKFORCE DEVELOPMENT
CareerForce	Hold 10 “virtual breakrooms” to bring all staff, division-wide, together to connect on a social basis, with 50 CareerForce employees participating on average.
Economic Opportunity	Develop and deliver four leadership trainings/reflections for BIPOC employees, in coordination with ODEO and other employee engagement and culture efforts.
Economic Opportunity	Visit a team meeting with each division/SLT leader to make connections and support the equity efforts of the team.
Employment and Training Programs	Host a virtual lunch meetup every two weeks, organized by ETP leadership team.
Employment and Training Programs	Have 50% of the ETP team participate in DEED Monthly Spotlight presentations.
Governor’s Workforce Development Board	Increase the number of board members who are from BIPOC communities by 10% through the board member appointment process.

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

(Continued from p. 5.)

TEAM	WORKFORCE SERVICES
Disability Determination Services	Resolve system limitations between DEED and DDS that prevent virtual communication and access to information.
Disability Determination Services	Grow the involvement of DDS’s health and wellness committee with the Going the Extra Mile (GEM) program on a monthly basis.
Disability Determination Services	Support circles of conversation on diversity and race with first meetings to occur by December 2020, and report outs quarterly.
Disability Determination Services	Plan, communicate and execute the initial stages of DDS physical space evaluation.
State Services for the Blind	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.
State Services for the Blind	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.
Unemployment Insurance	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.
Vocational Rehabilitation Services	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.