



2023-2024

# 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 Goals

Our four-year goals, leading us to 2027, are rooted in the mission and values of our agency.

1. **Equity in our economy** – making transformative change to eliminate inequality in our economy.
2. **Workforce and talent attraction** – growing our workforce and creating opportunity for every jobseeker.
3. **Economic dynamism** – creating a dynamic environment for business growth, from start-ups to expansions.

## 2023-2024 Objectives and Key Results

Each year, we choose OKRs that cross-divisional teams work together to achieve.

### 1. Objective: Empower Minnesota to create an economy rooted in equity - across every race, identity and ability.

#### KEY RESULTS:

- For direct-to-business programs, implement a standardized demographic questionnaire for economic development programs and align with demographic data collection for workforce development programs.
- For RFP partner programs, require RFP grant partners to identify the target groups they serve by assessing who their end-users are (following the OBF demographic categories to the extent possible) in order to convey the reach and impact DEED has on equity.
- Establish a quarterly engagement plan for the new Office of Public Engagement Director and Communications to meet with senior leadership about proactive outreach planning (program milestones, desired external footprint, tailored messaging, planning and execution).
- Enhance DEED employee awareness of language access responsibilities, resources and requirements to translate and interpret information for customers.
- By July 2024, achieve and sustain a workforce that at least matches the representation of Minnesota's diverse communities, specifically regarding race and ethnicity.

## **2. Objective: Drive growth that puts Minnesota at the forefront of innovation in technology, high-tech manufacturing, and health & wellness.**

### **KEY RESULTS:**

- Increase the business development pipeline (creating, fostering and retaining opportunities) in target sectors by 15%.
- Establish at least seven new partnerships and collaborations between businesses, higher-ed institutions and other partners focused on target sectors.
- Feature at least 25 businesses within target sectors in DEED events, press conferences, media opportunities, and promotional campaigns.
- Increase participation (attendance, sponsorship, exhibitor) by 20% in the most important and relevant outreach channels (trade shows, events and meetings).

## **3. Objective: Meet the moment for Minnesota's historic workforce shortages, with collaborative efforts towards high-wage jobs with strong growth potential.**

### **KEY RESULTS:**

- DEED Workforce programs will increase by 5% the number of participants they serve who come from Quartile 1 and 2 of the Social Vulnerability Index (SVI), which includes the most vulnerable populations and areas of the state.
- 80% of Job Creation Fund/Minnesota Innovation Fund recipients hire at least 20% of participants from programs administered by Workforce Development and Workforce Services.
- Improve and provide training to DEED staff, grantees and Local Workforce Development Area partners on how to assist job seekers in learning more about and entering into Occupations in Demand and the Drive for Five sectors.
- Through the workforce digital transformation project, implement system integration and technology recommendations that support DEED in creating a better customer experience for individuals and employers.