We’re Becoming CareerForce

The only unified system driving prosperous outcomes for career seekers, employers, system partners and Minnesota.

Working together as a supportive, holistic system will deliver tremendous impact:

■ Change lives
■ Engage or empower or support employers
■ Strengthen communities
■ Drive economic prosperity for Minnesota

CareerForce will help everyone in Minnesota thrive.

We’re transforming the way we work together now.

For more information on CareerForce, contact Jeanna Fortney at Careerforce@state.mn.us
Why is culture so important?

- Our culture is our brand
- Our brand is our reputation
- Our reputation is our commitment to prosperity
- We all need to be on the same page
- Beyond advertising, customers interact with the culture
- Our actions are a reflection of the brand.

To support our brand paradigm shift to make the workforce system a resource you want to access vs. one you have to access, we’ve created four Culture Taskforces:

1. **Enhance Service Delivery Taskforce** –
   This group will provide recommendations around:
   a. Creation of a Universal Intake form
   b. Standardizing CareerForce location workshops
   c. Developing seamless customer handoffs among programs and partners

2. **Customer Experience Taskforce** –
   This group will provide recommendations around:
   a. Designing a welcoming protocol for all locations
   b. Exploring customer-friendly technology (mobile charging stations, ipads, kiosks, etc)
   c. Providing coffee and food to create a more welcoming environment
   d. Renaming and reimaging the Resource Room to something more welcoming

3. **Streamline Business Services Taskforce** –
   This group will provide recommendations around:
   a. Developing protocol to ensure baseline business services are provided at all locations
   b. Redesigning career fairs to a more engaging and interactive model that meets employer needs

4. **Pro-actively Communicate Taskforce** –
   This group will provide recommendations around:
   a. Sharing and celebrating success stories
   b. Newsletters for the CareerForce community
   c. Utilizing social media to share information, announce events, engage customers
   d. Events to engage with the community, partners and customers
   e. Utilizing local media
   f. Creating local and regional communications plans