



**EMPLOYMENT AND  
ECONOMIC DEVELOPMENT**

# Workforce Strategy

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# How we collaborate on business attraction, retention, and expansion efforts

**Business Development** identifies, pursues and develops business location and expansion opportunities



**Business Development** matches these projects with the resources available in the State to help them locate/expand here



**Workforce strategy** helps these projects connect with the tools available across the State's workforce system to help recruit, retain and develop talent



**MJSP** assists with grants to support new and incumbent workers with the training and development needs of business location/expansion projects



# Who & How We Serve

- Employers expanding or relocating to Minnesota
- Economic Development Projects in Manufacturing, Healthcare, Construction Trades, Agriculture, Tech, Transportation, emerging sectors: Semi-Conductor, Bio-Business, Clean Energy
- Strengthening Communities, regions, workforce and education partners' outreach

## PROJECTS:

Governor's Workforce Development Board (GWDB), Workforce Wednesday, Business Led Sector Partnerships, DiMi, MIWI, Welcoming Communities, Manufacturing Month & Tour of Manufacturing, Construct Tomorrow, SCRUBS Camp and other career exploration events



**MINNESOTA WORKFORCE STRATEGY CONSULTANTS**

**MISSION**  
Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.

**THE VALUE WE BRING**

- Provide tools and resources to support businesses in developing strategic workforce strategies
- Connect stakeholders to economic development and workforce development resources
- Focus on workforce diversity, equity, and inclusion initiatives
- Enhance Minnesota's economic prosperity through workforce and economic development partnerships
- Work in partnership with our stakeholders to provide workforce training development solutions to meet your talent needs

**WORKFORCE STRATEGY CONSULTANTS**

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**mn** EMPLOYMENT AND ECONOMIC DEVELOPMENT  
NOVEMBER 2023

**MINNESOTA**  
star of the north™

# Your Local DEED & CareerForce Team

- **BUSINESS DEVELOPMENT**

**West Central: David Heyer**

[david.j.heyer@state.mn.us](mailto:david.j.heyer@state.mn.us)

- **WORKFORCE STRATEGY CONSULTANT**

**Central & Southwest: Della Ludwig**

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- **REGIONAL LABOR MARKET INFORMATION**

**Central & Southwest: Luke Greiner**

[luke.greiner@state.mn.us](mailto:luke.greiner@state.mn.us)

- **MN JOB SKILLS PARTNERSHIP (MJSP) TRAINING**

**EDR 7W & 7E: Danielle Kressin:**

[danielle.kressin@state.mn.us](mailto:danielle.kressin@state.mn.us)



<https://careerforce.mn.gov/region/central-region>

- **JOB SERVICES**

**Melissa Ball-Warriner**

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- **EMPLOYER ENGAGEMENT**

**Adrienne Amell:** [adrienne.amell@state.mn.us](mailto:adrienne.amell@state.mn.us)

- **VETERANS EMPLOYMENT**

**Mark Mann:** [mark.mann@state.mn.us](mailto:mark.mann@state.mn.us)

- **VOCATIONAL REHABILITATION**

**Marci Jasper:** [marci.jasper@state.mn.us](mailto:marci.jasper@state.mn.us)

- **STATE SERVICES OF THE BLIND**

**Lindsey Hanson:** [lindsey.hanson@state.mn.us](mailto:lindsey.hanson@state.mn.us)

- **RAPID RESPONSE/TAA**

**Marla Beaty:** [marla.beaty@state.mn.us](mailto:marla.beaty@state.mn.us)

## **CAREERFORCE/MAWB PARTNERS**

- **CENTRAL MN JOBS & TRAINING SERVICES**

**Dina Wuornos:** [dwuornos@cmjts.org](mailto:dwuornos@cmjts.org)

**Tim Zipoy:** [Tzipoy@cmjts.org](mailto:Tzipoy@cmjts.org)

- **CAREER SOLUTIONS**

**Tammy Stark:** [tammy.stark@csjobs.org](mailto:tammy.stark@csjobs.org)

**Angie Dahle:** [angie.dahle@csjobs.org](mailto:angie.dahle@csjobs.org)

[JoinUsMN.com](http://JoinUsMN.com)

# Region 7W (Stearns, Benton, Sherburne, Wright) Labor Information

Table 6. Employment Characteristics, 2022						Percent of Total Labor Force	
	Region 7W			Minnesota		Region 7W	Minnesota
	In Labor Force	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate		
<b>Total Labor Force</b>	<b>246,312</b>	<b>72.1%</b>	<b>3.3%</b>	<b>68.7%</b>	<b>4.0%</b>		
16 to 19 years	16,144	60.2%	6.8%	53.0%	9.8%	6.6%	5.1%
20 to 24 years	27,846	85.2%	5.6%	83.1%	6.7%	11.3%	9.7%
25 to 44 years	101,339	89.3%	3.0%	88.8%	3.5%	41.1%	42.8%
45 to 54 years	49,034	90.5%	2.5%	87.8%	2.9%	19.9%	19.0%
55 to 64 years	41,029	75.5%	2.6%	72.8%	3.1%	16.7%	17.6%
65 to 74 years	9,341	26.2%	2.4%	27.6%	3.3%	3.8%	4.9%
75 years & over	1,499	6.1%	0.6%	6.6%	3.2%	0.6%	0.8%

Population of 455,933

4% population increase since 2020

- 3% Unemployment (2.8% state)

COL average in MN

\$21.23/hour (2 adults, 1child) (\$21.58/state)

\$16.74/hour (single) (\$16.68/state)

<https://mn.gov/deed/data/regional-lmi/>

- Education:

- 94.7% high school diploma (93% state)

- 43% Associates Degree or higher

- 2021 Labor Force Information:

- \$87,850 Median Household Income (\$87,556 state)

- 87.9% Labor Force is White

- 88.1% Have their own transportation

- 54.1% Live and Work in 7W

- 67.8% Travel 20 minutes or more to work

JoinUsMN.com



# Workforce Planning



## Workforce

- Occupations in demand
- Access to education & training
- Family sustaining wages

## Employers

- Coalition model
- Talent focused
- Committed to DEIA

## Education

- Targeted student outreach
- Industry recognized credentials
- Employer aligned curriculum

# Who the WSCs are and what we do

## MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.



# Sample of Recruiting Recommendations

## I: Recruiting/Brand Awareness

- Develop Strong Relationship with Community Partners
  - CareerForce in St Cloud
    - Job Services
      - Kelly Gerads, Workforce Development Specialist: [kelly.gerads@state.mn.us](mailto:kelly.gerads@state.mn.us)
      - Adrienne Amall, Employer Engagement Specialist (EES): [adrienne.amell@state.mn.us](mailto:adrienne.amell@state.mn.us)
    - Veteran Services
      - Mark Mann, Local Veterans' Employment Rep (LVER): [mark.mann@state.mn.us](mailto:mark.mann@state.mn.us)
    - Vocational Rehabilitation Services
      - Marci Jasper, Business Consultant: [marci.jasper@state.mn.us](mailto:marci.jasper@state.mn.us)
  - Central Minnesota Jobs and Training Services (CMJTS) in Monticello
    - Tim Zipoy, Business Service Coordinator: [tzipoy@cmjts.org](mailto:tzipoy@cmjts.org)
  - Career Solutions in St Cloud
    - Angie Dahle, Business Services Manager: [Angie.Dahle@CSJobs.org](mailto:Angie.Dahle@CSJobs.org)
  - Central Minnesota Manufacturers Association (CMMA)
    - Les Engel, President: [les@engelmet.com](mailto:les@engelmet.com)
  - High Schools, Technical Education, Youth Skills Training, and Adult Basic Education (ABE) Programs
  - Local technical, community and state colleges
- Tell Your Story
  - Social media
  - Minnesotaworks.net and Careerforcemn.mn.gov



# Minnesota Job Skills Partnership Program



## **Automation Training Incentive Program (ATIP)**

Up to \$35,000 to small businesses (under 150 employees) that are implementing new automation for training incumbent workers on the automation technology.



## **Job Training Incentive Program (JTIP)**

Up to \$200,000 to new or expanding businesses in greater MN that are adding at least three new jobs.



## **MN Job Skills Partnership (MJSP) Partnership Program**

Up to \$500,000 to educational institutions that partner with businesses to develop new-job training or retraining for existing employees.



## **Pathways Program**

Up to \$400,000 to educational institutions or nonprofit organizations that partner with businesses to provide training, new jobs and career paths for low-income people



## **Low Income Worker Training Program**

Up to \$200,000 to public, private, or nonprofit entities to help low-income people gain new skills necessary move up the career ladder to higher paying jobs and greater economic self-sufficiency



<https://mn.gov/deed/business/financing-business/training-grant/>

## Other Employer Programs

- [Work Opportunity Tax Credit \(WOTC\)](#) – Federal tax credit available to all businesses as an incentive to hire workers in certain groups.
- [Federal Bonding Program](#) – Fidelity Bonding is a no-cost employee dishonesty insurance that protects employers against employee theft of money or property.
- [Internship Programs](#) – Targeted tax credits and incentives for high-tech firms statewide and other companies in Greater Minnesota
- [Employer Reasonable Accommodation Fund](#) – Small to mid-sized employers can request reimbursement for expenses related to providing reasonable accommodations for job applicants and employees with disabilities



# WORKFORCE WEDNESDAY

Workforce Strategy Consultants share what works with Minnesota employers



## 2026 Workforce Wednesday Schedule

- **January 7:** From Doer to Leader: Practical Support Strategies for Frontline Supervisors
- **February 4:** “Check Your Filters: How Biases Shape Hiring, Feedback, and Leadership”
- **March 4:** Future-Proofing Your Workforce: Skills for 2030 and Beyond
- **April 1:** Navigating Generational Differences in the Workplace
- **May 6:** Neurodiverse Workforce: Accommodations, Job slicing and Superpowers
- **June 3:** Who is MAWB? An Inside Look at Minnesota’s Workforce Development System
- **July 8:** Raising the Bar: How to Assess and Improve Job Quality
- **August 5:** Opportunities for All: Reimagining Workforce Development
- **September 2:** Mentorships, Sponsorships & Succession Planning
- **October 7:** Developing Successful Career Pathways through Youth Skills Training & Youth Apprenticeships
- **November 4:** Minnesota’s Indigenous Workforce
- **December 2:** 2026 Year in Review



Register at: <https://careerforce.mn.gov/WorkforceWednesday>

JoinUsMN.com

# Workforce Strategy Resources & Assistance

**DEED's Regional Teams:** <https://www.careerforcemn.com/meet-your-regional-team>

**Workforce Wednesday:** <https://careerforce.mn.gov/WorkforceWednesday>

**Join Us MN:** <https://joinusmn.com/doing-business-here/index.jsp>

**GovDelivery:** <https://public.govdelivery.com/accounts/MNDEED/subscriber/new>

**CareerForce:** <https://careerforce.mn.gov/>

**State of Minnesota Job Bank:** <https://www.minnesotaworks.net/>

**DEED Information:** <https://mn.gov/deed/>

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