CareerForce Team

- Lorrie Janatopoulos, CareerForce Director
- Mike Lang, Employment Services Director
- Ray Douha, Veterans Employment Program Director
- Liz Jennings, Employer Engagement Specialist
Shifting Landscape
COVID

- COVID-19 has heightened employment disparities for Minnesotans who are Black, Indigenous and People of Color (BIPOC).
- Pivot to virtual services and services by phone.
- Difficulty in reaching people who have been most challenged.
Shifting Landscape
New Initiatives

• Jobs in Demand Campaign
• Outreach
• Virtual Services
• Employer Services
Jobs in Demand Campaign

• Top 30 Jobs in Demand in Minnesota
• Based on MN postings in National Labor Exchange
• Updated monthly
• Wage info, current job postings and each links to page with video and other resources
• Heavily promoted in earned and social media
• Over 67,000 unique pageviews
Jobs in Demand Example

Outreach
Current and Planned

• Outreach to BIPOC Communities
• Bilingual CareerForce staff
• Drive-Thru Career Fair in Duluth
• Bridging the Digital Divide
• Radio advertising for Veteran Services/CareerForce
• Other Veteran Services initiatives
Virtual Services
Career Seekers

- One-to-One Appointments
- Workshops - Resume Writing, MS Excel
- Job Clubs - Interviewing, Over 50
- New Leaf
- Recorded Videos/Workshops
- Somali, Spanish Services

www.careerforcemn.com/virtual-interactive-services-career-seekers
www.careerforcemn.com/events
Virtual Services Employers

- Virtual Career Fairs – statewide & regional focus
- Veterans Virtual Career Fairs
- Partner with Yellow Ribbon Companies (71 companies!)

Results:
- 150+ employers
- Statewide engagement
- CareerForceMN YouTube Content
- Expanding to all CareerForce locations

www.careerforcemn.com/virtual-interactive-services-employers
www.careerforcemn.com/events
Additional Services to Employers

- Diversity, Equity and Inclusion Guide for Employers
- Workforce Strategy Consultant content: Addressing Hidden Bias in the Workplace
- Meet Your Regional Team
- Planned "What’s New" event for Employers in October

www.careerforcemn.com/even-more-resources-0
Questions?
Thank You!

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