



Rural Career Counseling Coordinators

SFY2024 Report
As required by Minn. Stat. § 116L.667 Subd. 3
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Department of Employment and Economic Development
Employment and Training Division
Adult Federal and State Programs
180 E 5th Street Suite 1200
St. Paul, Minnesota 55101

Ann Meyers, Director Adult Career Pathways
651-259-7174
Ann.Meyers@state.mn.us

As requested by Minnesota Statutes, Section 3.197: This report cost approximately \$950.67 to prepare, including staff time, printing and mailing expenses.

Upon request, this material will be made available in an alternative format such as large print, Braille or audio recording. Printed on recycled paper.

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Rural Career Counseling Coordinators

Background

The Rural Career Counseling Coordinator Program (RC3) is charged with improving coordination and communication of workforce development programs and services with administering agencies in the five workforce development regions located outside the metropolitan area. The RC3 professionals have advanced local and regional workforce development program and service delivery knowledge; they apply that expertise with customer outreach and engagement and by making recommendations for continuous improvement or new workforce initiatives.

In the 2023 legislative session, the Minnesota Legislature appropriated \$1,000,000 in State Fiscal Year (SFY) 2024 and \$1,000,000 in SFY 2025 to be allocated to Rural Career Counseling Coordinators in the workforce service areas for purposes specified under [Minn. Stat. § 116L.667](#) to be administered by the Department of Employment and Economic Development (DEED). Five percent of these funds will be used by DEED to administer the grant. These funds are authorized under [Minnesota Laws of 2023, Chapter 53 Article 20, Section 2, Subd.3 \(a\) Appropriations](#).

116L.667 RURAL CAREER COUNSELING COORDINATORS.

Subdivision 1. Requirement. Each workforce development area located outside of the metropolitan area, as defined in section [473.121, subdivision 2](#), except for a service area that serves a single city outside of the metropolitan area, must have a career counseling coordinator who is responsible for improving coordination and communication of workforce development programs and services within the workforce development area, with other workforce development areas and career counseling coordinators, and with administering agencies. A career counseling coordinator may serve as the coordinator for up to two service areas.

Subd. 2. Responsibilities. A career counseling coordinator is responsible for:

- (1) understanding the needs of existing, new, and prospective service area businesses in regard to workforce development programs, resources, and other services;*
- (2) connecting job seekers, secondary and higher education institutions, employers, and other stakeholders and partners;*
- (3) providing services to job seekers including career counseling, training, and work experience opportunities;*
- (4) assessing and compiling information about all workforce development programs and services offered in the assigned workforce development area, including adult basic education programs and programs and services at higher education institutions and kindergarten through grade 12 schools;*
- (5) making recommendations to the commissioner regarding ways to improve career counseling coordination, possible program changes, and new workforce programs or initiatives;*
- (6) sharing best practices and collaborating with other career counseling coordinators to promote and enable state-level coordination among workforce development programs and administering agencies including, but not limited to, the Departments of Employment and Economic Development, Education, and Labor and Industry, and the Office of Higher Education; and*

(7) promoting available workforce development and career counseling programs and resources in the workforce development area.

Summary of Grantee Work Plans and Objectives

Program Structure and Activities

The five workforce development regions in Minnesota outside of the Twin Cities Metro area each host one full-time rural career counseling coordinator. The coordinator is responsible for understanding the workforce development needs of existing, new, and prospective service area businesses. They also serve career seekers and students by providing counseling, training, and work experience opportunities. Finally, the rural career counseling coordinators serve as a source of best practices and collaboration among the workforce development system stakeholders and partners in their respective regions. Below are the workplans and objectives submitted by each workforce development region.

Central Minnesota Jobs & Training WDA-5

Awarded \$190,000; 7/1/2023-6/30/2024

Serving 800 businesses, 1,750 career seekers, and 63 K-12 institutions within LWDA 5 and 17 (comprised of Benton, Chisago, Isanti, Kanabec, Kandiyohi, McLeod, Meeker, Mille Lacs, Pine, Renville, Sherburne, Stearns, and Wright Counties) in partnership with Career Solutions.

30 Job Seekers will enroll with 18 exiting the program to employment.

Northeast Minnesota Office of Job Training WDA-3

Awarded \$190,000; 7/1/2023-6/30/2024

Serving 120 businesses, 2,400 career seekers, and 5,000 K-12 institutions within the counties of Cook, Lake, St. Louis, Carlton, Koochiching, Itasca, and Aitkin located in the northeast region of Minnesota.

Rural Minnesota CEP WDA-2

Awarded \$190,000; 7/1/2023-6/30/2024

Serving 3,400 job seekers, local schools, and businesses, the Career Counselor will provide support to promote available services in the area including the sharing of information in writing and through presentations to area CareerForce Center staff promoting career pathways in the area's in-demand sectors within WDAs 1 and 2, the Northwest Region of Minnesota.

40 Job Seekers will enroll with 33 exiting the program to employment.

Southwest Minnesota Private Industrial Council WDA-6

Awarded \$190,000; 7/1/2023-6/30/2024

Serving over 16,000 students, school districts and business partners with outreach, engagement, and retention strategies to promote available workforce development and career counseling programs and resources within Region 5 in Southwest Minnesota (Big Stone, Chippewa, Cottonwood, Jackson, Lac qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Swift, Yellow Medicine Counties, Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet, Sibley, Waseca and Watonwan Counties).

40 Job Seekers will enroll with 27 exiting the program to employment.

Southeast Minnesota Private Industry Council; Workforce Development Inc. WDA- 8

Awarded \$190,000; 7/1/2023-6/30/2024

Serving 1,330 job seekers, youth, and employers through outreach, engagement, and partnerships with local employers within the counties of Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona counties in the southeast region of Minnesota.

30 Job Seekers will enroll with 25 exiting the program to employment.

Evaluation

Minn. Stat. § [116L.667](#) Subd. 3. requires each workforce council in each of the workforce development areas having a career counseling coordinator to submit an annual report to the commissioner that includes, but is not limited to:

- A narrative of the businesses, job seekers, and other stakeholders served by the career counseling coordinator function
- The number of businesses, job seekers, and other stakeholders served by the career counseling coordinator function
- An accounting of workforce development and career counseling programs and services offered in the assigned workforce development area and,
- Any recommendations for changes to workforce development efforts in the workforce development area.

Data

	SFY 2024
Total businesses served	2,234
Total career/job seekers served	28,059
Total K-12 institutions served	317
Total postsecondary education institutions served	57

Achieving Equity

DEED is working to address disparities and achieve economic equity for all Minnesotans by identifying and breaking down barriers to employment and business opportunities. Data on the populations served are valuable for program development and policy decisions. The Rural Career Counseling Coordinators Program serves all customers, therefore, no data on businesses or jobseekers who represent targeted groups – such as communities of color, individuals with disabilities, Veterans, or women – is available.

Legislative Information

Total Expenditures

	Administrative Charges	Direct Service Charges	Total Charges
Central Minnesota Jobs & Training WDA-5	\$19,000	\$171,000	\$190,000
Northeast Minnesota Office of Job Training WDA-3	\$19,000	\$171,000	\$190,000
Rural Minnesota CEP WDA-2	\$19,000	\$171,000	\$190,000
Southwest Minnesota Private Industrial Council WDA-6	\$19,000	\$171,000	\$190,000
Southeast Minnesota Private Industry Council; Workforce Development Inc. WDA- 8	\$19,000	\$171,000	\$190,000
Total	\$95,000	\$855,000	\$950,000

Historic Allocations

	SFY 2020	SFY 2021	SFY 2022	SFY 2023	SFY 2024
General Fund	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000

	SFY 2020	SFY 2021	SFY 2022	SFY 2023	SFY 2024
Workforce Development Fund	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000