

DEED ANNUAL SCORECARD FY2021

OKR GRADING SCALE



OBJECTIVE #1: Build a positive internal culture that makes DEED a great place to work.

Key Results	
0.8	OVERALL SCORE
0.7	Reduce DEED's regrettable attrition numbers by 25% (5-year average was 32%)
Data Forthcoming	Turn DEED's "Net promoter score" positive (current score is -15)
0.8	Ensure that 100% of employees have clear performance indicators and a performance review every year; and 100% of managers receive a yearly upward feedback survey from their reports

OBJECTIVE #2: Empower the growth of Minnesota's labor market to meet the needs of business, now and in the future.

0.3	OVERALL SCORE
0.0	Increase the number of job seekers using DEED's CareerForce resources by 10%
0.5	Increase the job placement rate for every DEED workforce program to 80%

OBJECTIVE #3: Make Minnesota's innovation ecosystem a national leader.

0.6	OVERALL SCORE
0.4	Land Minnesota in the "Top 5" of either the Milken Institute State Technology and Science Index, the National Science Foundation Science and Engineering State Profiles, and/or Wallet Hub's list for best ecosystems for innovation
1.0	Increase the number of innovative businesses, organizations, and entrepreneurs we reach with our programs by 25%
0.4	Double the number of job seekers we reach with technology training

OBJECTIVE #4: Reduce the disparities faced by populations with barriers to employment.

0.8	OVERALL SCORE
0.6	Increase the average starting wage for people of color who DEED helps place in jobs by \$2/hour
1.0	Create a unique "Equity OKR" for every single program at DEED, focused on reducing disparities based on 1) race, 2) ability level, and/or 3) geography

OBJECTIVE #5: Strengthen the trust and reputation of DEED with the people and partners we serve.

1.0	OVERALL SCORE
n/a	Create an annual DEED customer survey with high level questions about trust and values, which averages a score of 5.5+ on a scale of 1-7
1.0	Produce 10% more positive press hits over last year across print, radio, and television outlets, including the following media: Star Tribune, Pioneer Press, MinnPost, MSP Business Journal, Finance and Commerce, MPR, WCCO Radio, etc.

EQUITY GOALS

73% of equity goals made progress, 27% did not make enough progress