Workforce Development System Metrics Overview

Devin Colvin | Deputy Director, Performance and Technical Management (PTM)

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Presentation Overview

- Federal and State requirements for metrics
- System for collecting data
- Transparent results
- Innovation

DEED Workforce Development Systems, Data, and Measurement

Data

- Program and participant data tracking captured through case management via staff (participant level), additional staff entered data on basic career services, and customer entered data (reportable individuals).

Measurement

- Grounded in federal (WIOA) and State (116l.98) requirements, aligned to state goals.
- Helps to understand what is happening (what works, what isn't working, achieving better results for customers).

Systems

- Workforce One (WF1), MinnesotaWorks.net (MNW), CareerForce.MN.gov (CFMN.gov)

Federal and State Requirements – Similar But Different

Federal WIOA Programs – Required Data

- **Employment Rate** – 2nd Quarter After Exit
- **Employment Rate** – 4th Quarter After Exit
- **Median Earnings** – 2nd Quarter After Exit
- **Credential Attainment – one year after exit**
- **Measurable Skill Gains (MSG)**
  Tracks progress toward credential or employment
- **Effectiveness in serving employers** the percentage of participants employed in the 2nd quarter after exit who have the same employer in the 4^{th} quarter after exit.

State Adult Programs – Required Data

- **Placement Rate –** 1st Quarter After Exit
- **Retention Rate –** 3rd and 8th Quarters After Exit
- **Median Earnings –** 1st, 3rd, and 8th Quarter after Exit
- **Training Completion**
- **Credential Attainment** – After Exit
- **Wage change (based on previous employment status)** – 1st, 3rd, and 8th Quarter after exit.
- **Number served**

Equity Metrics

Federal Programs

- DEED conducts an anti-discrimination analysis as required by law for Title I programs. The analysis examines participant outcomes by Local Workforce Development Area (LWDA), race, gender, and disability.
  - Analysis includes a two-part test for adverse impact
    - Statistically significant
    - Practically significant
- DEED has also done a gap analysis for Title III (basic career services) that is similar analysis to what is done for Title I programs.

State Programs

- All analysis required by 116L.98 is disaggregated by race, ethnicity, gender, race and gender, region of residence, and many other demographic groups.
- Many state-funded programs are geared specifically towards serving people left out of the traditional workforce system
  - Southeast Asian Economic Disparities Relief Grant
  - Women's Economic Security Act (WESA)
  - Transformative Career Pathways Grant
  - Pathways to Prosperity

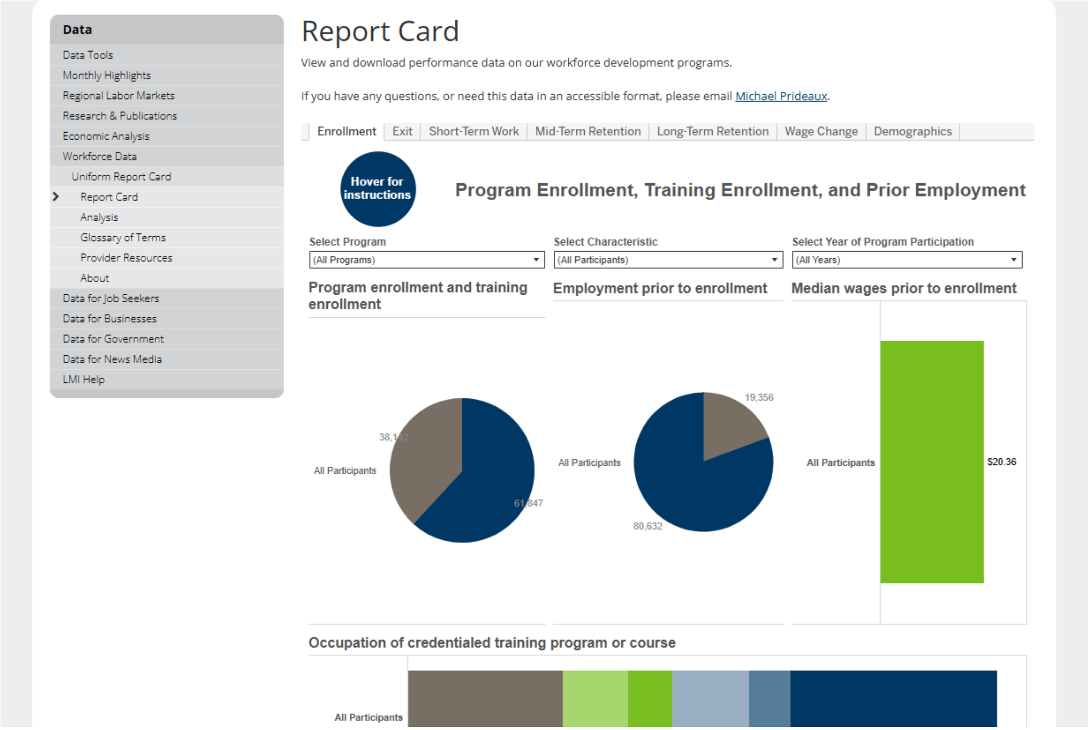
Federally Negotiated Performance

Process:

- Department of Labor (DOL) constructs a statistical adjustment model (SAM) that predicts performance on the outcomes previously listed for WIOA programs.
- DEED staff from Title I and III meet with DOL.
    - Title II and IV currently negotiate performance with the Department of Education (DOE).
- DOL uses the SAM as well as DEED's previous performance to propose goals for the following two program years.
- Once negotiations with DOL are complete, DEED begins work on the negotiations process with the local partners using a similar process as DOL for Title I programs (a required local area SAM is used as well).

Public and Transparent Results

DEED Report Card for every Adult state program funded



[Uniform Report Card / Minnesota Department of Employment and Economic Development]()

DEED Annual Program Summaries

[Annual Program Summaries / Minnesota Department of Employment and Economic Development]()

Determining Success vs. Failure

How do we look at success?

- DEED consistently achieves Federal performance goals
    - For example, in PY23 & PY24 DEED met or exceeded all negotiated targets.
    - How could we fail a goal?
        - Failure occurs for individual indicators when a score falls below 50% of the adjusted level of performance.
        - Alternatively, failure occurs for the overall state program when an overall state program score falls below 90%.

Example: WIOA Dislocated Worker Funding & Performance

WIOA Based Performance Indicators	SFY 2022	SFY 2023	SFY 2024	SFY 2025
Number served	2,033	1,595	1,280	1,320
2nd Quarter employment rate	82.0%	81.0%	80.8%	81.3%
4th Quarter Employment rate	83.9%	81.2%	79.2%	78.3%
Median Earnings (2nd Quarter)	$14,183	$12,646	$13,186	$14,471
Credential rate	81.8%	80.8%	78.0%	84.7%
Measurable Skill Gains (baseline measure)	81.6%	77.1%	79.8%	79.1%

Achieving Equity

	SFY 2022	SFY 2023	SFY 2024	SFY 2025
Communities of Color	25.7%	24.1%	22.9%	21.6%
Individuals with Disabilities	8.3%	10.9%	12.7%	11.5%
Veterans	4.0%	3.7%	3.8%	4.2%
Women	50.3%	51.5%	53.7%	54.2%

Funding Level by Fiscal Year

Fiscal Year	Federal Funding
SFY2022	$10.3M
SFY2023	$9.4M
SFY2024	$8.6M
SFY2025	$8.5M
SFY2026	$7.7M

DEED Surveys & Methods

- **DEED ongoing survey efforts**
  - CareerForce Services Survey
  - State Services for the Blind (SSB) Customer Satisfaction Survey
  - Vocational Rehabilitation Services (VRS) Baseline Customer Experience Survey
  - Surveys on user experience (internal and external customers) with our tools
- **Survey methods**
  - Conduct surveys via online tool, using email/SMS to invite responses.
  - Targeted survey appeals to help manage survey fatigue across all types of respondents.
  - Provide survey response rates and demographic profiles. Can conduct sampling when necessary.
  - Design questionnaires for actionable data -- 'need to know' vs. 'nice to know'.

Example: Data from CareerForce Services Survey

Recent Statewide CareerForce Services surveys conducted by DEED in 2022 & 2024 (of respondents who received a one-on-one meeting with staff or attended a workshop) show that these respondents are:

- Very satisfied or satisfied with the help they received from staff in their one-on-one meeting (2022 – 92%, 2024 – 89%).
- Very or somewhat confident that the CareerForce services will connect them to employers that are hiring (2022 – 76%, 2024 – 70%).
- Very or somewhat confident that the CareerForce services they received will help them find a job (2022 – 78%, 2024 – 71%).

Social Vulnerability Index (SVI)

- **Social Vulnerability Index (SVI)** - The SVI is a 15 variable index that assess the vulnerability of participants using information about the community they live in.
  - How is it used? In the past, we have set goals to serve participants from the most vulnerable areas of the state as defined by the SVI.
  - Using zip code/census tract data, we can map SVI and other variables to help us understand how to better shape services.

Data Collection System Innovation

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Why System Modernization Matters

Makes service delivery easier and more efficient

Streamlined tools reduce manual work, duplication, and system workarounds for staff and partners.

Expands access to workforce services

Modern systems support virtual and self-service options so customers can get help anywhere in the state.

Creates a stronger foundation for continuous improvement

Reliable, connected data and systems support better decisions and future workforce innovation.

DEED Data Lakehouse

A Unified Data Foundation for the Workforce System

- The Data Lakehouse modernizes how workforce data is collected, governed, and used—bringing data from multiple programs into a single, trusted platform. The project is led by the PTM unit at DEED in close collaboration with MNIT, program staff, data stewards, and partners.

Key Stats:

- **Started:** July 2025
- **Launch:** Phase I Launch June 2026
- **Future Phases:** Expand beyond PIRL and Common Exit to support additional state and program reporting, including Paid Leave, DCYF, and other DEED initiatives—creating a scalable, cross-program data foundation.

Better Data = Better Services

More consistent service across programs – Brings workforce data together so customers experience fewer gaps and less repeated data collection across services.

Faster, more reliable insights– Improves data quality and timeliness, helping programs identify needs, trends, and service gaps sooner.

Foundation for improved virtual services – Enables modern tools and integrations that support scalable, statewide virtual service delivery.

Enable advanced analytics and AI – Creates a trusted data foundation for predictive analytics, forecasting, and use of AI.

Federal Requirements First, Partner-Driven Over Time

Federal DOL–driven priorities – Current work is primarily directed by U.S. Department of Labor reporting and compliance requirements, including PIRL and Common Exit.

Steering Committee oversight – A cross-program Steering Committee provides direction, prioritization, and accountability for federally required deliverables.

Iterative development with transparency – Work is delivered in phases, with demos shared after sprints to show progress and gather input.

Expanded partner engagement ahead – As federally required components are completed, future phases will involve deeper collaboration with LWDAs and partners to support broader state and program needs.

University of Minnesota Carlson School Employer Engagement Metrics Recommendations

Katie McClelland

Sr. Advisor for Strategy & Alignment| GWDB Executive Director

Background: U of M CCE Engagement

- **Consultation & Research Methods**
  - Conducted interviews and comparative analysis to understand workforce, business, and government data practices.
  - Examined how other regions structure data intake, employer reporting, and outcome measurement.
- **Synthesis of Core Metrics**
  - Identified overlapping metrics across systems to form a unified statewide set:
    - Jobs created, placements, retention, wage increases, program completion, employer engagement, funding.
  - Designed metric groupings to connect workforce, business development, and state-level economic impact.

County Case Studies (MN)

- Analyzed Anoka County and RMCEP/Morrison County to understand intake variability, reporting gaps, and partnership structures.
- Identified non-standardized intake, fragmented data collection, an inconsistent reporting back to DEED.

State & National Benchmarks

- MAWB (MN statewide WF system)
- Regional Growth Partners – NW Ohio
- Van Wert Area Economic Development – Ohio
- Greater Fort Wayne Inc. – Indiana
- Assessed differences in mandated reporting, business engagement metrics, and system integration across states.

Employer Engagement Data Opportunities

Current System Observations	Future State Recommendations	Recommended Data Management Practices to Adopt
• Loss of Engagement Data: Employer engagement metrics are not captured or directly measured, limiting analysis to inferred data from individual participation records of events • Inconsistent Data Capturing: Data collected at local level does not always map clearly to reporting fields	• Formalization of Collection: Implement employer-level recordkeeping to capture engagement depth, interaction frequency, and performance indicators • Data Integration: Integrate workforce and business development data into a single enterprise solution	• Clear communication of metric definitions and purpose • Unified intake formatting • Employer-engagement data tracking system

Statewide Workforce Development Goals & Strategy

Statewide Workforce Development Strategy & Goals

Minnesota will lead the nation in building an equitable, future-ready workforce where everyone has the opportunity to succeed, and every employer has the talent to grow.

*We will begin to achieve this goal by **adding 10,000 people to our labor force each year** on average, prioritizing labor force increases in our Drive for 5 sectors.*

To get there, our workforce system will prioritize and invest in:

Equity & Access for all Minnesotans

- *Close Opportunity Gaps for Overlooked Workers*
- *Support Employers Attracting & Retaining Overlooked Workers*

Sector Partnerships connecting strategy across workforce, education, and economic development

- *Accelerate Employer Training Commitments*
- *Expand Sector Partnerships*

Work-Based Learning & Registered Apprenticeship Programs as central pathways to careers

- *Create Statewide WBL Framework & Target*
- *Expand Multi-Employer RAPs*

High-Quality Jobs that sustain families and strengthen competitiveness

- *Deliver Framework Training*
- *Ensure Sector Partnership Adoption*

Simplified, Integrated, No-Wrong-Door Approach to Services that are innovative, efficient, customer-focused, and future-ready

- *Expand Data Sharing*
- *Establish Governance Framework*