

## OUTCOMES summary

- Signups for workshops: 17,978 unduplicated workshop attendees 1/1/2020 through 9/18/2020 vs 26,499 unduplicated workshop attendees 1/1/2019 through 9/20/2019
- Signups for hiring events: 3,261 unduplicated attendees 1/1/2020 through 9/18/2020 vs 13,878 unduplicated 1/1/2019 through 9/20/2019
- Signups for 1:1 sessions: 15,252 unduplicated customers 1/1/2020 through 9/18/2020 vs 14,164 1/1/2019 through 9/20/2019
- CareerForceMN.com website pageviews:
  - 446,498 pageviews from July 1 - September 29, 2019
  - 855,391 pageviews from July 1 - September 29, 2020

## OUTREACH summary

- Earned media hits re: CareerForce Q3 2019: 16 (includes 13 hits for CareerForce launch)
- Earned media hits re: CareerForce Q3 2020: 41
- BIPOC paid and earned outreach campaign
  - Started in April, wrapping up end of this month
  - Earned details, see attached in BIPOC outreach non-paid doc
  - Paid details, see attached in media buy spreadsheet – DEED has no budget for WD ads; this campaign was funded by MnDOT budget through a special one-time arrangement
- General media outreach re connecting people who need work to jobs in demand, training opportunities
  - Commissioner Grove did interviews with all major media in state re: loss of \$600 federal supplemental unemployment benefit in July
  - Commissioner Grove and Deputy Commissioner Warfa did media interviews and blog posts re: Jobs in Demand throughout August
  - Commissioner Grove and Deputy Commissioner Warfa did blog posts re: workforce development month in September
    - Commissioner Grove participated in workforce roundtables in Duluth and Rochester, for which there was significant media coverage
    - These roundtables are part of economic recovery listening tour which continues with roughly one regional visit a month
  - Social campaign
    - Jobs in Demand intensive campaign launched 8/6
    - All posts link to CareerForceMN.com, including locations page so people can find contact info to get help; some posts link to correlating blog posts on CareerForceMN.com
    - Social media graphics shared with staff and partners in July and August
  - govDelivery emails to UI recipients, mass and targeted by hard-hit occupations, food service, salons, etc., push to local services in all emails, push specifically to DW services in several emails beginning in July
    - 40%-60% open rate
    - 334,625 recipients of mass email
    - Smaller numbers on targeted emails
    - Emails link to CareerForceMN.com, including /locations page to find contact info for local locations and Jobs in Demand page
  - govDelivery emails to all MN career seekers, regular and ongoing, beginning in April

- 14-25% open rate
- 246,112 recipients
- Emails link to CareerForceMN.com/locations page to find contact info for local locations with info about how CareerForce staff can help, include DW mention
- Statewide radio ads targeted at veterans, driving to CareerForceMN.com, started running week of 8/10 and run through September
  - See list of stations running ads attached

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