

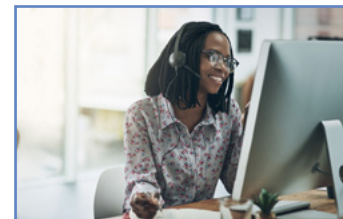


CareerForce Challenge Week

Week of October 26, 2020

Do **1** awareness raising communication, event or other action that will reach customers in your community who could use CareerForce services but may not be aware of them:

- **Deliver CareerForce flyers** highlighting how to connect with services to a local food shelf to put in boxes/bags of food for pick up
- **Provide an electronic newsletter/website article** to your local school/school district to post on school webpage(s)/go in school enewsletter(s) to parents
- **Share info at** Trunk or Treat or other community socially-distanced event



Share at least **3** of CareerForceMN's social posts the week of October 26. If you are the social media person for a CareerForce partner please share on your organization's social channels. If you are a staff member, feel free to share with your personal networks.

- **Monday October 26:** CareerForce has helped thousands of people find work during the pandemic. CareerForce can help you! Find out how by [contacting staff at a CareerForce location](#) near you.
 - **Social sharing idea:** share CareerForceMN's post with a message for your area, for example: Call 320-xxx-xxxx today to get help finding work in the St. Cloud area. Employers are hiring now!
- **Tuesday October 27:** Were you laid off during the COVID-19 pandemic? You may be eligible for training and education or other services to help you prepare for a new job now. Contact staff at a [CareerForce location](#) near you.
 - **Social sharing idea:** share CareerForceMN's post with a message for your area, for example: Find out about Dislocated Worker services by calling 507-xxx-xxxx or attend our virtual Dislocated Worker information session on Nov. xx at xx:xx, register now! (insert link to register)
- **Wednesday October 28:** Many Minnesota employers are hiring now! See the top 30 [Jobs in Demand](#) in Minnesota and get links to current job postings.
 - **Social sharing idea:** share CareerForceMN's post with a message for your area, for example: Attend the Mankato area Virtual Career Fair on Nov. xx at xx:xx, register now! (insert link to register)
- **Thursday October 29:** Graphic with CareerForce can help you find work now (Note: post graphic will include that same copy in English, Hmong, Somali and Spanish and will link to <https://www.careerforcemn.com/language-services> and include the CareerForce help desk phone number: 651-259-7501)
 - **Social sharing idea:** share CareerForceMN's post with a message for your area, for example: Contact XXXX at 612-xxx-xxxx for job search assistance in Somali

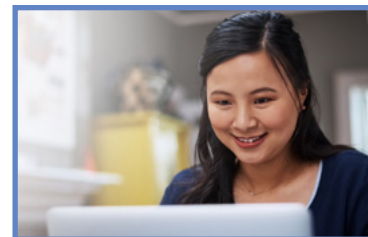


CareerForce Challenge Week

The Week of October 26, 2020



- **Friday October 30:** You can get help preparing for and finding work online through [CareerForce Virtual & Interactive Services](#). Attend resume writing workshops, participate in online networking events and engage in virtual career fairs.
 - **Social sharing idea:** share CareerForceMN's post with a message for your area for example: Attend our local networking event, every Tuesday at xx:xx, register now! (insert link to register)



- **Looking for “evergreen” CareerForce social posts** that focus on a variety of topics? You can find more than 50 graphics for Facebook, Twitter and more on the For Staff & Partners section of CareerForceMN.com, in the [Social Media graphics](#) section.

Get 10 customers from your location registered in MinnesotaWorks.net – refer people who need help registering themselves at MinnesotaWorks.net to DEED staff in your region or to the MinnesotaWorks.net help desk at (651) 259-7500 for help walking them through the registration process.

Why registration in MinnesotaWorks.net is important:

- **It helps us serve Minnesotans who need assistance preparing for and finding work** – and we know people need these services now
- **It helps pave the way for enrollment of eligible individuals in local Dislocated Worker or other services**, which can affect future federal funding for Minnesota and your region
- **It means a person is a reportable individual and can be included in reporting of numbers of people served to DOL**, which can affect future federal funding and monitoring results for Minnesota and your region

Get 5 customers from your location enrolled in Dislocated Worker services through a local service provider. Here are steps you can take to do this – use any or all that make sense:

- **Make sure that any person laid off during COVID-19 pandemic who contacts your location** for help is reviewed for eligibility for Dislocated Worker services
- **Use Dislocated Worker flyers in English, Hmong, Somali or Spanish** to help reach customers, see flyers here: <https://www.careerforcemn.com/dislocated-worker>
- **Use the Employment Readiness Assessment tool** as a starting point for this discussion, you can find the link to this tool under [Online Tools](#) from the main navigation bar on [CareerForceMN.com](#)

Need help implementing the CareerForce Challenge?

Operational questions: mike.lang@state.mn.us or call 952-452-4633

Communications questions: rita.beatty@statemn.us or call 651-259-7534

Thank you for all you do to help Minnesota career seekers and employers achieve success!