

## WARM HANDOFFS:

There are two main methods by which Employment Services staff currently interact with UI applicants: Good Jobs Now calling schedules and RESEA Referrals.

### For Good Jobs Now calls:

When Employment Services staff refer a job seeker to various services, they are trained to make the warmest handoff possible. Ideally this would be a person-to-person connection. In many cases that is not possible due to the availability of the person to whom the referral is being made, or the process by which various programs wish to receive their referrals.

Throughout the Good Jobs Now calls this past year, our staff have utilized the [CareerForce Referral Database](#) to make the appropriate connections to local area programs. Because of this, it is vitally important that the data contained there be as accurate and up to date as possible. Please make sure to check the document on a consistent basis and send any staffing updates to [careerforce@state.mn.us](mailto:careerforce@state.mn.us).

### For RESEA Referrals:

Our staff are receiving these referrals for job seekers in their local areas. The handoff process is more defined, due to the partnerships that exist within each location. Reach out to the Employment Services Supervisor in your area to create a system that works best for both of you.

## CAREERFORCE CORNERS

We realize there are many long-standing partnerships that currently exist with local library systems, but in an effort grow those relationships (or create new ones), an initiative called CareerForce Corners is being developed. Libraries can reach out to us, or agencies from CareerForce locations can reach out them to start the process. When a connection has been made, all agencies within that location are able to participate.

## REFERRAL SNAPSHOT

This table represents summary data from March 1<sup>st</sup> of last year to February 18<sup>th</sup> of 2022

| Employment Services                           | Count  | Partner Services                              | Count |
|---|--------|---|-------|
| Career Counseling                             | 2,351  | Partner Career Counseling                     | 35    |
| Financial Aid Assistance                      | 19     |   |       |
| Interviewing Assistance                       | 574    | Partner Interviewing Assistance               | 10    |
| Job Search Assistance                         | 7,939  | Partner Job Search Assistance                 | 201   |
| Placement Assistance                          | 125    | Partner Placement Assistance                  | 2     |
| Placement Assistance (Federal Contractor Job) | 2      |   |       |
| Placement Assistance (Federal Government Job) | 7      |   |       |
| Referred to Dislocated Worker Program         | 5,288  | Partner Referred to Dislocated Worker Program | 18    |
| Referred to Other Services                    | 8,802  | Partner Referred to Other Services            | 12    |
| Referred to Training                          | 1,001  | Partner Referred to Training                  | 5     |
| Referred to WIOA Services                     | 865    | Partner Referred to WIOA Services             | 16    |
| Resume Writing Assistance                     | 3,604  | Partner Resume Writing Assistance             | 88    |
| Skills Assessment                             | 333    | Partner Skills Assessment                     | 1     |
| UI Assistance                                 | 1,181  | Partner UI Assistance                         | 108   |
|   | 32,091 |   | 496   |

This only represents what could be recorded in minnesotaworks.net due to the existence (or lack of) job seeker accounts in the system. Based on available data, the numbers from Employment Services would be 40% higher if all job seekers were registered. For example, referrals to the Dislocated Worker Program would be close to 7,400 if every referral was represented.

## CareerForceMN.com Updates

### Training Programs on CareerForceMN.com

Please add no-cost Training Program information to be displayed on CareerForce location and Partner organization profile pages as well as the Training Program Finder. A guide to adding content is available on the Staff and Partner page on CareerForceMN.com. Email or call the CareerForce Information and Assistance team at [careerforce@state.mn.us](mailto:careerforce@state.mn.us) or 651-259-7500 with any questions or further assistance.

### CareerForceMN.com Traffic – January 1, 2022 to February 22, 2022

Total Users – 68K

Total Unique Pageviews – 244.6K

Most visited page – Job Search

CareerForce Location Most Pageviews: CareerForce in Blaine

Device Used:

- Mobile- 39.4%
- Desktop – 58.8%
- Tablet – 1.7%

Top 3 Browsers Used:

- Chrome – 56%
- Safari – 21%
- Edge – 9.8%

Top 3 Careerseeker Tools Used:

- Interest Profiler
- Compare Career to In-Demand Careers
- Skills Matcher

Top Key Word in Job Search – Personal Care Aide

Top Key Word in Event Search – Job Club

Top Key Work in Training Program Finder – CNA