

MinnesotaWorks.net

- Upcoming DEED staff and partner email coming soon on overall security reminders for admin access. Information will include items such as: Help desk staff will never reach out and ask for username and password, do not click on links unless legitimate website, etc.
- Job seeker and Employer home page update with security reminder.
- For admin access issues please contact MNIT at 651-297-1111.
- For new access complete the MAD Access request form.

USNLX – National Labor Exchange

- Please refer employers who are interested in having their jobs indexed to appear on MinnesotaWorks.net by the National Labor Exchange to the CareerForce Information and Assistance Team at 651-259-7500 or careerforce@state.mn.us
- Staff will provide overview of job indexing and link to have jobs indexed for free.

CareerForceMN.com Updates

- A new Tips for Virtual Career Fairs was added to the Virtual and Interactive Service page for Employers. This tip sheet will provide employers with best practices when hosting a virtual event so they are attracting qualified candidates who will feel encouraged to apply for their open positions.
- Additional instructions were added to Find a CareerForce location page, to make it clearer to users how to find the right location that is closest to them.
- The Instagram icon and link were added to the footer so users can connect to the account for CareerForce.

CareerForceMN.com Traffic – January 1, 2022 to March 18, 2022

Total Unique Pageviews – 350.2K

Total Users – 92K

Users

- Anonymous – 62.5%
- Career Seeker – 26.6%
- Employers – 2.8%
- DEED Staff/Partner Staff – 8.1%

Most visited page – Job Search

Device Used:

- Mobile- 38.3%
- Desktop – 60%
- Tablet – 1.6%

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

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 or 651-259-7500 with any questions or further assistance.

Employment Services Update

With UI numbers closer to pre-pandemic numbers, Employment Services staff will transition their efforts from calling applicants to follow-up services after initial calls from RESEA staff. Similar to the Fast Forward Your Job Search process that had been held in years past, this will give jobseekers resources to assist them in their job search and referrals to other services as needed, but on a one-to-one basis. We will also be doing an additional follow-up with applicants three weeks after our initial contact.