

## Employment Services Updates

### CareerForceMN.com Updates

- Options to select Virtual and Self-paced were added on the Training Program Finder content page.
- Weekly email going out to highlight training programs.
- Updated announcements on CareerForce location pages to show locations availability and service delivery.
- Keyword search functionality has been added, as well as instructional text updated on the CareerForce Location's listing page.

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

Total Unique Pageviews – 490.6K

Total Users – 123K

#### Users

- Anonymous – 63.5%
- Career Seeker – 25.3.6%
- Employers – 2.5%
- DEED Staff/Partner Staff – 8.7%

Where are our users from:

1. Minnesota
2. Illinois
3. Wisconsin
4. Texas
5. Washington
6. California

Device Used:

- Mobile- 37.5%
- Desktop – 60.9%
- Tablet – 1.6%

Top 3 Career Seeker Tools Used:

1. Compare Career to In-Demand Careers
2. Interest Profiler
3. 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 – CDL

Please contact the CareerForce Information and Assistance team with any questions or further needs at 651-259-7500 or [careerforce@state.mn.us](mailto:careerforce@state.mn.us)

The Good Jobs Now Outreach calls have now ended and all initial calls are conducted by RESEA staff. Employment Services staff are the follow-up to those calls through a referral process. Similar to past processes, all UI applicants who are still requesting benefits will receive an another 3-week follow-up call from ES staff to offer additional assistance if needed.

In the first week of this new process, we received 419 referrals. By comparison, towards the height of the Outreach calls in August, we had made over 1,700 calls in one week. Much of this can be attributed to the lower number of UI Applicants, but the new process also screens out the vast majority of those who have recently returned to work.