

CareerForceMN.com Updates (Lena)

- Staff and Partner Page Updates – CareerForce Information and Assistance Line poster
- Pre-filtered searches on Events and Find a CareerForce Location listing pages have been added
- Send any updates for the CareerForce Referral Database to careerforce@state.mn.us
- Reminder to post Training Programs to be displayed on the Training Program Finder

CareerForceMN.com Traffic – January 1, 2022 to August 31, 2022

Total Unique Pageviews – 986.1K

Total Users – 240K

Users

- Anonymous – 61.2%
- Career Seeker – 27.8%
- Employers – 2.3%
- DEED Staff/Partner Staff – 8.7%

Where are our users from:

1. Minnesota
2. Illinois
3. Texas
4. Wisconsin
5. California
6. Washington
7. North Dakota
8. Virginia
9. New York
10. Florida

Top 4 Career Seeker Tools Used:

1. Compare Career to In-Demand Careers – 6,629 Total Uses
2. Interest Profiler – 4,927 Total Uses
3. Skills Matcher – 2,476 Total Uses
4. Employment Readiness Assessment – 1,325

Top Key Word in Job Search – Remote

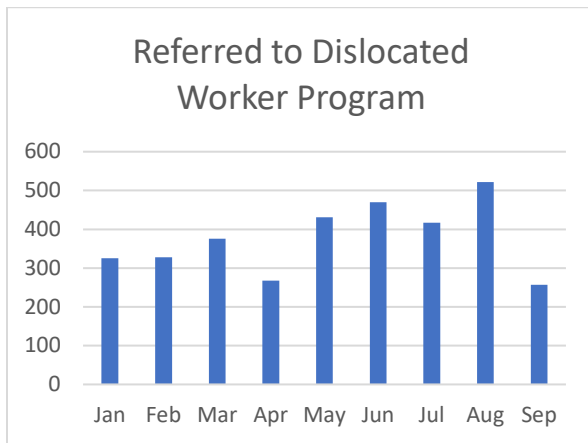
Top Key Word in Event Search – Dislocated Worker

Top Key Word 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

RESEA Referral Updates

Referrals to the Dislocated Worker Program 1/1/22 – 9/20/22



State	August 2022 rate	Rank
Minnesota	1.9	1
New Hampshire	2.0	2
Utah	2.0	2
Nebraska	2.1	4
Vermont	2.1	4

Recorded in MNW – 3394

Both RESEA and Employment Services staff inform all clients we talk to about the benefits of the Dislocated Worker program, and anyone who is interested is referred to the appropriate local contact with the most direct referral possible, given their process. This information is located through the [CareerForce Referral Database](#)

We have reached out to both UI and Jeanna Fortney to see if there is anyway to improve that process to increase successful outcomes.

One suggestion is what has worked for referrals to the Vets Program. We used to have to send referrals a link to fill out a questionnaire, after which time they would be contacted by a Vets rep. Now we send them to directly to the Vets rep, who in turn assists them with filling out the questionnaire. If a similar process could be put in place for Dislocated Worker programs that have an online application process, this may create a warmer hand-off.

As Minnesota has the lowest unemployment rate in the nation, it can be difficult to convince a job seeker that the Dislocated Worker Program is needed for them to obtain employment, but we are working to create additional ways of marketing the service and would be happy to collaborate on new ways of selling the importance of this valuable option

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