

Employment Services Updates

CareerForceMN.com and MinnesotaWorks.net Updates

- Staff and Partner Page Updates –New CareerForce brochure under “For Career Seekers: Flyers, Brochures, and Other Resources to Share”
- Email template messages were updated for emails on CareerForceMN.com that are sent when management actions are taken like a password reset request for a user account.
- Updates for “Submit a Success Story” were made to make it more user friendly.

CareerForceMN.com Traffic – January 1, 2022 to September 30, 2022

Total Unique Pageviews – 1.1M

Total Users – 272K

Users

- Anonymous – 61.8%
- Career Seeker – 27.3%
- Employers – 2.3%
- DEED Staff/Partner Staff – 8.6%

Where are our users from:

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

Top 5 Visited Pages:

1. Job Search
2. Jobs in Minnesota
3. Dashboard
4. Events
5. CareerForce Locations

Top 4 Career Seeker Tools Used:

1. Compare Career to In-Demand Careers – 7,160 Total Uses
2. Interest Profiler – 5,673 Total Uses
3. Skills Matcher – 2,663 Total Uses
4. Employment Readiness Assessment – 1,470

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

Service/Referral Updates

RESEA Referrals since 4/18/22: **11,242**

Services Entered into MAD

Basic Career Service Meeting Appointment	569
Career Counseling	1,280
Financial Aid Assistance	36
Interviewing Assistance	481
Job Search Assistance	5,664
Referred to Adult Career Pathways, Pathways to Prosperity or Other State Training Programs	112
Referred to Dislocated Worker Program	2,994
Referred to Local Community Program, Services or Resources	654
Referred to Other Services	1,762
Referred to Training	425
Referred to Veterans Services (JVSG)	69
Referred to Vocational Rehabilitation Services	126
Referred to WIOA Adult	89
Referred to WIOA Services	248
RESEA Meeting - Direct Connection (Job Service Only)	136
RESEA Meeting - UI Referral (Job Service Only)	6,604
Resume Writing Assistance	2,763
Skills Assessment	196
UI Assistance	714