



Minnesota's Career Resource



One Minnesota. 

Follow Your Heart to a Caring Career

Overview: June – August 2023 ad campaign; evergreen resources live on
Rita Beatty, DEED Communications

Follow Your Heart to a Caring Career

Ads launch June 1, funded by DHS; evergreen resources related to this

- Goal is to attract, hire and retain people to provide services in home, in the community and in facilities for **people with disabilities and elders**
- These are hard jobs to fill – but **can be a great fit** for someone who has a high school diploma or less, someone who is learning English, someone who needs a job with flexible hours and **most of all someone who wants to make a difference in the life of others**
- There are a **variety of positions, in a variety of settings:**
 - Individual home, group home
 - Day program, job support and other community based care
 - Assisted living, nursing home or other residential facility

**Follow Your Heart
to a Caring Career**



Find your fit in health care
employment that makes a real
difference in the lives of others

CareerForce™
Minnesota's Career Resource

Follow Your Heart to a Caring Career

Summer campaign with paid outreach funded by DHS

- Focus is on outreach to:
 - People who need work now
 - Immigrants, refugees and evacuees
 - Students – college and high school age 16+ for some positions
 - People who retired from another career and are looking to return to work part-time, with a flexible schedule
 - Anyone who wants to make a difference in the lives of others

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Summer campaign with paid outreach funded by DHS

- \$150,000 for paid advertising for June-August 2023
 - Focus on google search, social media and ethnic media
- Will also do earned media outreach during this same time frame
- Organic social – please post using #CaringCareerMN so we can all share
- GovDelivery emails to job seekers and employers
- Communications via your networks, industry association membership communications vehicles and other means are critical!

CareerForce is the "funnel" where everyone who wants to learn more will go as the result of this campaign [651-259-7500](tel:651-259-7500) and [/locations](#).

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Resources for CareerForce staff and partners:

- **Website** will be much more robust later this spring: <https://www.careerforcemn.com/CaringCareer>
- **Informational handouts** with general info about these Caring Career positions in multiple languages to share with job seekers
- **Materials for outreach** with home-, community- and facility-based care employers in your area
- **Assistance with local career exploration and hiring events** – contact Liz.Jennings@state.mn.us



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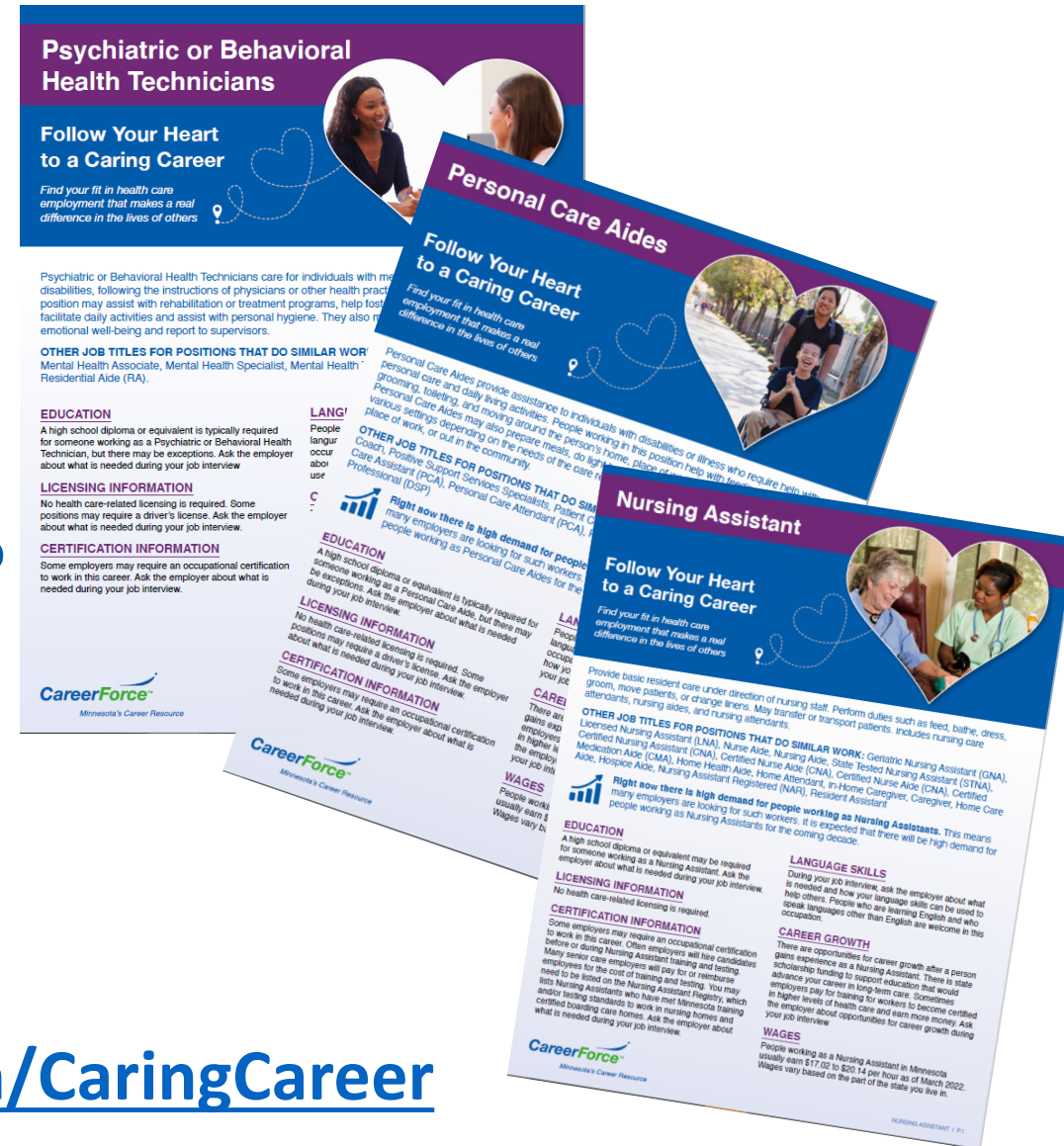
Follow Your Heart to a Caring Career

In the toolkit - handouts in multiple languages:

- Nursing Assistant
- Personal Care Aide
- Direct Support Professional
- Psychiatric or Behavioral Health Technician
- Plus more occupational handouts in this field
- All occupational handouts have a space for employers to include their info
- Career path handout
- General info poster/flyer
- General info one-pager for employers

What else would you like to see in the toolkit?

<https://www.careerforcemn.com/CaringCareer>



Engaging Employers: asks of employers

Overview and asks for Home-, Community- and Facility-based Care Provider Employers

Outlines audience, resources and other general info

Details asks of them:

- Reach out to a CareerForce location near you and ask how you can be engaged in this job seeker outreach campaign
- Utilize the occupational handouts in multiple languages – and let us know how future iterations could be improved. We want these to be evergreen resources that are regularly updated.
- Host career exploration, hiring or other events during the months of June, July and August – and let us know about them so we can share those events on our website, on social and in mass emails
- And more

Invite employers to info session **Thursday, May 11, 2-3 p.m.** – register here:

<https://www.careerforcemn.com/CaringCareerEmployerResources>

Follow Your Heart to a Caring Career

Find your fit in health care employment that makes a real difference in the lives of others

Home-, Community- and Facility-based Care Providers:
State, regional and local workforce development professionals, state agencies and others want to help you attract, hire and retain the workforce you need to provide care to elders and people with disabilities in Minnesota.

The Follow Your Heart to a Caring Career campaign will launch June 2023 with paid advertising focused on specific audiences. Paid advertising will be complemented by earned media, organic social, GovDelivery emails and other means.

Materials and other resources developed for this campaign will continue to be live on [CareerForceMN.com/CaringCareer](https://www.careerforcemn.com/CaringCareer) and updated as needed after the paid campaign ends on August 31, 2023.

Follow Your Heart to a Caring Career campaign objectives:

- Helping employers attract, hire and retain employees who provide care in home, in the community and in facilities for people with disabilities and older adults.
- Helping job seekers explore their career options and find the right employment fit in home-, community- or facility-based care for people with disabilities and older adults.

We're developing handouts for workforce development professional – and employer – use with job seekers:

- Nursing Assistant
- Personal Care Aide
- Direct Support Professional
- Psychiatric or Behavioral Health Technician
- And more

Job seeker focused materials will be available in English, Somali and Spanish, as well as Amharic, Dari, Karen, Oromo, Pashoto, Ukrainian and Vietnamese.

View and download resources on our job seeker focused web hub: [CareerForceMN.com/CaringCareer](https://www.careerforcemn.com/CaringCareer)

How you can be a part of this campaign, gain awareness of opportunities at your workites, and help more Minnesotans start making a difference in the lives of others today by finding their fit in a Caring Career:

- Reach out to a [CareerForce location near you](https://www.careerforcemn.com) and ask how you can be engaged in this job seeker outreach campaign
- Utilize the occupational handouts in multiple languages – and let us know how future iterations could be improved. We want these to be evergreen resources that are regularly updated.
- Host career exploration, hiring or other events during the months of June, July and August – and let us know about them so we can share those events on our website, on social and in mass emails
- Host open houses or create virtual tours/walkthroughs, post day in the life videos, and share stories from current employees working in these identified positions
- Use the Follow Your Heart to a Caring Career name and graphics
- Use #CaringCareerMN on your social channels for related posts
- Encourage staff to post videos asking and answering the question: "Why are you glad you followed your heart to a caring career?", 30 seconds or less ideally, shoot video vertically, post on Instagram, Facebook, LinkedIn or Twitter using #CaringCareerMN
- Prepare for inquiries from young people who may not know a lot about your career field and New Americans who may be learning English – how can you welcome these job seekers?
- Provide your feedback and send your questions! Email CareerForce@state.mn.us or call 651-259-7500.

[CareerForceMN.com/CaringCareer](https://www.careerforcemn.com/CaringCareer)

CareerForce
Minnesota's Career Resource

CareerForce is the State of Minnesota's official career exploration and job search resource.

Engaging Employers: asks of CareerForce staff and partners

Promote employer awareness of the Caring Careers campaign by:

- Sharing the employer overview and asks handout
- Sharing occupational handouts and showing employers how to customize
- Sending out links to Caring Career content on CareerForceMN.com
- Talk about options available at CareerForce locations currently (Employer of the Day, other career exploration or hiring events)

Encouraging the employer to participate in other ways such as:

- Hiring events at their location
- Open houses
- Posting on their social media accounts with the hashtag #CaringCareerMN

Timeline

April 28 – all English language occupational handouts and other materials will be posted on <https://www.careerforcemn.com/CaringCareer>

May 4 – Info presented at What's New with CareerForce

May 11 – Employer Information meeting: for in home-, community- or facility-based care businesses for people with disabilities and older adults. Registration link on <https://www.careerforcemn.com/CaringCareerEmployerResources>

Mid-May– all Amharic, Dari, Karen, Oromo, Pashto, Somali, Spanish, Ukrainian and Vietnamese language occupational handouts and other materials will be posted on <https://www.careerforcemn.com/CaringCareer>

June 1 – Paid digital search, social media and ethnic media campaign begins

August 31 - Paid digital search, social media and ethnic media campaign ends, resources live on!

Next Steps for this project

We will...

- Continue posting materials that are useful to job seekers and home-, community-, and facility-based care provider employers on:
<https://www.careerforcemn.com/CaringCareer>
- Post your events on <https://www.careerforcemn.com/CaringCareerEvents> - send your event info to Liz.Jennings@state.mn.us and Rita.Beatty@state.mn.us
- Promote events

You can...

- Tell your employers about how they can leverage this campaign for their hiring (invite them to May 11 meeting) find out more here: <https://www.careerforcemn.com/CaringCareerEmployerResources>
- Use the Caring Career branding and images: <https://www.careerforcemn.com/CaringCareerGraphics>
- Share CareerForceMN posts on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#)

DEED staff roles

- Rita Beatty – DEED campaign point person and coordinator with DHS, MDH and other agencies plus industry associations
Rita.beatty@state.mn.us
- Liz Jennings – events point person and employer outreach coordinator
liz.Jennings@state.mn.us
- Shayla Drake – Workforce Strategy Consultant and statewide health care employer group point person
shayla.drake@state.mn.us
- Heather Anderson – CareerForce Information and Assistance Line point person
heather.anderson2@state.mn.us

Follow Your Heart to a Caring Career

Questions or comments?

If you prefer to email me: Rita.Beatty@state.mn.us

Campaign landing page:

<https://www.careerforcemn.com/CaringCareer>

Campaign hashtag:

#CaringCareerMN

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