



Business Services/Economic Development Committee
April 13, 2023

The committee members discussed **strategies for increasing attendance at job fairs**. Ideas included:

- Holding job fairs on college campuses so that students walk through on their way to another class.
- Marketing techniques such as newspaper, local radio, billboards, and Facebook ads were discussed. Each type of outreach seemed to have varying levels of impact based on the area; the technique that worked best for some areas didn't work well for others.
- The Minneapolis Teen Job Fair has a Youth Coordinating Board – youth are paid to help market the event. This has made a positive impact for increasing turnout.
- Redwood and Kandiyohi counties are cohosting their third virtual-only career fair on May 18th, 2023. They will have this event open longer during the day than the past two years.
- Some areas use Google Search ads, which are particularly effective over the weekend as people search for jobs.

Other Resources

- April 27th from 10:00 AM – 3:00 PM, [People of Color Career Fair](#), Minneapolis Convention Center
- [May 15th Career Exploration & Hiring Event](#) – National Sports Center in Blaine (Anoka)
- [May 17th Inclusive Workforce Employer \(I-WE\) overview event](#) for employers, CMJTS
- [I-WE Scoring Rubric](#)
- [June 28-30th EDAM 2023 Summer Conference](#) – Mayo Civic Center in Rochester
- DLI Pipeline All-Industry Forum: June 13, 2023, from 9 - 11:30 a.m., in-person at [DLI's St. Paul office](#)
- DLI Pipeline event on April 25th from 9 - 10 a.m., featuring Catherine Christiansen from [NAMI-Minnesota](#) and the presentation "Minding Your Mental Health in the Workplace, COVID-19 and Beyond." [Learn more and register.](#)