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**Department of Employment
and Economic Development**

Minnesota

Meeting the Demands of Business

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Meeting the Demands of Business Overview

Minnesota meets the demands of business with a comprehensive and encompassing strategy of dedicated resources that provide direct assistance to business.

Meeting the Demands of Business

Key Points

- **Timelines & Milestones (2003 - 2007)**
- **In-depth information**
 - New MinnesotaWorks.net
 - Sector/Cluster Strategy
 - Business Services Specialist position
 - Business Services Teams
 - Demand-driven Approach & Solutions for Business
 - Business Services University
- **Outcomes**

Meeting the Demands of Business Timeline & Milestones

2003

- Workforce and economic development state agencies merged

2004

- **Commissioner directive** – spend more workforce development resources on assisting small to medium sized businesses to respond to global competitiveness concerns.
- **Redirected** – one third of Wagner Peyser resources
- **Created and trained** – Business Services Specialists (BSS)
- **Created** – Industry Specialist positions in Healthcare, Manufacturing, Financial Services and Transportation.

Meeting the Demands of Business Timeline & Milestones

2005

- **Established** – Business Services unit
- **Formed** – Education & economic development partnerships
- **Cross trained** – Business Services staff with economic development staff

2006

- **Created** – Business Services Manager position
- **Implemented** – Planning, Policies, Protocols
- **Cluster Training** – Porter-based microeconomic training for statewide capacity-building to improve regional economic competitiveness

Meeting the Demands of Business Timeline & Milestones

2007

- **Created** – CRM system with economic development partners
- **Rebuilt** – State job board (MinnesotaWorks.net) with cutting-edge technology and enhanced functionality.
- **Created** – Professional development program for BSS
- **Added** - Business services module to customer satisfaction survey.
- **Initiated** – Minnesota Sectoral Partnership & Ag Innovation Triangle

Meeting the Demands of Business In-depth

MinnesotaWorks.net

Where Talent Meets Its Match!

- Signature robust online labor exchange tool for all Minnesota employers and job seekers.
- Features state-of- the-art matching and search technology
- In 2006, more than 29,000 employers and over 150,000 job seekers used Minnesota's job board.

Meeting the Demands of Business In-depth

Sectors

- **State Team**

Governor's Office, business/executives, state agencies, state training program, state college and university system, initiative foundation

- **NGA Policy Academy**

- **Sector Projects**

Precision Manufacturing, Healthcare (including hospitals and long-term care), Energy, Biosciences (including agricultural applications), Renewable Energy, and Financial

Meeting the Demands of Business In-depth

Business Services Specialist

Build relationships with local business decision makers, assess business needs and identify solutions.

Meeting the Demands of Business In-depth

Business Services Teams

- State BSS lead local business services teams that coordinate business outreach, brainstorm solutions, to business needs, and communicate business needs with One-Stop partners and staff.
- Research and arrange for or provide business solutions to meet identified needs
- Create, maintain, and utilize a reliable solutions network

Meeting the Demands of Business In-depth

Demand-Driven Approach

- BSS do not sell DEED services or programs
- Outreach is targeted, based on LMI business growth data and supports LWIB plans
- Staff contact business to arrange a meeting to discuss business issues and needs
- Staff ask questions, assess needs and connect business with resources
- Demand of business drives the consultation

Meeting the Demands of Business In-depth

Solutions for Business

- Better recruitment strategies
- Coordination on expansion and retention of businesses
- Referral to customized training providers
- Information on employment law, unemployment insurance and other human resource issues.
- Access to Labor Market Information
- Assistance with MinnesotaWorks.net

Meeting the Demands of Business In-depth

Business Services University

- **Goal:** To enhance the professional skills staff use to assess, broker and provide solutions to businesses.
- Competency-based curriculum delivered twice monthly and is based on BSS Position Description.
- Launched in January 2007 and will continue into 2008.
- Created and implemented in partnership with the state's postsecondary college and university system.

Meeting the Demands of Business 2006 Outcomes

- BSS served more than **5,900** businesses. Nearly **1,000** of these businesses were new businesses.
- **1000** referrals to community and technical college for training
- Over **3800** referrals to WorkForce Centers for hiring assistance.
- Slightly over **800** referrals to economic development partners for expansion assistance.
- **643** small business provide expert assistance with a referral to either DEED's Small Business Assistance Office or the nearest Small Business Development Center (SBDC).

Thank you!

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