

# PROVEN RECRUITMENT STRATEGIES FOR EMPLOYERS

## Reaching out to people in often-overlooked labor pools

Minnesota employers are struggling with a historically tight labor market but there may be steps to take to find more talent now. Below are some ideas for reaching out to often overlooked labor pools.

### New Americans

If you show that you are inclusive and welcoming, you may be able to attract multiple members of an immigrant community to work for you.

- New Americans have a wide range of skills. Many immigrants have a background in Information Technology, Engineering, Medicine and Law. Skills and experience gained in their country of origin – or here in the U.S. – could be very valuable to your business.
- Language barriers may not be as difficult to overcome as you think. Employers with ESL classes on site have reported success in hiring and retaining new Americans with limited English skills.
- Offer pathways to career development and promote promising New American workers to higher positions, including management.
- Contact a [CareerForce location near you](#) for assistance and connections to additional resources

### Minnesotans with disabilities

Disability employment specialists from DEED's Vocational Rehabilitation Services (VRS) and State Services for the Blind (SSB) can help connect you with potential employees.

- People with disabilities can bring high levels of productivity and loyalty to your organizations.
- In many cases, there is no cost to an employer for workplace accommodations – and the average is about \$500.
- People with disabilities can spark innovation in your company's processes and products through different perspectives and experiences.



- Over the past several years, there are many more opportunities to connect with young people up to age 25 with disabilities.
- Find out more by contacting a Disability Employment Specialist at 763-344-3018.

### People recently released from correctional facilities

DEED's CareerForce staff can help connect you with members of Minnesota's second chance workforce.

- Many people who are incarcerated use their time in a correctional facility to earn their high school diploma or equivalent, in-demand industry certification or even an advanced degree, so they can bring those qualifications to their employment.
- Many employers report high retention rates for employees who were formerly incarcerated.
- There are [federal tax credits](#) and bonding insurance that are available to eligible employers who hire people with a criminal record.
- Contact a [CareerForce location near you](#) for assistance and connections to additional resources



## Young adults who want to earn while they learn

DEED's Office of Youth Development staff and local service providers can help connect you with potential employees completing pre-apprenticeship or on-the-job training.

- DEED's Youthbuild programs offer pre-apprenticeship training in including construction and the building trades, healthcare, and arborist tree care.
- Several other DEED youth programs offer training and certification in high-demand career pathways, including information technology and IT internships, hospitality and food service, and retail grocery.
- Employers can find entry-level employees who are career-ready, having earned a high school diploma or GED, industry-recognized credentials or occupational certificates, and having gained months of experience through on-the-job or experiential training in a specific career pathway.
- Employers can diversify their workforce by hiring DEED youth program graduates, of whom the majority are from BIPOC communities and approximately 40% are youth with disability.
- Young adults may be very interested in career opportunities where they can earn while they learn – and that help them avoid debt from post-secondary education.
- Learn more about hiring graduates of DEED's [Youthbuild program](#) or other career-ready graduates on [DEED's Office of Youth Development website](#).



## Teens

While 54% of Minnesota's 16 to 19-year-olds work at payroll jobs, much higher than the national average, there is still opportunity to bring more teens into the labor force. Bringing more teens into the workforce will help meet your labor needs and help young people build skills that will help them throughout their life.

- Young people can bring enthusiasm and energy to your workplace.
- If you are open to hiring teens with little to no work experience, make sure that your job postings reflect that – and if you have trainers or mentors to help bring new employees up to speed share that info.
- Make sure you share information about opportunities for promotion for promising employees.
- If you offer paid vacation, health care and other benefits over a certain number of hours a week, include that information in your posting – and if you offer tuition reimbursement highlight that as much as you can.
- If you have transportation assistance available or your business is located on a bus or light rail line make sure you include that information in your posting and during any follow up with candidates.
- Many of these young workers also have busy schedules with school, sports, etc. Employers need to be flexible with scheduling and hours worked.
- Provide extra guidance on completing hiring paperwork, especially for those who have not held a job before.
- Ask your teen workers to tell their friends that you're hiring; teens are natural networkers and can help you get the word out about open positions – consider a referral bonus to help fuel referrals.

## For assistance understanding your regional labor market, developing workforce strategies and finding employment candidates now:

- Contact a [CareerForce location near you](#)
- Post your openings on [CareerForce.mn.gov/post-a-job](#)
- Participate in Workforce Wednesday, a series of virtual meetings featuring resources and connections for Minnesota employers hosted by the [Workforce Strategy Consultant team](#)
- Talk with [your regional Employer Engagement Specialist](#)
- Learn more about demand, wage trends and other information from [your regional Minnesota Department of Employment and Economic Development labor market analyst](#)