

# How DEED Helps Minnesota Employers Meet Workforce Needs



## CareerForce

CareerForce is Minnesota's employer services and workforce strategy resource. CareerForce is operated by staff from the Minnesota Department of Employment and Economic Development (DEED), local government entities and non-profit workforce development organization partners throughout the state.

With connections to job seekers with experience from entry level to management, CareerForce helps you find the talent you need for your business to grow and thrive. CareerForce employer services representatives serve a specific region — meaning you get personalized, local support from someone who understands your community, industry needs and available resources.

### How CareerForce helps:

- Promote your employment openings to customers looking for work
- Assist with [Labor Exchange](#) postings
- Offer hiring events and job fairs
- Provide information about the [Work Opportunity Tax Credit](#)
- Connect you with other DEED and community resources that can help address your workforce needs

Learn more about CareerForce employer services at [CareerForce.MN.gov/employers](https://CareerForce.MN.gov/employers)

To find contact information for a CareerForce location near you, visit [CareerForce.MN.gov/locations](https://CareerForce.MN.gov/locations) or call 651-259-7500.

## Employer Engagement Specialists

Collaborating closely with local CareerForce staff, Employer Engagement Specialists connect employers who offer high-quality jobs in Minnesota's in-demand industries with job seekers. They:

- Connect training program participants with employers looking to hire
- Promote employers' job openings to our broader CareerForce network
- Coordinate hiring events to more directly and quickly fill employers' openings
- Provide employers with resources to avert layoffs, hire people who have barriers to employment, increase retention and more

## Workforce Strategy Consultants

Working with an economic development lens, DEED's Workforce Strategy Consultants help businesses solve workforce challenges, plan for the future and grow with confidence. They:

- Develop custom workforce strategies to attract and retain talent
- Connect to inclusive hiring pipelines and untapped labor pools
- Recommend training solutions that align with future industry trends
- Partner with DEED teams like Business Development and Labor Market Analysis
- Support business-led sector partnerships to strengthen regional talent pipelines

Find contact information for Employer Engagement Specialists, Workforce Strategy Consultants and other employer services representatives at [CareerForce.MN.gov/meet-your-regional-team](https://CareerForce.MN.gov/meet-your-regional-team).

