mn EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading **CareerForce**™

WORKFORCE STRATEGY CONSULTANTS

WORKFORCE WEDNESDAY
Providing Workforce Solutions for MN Employers

Welcome!
We will begin shortly

mn EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading **CareerForce**™

careerforce.mn.gov

Workforce Strategy Consultants

Assist employers in increasing the number of applicants and new hires

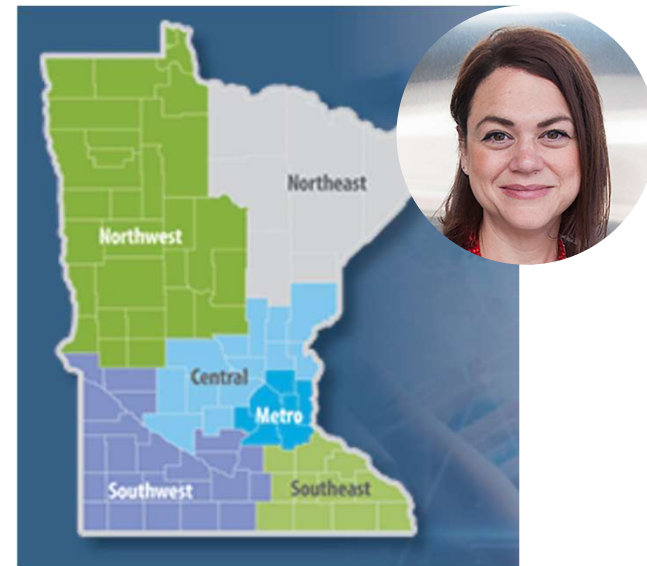Offer employer tools to assist them in reviewing and enhancing their current training programs

Enhance Diversity, Equity and Inclusion (DEI) within their workplace

Develop programs that help employers be recognized as an employer of choice in their industry

Jessica Miller
Jessica.Miller@state.mn.us
Director of Workforce Strategy

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading **CareerForce**

careerforce.mn.gov

What WSC Does

MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.

BUILD WHAT MATTERS IN MINNESOTA

JoinUsMN.com

WORKFORCE WEDNESDAY

Workforce Strategy Consultants share what works with Minnesota employers

2025 Workforce Wednesday Schedule

- **January 8:** DEED's Business Development Team: The Key to Business Expansion and Growth
- **February 5:** Employee Resource Groups
- **March 5:** Strategies for Developing a Fair Chance Workforce
- **April 2:** Powering Workforce Success: Leveraging Industry Sector Partnerships
- **May 7:** It Takes a Village: Resident Recruitment & Community Impacts on Workforce
- **June 4:** Workforce Consultation Strategies
- **July 9:** Introduction to AI for Employers: What It Is, How It Works, and Why It Matters

- **August 6:** Unlocking Workforce Insights: Navigating Labor Market Information for Employers
- **September 3:** Engaging the Unhoused Workforce
- **October 1:** Enhance Employee Skills with Incumbent Worker, On-the-Job Training, and Other Grant Funded Training Opportunities
- **November 5:** The Minnesota Indigenous Workforce Initiative and the Economy of Minnesota's Indian Country
- **December 3:** 2025 Year in Review Highlights

WORKFORCE STRATEGY CONSULTANTS

WORKFORCE WEDNESDAY
Providing Workforce Solutions for MN Employers

Introduction to AI for Employers:
What It Is, How It Works, and Why It Matters

July 9, 2025

careerforce.mn.gov

Quick AI Check-In

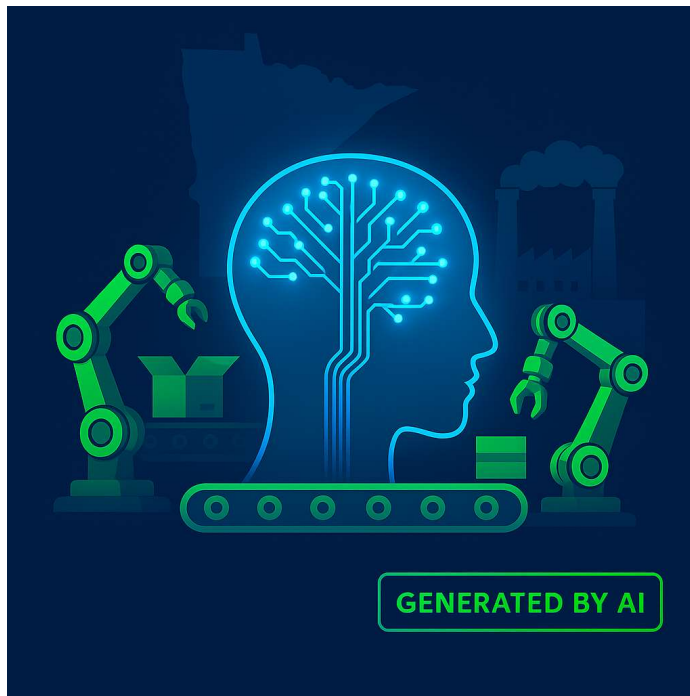**https://forms.
office.com/g/b
jWwAKn70k**

Agenda

➢ **What is AI? – Laying the Foundation**
➢ **AI and the Workforce – Trends & Talent Needs**
➢ **Real-World Applications of AI in the Workplace**
➢ **Unplugged Q&A Session**

EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Leading
CareerForce

careerforce.mn.gov

AI Fundamentals for Employers

GENERATED BY AI

Mike Kutzke
VP of Student Success,
Ridgewater College
mike.kutzke@ridgewater.edu

careerforce.mn.gov

AI literacy

The ability to understand, engage with, and effectively utilize artificial intelligence technologies. It encompasses knowledge of AI concepts, principles, and applications, as well as the skills to critically evaluate AI-driven systems and their impact on society
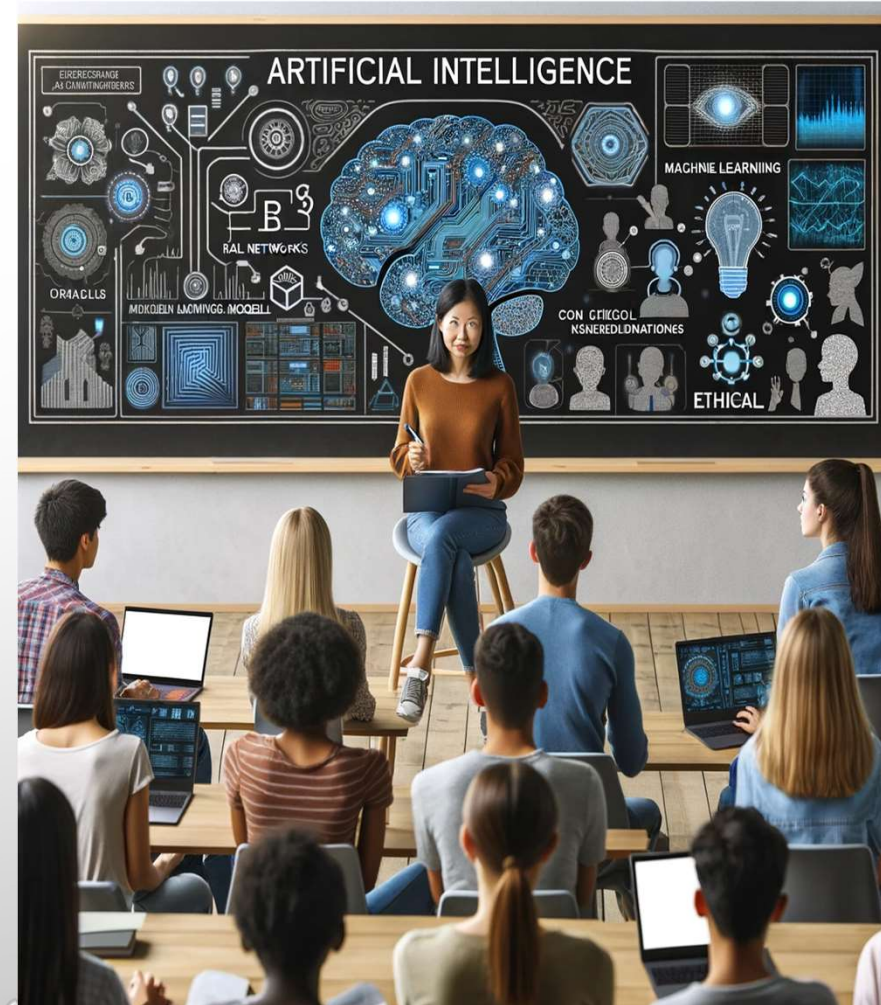
TECH AND TOUCH
YOU NEED A
COMBINATION OF BOTH

©Mike Kutzke
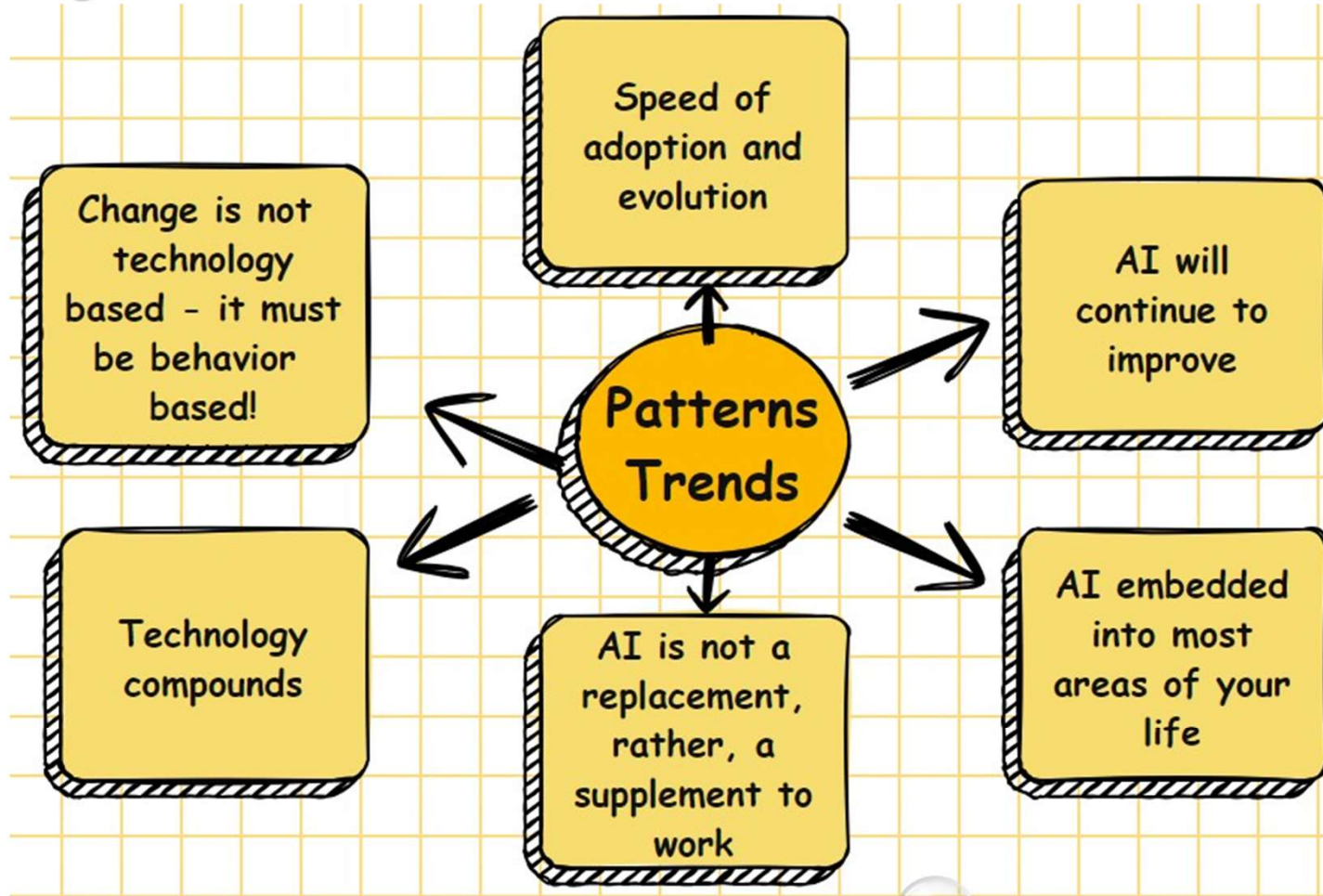
AI IMPACT

Generative AI Creates new content or data that mimics real-world examples	**Predictive AI** Predicts outcomes based on historical data
Agentic AI AI systems that exhibit agency - act autonomously to achieve specific goals or perform tasks without direct human intervention	**Conversational AI** refers to advanced artificial intelligence systems that leverage natural language processing (NLP)

Natural Language Model (NLM)
Conversational AI refers to advanced artificial intelligence systems that leverage natural language processing (NLP) to understand, interpret, and generate human language in a conversational manner.

©Mike Kutzke

DIFFERENT TOOLS WORK IN DIFFERENT WAYS FOR DIFFERENT APPLICATIONS

©Mike Kutzke
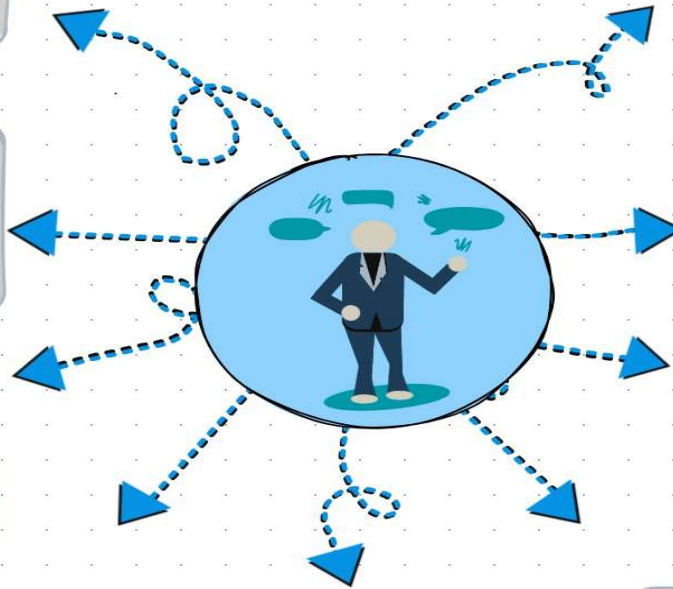
Possibility
Thinking
Creates
Options

©Mike Kutzke

AI Workforce Trends

GENERATED BY AI

Cameron Macht
Regional Analysis & Outreach
Manager,
DEED
cameron.macht@state.mn.us

EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Leading
CareerForce

careerforce.mn.gov

Workforce Wednesday: Minnesota's Exposure to AI

July 2025

Cameron Macht
Regional Analysis & Outreach Manager
cameron.macht@state.mn.us
https://mn.gov/deed/data/regional-lmi/

Northern Exposure: Measuring Artificial Intelligence in Minnesota's Economy

- **https://mn.gov/deed/newscenter/publications/trends/september-2024/exposure.jsp**
- **Artificial Intelligence (AI) is a rapidly improving technology that will impact businesses and workers in Minnesota, enhancing some jobs, disrupting others, and creating new ones**

Figure 1. Employment By AI Exposure Rating in Minnesota
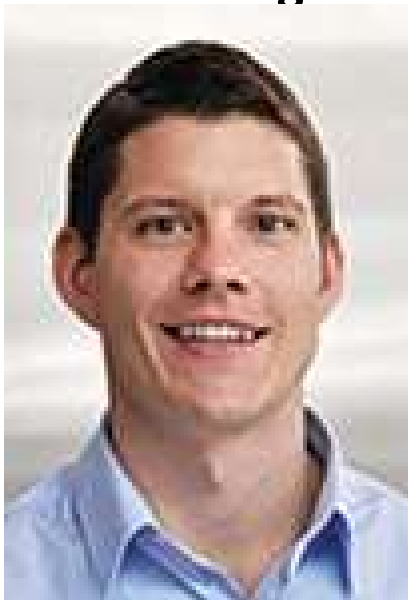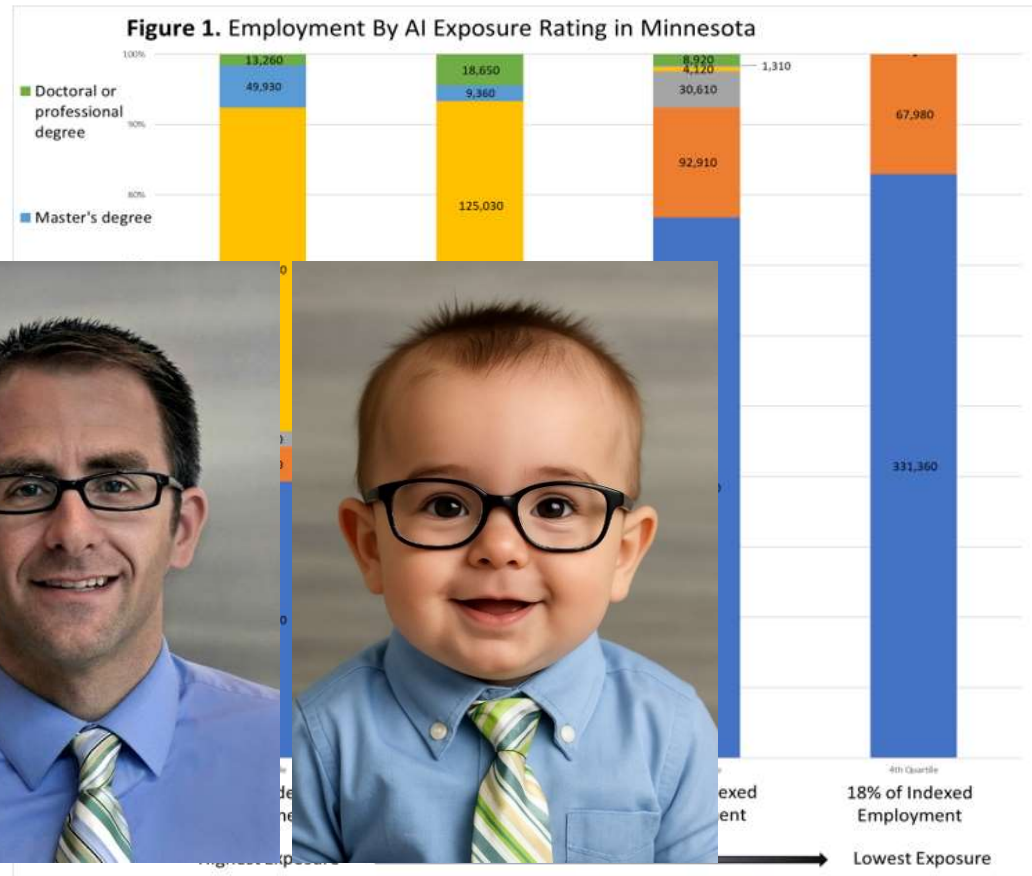
Exposure to Artificial Intelligence

- AI technologies continue to evolve and their influence on our state's economy will become increasingly significant
- Unlike most past waves of technology and automation that have primarily affected blue-collar work, research shows that white-collar work is most susceptible to changes due to AI
- These occupations tend to have higher educational requirements and higher wages
- *70% of employment in occupations with the highest exposure to AI have a median wage higher than $60,000 per year, and over 75% of occupations that typically require a bachelor's degree or higher are in the high exposure group*

Figure 3. Occupational Exposure to AI in Minnesota

Select a Geography

Minnesota

Typical Education Required in Minnesota

- High school diploma or equivalent
- Postsecondary non-degree award
- Associate's degree
- Bachelor's degree
- Doctoral or professional degree
- Master's degree

Occupational Exposure to AI in **Minnesota**

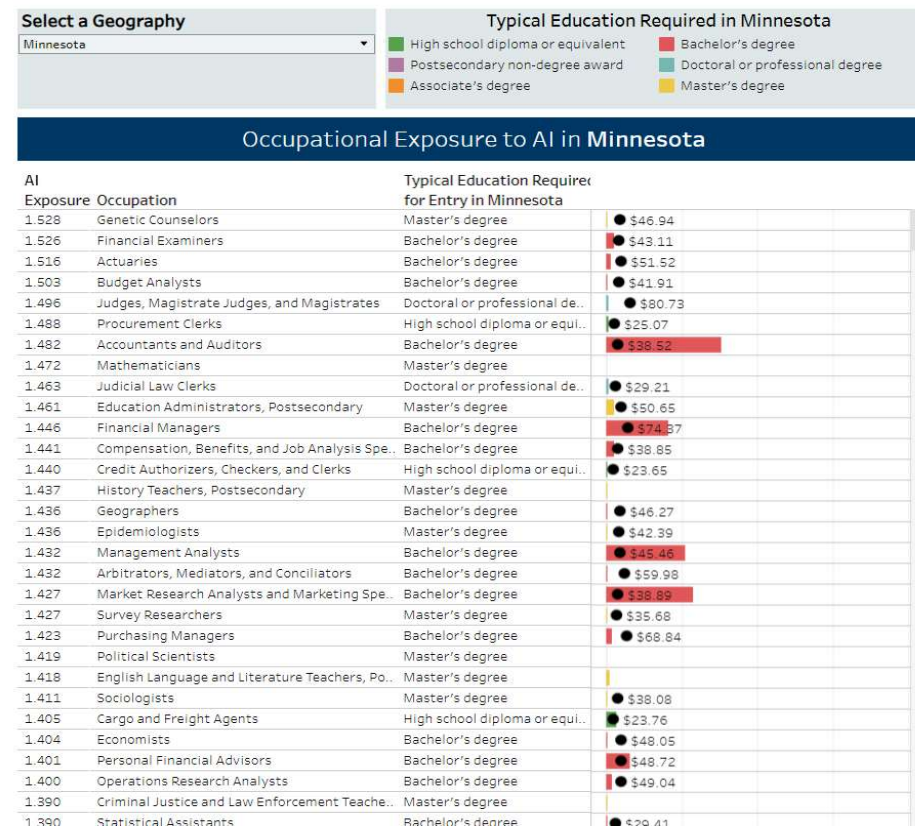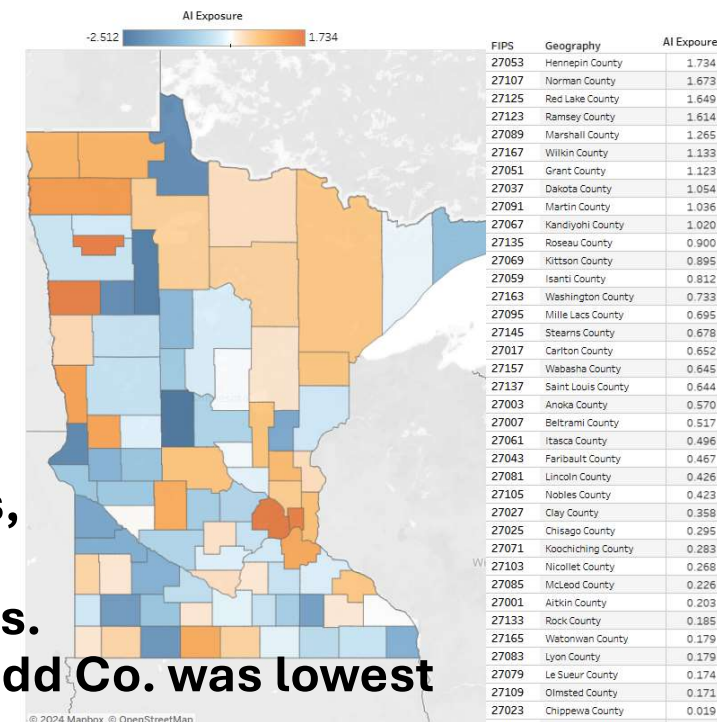| AI Exposure	Occupation	Typical Education Required for Entry in Minnesota	
1.528	Genetic Counselors	Master's degree	$46.94
1.526	Financial Examiners	Bachelor's degree	$43.11
1.516	Actuaries	Bachelor's degree	$51.52
1.503	Budget Analysts	Bachelor's degree	$41.91
1.496	Judges, Magistrate Judges, and Magistrates	Doctoral or professional de..	$80.73
1.488	Procurement Clerks	High school diploma or equi..	$25.07
1.482	Accountants and Auditors	Bachelor's degree	$38.52
1.472	Mathematicians	Master's degree	
1.463	Judicial Law Clerks	Doctoral or professional de..	$29.21
1.461	Education Administrators, Postsecondary	Master's degree	$50.65
1.446	Financial Managers	Bachelor's degree	$74.37
1.441	Compensation, Benefits, and Job Analysis Spe..	Bachelor's degree	$38.85
1.440	Credit Authorizers, Checkers, and Clerks	High school diploma or equi..	$23.65
1.437	History Teachers, Postsecondary	Master's degree	
1.436	Geographers	Bachelor's degree	$46.27
1.436	Epidemiologists	Master's degree	$42.39
1.432	Management Analysts	Bachelor's degree	$45.46
1.432	Arbitrators, Mediators, and Conciliators	Bachelor's degree	$59.98
1.427	Market Research Analysts and Marketing Spe..	Bachelor's degree	$38.89
1.427	Survey Researchers	Master's degree	$35.68
1.423	Purchasing Managers	Bachelor's degree	$68.84
1.419	Political Scientists		
1.418	English Language and Literature Teachers, Po..	Master's degree	
1.411	Sociologists	Master's degree	$38.08
1.405	Cargo and Freight Agents	High school diploma or equi..	$23.76
1.404	Economists	Bachelor's degree	$48.05
1.401	Personal Financial Advisors	Bachelor's degree	$48.72
1.400	Operations Research Analysts	Bachelor's degree	$49.04
1.390	Criminal Justice and Law Enforcement Teache..	Master's degree	
1.390	Statistical Assistants	Bachelor's degree	$29.41

Exposure to Artificial Intelligence

- **Genetic Counselors:** can leverage AI for tasks like patient onboarding, initial consultations, and data analysis, particularly for less complex cases. AI can assist in organizing patient information and interpreting genetic data, making the process more efficient. *This is an occupation where almost all required skills and abilities would benefit from AI.*

- **Exercise Trainers & Group Fitness Instructors:** are less exposed to AI due to the hands-on nature of their work. These professionals require direct physical interaction with clients, must adjust in real-time based on feedback and provide motivation and encouragement on the spot. Much of the feedback during a session is based on qualitative observations and conversations, rather than analyzing large datasets or summarizing research. *As of now, AI is not as well-suited to benefit workers in this occupation.*

- "AI will NOT replace most *jobs* any time soon. There is a significant misunderstanding of the difference between AI passing a test vs. doing a task vs. fulfilling a job. ... [but] One thing is sure, those [workers] *with* AI will beat those without...“ ~ *Charles Fadel*

Figure 2. AI Exposure for Specific Occupations in Minnesota
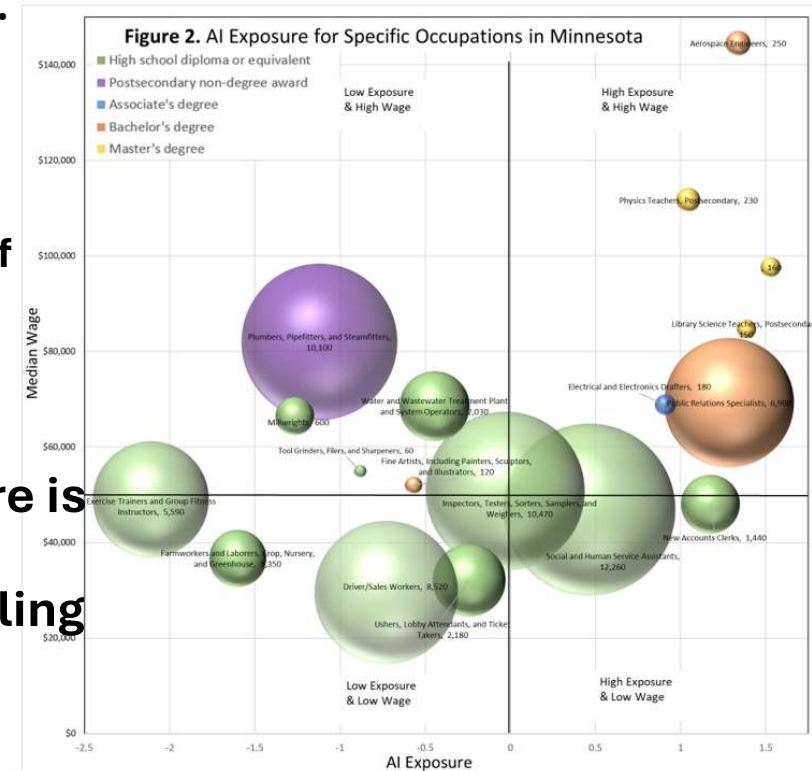
Exposure to Artificial Intelligence

- Industries that are more highly exposed to AI include Professional & Technical Services, Finance & Insurance, Information, Administrative Support Services, Management of Companies, Manufacturing, and Health Care & Social Assistance

- **Educational Services is not only highly exposed to AI at all levels, but *educators themselves will also be responsible for equipping students with the necessary skills to compete in the labor market***

- Driven by unique industrial mix, geographies will also have different exposure to AI. In general, metropolitan counties will have higher exposure than rural counties, because they have a higher percentage of people employed in high-exposure occupations and industries. Hennepin Co. has the highest exposure rating while Todd Co. was lowest

Figure 5. AI Exposure by County

AI Exposure
-2.512   1.734

FIPS	Geography	AI Expoure
27053	Hennepin County	1.734
27107	Norman County	1.673
27125	Red Lake County	1.649
27123	Ramsey County	1.614
27089	Marshall County	1.265
27167	Wilkin County	1.133
27051	Grant County	1.123
27037	Dakota County	1.054
27091	Martin County	1.036
27067	Kandiyohi County	1.020
27135	Roseau County	0.900
27069	Kittson County	0.895
27059	Isanti County	0.812
27163	Washington County	0.733
27095	Mille Lacs County	0.695
27145	Stearns County	0.678
27017	Carlton County	0.652
27157	Wabasha County	0.645
27137	Saint Louis County	0.644
27003	Anoka County	0.570
27007	Beltrami County	0.517
27061	Itasca County	0.496
27043	Faribault County	0.467
27081	Lincoln County	0.426
27105	Nobles County	0.423
27027	Clay County	0.358
27025	Chisago County	0.295
27071	Koochiching County	0.283
27103	Nicollet County	0.268
27085	McLeod County	0.226
27001	Aitkin County	0.203
27133	Rock County	0.185
27165	Watonwan County	0.179
27083	Lyon County	0.179
27079	Le Sueur County	0.174
27109	Olmsted County	0.171
27023	Chippewa County	0.019

© 2024 Mapbox © OpenStreetMap

Exposure to Artificial Intelligence

- **While AI can boost efficiency, innovation, and job creation, it also raises concerns about job displacement and economic inequality**

- Understanding Minnesota's AI exposure is essential for workforce development, economic planning, and policy to prepare for AI's future impacts

- Key Minnesota industries - Management of Companies, Manufacturing, Finance & Insurance, and Health Care - stand to benefit from AI but also face risks of disruption, particularly in white-collar roles

- **Preparing workers through education, retraining, and support systems is crucial to ensure AI's benefits are shared and risks minimized**

- Equipping Minnesota's workforce with AI-adaptive skills and coordinating with government, business, and community leaders is essential for optimizing AI's economic benefits

DEED's Labor Market Information office

- **Each state produces employment and economic statistics in cooperation with the U.S. Department of Labor's Bureau of Labor Statistics**

- **LMI includes employment statistics, unemployment rates, wages and salaries, job projections and more**

- **LMI is the foundation for informed, market-responsive planning**

- **https://mn.gov/deed/data/data-tools/**

AI in Action: Employer Perspectives

Steve Gasser
CEO,
Vivid Image
steve@vimm.com
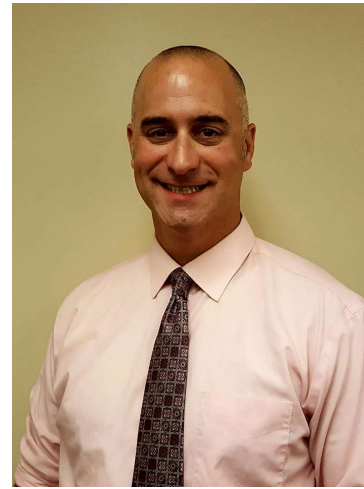
Lane Powell
New Business
Development Manager,
Harmony Enterprises
lpowell@harmony1.com

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading **CareerForce**

careerforce.mn.gov

Unlocking Workforce Insights
Navigating Labor Market Information for Employers

Wednesday, August 6, 2025
11:00 AM – 12:00 PM
Unplugged Q&A: 12:00 – 12:30 PM

careerforce.mn.gov

EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading **CareerForce**™

Thanks for Joining Us!

Find Your Workforce Strategy Consultant

MINNESOTA WORKFORCE STRATEGY CONSULTANTS

MISSION
Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.

THE VALUE WE BRING
> Provide tools and resources to support businesses in developing strategic workforce strategies
> Connect stakeholders to economic development and workforce development resources
> Focus on workforce diversity, equity, and inclusion initiatives
> Enhance Minnesota's economic prosperity through workforce and economic development partnerships
> Work in partnership with our stakeholders to provide workforce training development solutions to meet your talent needs

EMPLOYERS

Grant Opportunities · Industry Partners & Chambers · Local Workforce Boards · CareerForce Partners & Programs · Education & Training · State Agencies · Initiative Foundations · City, County Economic Development · Philanthropic Organizations

WORKFORCE STRATEGY CONSULTANTS

NORTHWEST
James Whirlwind Soldier
James.Whirlwindsoldier@state.mn.us
651-323-7891 (c)

NORTHEAST
Shayla Drake
Shayla.Drake@state.mn.us
218-380-2510 (c)

CENTRAL
Della Ludwig
Della.Ludwig@state.mn.us
320-423-0121 (c)

METRO
Adesewa Adesiji
Adesewa.Adesiji@state.mn.us
952-261-6942 (c)

SOUTHEAST
Becky Zoubek
Rebecca.Zoubek@state.mn.us
507-923-2845 (c)

EMPLOYMENT AND ECONOMIC DEVELOPMENT

MINNESOTA
star of the north

November 2024