

WORKFORCE STRATEGY CONSULTANTS

# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



# We Will Begin Shortly

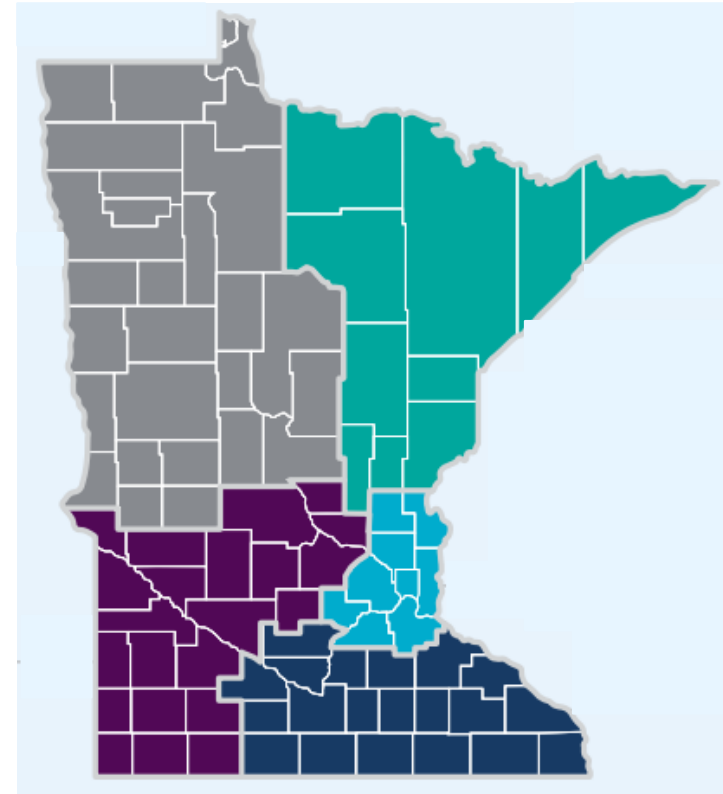
# Workforce Strategy Consultants

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** - Director, Workforce Strategy  
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<https://www.careerforcemn.com/workforce-strategy-consultants>

<https://mn.gov/deed/business/help/workforce-assistance/wf-strategy.jsp>

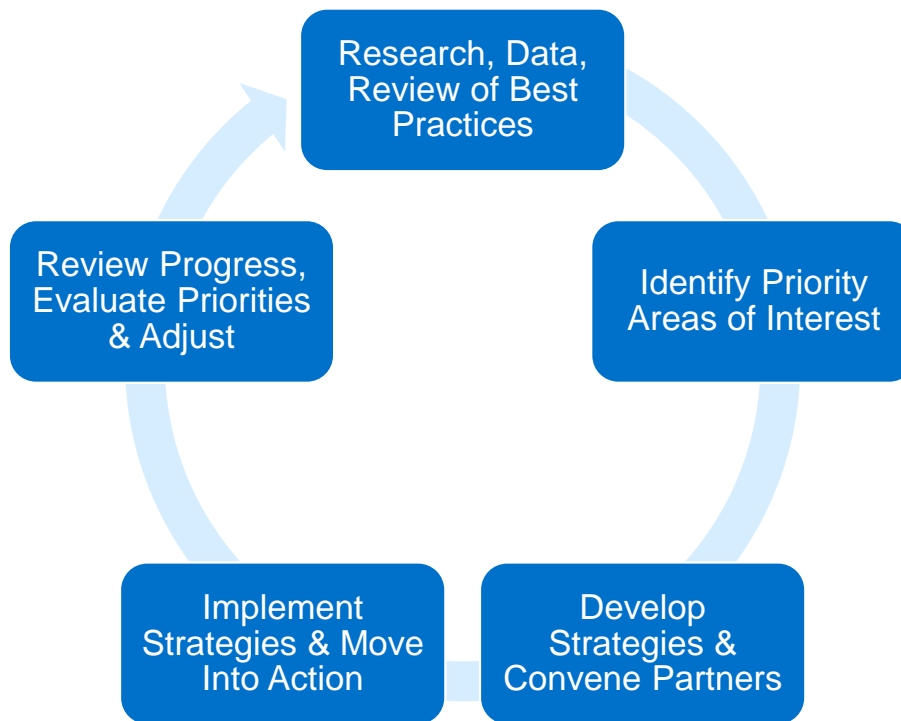
**mn** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

Leading  
**CareerForce**

CareerForceMN.com

# What We Do

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





# 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

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# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



# Unlocking Workforce Insights: Navigating Labor Market Information for Employers

**June 4<sup>th</sup>, 2025**

# Agenda

- Accessing Essential Labor Market Data on DEED's Websites
- Identifying Key Data Points for Workforce Strategy
- Understanding the Full Range of Data Available for Workforce Planning
- WW Unplugged

# LMI Analyst Panelists



**Carson Gorecki**  
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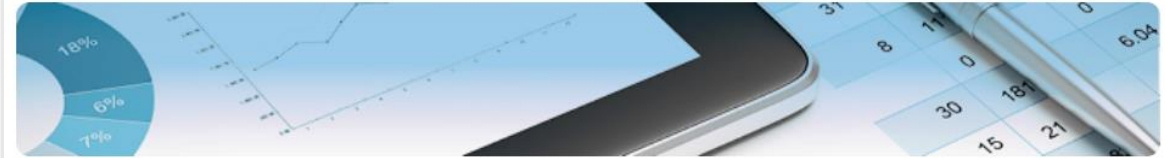


**Luke Greiner**  
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Analyst  
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# Labor Market Information Office

- 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

## Data for Businesses



Knowing your labor market can go a long way in your recruitment process.

### [Occupational Employment and Wage Statistics](#)

The OEWS data tool shows employment estimates and typical wages by occupation and region in Minnesota. This information can help employers set wages and can help job seekers and students explore careers.

### [Cost of Living](#)

Find the cost of basic needs for various family sizes, for each county and region in Minnesota.

### [Current Economic Highlights](#)

Find out how Minnesota's labor market is performing on a number of job and employment-related fronts.

### [Job Vacancy Survey](#)

The Job Vacancy Survey data tool shows the number of job openings, typical wage offers, and typical education requirements by occupation and industry, by region and statewide.

### [Local Area Unemployment Statistics](#)

Get labor force, employment and unemployment estimates for your region of Minnesota.

### [Minnesota Economic Trends](#)

Read expert analysis of the state's labor market, industries, and economy.

### [Minnesota Employment Review](#)

Read our monthly publication that examines market conditions and key economic indicators statewide.

### [Local Look Blogs](#)

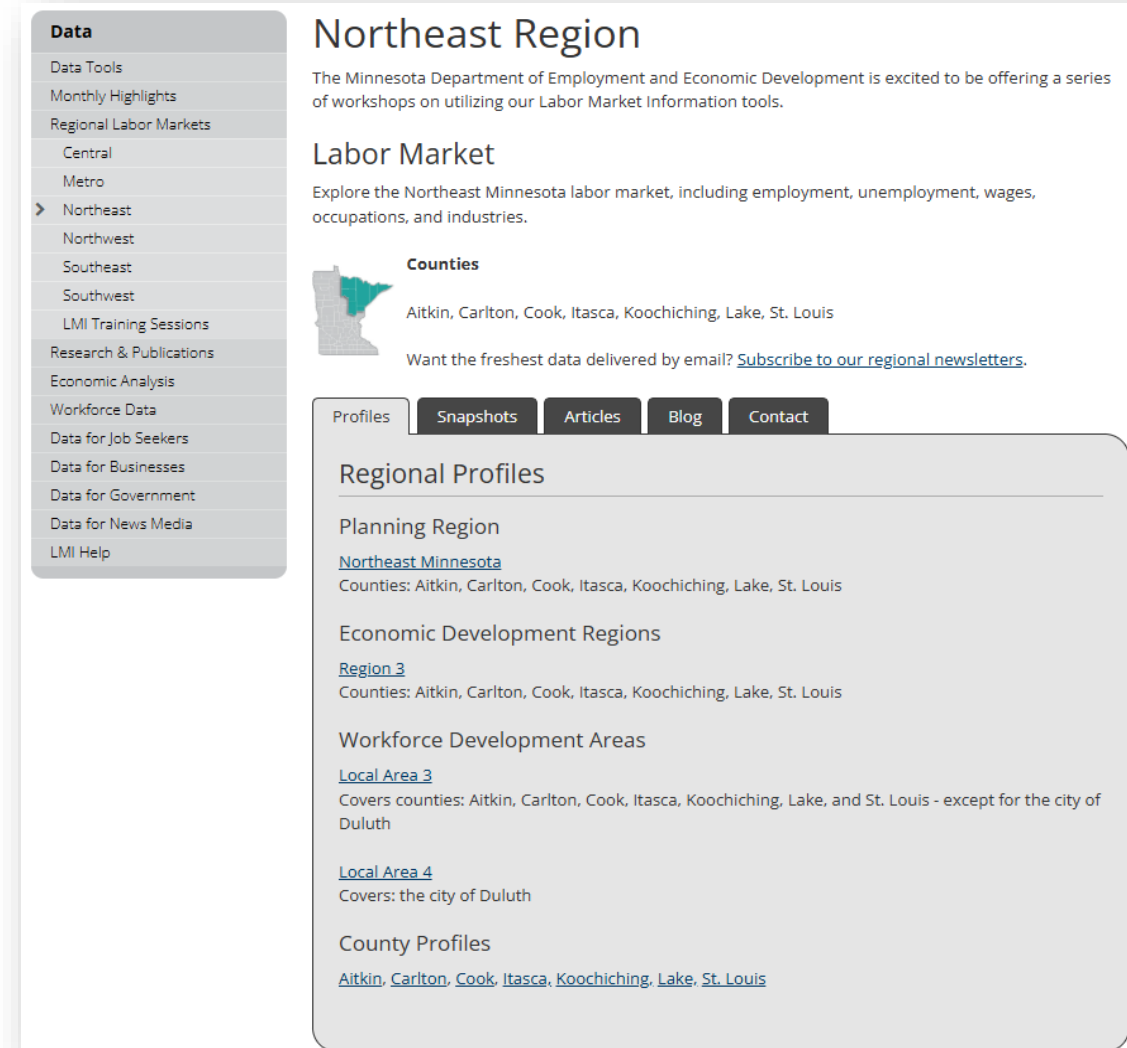
Each month, DEED's Regional Analysis & Outreach unit produces a series of blogs exploring local labor market information. Contact your regional analyst for more information

### [Regional Labor Markets](#)

Explore your region's labor market. Find comprehensive Regional Profiles and County Profiles you can download in PDF, as well as links to articles and data tools. Or contact your regional analyst.

# Regional and County Profiles

- Summaries of the most widely-used socioeconomic data
- By state, planning region, economic development region, workforce service area, and county
- Updated each year



The screenshot displays the Minnesota Department of Employment and Economic Development's website. On the left is a navigation menu with categories like Data Tools, Monthly Highlights, and Regional Labor Markets. The 'Northeast Region' is selected. The main content area includes a description of the region, a list of counties (Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis), and a link to subscribe to regional newsletters. Below this is a 'Regional Profiles' section with tabs for Profiles, Snapshots, Articles, Blog, and Contact. The 'Profiles' tab is active, showing links for Planning Region, Economic Development Regions, Workforce Development Areas, and County Profiles, each with a brief description and a list of included counties.

**Data**

- Data Tools
- Monthly Highlights
- Regional Labor Markets
  - Central
  - Metro
  - > Northeast
  - Northwest
  - Southeast
  - Southwest
- LMI Training Sessions
- Research & Publications
- Economic Analysis
- Workforce Data
- Data for Job Seekers
- Data for Businesses
- Data for Government
- Data for News Media
- LMI Help

## Northeast Region

The Minnesota Department of Employment and Economic Development is excited to be offering a series of workshops on utilizing our Labor Market Information tools.

### Labor Market

Explore the Northeast Minnesota labor market, including employment, unemployment, wages, occupations, and industries.

**Counties**

Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis

Want the freshest data delivered by email? [Subscribe to our regional newsletters.](#)

**Profiles** | Snapshots | Articles | Blog | Contact

### Regional Profiles

#### Planning Region

[Northeast Minnesota](#)  
Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis

#### Economic Development Regions

[Region 3](#)  
Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis

#### Workforce Development Areas

[Local Area 3](#)  
Covers counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, and St. Louis - except for the city of Duluth

[Local Area 4](#)  
Covers: the city of Duluth

#### County Profiles

[Aitkin](#), [Carlton](#), [Cook](#), [Itasca](#), [Koochiching](#), [Lake](#), [St. Louis](#)

# Regional and County Profiles

- Population composition and change
- Demographics of population and workforce
- Labor force trends and characteristics
- Industry and occupational trends, characteristics, and projections
- Income and cost of living
- and more!

8/6/2025

## COUNTY PROFILE St. Louis Co.

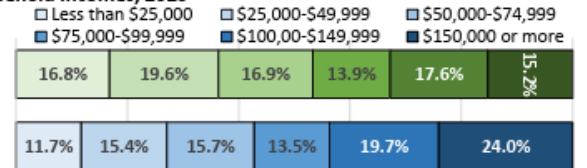
### INCOMES, COST OF LIVING, & HOUSING

St. Louis Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, St. Louis Co. had the 62nd highest median household income of the 87 counties in the state.

Median Household Income	<b>\$69,455</b>
state	\$87,556
Median Family Income	<b>\$94,308</b>
state	\$111,492
Per Capita Income	<b>\$39,778</b>
state	\$46,957

Source: 2019-2023 American Community Survey

Figure 11. Household Incomes, 2023



Source: 2019-2023 American Community Survey 5-Year Estimates

The cost of living has increased over the past 2 years with costs up in many areas. St. Louis Co. had a lower cost of living than the state, with a required hourly wage of \$14.96 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$19.3 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2024

Single Adult, 0 children	Single Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
St. Louis Co.	\$31,127	\$14.96	\$0	\$414	\$150	\$879	\$543	\$299	\$309
State of Minnesota	\$36,768	\$17.68	\$0	\$424	\$156	\$1,154	\$573	\$365	\$392
Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child	Family Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
St. Louis Co.	\$60,201	\$19.30	\$395	\$942	\$530	\$1,145	\$954	\$483	\$568
State of Minnesota	\$70,308	\$22.53	\$545	\$964	\$556	\$1,446	\$1,028	\$557	\$763

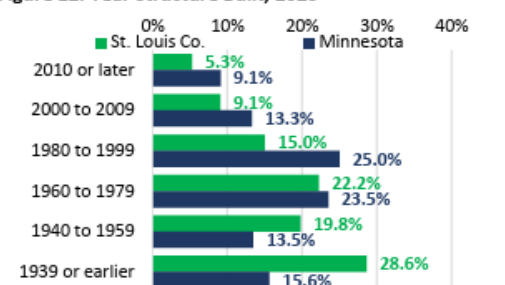
Source: DEED Cost of Living tool

St. Louis Co. had a lower median house value than the state, having the 50th highest value of the 87 counties in 2022. St. Louis Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-occupied Housing Units, 2022	St. Louis Co.		Minnesota
	Total	Percent	Percent
Total	62,085	100.0%	100.0%
Less than \$50,000	3,367	5.4%	4.0%
\$50,000 to \$99,999	7,737	12.5%	4.0%
\$100,000 to \$149,999	9,019	14.5%	6.2%
\$150,000 to \$199,999	9,481	15.3%	8.9%
\$200,000 to \$299,999	15,045	24.2%	25.7%
\$300,000 to \$499,999	12,041	19.4%	33.6%
\$500,000 or more	5,395	8.7%	17.5%
Median (dollars)	\$208,500		\$305,500

Source: 2019-2023 American Community Survey, 5-Year Estimates

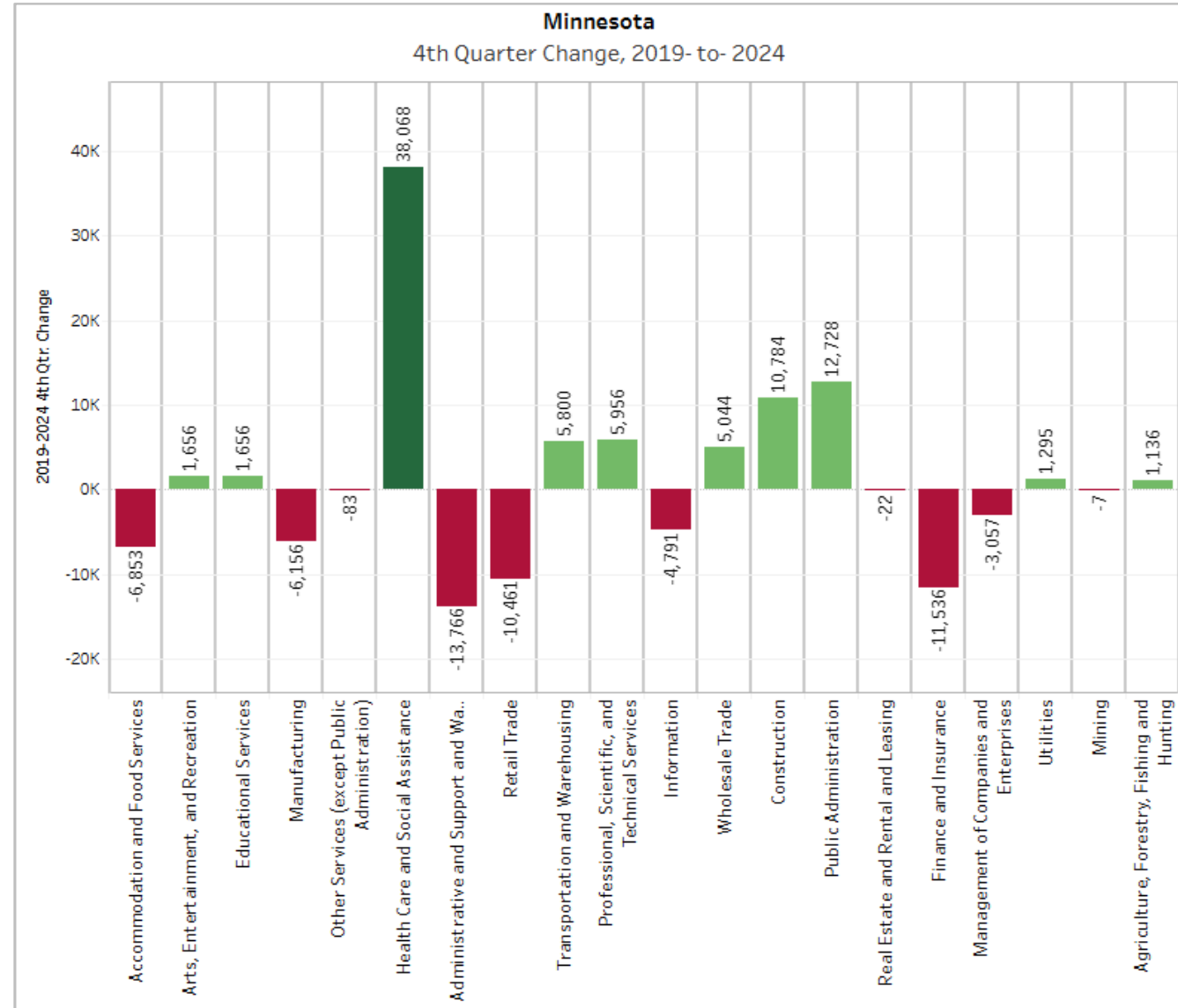
Figure 12. Year Structure Built, 2023



# Industry Details and Trends

- Employment and wage information by industry for all “covered” jobs (~95% of all jobs)
  - Employment, Establishments, Total Wages, Average Wages
- Data available by sector down to detailed industry and by ownership
- Quarterly back to 2000
- State, regions, counties, cities/townships
- Business Employment Dynamics
  - Job gains and losses by type

8/6/2025



# Occupational Wage and Employment

- Wage and employment estimates for 800 occupations
  - Breakdown by industry
  - 6 regions
  - 13 EDRs
  - 8 MSAs
- Created via a survey conducted by our LMI office

8/6/2025

**Table 29. Occupational Employment & Wage Statistics, 2025**

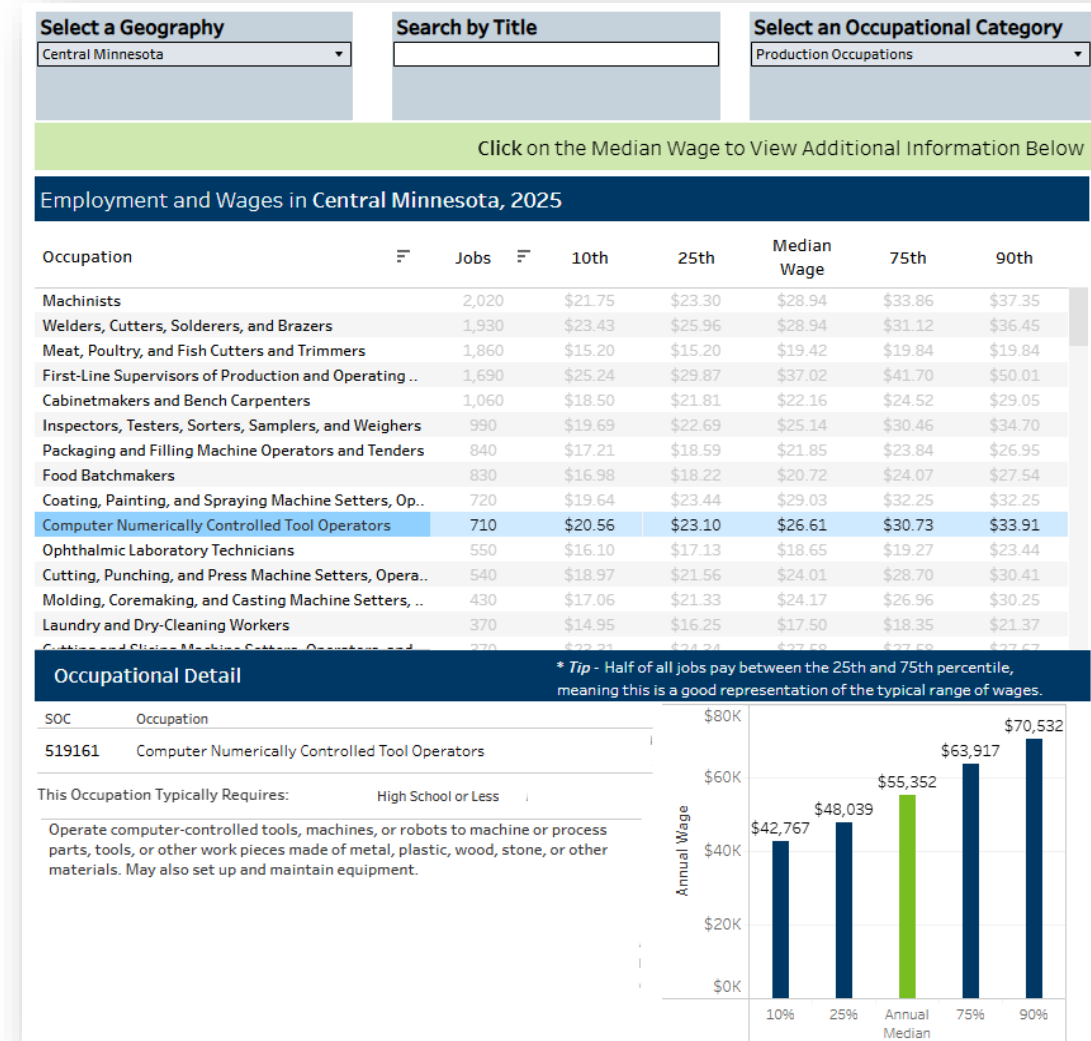
Occupational Group	Central Minnesota				State of Minnesota		
	Median Hourly Wage	Estimated Regional Employment	Share of Total Employment	Location Quotient	Median Hourly Wage	Estimated Statewide Employment	Share of Total Employment
Total, All Occupations	<b>\$23.85</b>	<b>280,040</b>	<b>100.0%</b>	<b>1.0</b>	<b>\$26.22</b>	<b>2,920,470</b>	<b>100.0%</b>
Management	\$49.59	15,380	5.5%	0.8	\$59.38	200,060	6.9%
Business & Financial Operations	\$37.32	11,410	4.1%	0.6	\$39.95	208,210	7.1%
Computer & Mathematical	\$39.21	3,350	1.2%	0.4	\$50.02	97,460	3.3%
Architecture & Engineering	\$40.78	3,890	1.4%	0.7	\$45.03	57,950	2.0%
Life, Physical & Social Science	\$39.52	1,680	0.6%	0.5	\$38.33	32,150	1.1%
Community & Social Service	\$29.89	5,550	2.0%	1.0	\$29.82	59,290	2.0%
Legal	\$41.73	970	0.3%	0.5	\$49.52	20,750	0.7%
Education, Training & Library	\$27.36	18,960	6.8%	1.2	\$27.84	170,270	5.8%
Arts, Design, Entertainment & Media	\$23.44	2,080	0.7%	0.6	\$28.84	36,030	1.2%
Healthcare Practitioners & Technical	\$42.24	17,280	6.2%	1.0	\$46.51	187,480	6.4%
Healthcare Support	\$18.73	17,600	6.3%	1.0	\$18.67	176,750	6.1%
Protective Service	\$30.99	4,720	1.7%	1.0	\$29.37	46,960	1.6%
Food Preparation & Serving Related	\$15.38	25,520	9.1%	1.1	\$16.05	240,830	8.2%
Building, Grounds Cleaning & Maint.	\$18.59	8,490	3.0%	1.1	\$19.16	81,700	2.8%
Personal Care & Service	\$17.38	5,630	2.0%	0.9	\$17.54	63,300	2.2%
Sales & Related	\$17.83	26,540	9.5%	1.1	\$18.66	244,780	8.4%
Office & Administrative Support	\$23.41	30,330	10.8%	0.9	\$24.07	340,040	11.6%
Farming, Fishing & Forestry	\$23.70	610	0.2%	1.9	\$23.48	3,300	0.1%
Construction & Extraction	\$31.52	15,930	5.7%	1.5	\$34.20	114,050	3.9%
Installation, Maintenance & Repair	\$29.61	11,950	4.3%	1.2	\$30.40	105,650	3.6%
Production	\$23.74	26,990	9.6%	1.4	\$23.56	205,220	7.0%
Transportation & Material Moving	\$22.37	25,190	9.0%	1.2	\$22.85	228,260	7.8%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2025

# Live Demo!

# Occupational Employment and Wage Statistics Example

- Dashboard allows for easy searching of occupations by title or occupational category
- Annual and hourly wages
- Number of jobs in occupation by geography
- Typical education required to enter occupation

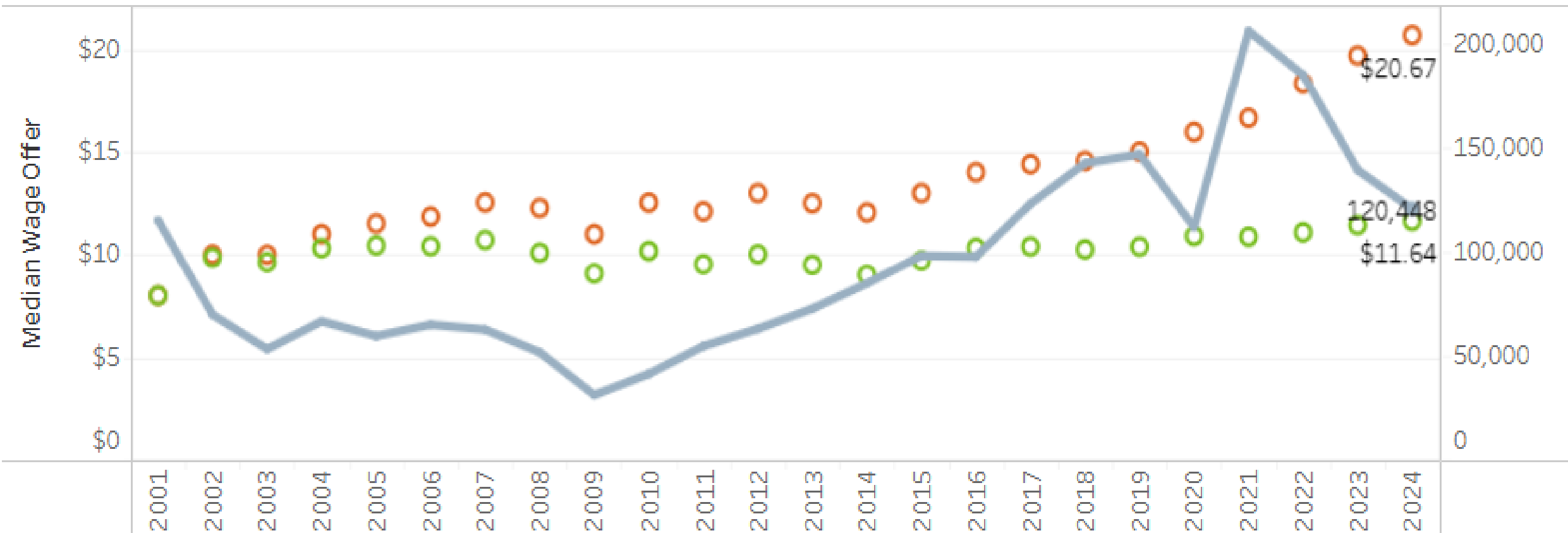


# Job Vacancies

## Historical Trends

Total, All Occupations

- Inflation Adjusted Median Wage Offer
- Median Wage Offer
- Vacancies



# Workforce Demographics

- What does your industry's workforce look like? How has it changed?
- Age, race, ethnicity, educational attainment, and sex
- By detailed industry
- State, metro, workforce service area, and county
- Quarterly and annually since 1995
- Hours worked and median wages available (DEED QED)

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## Quarterly Employment Demographics

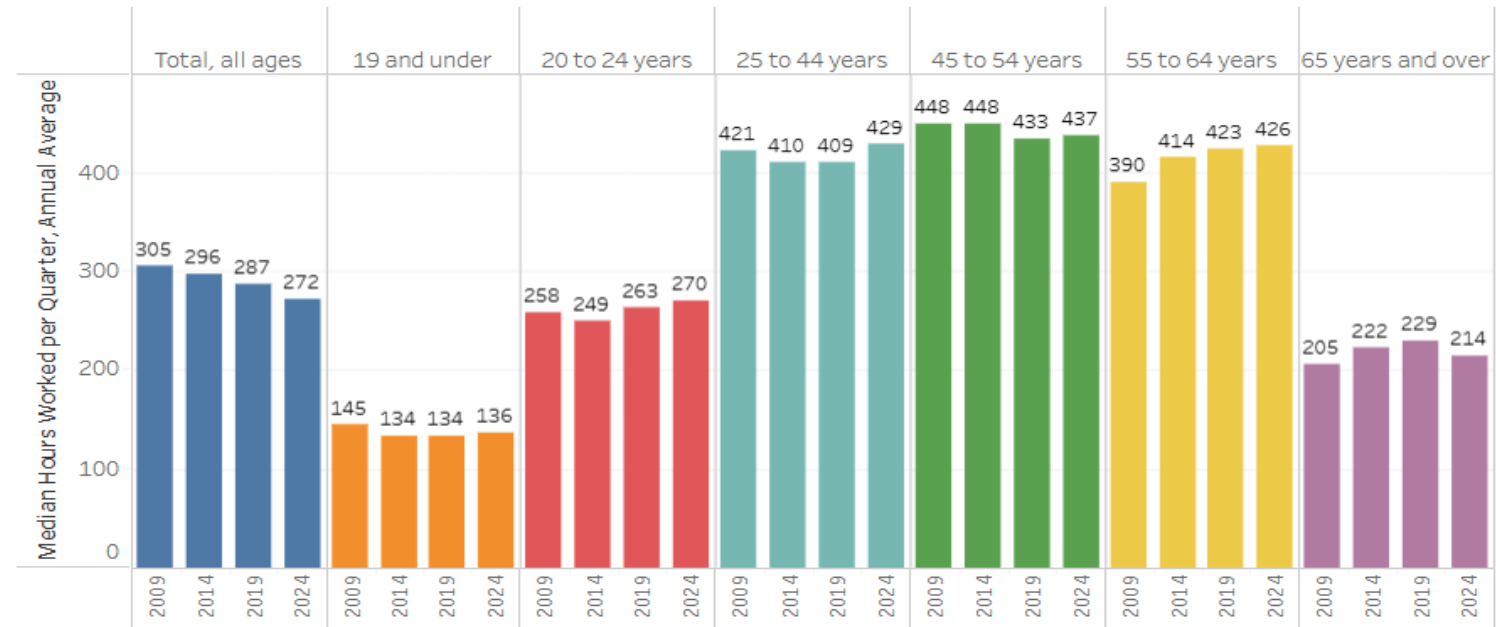
Select a Region:  
Northwest Minnesota

Select a Year:  
☐ 2007  
☐ 2008  
☒ 2009  
☐ 2010  
☐ 2011  
☐ 2012

Select an Industry:  
☐ Other Services, Except Public Admin.  
☐ Professional and Technical Services  
☐ Public Administration  
☐ Real Estate and Rental and Leasing  
☒ Retail Trade  
☐ Total, All Industries  
☐ Transportation and Warehousing  
☐ Utilities  
☐ Wholesale Trade

Select an Age Group(s):  
☒ 19 and under  
☒ 20 to 24 years  
☒ 25 to 44 years  
☒ 45 to 54 years  
☒ 55 to 64 years  
☒ 65 years and over  
☒ Total, all ages

Median Hours Worked per Quarter by Age Group in Retail Trade, 2009, 2014, 2019 and 1 more

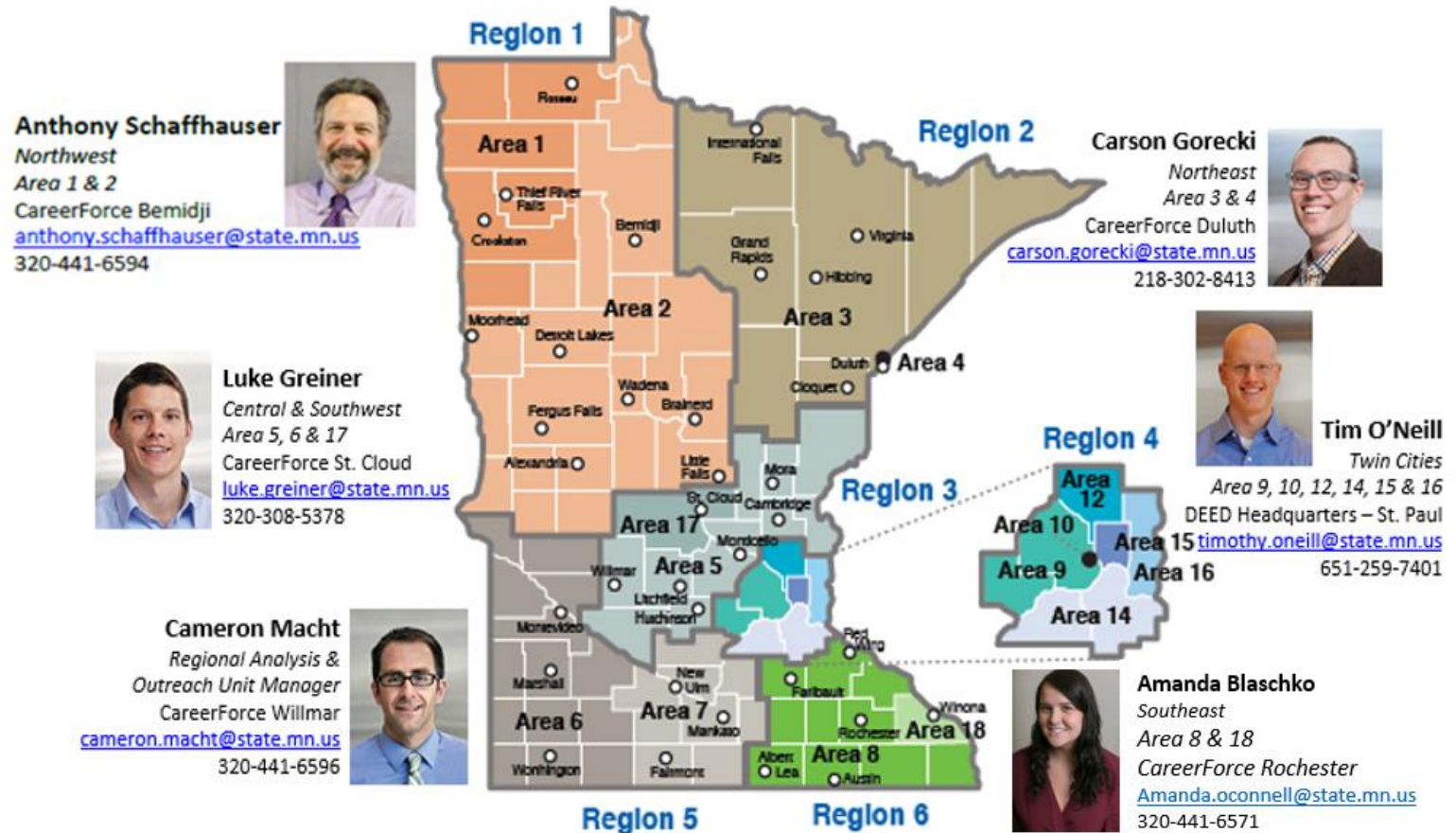


Source: DEED Quarterly Employment Demographics (QED)

# Additional Resources

- US Census' OnTheMap
- Employment Projections
- Local Area Unemployment Statistics
- Labor Market Information training sessions
- And much more!

## The Regional Analysis Team can help you and your business!



# Employer Panelists



**Kelly Hertling, CSP**  
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**Dustin J. Goslin**  
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# PANEL DISCUSSION

WORKFORCE STRATEGY CONSULTANTS

# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



**Next Webinar:**

## Engaging the Unhoused Workforce

**September 3<sup>rd</sup>, 2025**

**11:00 a.m. – Noon**

**(Noon-12:30 p.m. Unplugged Audience Q&A)**

# Thank You!

DEED Workforce Strategy Consultants

## 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



### WORKFORCE STRATEGY CONSULTANTS



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#### METRO

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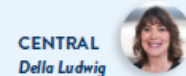
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#### SOUTHEAST

Becky Zoubek

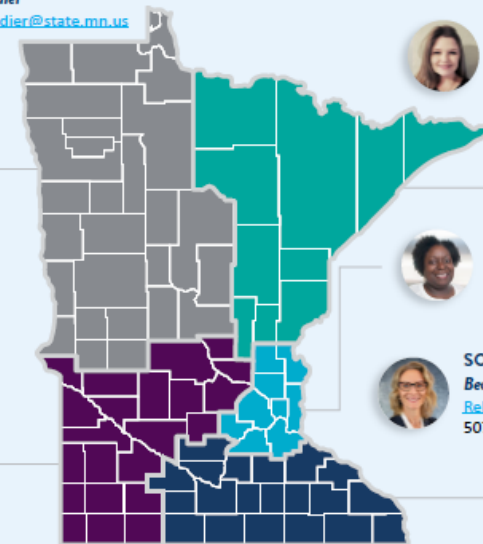
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# UNPLUGGED – Q AND A

