

Workforce Development Information

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Five programs included in this report provide workforce development information. These programs are unique from the rest of the *Inventory* in that they provide self-service products more than staff-assisted services. Workforce development information is the set of materials, both print and online, that help the workforce and employer community make sound decisions about careers, jobs, education, staffing and more.

Workforce development products and services have \$9,902,900 in funding, all from federal sources. As these are primarily online publications, it is currently not possible to tell how many customers are served. However, over 100,000 *Minnesota Careers* are sent to Minnesota high schools annually.

The programs in this section of the report include:

- CareerOneStop
- iSeek Solutions
- Labor Market Information (LMI)
- Minnesota Career Information System (MCIS)
- *Minnesota Careers*

CareerOneStop is a collaborative effort by the Minnesota Department of Economic Security and the U.S. Department of Labor to create an online career management resource for workers, employers and workforce development providers. iSeek Solutions is a state collaborative effort to provide career-related resources for the 21st century workforce. Labor Market Information includes key labor market indicators, information and analysis. The Minnesota Career Information System provides comprehensive and current career information especially for Minnesota's students. *Minnesota Careers* is an award-winning career exploration publication distributed to all Minnesota high schoolers.

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Program Funding Sources²³

Agency Program	Source of Federal Funding	Federal Allocation	Source of State Funding	State Allocation
CFL Minnesota Career Information System (MCIS)		\$0	MCIS does not receive a state or agency appropriation.	\$0
MDES Labor Market Information (LMI)	U.S. Department of Labor, Bureau of Labor Statistics U.S. Department of Labor, Employment and Training Administration	\$2,500,000		
MDES Minnesota Careers			Since 1998, there are no dedicated funds for this program so funding sources change annually. Several state departments have contributed Federal funds over the program years, including Minnesota Department of Economic Security, Minnesota Department of Children, Families and Learning, Minnesota Career Resource Network, Minnesota Department of Labor and Industry, Minnesota Higher Education Services Office.	\$193,900
MnSCU iSeek Solutions			Minnesota State Colleges and Universities, University of Minnesota	\$1,265,000
US-DOL CareerOneStop	U.S. Department of Labor, Employment and Training Administration	\$7,350,000		

²³ Allocation amounts are for the Program Year ending in 2001.

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General Program Information

Agency Program	Purpose	Services	Customers	Number Served
CFL Minnesota Career Information System (MCIS)	To aid Minnesotans in making better career decisions by providing resources that contain accurate, comprehensive and current career information. These resources are delivered in forms that are meaningful to users and that adhere to the current principles of career development.	MCIS offers career planning publications and software for youth of all ages and adults. The primary product is the comprehensive career information system software. MCIS also coordinates training for ISEEK Solutions products such as ISEEK (Internet System for Education and Employment Knowledge), MnVU (Minnesota Virtual University) and CRS (Career Resource System).	Youth and adults involved in career planning.	Not reported
MDES Labor Market Information (LMI)	Key labor market indicators, information and analysis on the economy, workforce, job market and business community in Minnesota are collected, analyzed and disseminated to support informed employment decisions.	Statistical reports and data products on industry employment, occupational employment, wage distributions, employment projections, workforce, unemployment, and job vacancies. Publications featuring analysis of these topics. Consultation on labor market analysis and research design. LMI and career information training seminars. Public education about the job market. Presentations and briefings upon request.	Businesses, students, job seekers, government entities, the media, the general public, and the U.S. Department of Labor.	Not reported
MDES Minnesota Careers	<p><i>Minnesota Careers</i> was first produced in 1991 in response to the need for a career and educational exploration guide for high school teachers and counselors to use with Minnesota students. The guide has evolved into an annual publication for high school students and other career explorers supplemented by a website, Facilitator's Guide and Parent Guide. <i>Careers</i> provides Minnesota-specific labor market, education, and career exploration information and directs users to career products and services offered by other Minnesota state entities. Counselors and teachers rely on the publication as a classroom textbook, a tool for one-on-one career counseling, and as a resource for individual career exploration.</p> <p><i>Careers</i> is a product of the joint powers organization, iSeek Solutions, and is produced at the Department of Economic Security. iSeek Solutions is a collaboration that has its mission "to provide valued policy and services to help individuals and organizations achieve their goals in lifelong learning, career planning, workforce development and business growth." This alliance is manifest through shared planning, content development, customer research, training workshops, and marketing materials. Closely aligned products include www.iseek.org and the CD-based Minnesota Career Information System.</p> <p>The fundamental goal of the publication is to provide users with the information needed to identify their interests and make informed career and education decisions.</p>	A print and web-based career and education publication with a Facilitator's Guide, Parent's Guide. The website provides a connection between the print publication and more extensive web-based information, particularly that available through www.iseek.org . Support services include training and answering customer questions via phone and Email. <i>Careers</i> is a product of iSeek Solutions and products and services are delivered in collaboration with iSeek Solutions' products and strategic partners, particularly the Minnesota Career Information System (MCIS).	The majority of copies of <i>Minnesota Careers</i> printed are used with high school students. Several other youth audiences access the publication including: junior highs, middle schools, private schools, charter schools, colleges, alternative learning centers, 4-H groups, boy scouts, and girls scouts. Although the primary audience is high school students, other users of the publication include: WorkForce Centers, state agencies, private businesses, libraries, local and county governments, adult basic education programs, corrections facilities, refugee programs, and unions.	Not reported

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General Program Information				
Agency Program	Purpose	Services	Customers	Number Served
MnSCU iSeek Solutions	iSeek Solutions is a joint powers collaboration that has its mission "to provide valued policy and services to help individuals and organizations achieve their goals in lifelong learning, career planning, workforce development and business growth." As part of iSeek Solutions, ISEEK (Internet System for Education and Employment Knowledge), MnVU (Minnesota Virtual University) and CRS (Career Resource System) have formed a virtual organization with <i>Minnesota Careers</i> and the Minnesota Career Resource Network and has a strategic partnership with MCIS. There are several web sites that provide information on the services and products of iSeek Solutions: www.iseeksolutions.org (umbrella site), www.iseek.org , www.mnvu.org , www.crs.iseek.org , www.mncareers.org , www.mcrn.org . MCIS can be found at: cfl.state.mn.us/mcis . MCIS is now in a strategic alliance with iSeek Solutions. This arrangement creates a shared vision of the career-related resources needed by Minnesota's 21st Century workforce. This alliance is manifest through shared planning, content development, customer research, training workshops, and marketing materials.	iSeek Solutions provides valued policy and services that serve the career planning, education, employment and employer marketplaces. Our solutions are developed by excelling at four core competencies: 1) Education and Workforce Development Policy Solutions - We partner with key stakeholders to provide a forum for the research, idea synthesis, and development of solutions to meet unmet education and workforce needs. 2) Career and Employment Planning Services - We work with our partners to package and disseminate information solutions that enable individuals to research careers, find employment and manage their career growth. 3) Education and E-Learning Services - We work with education providers and e-learning technologies to deploy education planning services and grow the e-learning marketplace. 4) Employer Resource Services - We provide connectivity for employers to an array of recruitment, retention and business growth services and solutions. To see a list of current products: www.iseek.org	iSeek serves a broad market serving the citizens of Minnesota: career explorers, job seekers, higher education seekers, career advisors, employers, education and training providers and labor and education policy makers/planners. This includes: lifelong learners, K-12 students, higher education students, incumbent and emergent workers and businesses.	Not reported
US-DOL CareerOneStop	CareerOneStop consists of: America's Job Bank, America's Career InfoNet and America's Service Locator. These tools work together to provide users with workforce assistance and information. A related tool, Workforce Tools of the Trade, is designed specifically for workforce professionals.	America's Job Bank allows employers to post job listings and search resumes nationwide. It allows job seekers to post resumes and search job openings all over the country. America's Career InfoNet is an electronic storehouse of national, state, and local labor market data with employment trends, wages and more. It also lists millions of employers by industry, occupation and name. Career videos help users find out what is involved in over 200 different careers. America's Service Locator connects users to local offices providing training and employment services. Just type in your address and get a map and driving directions to the nearest location providing the services you need.	Our customers cover a broad range. They are businesses, job seekers, students, human resource professionals and workforce professionals.	Not reported

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Measures ²⁴					
Agency Program	Federal Measures	Results	State Measures	Results	Other Measures
CFL Minnesota Career Information System (MCIS)					MCIS participates in customer research efforts through iSeek Solutions. A key indicator is the sales revenue generated each year. This revenue has remained stable for several years.
MDES Labor Market Information (LMI)			Survey response rate. Error checks and edits. Timeliness in production of BLS data.		
MDES Minnesota Careers			Feedback is collected from <i>Minnesota Careers</i> users. Incorporated into the feedback questions are the three American Customer Satisfaction Index satisfaction questions. <i>Minnesota Careers</i> users rate their level of satisfaction as 8.70. Their rating for how <i>Minnesota Careers</i> met their expectations was 8.37. The score for how <i>Minnesota Careers</i> compared to their ideal was 8.51. These all increased from the prior year.		Performance is monitored by an annual customer feedback survey. The most recent report (program year 2002) is available on the <i>Careers</i> website (www.mncareers.org) under "Survey."
MnSCU iSeek Solutions					Performance to be monitored by an annual customer feedback survey in collaboration with MCIS and <i>Minnesota Careers</i> .
US-DOL CareerOneStop					

²⁴ Results are for the Program Year ending in 2001.

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Service Delivery

Agency and Program Name	Who delivers products and services?			Where are products and services delivered?					
	State staff	Other public employees	Other	Community-based organizations	Educational Institutions	Faith-based organizations	WorkForce Centers	Online	Other
CFL Minnesota Career Information System (MCIS)		X	X	X	X		X	X	X
MDES Labor Market Information (LMI)	X						X	X	X
MDES Minnesota Careers	X			X	X	X	X	X	X
MnSCU iSeek Solutions	X	X	X	X	X		X	X	
US-DOL CareerOneStop	X	X						X	