WORKFOUNTAIN AND MN JOB MATCH

Office of Higher Education Legislative Report
January 2019

Overview

Necessitated by the looming labor shortage, an engagement strategy was developed in 2016 by RealTime Talent and other key regional workforce stakeholders to bring the WorkFountain platform, developed by Digerati, Inc. to Minnesota to provide hiring solutions in attracting and retaining talent. Such hiring solutions included:

- Unifying the region's workforce development efforts
- Increasing diversity and reducing biasing in hiring
- Creating efficiencies in recruiting practices
- Providing access to a national pool of talent with targeted matches
- Providing real-time data to employers and job-seekers

The platform was made available with key local and state business organizations, trade associations, governmental programs, workforce development and placement efforts, educational institutions and training programs.

Project Beginnings and Background in Minnesota

In May of that initial year, during the final days of the Minnesota Legislative Session, RealTime Talent and fiscal agent The St. Paul Foundation worked with staff of Minnesota's Higher Education and Workforce Development Committee to provide information and support of a proposal to fund an online labor exchange using skill-matching technology. The proposal was funded with $500,000 in Year 1 and $405,000 in year two and beyond.

RealTime Talent accepted this role and responsibility with the goal of implementing a system that would contribute significantly to RTT's mission and purpose, including:

- Contribute in a measurable way to workforce alignment – prospective employees across the state processing talents and knowledge in-demand by Minnesota employers.
- Improve effectiveness and efficiency of the systems that influence employers finding employees to meet their productivity needs and job seekers finding opportunities in which they can experience success and career growth.
- Foster improved data resources to measure workforce alignment in Minnesota and the impact of activities and programming designed to improve alignment. Foster a system that includes all "legal productive work for pay" as employment.
- Demonstrate a system efficiently and collaboratively, with public and private input and influence and collaboration – fostering an opportunity to integrate a financially sustainable WIOA compliant system.
- Contribute to career mapping and pathway programs through data and employment opportunities through secondary, postsecondary and workforce training partners.

RTT performed an extensive evaluation, including review of 11 advanced matching technology platforms, eight interviews with a rubric based evaluation and guided demonstration of eight online job matching platforms. Based on the evaluation performed by RTT, WorkFountain was engaged to develop and partner on implementing a system. Additionally, the creation of a Regional Advisory Board ensued. The Advisory Board was a tool to engage key stakeholders and extend the reach of the platform.

Following a series of discussions between Real Time Talent and The St. Paul Foundation regarding its re-alignment and purpose, RealTime Talent approach approached the Minnesota Chamber Foundation to manage the program, and corresponding legislative grant through June 2019. As part of the transition, Minnesota's Legislature updated the grant recipient and a new agreement was reached between Digerati (WorkFountain) and Minnesota Chamber Foundation in March 2018.

Deliverables

WorkFountain committed to extending the technology platform and establishing and activating a network of partners to facilitate the acquisition of job postings and candidate profiles.
1) Provide state-of-the-art technology solution to connect job seekers with job opportunities
    a) Establish primary web portal
2) Create custom-branded portals for partner organizations
3) Provide training on all aspects of platform with key stakeholders, affiliate partners, etc.
4) Develop and extend customer service protocols to partners

RealTime Talent, and then followed by the Minnesota Chamber Foundation committed to the establishing and activating a regional network of partners to facilitate the acquisition of job postings and candidate profiles.
1) Adding a unique page to the websites for access to MN Job Match and information regarding the platform
2) Providing outreach through Minnesota partners including higher education (Exhibit B), secondary education, community-based organizations, employers, government, workforce development providers, local chambers of commerce, trade associations, etc.
3) Development of marketing and public information strategy
4) Customized print and electronic materials with local collective branding
5) Create the online presence to promote the collective brand
6) Cultivate opportunity to identify key steps to secure commitment for upload all MN Job Match jobs to Minnesota Works and other statewide resource sites
7) Employer outreach and engagement strategy
8) Secure Affiliate Partners - To date, 27 organizations have created individual portals to drive employer engagement through job and internship postings. These organizations are referred to as Affiliate Partners and can be found in Exhibit A.

Employer and Candidate Engagement

While the platform can be used to facilitate more diverse and inclusive hiring across all industry sectors, we have focused on two initial pilot programs to establish collaboratives within key growth areas of Minnesota's labor market.

Focusing on industry collaboratives provides density of both candidates and jobs aligned across a focused subset of occupations. This allows for the establishment of a high efficiency exchange between employers, allowing them to share unplaced candidates, ultimately optimizing the use of the state's talent pool.

Our first two industry collaboratives have been focused on manufacturing and health care.

Manufacturing
Led by Schwan's and the Taylor Corporation, MN Job match is building a high efficiency candidate exchange principally targeting the following occupations:
- Machinists
- Maintenance Technicians
- Customer Service Representatives
- CNC Programmers
- Sales Managers

Based on their own experiences, Schwan's is actively working with MN Job Match to engage human resource executives at many of the state's largest manufacturers and the Chamber is levering its relationships with several coalitions, trade associations, and local chambers to engage more small and mid-sized manufacturers.

Health care
Led by LeadingAge MN and Care Providers of MN, MN Job match is building a high efficiency candidate exchange principally targeting the following occupations:
- Nurses
- Certified Nursing Assistants
- Medical Assistants
- Healthcare Managers
- Billing / Coding Specialists

We are working with LeadingAge and Minnesota Care Providers to develop deeper engagement with their membership bases, including the possibility of directly integrating the platform into some of their larger member's Applicant Tracking Systems (ATS).

Additionally, our team of staff and volunteers from the Minnesota Chamber and RealTime Talent have conducted extensive outreach activities through small group and large audience presentations, customized meetings and more, to educate, inform, and engage both employers and job seekers. In 2018, more than 200 engagement opportunities (Exhibit C) occurred, directly reaching nearly 4,000 individuals. In the past eighteen months, 1363 candidates and 604 employers have registered with the system, posting a 704 total opportunities and generating nearly 2,500 matches. With the collaboratives now active, we continue to generate increased activity, month over month.

Technology Platform and Upgrades

In order to create a more efficient and inclusive regional labor market, our technology partner has developed and implemented the following:

Integration with the Bullhorn platform and Oracle's Taleo Applicant Tracking System – While many of the region's major corporations provide financial support to the workforce system, it can be difficult for them to be consumers of the candidates whose education they are helping to underwrite. To more fully connect them into the regional workforce system, it is important to model their current processes and integrate with their existing systems. We worked with our technology partner to prioritize the integration of the MN Job Match platform into Taleo and Bullhorn. This integration significantly lowers the barrier of participation by reducing risk and onboarding cost as employers can maintain their current workflows and reporting structures while accessing a much broader and more inclusive pool of regional talent. The integration with Taleo has already been an invaluable piece of the onboarding of Schwan's.

Fit Assessment – To simplify the user experience and focus the recruiting process on alignment (and less on bias), MN Job Match now uses the matching engine to provide both the employer and candidate with dynamically created individually customized "Fit Assessment" reports. These Fit Assessments quickly show areas of alignment and potential misalignment in a standardized, easy-to-read format. These reports provide parity of information between the candidate and employer, drive recruiting efficiency, and when paired with candidate masking (see below), can maximize the reduction of implicit bias in the resume review process.

Candidate Masking – The platform now allows employers to mask the information found on a resume that often leads to a biased review. While masking candidate information on resumes leaves little for a recruiter to go on, the information provided through the Fit Assessments contains the detailed information needed to make an initial candidate assessment; focusing candidate reviews on skill, ability, and interest alignment.

Provides recruiters with relevant and actionable information:
- Skill Alignment
- Ability Alignment
- Interest Alignment
- Work Responsibility History
- Degree Attainment Information
- Years of Experience in Each Role

Masks the following information:
- Candidate Name
- Educational Institutions Attended
- Name of Previous Employers
- Converts Dates of Employment to Employment Duration

MN JOB MATCH
MINNESOTA CHAMBER FOUNDATION

Exhibit A: Affiliate Partners

- AgCentric
- AgriGrowth
- Alexandria Lakes Chamber of Commerce
- Anoka Area Chamber of Commerce
- APICS
- CareProviders
- City of Princeton
- Dakota County Regional Chamber of Commerce
- GenSync
- Greater Mankato Growth
- Greenseam
- HealthForce MN
- IMA of MN
- Jewish Family & Children's Service of Minneapolis
- LeadingAge MN
- Long Prairie Chamber of Commerce
- Minneapolis Regional Chamber of Commerce
- Minnesota High Tech Association (MHTA)
- Minnesota State Engineering Center of Excellence
- Minnesota Chamber of Commerce
- MN Department of Labor & Industry
- MN Railroad Association
- MSCSA/LeadMN
- Page Education Foundation
- Print Industry Midwest
- RealTime Talent
- Richfield Chamber of Commerce
- Right 4U
- Shakopee Chamber of Commerce
- SHIFT
- Southern Minnesota Center of Agriculture
- Students United
- Vadnais Heights Economic Development Corporation
- Value of Five
- Waseca Area Chamber of Commerce
- White Bear Lake Chamber of Commerce
- Wilmar Lakes Area Chamber of Commerce
- Winona Area Chamber of Commerce

Exhibit B: Educational Institution Partners

- Augsburg University
- Bemidji State University
- Bemidji State University
- Century College
- College of Saint Benedict & Saint John's University
- Concordia College
- Concordia University, St. Paul
- Gustavus Adolphus College
- Hennepin Technical College - Brooklyn Park
- Hennepin Technical College - Eden Prairie
- Metropolitan State University
- Minneapolis Community & Technical College
- Minnesota State College Southeast Winona
- Minnesota State Community & Technical College - Fergus Falls
- Minnesota State Community & Technical College - Moorhead
- Minnesota State Community & Technical College - Wadena
- Minnesota State Moorhead
- Minnesota State University, Mankato
- North Hennepin Community College
- Rasmussen
- Saint Mary's University of Minnesota
- Southwest Minnesota State University
- St. Catherine University
- St. Cloud State University
- The College of St. Scholastica
- University of Minnesota - Twin Cities
- University of MN - Crookston
- University of MN - Duluth
- University of MN - Morris
- University of MN - Rochester
- University of Northwestern - St. Paul
- Winona State University

Exhibit C. 2018 Outreach: Presentations and Customized Meetings

Achieve Minneapolis
Advance IT
AgCentric
Association of Minnesota Counties
Association of Minnesota Counties & Nicollet County
APICS
Bloomington School District CTE, Rasmussen College
Bloomington School District CTE, Rasmussen College, CTE Consortia Secondary Level
Bloomington School District
Bloomington Workforce Center
Bremer Bank
Bridgeworks
Bridgeworks, Trades Gap Summit 2018
C12 MN Talent Crisis
Care Providers of MN
Career Advising Liaison Team
CareerWise - Minnesota State
Center for the American Experiment
Central Corridor Anchor Partnership
CH Robinson
City of Minneapolis
City of Minneapolis, CPED and U of MN, Carlson School
City of Minneapolis, Fresh Start Professional's Network Meeting
Connect The Dots
ConnextMSP
Consultant Recruiter, Heidi Anderson
CSOM The Way We Work
CTE Works! Summit
Dakota Scott Workforce Summit
Dale Carnegie
DEED CareerForce
DEED, MinnesotaWorks
Department of Labor and Industry
Edina Public Schools
FFA Convention
First State Bank & Trust
GenSync
Goodwill Easter Seals
Habitat for Humanity
HealthForce Workshop

Hennepin County
Hennepin County, Youth Employment
Hennepin South Workforce Center
Hennepin Technical College
Hennepin West CTE Consortia
Hennepin Workforce Leadership Council
Hidden Talent Pools
HIRED
Hope United CDC
HR Tomorrow Conference
HREC Meeting
Humphrey School of Public Affairs
Interfaith Outreach Community Partners
Junior Achievement
Knight Connects
LeadingAge Workforce Solutions Conference
LinkUp
Long Prairie Chamber of Commerce
Macalester College
McKinsey
Medical Alley
Metro State University
Metro Workforce Expo
MHTA
Minn Post
Minnesota State/Career and Technical Education
Minneapolis College
Minnesota Association of Economic Development Organizations
Minnesota Chamber of Commerce
Minnesota Chamber of Commerce Executives
Minnesota Department of Labor and Industry
Minnesota Grain and Feed Association
Minnesota Private Colleges Council
Minnesota Regional Short-Line Railroad Association
Minnesota State
Minnesota State Centers of Excellence Retreat
Minnesota Workforce Council Association
MN Business Talent Collaborative
MN Chamber Manufacturing Event
MN Food & Agriculture Summit
MN House of Representatives
MN Non-Profit Executive Leadership Summit

MN Online High School
MN State, Center of Excellence Retreat
Moorhead State
MSP Win
National Association of Manufacturers
North Hennepin Community College
Owatonna Chamber of Commerce
Patina Solutions
Pillsbury United Communities
Project for Pride in Living
Rasmussen
Robert Half
Saint Paul Port Authority
Schwan's
SHIFT
SHIFT Employer Forum
South Central College

TSE Inc.
Twin Cities Diversity & Inclusion Roundtable Symposium
Twin City Hardware
TwinWest Chamber of Commerce
University of Minnesota Extension
UpWorks
US Bank
US Department of Labor and Industry
Vadnais Heights Economic Development Corporation
Value of 5
Wells Fargo
White Bear Lake Area Schools - CTE
Willmar Lakes Area Chamber
Winona Chamber of Commerce