



## Rural Career Counseling Coordinators

As required by Minn. Stat. § 116L.667 Subd. 3

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As required by Minnesota Statute 3.197: This report cost approximately \$476.15 to prepare, including staff time, printing, and mailing expenses.

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## Legislative History

Minnesota enacted the Rural Career Counseling Coordinator Program (RC3) in 2015, [Minn. Stat. § 116L.667](#). The Rural Career Counseling program is charged with improving coordination and communication of workforce development programs and services with administering agencies in the five workforce development regions located outside the metropolitan area. The RC3 professionals have advanced local and regional workforce development program and service delivery knowledge; they apply that expertise with customer outreach and engagement and by making recommendations for continuous improvement or new workforce initiatives. The Department of Employment and Economic Development (DEED) administers RC3.

In the 2023 legislative session, the Minnesota Legislature appropriated \$1 million in State Fiscal Year 2024 (FY24) and \$1 million in FY25 to RC3 under [Minnesota Laws of 2023, Ch. 53 Art. 20, Sec. 2, Subd. 3\(a\)](#). 5% of these funds may be used by DEED to administer the grant.

## Rural Career Counseling Overview

A Career Counseling Coordinator is responsible for:

- Understanding the needs of existing, new, and prospective service area businesses in regard to workforce development programs, resources, and other services
- Connecting job seekers, secondary and higher education institutions, employers, and other stakeholders and partners
- Providing services to job seekers including:
  - Career counseling
  - Training
  - Work experience opportunities
- Assessing and compiling information about all workforce development programs and services offered in the assigned workforce development area, including:
  - Adult basic education programs
  - Programs and services at higher education institutions
  - Kindergarten through grade 12 schools
- Making recommendations to the commissioner regarding ways to improve career counseling coordination, possible program changes, and new workforce programs or initiatives
- Sharing best practices and collaborating with other career counseling coordinators to promote and enable state-level coordination among workforce development programs and administering agencies including, but not limited to:
  - Department of Employment and Economic Development
  - Department of Education
  - Department of Labor and Industry
  - Office of Higher Education
- Promoting available workforce development and career counseling programs and resources in the workforce development area

## Program Structure and Activities

The five workforce development regions in Minnesota outside of the Twin Cities Metro area each host one full-time rural career counseling coordinator. The coordinator is responsible for understanding the workforce development needs of existing, new, and prospective service area businesses. They also serve career seekers and students by providing counseling, training, and work experience opportunities. Finally, the rural career counseling coordinators serve as a source of best practices and collaboration among the workforce development system stakeholders and partners in their respective regions. Below is each regions' plan for the FY25 reporting period.

### Central Minnesota Jobs & Training WDA-5

**Funding awarded:** \$190,000

**Who is Served:** 800 businesses, 1,750 career seekers, and 63 K-12 institutions within Local Workforce Development Area (WDA) 5 and 17 (comprised of Benton, Chisago, Isanti, Kanabec, Kandiyohi, McLeod, Meeker, Mille Lacs, Pine, Renville, Sherburne, Stearns, and Wright Counties) in partnership with Career Solutions.

**Expected Outcomes:** 19 Job Seekers will enroll with 13 exiting the program to employment.

### Northeast Minnesota Office of Job Training WDA-3

**Funding Awarded:** \$190,000

**Who is Served:** 60 businesses, 1,200 career seekers, and 2,500 K-12 institutions within the counties of Cook, Lake, St. Louis, Carlton, Koochiching, Itasca, and Aitkin located in the northeast region of Minnesota.

**Expected Outcomes:** This provider does not track individual job seekers, instead they conduct larger group sessions. This is unique compared to the other providers listed.

### Rural Minnesota CEP WDA-2

**Funding Awarded:** \$190,000

**Who is Served:** 150 businesses, 1,600 career seekers, and zero K-12 institutions the Career Counselor will provide support to promote available services in the area including the sharing of information in writing and through presentations to area CareerForce Center staff promoting career pathways in the area's in-demand sectors within WDAs 1 and 2, the Northwest Region of Minnesota.

**Expected Outcomes:** 29 Job Seekers will enroll with 26 exiting the program to employment.

### Southwest Minnesota Private Industrial Council WDA-6

**Funding Awarded:** \$190,000 for the time period 7/1/2024 - 9/30/2025

**Who is Served:** 16,000 students, school districts and business partners with outreach, engagement, and retention strategies to promote available workforce development and career counseling programs and resources within Region 5 in Southwest Minnesota: Big Stone, Chippewa, Cottonwood, Jackson, Lac qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Swift, Yellow Medicine Counties, Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet, Sibley, Waseca and Watonwan Counties.

**Expected Outcomes:** 182 Job Seekers will enroll with 33 exiting the program to employment.

**Southeast Minnesota Private Industry Council; Workforce Development Inc. WDA-8**

**Funding Awarded:** \$190,000

**Who is Served:** 1,330 job seekers, youth, and employers through outreach, engagement, and partnerships with local employers within the counties of Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona counties in the southeast region of Minnesota.

**Expected Outcomes:** 30 Job Seekers will enroll with 25 exiting the program to employment.

**Evaluation**

[Minn. Stat. § 116L.667 Subd. 3](#) requires each workforce council in each of the workforce development areas to have a career counseling coordinator that shall submit an annual report to the commissioner that includes, but is not limited to, a narrative of and the number of businesses, job seekers, and other stakeholders served by the career counseling coordinator function, an accounting of workforce development and career counseling programs and services offered in the assigned workforce development area, and any recommendations for changes to workforce development efforts in the workforce development area.

**Program Outcomes**

**Table 1. Outcomes**

	SFY 2024*	SFY 2025*
Total businesses served	2,234	2,055
Total career/job seekers served	28,059	26,857
Total K-12 institutions served	317	74
Total postsecondary education institutions served	57	28

*\*Self reported through quarterly reports*

## FY25 Expenditures

**Table 2. Expenditures**

Region	Administrative Charges	Direct Service Charges	Total Charges
Central Minnesota Jobs & Training WDA-5	\$19,000	\$171,000	\$190,000
Northeast Minnesota Office of Job Training WDA-3	\$19,000	\$171,000	\$190,000
Rural Minnesota CEP WDA-2	\$19,000	\$171,000	\$190,000
Southwest Minnesota Private Industrial Council WDA-6	\$19,000	\$171,000	\$190,000
Southeast Minnesota Private Industry Council; Workforce Development Inc. WDA- 8	\$19,000	\$171,000	\$190,000
<b>Total</b>	<b>\$95,000</b>	<b>\$855,000</b>	<b>\$950,000</b>

## Previous Appropriations

**Table 3. Historic Allocations**

	FY21	FY22	FY23	FY24	FY25
General Fund	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Workforce Development Fund	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000