What every job seeker (and librarian) should know

Tools and services from the Minnesota Department of Employment and Economic Development
Presenters from DEED

Dru Frykberg, senior librarian

Karen Underhill, outreach & training specialist for MinnesotaWorks.net

Rachel Vilsack, regional labor market analyst
Outline

• What we’ll cover:

- Introduction to DEED, its Web site, and WorkForce Centers
- MinnesotaWorks.net
- Labor market information tools
What is DEED:
- State’s principal economic development agency
- DEED programs promote business recruitment, expansion, and retention; international trade; workforce development; and community development.

Mission: To support the economic success of individuals, businesses and communities by improving opportunities for growth.
DEED Web site

- www.positivelyminnesota.com
  (www.deed.state.mn.us still works, too)

- New site launched last December

- Designed for users (job seekers, businesses and government)
DEED WorkForce Centers

- Nearly 50 WorkForce Centers
- Open 8 a.m. to 4:30 p.m., Monday-Friday
- Free services and resources for job seekers (computers, phone, fax, copier, assistive technology)
- Free workshops (job clubs and networking groups)
Don’t offer Unemployment Insurance (UI) offices or staff

Do offer intensive individual employment counseling for qualified job seekers (Workforce Investment Act or Dislocated Worker programs)
DEED Library

Please contact the library with your questions about DEED information and services:

Dru Frykberg
Deed.library@state.mn.us
651-259-7188
Twitter.com/deedlibrarian
www.libraries.state.mn.us/deed.html
Helping Others Navigate to their next job
With MinnesotaWorks.net
1. Overview of MinnesotaWorks.net
2. Demonstrate Registration - Job Seekers
3. Training Lessons
4. Matching resumes to find that perfect job
5. Outreach to Libraries – Your Thoughts?
Why Should We Recommend MinnesotaWorks?

• **No-fee** for job seekers and employers in the State of MN
• **Produced** by MN Department of Employment and Economic Development (DEED)
• **Post 5 Different Resumes**
• Easily conduct an online **Job Search**
• **Match** skills to job requirements
Navigating MinnesotaWorks

- Home Page Includes:
  - Registration buttons
  - Login, Forgot Username/Password Link
  - Feedback
  - Seeker Services Link
  - Training Lessons Link
  - Privacy Statement
  - About Us
  - DEED
Training Lessons
Job Seeker Registration

- Accept Tennessen Warning Notice
- Enter all **bold text** fields with Asterisks
- SS#
Navigating MinnesotaWorks

• Left Navigation Menu Includes:
  – Apprenticeships
  – Best Picks
  – Edit Account Information
  – Internships
  – Jobs Applied for Online
  – Links to Other Sites
  – Resumes
  – Saved Search
  – Search by Job ID
  – Search for Jobs
  – Volunteer Opportunities
  – Who Recruited Me?
Search for Jobs by Resume

- **By Resume Match**
  - Select *resume* by clicking on drop arrow
  - For **Geographic Area**
    - Use Desired Work Area on Resume

- Add info to, **Include Other Criteria**

- **Select Search Button**

*Required field*

You can search for jobs using a number of options. You can search by any characteristic below but must always include a geographic preference. Note that the more criteria you use in your search, the fewer results you will get. Select Help in the top or bottom navigation bar and read the Help information for tips on job search.

**Match Job Openings to Your Resume?**

Search by Resume: Workforce Training

**Search by Geographic Location - Always use**

*Find job openings...*

- Within [25 miles of ZIP code]
- Use Desired Work Location(s) from Resume
- By County or Region
  - Statewide
## Match Results

### JOB SEEKERS

- Apprenticeships
- Best Picks
- Edit Account Information
- Internships
- Jobs Applied for Online
- Links to Other Sites
- Resumes
- Saved Search
- Search by Job ID
- Search for Jobs
- Volunteer Opportunities
- Who Recruited Me?

### Search Results

Select items to: Add to Best Picks

Display Search Criteria Used

Results: 225 Jobs found

Viewing: Viewing: 1 - 50

<table>
<thead>
<tr>
<th>Select</th>
<th>Job Title</th>
<th>Job Listing Date</th>
<th>City</th>
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</table>
Employers Recruiting / Logout

- Check “Who Recruited Me?” link
- When finished Logout!!! Very important on public computers
- Next Step, Develop Resume
  - Workshops
  - Seeker Services Link
MinnesotaWorks.net

Key Messages

• **Produced by** State agency **MN Department of Employment and Economic Development**

• Posted jobs are "employment“, not independent contractor or self-employment ----**Minnesota Employers**

• **Unique Matching tool** makes it **easy to find the right** job for you!

• **Resume posting** puts your skills in **front of** Minnesota **employers**.

• **Password or other MinnesotaWorks problems**
  651-259-7500 or 1-800-345-2537 and
  for **TTY**: 651-296-3900 or 1-800-657-3973

• **WorkForce Center 1-888-GET-JOBS** (1-888-438-5627),

05/2010
Outreach Ideas for Libraries

• Your thoughts?
  – How can we provide you with materials, information, etc.
  – Linking library Web sites to MinnesotaWorks.net
Labor Market Information
Tools for Job Seekers

Rachel Vilsack
Regional Labor Market Analyst
Labor market information (LMI)

- LMI includes employment statistics, unemployment rates, wages and salaries, job projections, and more.
- LMI is the foundation for informed, market-responsive planning.
What is labor market information?

Labor market information is any information about people, work and the job market:

- Geographic area – where people work
- Industry or business – who people work for
- Occupation – what people do
- Wages – how much they earn
How do we get this information?

From businesses

- There are over 170,000 employers in Minnesota.
- Over 300,000 people are self-employed and own their own business.

From households

- Minnesota’s population is 5.3 million.
- There are 2.9 million workers in Minnesota.
Three ways we measure what’s happening in the economy each month

- **Current Employment Statistics (CES)** – Monthly survey of employers to count jobs based on place of employment by industry sector. The release of the national "employment situation" usually causes immediate reaction in the stock and bond market.

- **Unemployment Rates** – To be unemployed, and thus counted as a part of the labor force, you must be available for work and actively engaged in job-seeking behavior.

- **Unemployment Insurance Claims** – The Unemployment Insurance (UI) program provides short-term benefits to workers who have lost their jobs through no fault of their own. Not all workers qualify for benefits and not all unemployed workers apply for benefits.
About DEED’s regional analysts

- Collaborate with regional stakeholders
- Extend access to DEED reports and statistics
- Conduct presentations and training on the regional economy
- Original research and analysis
- Five regional analysts stationed across the state
  - Drew Digby (Duluth) – 218.723.4775
  - Nate Dorr (Bemidji) – 218.333.8220
  - Cameron Macht (Willmar) – 320.231.5174
  - Jennifer Ridgeway (Rochester) – 507.285.7327
  - Rachel Vilsack (St. Paul) – 651.642.0728
Three LMI resources job seekers should know about

- Occupations in Demand – Currently available career opportunities in a region determined by local labor market data.

- Job Skills Transfer Assessment Tool (JobSTAT) – See where your skills transfer to other occupations.

- Minnesota Salary Survey – Current regional wage rates paid to workers in 800 different occupations.
Better industry prospects right now in Minnesota

- Ambulatory health care
- Education (private)
- Accommodation and food service
- Restaurants
- Merchant wholesalers
- Food manufacturing
- Insurance
- General merchandise stores
- Utilities
- Nursing and residential care facilities
- Personal services
- Social assistance
- Telecommunications
- Employment services
- Heavy and civil engineering construction

Source: MN Dept of Employment & Economic Development
Occupations with the most job openings in Minnesota

- Home health aides
- Retail salespersons
- Nursing aides
- Combined food prep and serving workers
- Cashiers
- Registered nurses
- Stock clerks
- Waiters and waitresses
- Licensed practical nurses
- Automotive service technicians
- Janitors and cleaners
- Teacher assistants
- Bus drivers
- Computer support specialists
- Executive secretaries and administrative assistants
- Customer services representatives
- Computer systems analysts

Source: MN Dept of Employment & Economic Development
Are these occupations in demand?

• Job openings may not translate to demand.
  ❖ A smaller occupation (occupational therapists) with many job openings may be more in demand than a larger occupation (cashiers) with many job openings.

• We must consider the size of the occupation, job openings, and the supply of workers (unemployed) too.
Occupations in demand

- Occupations in Demand (OID) lists current career opportunities in a region as determined by regularly updated local labor market data.

- The OID list for a region is the group of occupations that rank highest on a Current Demand Indicator, which measures short-term demand for jobs locally.

- OID lists are updated twice a year for 13 regions of the state.
First, select a region from the list.

A ranked list of occupations are presented. Occupations listed first (or have a low current demand score) are those most in demand in the region.

Information on wages, projected growth rates, and required educational levels are listed for each occupation.

You can filter by wage range, educational level, or job title at the top of the page.

Each job title will link you to career information for that occupation on the iSEEK website.

Each education and training level will link you to a list of schools providing training in that occupation within the region you first selected.
Job Skills Transfer Assessment Tool (JobSTAT)

• On-line data tool created to help job seekers explore occupations that are a good match to their previous work experience.

• JobSTAT identifies where gaps exist, offers a career profile, training information, and provides links to job postings on MinnesotaWorks.
Skills gap

- Identifies skill areas where you may be underqualified, overqualified, or where your skills match

- Each skill receives a numeric ranking based on the skill’s level of importance for that occupation
Career profile

- View current employment and wage estimates, employment projections
- Link to iSEEK for more career information
Training

• View list of and links to educational institutions.

• Customize JobSTAT to show training opportunities in your region.
Jobs

- Link to current job openings listed on MinnesotaWorks
- Customize JobSTAT to display only regional jobs
How to use JobSTAT at www.positivelyminnesota.com/apps/lmi/ota/OccupationSelectA.aspx

- First, select an occupation.
- To search by an occupations name, just enter a full or partial job title. The system will give you a list of potential occupational matches based on what you enter.
- To search by an occupational groups, select from a list of 22 categories, like “Production Occupations.” If you search by occupational group, you will get a list of all occupations that fall within that category to choose from.
- When you view information for a particular occupation, you will see a ranked list of occupations with matching skills and links to view the skills gap, career profile, or jobs. At the top of the page, you can change or add an additional occupation, or change the region.
Minnesota salary survey

- On-line data tool created to help job seekers and employers explore current employment and regional wage rates by occupation.

- Wage statistics are updated quarterly, and include average wages and wage distributions for 10th, 25th, 50th, 75th, and 90th percentiles for about 800 nationally-defined job titles.
DETAILED OCCUPATION DATA

13-2011 Accountants and Auditors

Occupational Description:
Examine, analyze, and interpret accounting records for the purpose of giving advice or preparing statements. Install or advise on systems of recording costs or other financial and budgetary data.

Occupational Employment Statistics (OES) Wage Data
Wages Updated to Fourth Quarter, 2009

<table>
<thead>
<tr>
<th>Geography</th>
<th>Employment</th>
<th>Emp SE*</th>
<th>Mean</th>
<th>Mean SE*</th>
<th>10th</th>
<th>25th</th>
<th>Median</th>
<th>75th</th>
<th>90th</th>
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<tbody>
<tr>
<td>Seven County Mpls-St Paul, MN</td>
<td>17,980</td>
<td>494</td>
<td>$31.01/hr</td>
<td>$0.31/hr</td>
<td>$20.65/hr</td>
<td>$23.75/hr</td>
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<td>Minnesota</td>
<td>23,570</td>
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<td>$30.07/hr</td>
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<td>$19.86/hr</td>
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<td>U.S.</td>
<td>1,133,580</td>
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<td>$17.95/hr</td>
<td>$22.43/hr</td>
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<td>$50.03/hr</td>
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</table>

*SE = Standard error, a measure of the statistical reliability of the estimate.

Leading Industries for Accountants and Auditors

<table>
<thead>
<tr>
<th>Industry</th>
<th>OES Employment</th>
<th>OES Median Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional and Business Services</td>
<td>7,930</td>
<td>$29.31/hr</td>
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<tr>
<td>Financial Activities</td>
<td>2,360</td>
<td>$27.67/hr</td>
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<tr>
<td>Trade, Transportation and Utilities</td>
<td>2,120</td>
<td>$28.86/hr</td>
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<tr>
<td>Manufacturing</td>
<td>1,660</td>
<td>$31.20/hr</td>
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<tr>
<td>Education and Health Services</td>
<td>1,120</td>
<td>$26.62/hr</td>
</tr>
<tr>
<td>Public Administration</td>
<td>620</td>
<td>$36.00/hr</td>
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Other Regional Data for Accountants and Auditors

<table>
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<tr>
<th>Geography (click title for details)</th>
<th>OES Employment</th>
<th>Median Wage</th>
<th>Projections % Change 2006 - 2016</th>
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<td>Seven County Mpls-St Paul, MN</td>
<td>17,980</td>
<td>$28.98/hr</td>
<td>16.4%</td>
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<td>Central Minnesota</td>
<td>1,660</td>
<td>$26.63/hr</td>
<td>23.1%</td>
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<td>Southeast Minnesota</td>
<td>1,300</td>
<td>$25.27/hr</td>
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<td>Southwest Minnesota</td>
<td>1,130</td>
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<td>Northwest Minnesota</td>
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<tr>
<td>Northeast Minnesota</td>
<td>730</td>
<td>$24.67/hr</td>
<td>14.1%</td>
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</table>
How to use the Minnesota Salary Survey at www.positivelyminnesota.com/apps/lmi/oes/

• First, select your region of interest.

• To search by an occupations name, just enter a full or partial job title. The system will give you a list of potential occupational matches based on what you enter.

• To search by an occupational groups, select from a list of 22 categories, like “Production Occupations.” If you search by occupational groups, you will get a list of all occupations that fall within that category to choose from.

• When you view the wage information for a particular occupation, you will also see a brief description and a list of occupational tasks. At the top of the page is a link to more occupational information on I*SEEK.
A few other websites for job seekers that are really good too!
O*Net

- Occupational search
  - High growth industries
  - Job zone (i.e. education or training necessary)
  - Job family
  - Green career areas
- Skills search
- Tools and technology

http://online.onetcenter.org
iSeek

- Excellent resources to explore careers, plan your education, or find a job
- Regional career web pages offer customized labor market data and regional resources

www.iseek.org
Green jobs and career resources

• Discover Green Jobs (DEED)
  – Find a green job in Minnesota
  – Green your education, career
  – Green job resources
    www.positivelyminnesota.com/JobSeekers/Discover_Green_Jobs

• Minnesota Green Careers (iSEEK)
  www.iseek.org/careers/green.html

• Energy Channel (iSEEK)
  www.mnenergycareers.org

• Minnesota Sustainable Communities Network (MPCA)
  www.nextstep.state.mn.us/jobs.cfm
Networking

• **Professional organizations**
  - Comprehensive listing of Minnesota business and professional associations from the James J. Hill Reference Library

• **Job clubs and networking groups in the Twin Cities**
  - List of regional groups maintained by the WorkForce Center System
    - [www.positivelyminnesota.com/hennepinsouth](http://www.positivelyminnesota.com/hennepinsouth)

• **Job clubs and networking group outside of the Twin Cities**
  - Visit or call your local WorkForce Center

• **Social networking websites**
  - LinkedIn – [www.linkedin.com](http://www.linkedin.com)
  - Facebook – [www.facebook.com](http://www.facebook.com)
  - Twitter – [http://twitter.com](http://twitter.com)

Many WorkForce Centers offer classes on how to use social networking sites for job search purposes.
Minnesota-produced Labor Market Information is online at:
www.positivelyminnesota.com

Rachel Vilsack
Regional Labor Market Analyst
St. Paul WorkForce Center
Phone: 651-642-0728
rachel.vilsack@state.mn.us

For a copy of this presentation and handouts, please visit:
http://rachelvilsack.com

Follow Twin Cities labor market data on Twitter at:
http://twitter.com/rachelvilsack