



MWCA Promising Practices

SUBMISSION FORM

WDB Name/WDA Central Minnesota Jobs and Training Services, Inc. (CMJTS)/ LWDA 5 /
Region 3

Barbara Chaffee, CMJTS Chief Executive Officer
Tammy Biery, SBETC Executive Director

Submitted by _____

**Attach a description (no more than two pages) describing the innovative practice.
Please address the following points:**

- Overview describing the innovative practice
- Jobseeker impact (ie: benefits, outcomes for jobseekers)
- Employer/Community impact (ie: benefits, outcomes for non-jobseekers)
- Identification of those involved, including collaborators
- Leveraging/alignment of outside resources
- Ideas for replication/lessons learned

Information can be mailed, faxed or e-mailed to:

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DUE DATE: FRIDAY JULY 28, 2017

Criteria for Selection of Outstanding Practices	Maximum Points
Overview describing the innovative best practice	20
Jobseeker impact (ie: benefits, outcomes for jobseekers)	20
Employer/Community impact (ie: benefits, outcomes for non-jobseekers)	20
Identification of those involved, including collaborators	15
Leveraging/alignment of outside resources	15
Ability for use or replication by others	10
TOTAL	100

Program/Initiative Title: Sector Specific Job Hiring Events and Expo's
WDA Name: WDA 5 & 17

Overview describing the innovative practice

Building on the traditional job fair format, sector-specific hiring events and expos narrow the focus of job fairs to a specific industry sector and combine them with a panel of sector experts and sector activities. Workforce Development Areas 5 and 17 have hosted such events for the manufacturing, healthcare, transportation, and retail sectors. Regional sector employers from Region 3 were recruited to participate. Panelists for the expo were chosen based on their expertise and passion for the industry. Often one of the panelists was an employee who started in an entry-level position and then moved up the career ladder. Sometimes, these employees actually became the owners of the store or business. Interviewing and computer lab spaces were available at the sector events for employers and job seekers to interview on site and to complete online applications. Staff was on hand to assist employers and job seekers.

Jobseeker impact (ie: benefits, outcomes for jobseekers)

- Industry specific event ensured interested job seekers.
- Employers promoted all openings and career pathways within their business.
- Resource Room staff were available to help with resumes and to provide networking tips.
- Resources and assistance were provided to complete online and paper applications on-site.
- On-site interviews were conducted by many businesses or interviews were set for a future date.
- Job offers were made during and after the event.

Employer/Community impact (ie: benefits, outcomes for non-jobseekers)

- Employers were pleased to participate in a focused event at which job seekers were specifically looking for employment in that field.
- Employers were able to interview or set future interview dates and to make job offers on site..
- Value-added activities, such as the healthcare sector event's wellness expo, were added benefits with community impact and outreach.

Identification of those involved, including collaborators

Regional business services staff from CMJTS and SBETC worked together to recruit employers, to connect with community partners, and to market the events to job seekers.

SBETC provided a bus for St. Cloud residents to attend the retail sector event at the Monticello WorkForce Center.

Sector businesses participated in the events.

Leveraging/alignment of outside resources

A number of participating employers provided giveaways to help attract job seekers.

Healthcare: A wellness expo was put on by CentraCare and the Monticello Hospital. Job seekers and community members were able to have their blood pressure tested, determine BMI readings, and have selected blood tests done. Local paramedics provided ambulance tours and answered career questions. Local

education and training providers were in attendance to provide information on classes and training options in the healthcare field.

Transportation: A panel of employers provided career and labor market information about the transportation industry. A tractor trailer was available for onsite touring and additional career exploration.

Retail: A panel of employers and labor market experts offered first-hand industry knowledge and data that supported retail career opportunities in central Minnesota. Employers offered retail “swag” to job seekers, making it a fun event. Job interviews were held on site. Bus transportation provided from the St. Cloud area to the Monticello WorkForce Center boosted job seeker attendance and helped to leverage resources.

Ideas for replication/lessons learned

To ensure the best possible results for each sector, involve key businesses in the event planning process. The businesses have valuable information about key hiring times for their industry, as well as ideas on marketing and outreach. Early and continued promotion of the event through multiple marketing channels including social, print, and radio media, whenever possible, is key. To build capacity through continuous improvement, conduct event surveys with job seekers and participating employers. When possible, provide incentives (e.g. giveaways, drawings for prizes, food, sector expo, hands-on career exploration, equipment tours, etc.) for job seekers to attend. They are well received and can help increase attendance.