



Your no-fee online job bank for
finding jobs and employees
in Minnesota

Total Searches

- ▶ Total searches by job seekers:
2010 = 12.4 million
2009 = 11.5 million
- ▶ Total searches by employers:
2010 = 205,652
2009 = 137,837
- ▶ Average searches per day in
2010 were 34,488

Total Web Visits

- ▶ 2010 = 7.5 million
- ▶ 2009 = 6.8 million

Total New Visitors

- ▶ 2010 = 874,400
- ▶ 2009 = 849,019

Total Job Openings

- ▶ 2010 = 408,665
- ▶ 2009 = 242,214

Total Accounts

Total number of records in
MinnesotaWorks:

- ▶ Job Seeker Records
2010 = 562,917
2009 = 491,628
- ▶ Employer Records
2010 = 77,322
2009 = 74,730



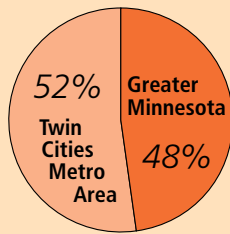
IT'S WORKING. From 2009 to 2010 there was a 69% **increase**
in the total number of job openings on
MinnesotaWorks.net.

2010 ANNUAL REPORT

JOB SEEKERS

New Job Seekers in 2010

130,920



Race of Job Seekers

American Indian / Alaskan Native	4%
Asian	4%
Black / African American	13%
Hawaiian / Pacific Islander	<1%
White	79%

Ethnicity of Job Seekers = 5% Hispanic or Latino

Stephen's Success Story

Perseverance is one word that comes up frequently in conversation with **Stephen Steiner**.

A Blaine resident and veteran, Steiner followed up on job leads and completed applications, splitting his time between his home and the Anoka County WorkForce Center.

Using MinnesotaWorks.net as his primary job search tool, Steiner found a position that made full use of his janitorial, supervisory and administrative assistant experience.

"I found MinnesotaWorks.net very helpful because the categories are set up to help me find an interesting job that uses my experience," he said.

After retiring from the federal government in 2000 and working full time as a business services coordinator with Server Relocator, and a setup supervisor with the Minneapolis Convention Center, Steiner wanted a position with more heft. In the interim, he even used MinnesotaWorks.net to land a part-time position with Best Buy.

"I wouldn't hesitate to use MinnesotaWorks.net again. It's a tremendous system," he said.

Today Steiner is a janitorial supervisor at Tasks Unlimited in Minneapolis, which offers mental health services, vocational rehabilitation and housing for adults.

Steiner shares his good experience, too. "I recommend MinnesotaWorks.net to my job-seeking neighbors who can use the service."

Linda's Success Story

After extensive research conducted at her local WorkForce Center, **Linda Klebel** knew what she wanted – and that was a position at Blue Cross and Blue Shield of Minnesota.

Klebel used numerous tools and job search methods to maximize results. She joined networking job clubs, attended job fairs, participated in workshops at the Hennepin South WorkForce Center and used MinnesotaWorks.net, taking full advantage of the website. Klebel used computerized typing tutorials and software to develop speed and improve accuracy and finger dexterity.

To use her time effectively and increase her chances for success on MinnesotaWorks.net, Klebel used the keyword search and job matching tool.

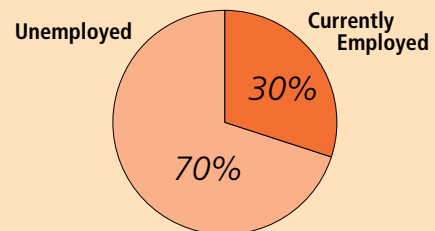
"The matching tool worked very well for me," she said. "When I used the terms accounts payable and data entry, the results were positions containing those terms. I always responded to those positions I thought were interesting."

Some positions contained an 'automatic reply' button so Klebel could link her saved resume and send it directly to the employer.

Last December, Klebel had both a phone interview and in-person interview with Blue Cross and Blue Shield, and she was offered a position as a data entry operator.

"I'd definitely use MinnesotaWorks.net again," she said.

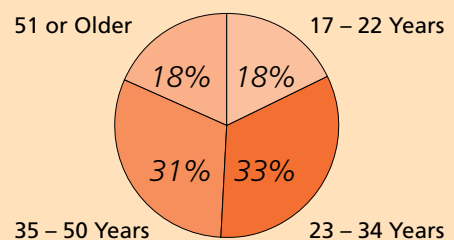
Job Seekers Status



Education Level of Job Seekers

Less than High School Diploma / GED	9%
High School Diploma / GED / Some College	52%
College Degree, including Certification	39%

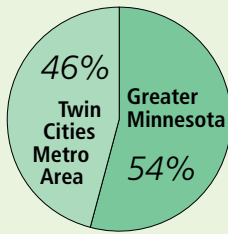
Age Range of Job Seekers



EMPLOYERS

Total Job Openings in 2010

408,665



Job Openings by Industry

NAICS Codes

Professional, Business & Administrative Services	36%
Government	26%
Education & Health Services	11%
Manufacturing	9%
Trade, Transportation & Utilities	7%
Financial & Real Estate Activities	4%
Leisure & Hospitality	3%
Other	4%

Northern Lights' Success Story

From Brainerd to Rochester, if you enjoy fruit and vegetables daily, thank a Northern Lights Foodservice truck driver who makes those daily deliveries possible.

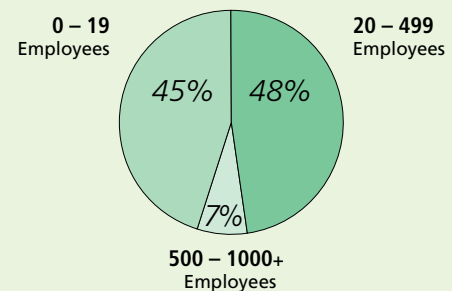
John Graham, vice president, operations manager of Northern Lights, was looking to hire two drivers to service the new Rochester, Minnesota routes. He wanted to hire the most qualified drivers as efficiently as possible.

Based in Fort Dodge, Iowa, Northern Lights is the state's oldest operating foodservice company. Graham turned to MinnesotaWorks.net, searched by ZIP code and met with surprising results. "In less than two weeks, I had nine to 10 responses from interested job candidates," he said.

"It was a real quality turnout. I interviewed nine drivers and hired two, but I could have hired four."

Size of Businesses

By Number of Employees



The size of businesses is compiled from employer self-service and staffed entered openings.

Ladies Lending a Hand Success Story

Looking to hire for her new Minneapolis business, Ladies Lending a Hand, **Brenda Jenkins'** thoughts turned to the North Minneapolis WorkForce Center.

"The WorkForce Center was a great place because I knew people went there to look for jobs, and I found MinnesotaWorks.net to be a very useful resource for my company."

Ladies Lending a Hand contracts with the cities of Minneapolis and St. Paul, Ramsey County and Hennepin County to do home renovation projects, including finish carpentry, molding and trim work.

Using MinnesotaWorks.net, Jenkins heard from numerous skilled applicants for multiple openings—and hired three individuals.

If a potential new contract comes through, Jenkins will use MinnesotaWorks.net again. "I know in the future, I will use MinnesotaWorks.net again to post openings with my company."

Job Openings by Occupation

ONET Codes

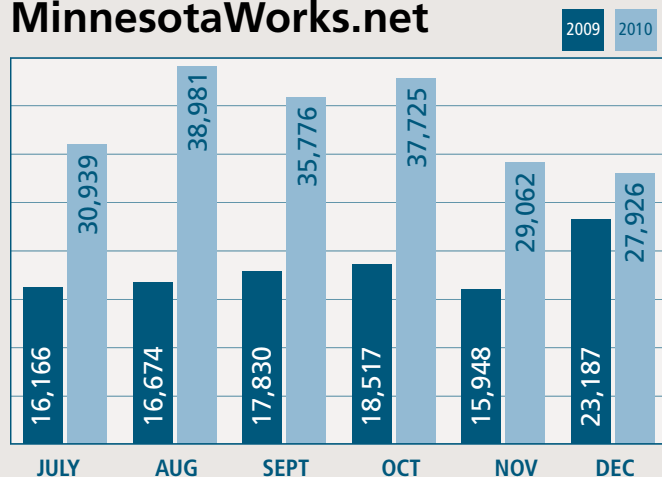
Production, Installation & Maintenance	22%
Management, Business & Financial	15%
Office & Administrative Support	13%
Sales & Related	10%
Construction, Extraction & Transport	8%
Science, Technology, Engineering & Math	8%
Health care	6%
Farming, Fishing & Forestry	4%
Personal Care & Food Preparation	4%
Education, Training & Library	2%
Arts, Design, Entertainment, Sports & Media	2%
Building & Grounds Cleaning & Maintenance	2%

Occupations <2% not reported

MinnesotaWorks.net is the no-fee online job bank for job seekers and employers.

- ▶ Allows employers to post job openings (no fee)
- ▶ Allows job seekers to build or upload up to five unique resumes (no fee)
- ▶ Available 24 hours a day, 7 days a week
- ▶ Uses advanced job-matching tools

2009 – 2010 Comparison of Job Openings on MinnesotaWorks.net



Rave Results

- ▶ 95% of employers say that resumes on MinnesotaWorks.net provide the information they need.
- ▶ 96% of respondents from the 2010 Employer Survey said they would recommend MinnesotaWorks.net to their colleagues.
- ▶ 66% of the employers surveyed who posted job orders on MinnesotaWorks.net filled the position with an applicant from MinnesotaWorks.net.
- ▶ 47% of job seekers who applied for MinnesotaWorks.net jobs were contacted for an interview.
- ▶ 87% of job seekers said they found it easy to use.

Major Outreach Events in 2010

MONTH	EVENT
January	Great Manufacturing Get-Together
February	College Campus CareerFairs: Private Colleges, MnSCU and University of Minnesota
March	"Get Jobs" Job Fair
April	Job Seeker Counselor Conference
May	Minnesota Veterans Career Fair and Live Phone Bank
August	Minnesota State Fair – Green Jobs – "Eco Experience"
September	University of Minnesota Job Loss Professionals Conference
October	Governors Council and Minnesota Annual Development Conference Minnesota Library Association State Conference MN Society of Human Resource Management (SHRM) Conference "Rebrand Your Career" Event MnSCU Dean's Conference
December	Diversity Job Expo



Minnesota Department of Employment and Economic Development

First National Bank Building, 332 Minnesota Street, Suite E200, St. Paul, MN 55101-1351
Website: www.MinnesotaWorks.net • Phone number: 1-800-345-2537 or 651-259-7500

The total of job openings in this report is compiled from employer self-service openings, staff entered openings and uploads from JOBcentral the national labor exchange (JOBcentral includes openings from Minn. employers; Federal jobs from USAJOBS; and border state communities from North Dakota, South Dakota, Iowa and Wisconsin.)

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Upon request, this information is available in alternative formats.

POSITIVELY
Minnesota
Department of Employment and Economic Development
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