

## Working with YOU to Find the Skilled Workers You Need!

Central Minnesota Jobs and Training Services, Inc. (CMJTS) connects businesses with qualified workers, and links businesses to potentially valuable local, state, and federal resources. Along with our regional partner, Career Solutions, we create innovative workforce development solutions and help employers onboard and upskill quality workers.

As the nonprofit partner of Minnesota's local CareerForce system, CMJTS can be found in CareerForce locations or colleges in Cambridge, Hutchinson, Litchfield, Monticello, Mora, Pine City, and Willmar. Our regional partner, Career Solutions, can be found in St. Cloud's CareerForce location. Employers often use our locations and resources to recruit and train staff.

### **BUSINESS SERVICES**

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CMJTS helps employers recruit, train, and retain workers. Our Business Service Division works to build and support pipelines of capable workers who have the potential to help businesses grow and thrive in an everchanging economic climate.

### **RECRUITING OPPORTUNITIES**

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#### ***Employer of the Day Events (1 employer):***

- What:** This is an opportunity for employers to meet candidates and provide on-the-spot interviews. There is no cost to being a featured "Employer of the Day" and CMJTS will be happy to help you promote your presence at our location(s).
- When:** Times vary by location, please call to get details.
- Where:** Any of our CareerForce locations, including Cambridge, Hutchinson, Litchfield, Monticello, and Mora.
- How:** Contact us at 800-284-7425 (CMJTS headquarters) or touch base with your local business service coordinator to schedule an event.

#### ***Hiring Events***

- What:** This no cost recruiting opportunity is made available to a limited number employers each month. This is another great chance to meet candidates and explain the benefits of working for your company. Advanced registration is required and space is limited.
- When:** Monthly hiring events are held every other month in Cambridge on the 4<sup>th</sup> Wednesday (1:00 pm–3:00 pm) and on every 3<sup>rd</sup> Thursday in Monticello (9:00 am–12:00 pm)
- Where:** Events are held at the Cambridge, Monticello, and St. Cloud CareerForce locations.
- How:** **Cambridge:** Email Kelly Gerads at [kelly.gerads@state.mn.us](mailto:kelly.gerads@state.mn.us) to add your company to the event notification list. Reservations will be required.  
**Monticello:** Touch base with business service coordinator, Tim Zipoy, at 612-325-7791 or

[tzipoy@cmjts.org](mailto:tzipoy@cmjts.org), to join a Monticello event.

**St. Cloud:** Contact workforce development specialist, Kelly Gerads, at 320-308-5814 or [kelly.gerads@state.mn.us](mailto:kelly.gerads@state.mn.us) to be added to the St. Cloud event.

### **Job Fairs**

CareerForce Partners join other entities to sponsor regional job fairs throughout the year. Fees vary and depend on the venue and size of the event. Some fees may also include radio or print vacancy advertisements for your business. These larger job fairs currently include:

- St. Cloud Area Job Fair
- New American Job Fair (St. Cloud)
- Hutchinson Area Job Fairs
- Monticello Area Job Fair
- West Central MN Job Fairs (Willmar)

### **Hosting a job fair or open house at your place of business?**

You can advertise your event for FREE! Visit: [mn.gov/deed/jobfairs](http://mn.gov/deed/jobfairs)

Questions? Call 320-308-5814 or 800-284-7425

### **Networking/Education/Connecting around Workforce**

**Greater St. Cloud Development Corporation (GSDC)** Talent Summits include employer education workshops, networking opportunities, and business-relevant keynote speakers. For more information, contact GSDC talent director, Gail Cruikshank, at 320-257-4753 or [gcruikshank@greaterstcloud.com](mailto:gcruikshank@greaterstcloud.com).

[GreaterStCloudJobSpot.com](http://GreaterStCloudJobSpot.com) provides a wide variety of tools and resources to help employers recruit and retain talent. The site includes tips for recruiting and retention; information on hiring veterans, New Americans, and students; and business-related resource information from regional partners.

**GPS 45:93** is a nonprofit organization dedicated to growing and attracting businesses with high-paying jobs to the five-county region of East Central Minnesota. It takes its name from the point of latitude and longitude at which the four original counties in the partnership meet.

The **Wright County Economic Development Partnership** is the primary point of contact for existing, start-up, and relocating businesses. They are the economic development arm of Wright County—a not-for-profit partnership of area businesses, communities, and the county that works together to enhance the economic vitality in the area.

**Quinlivan and Hughes Law Firm** provides a free monthly employment session, but registration is required. Topics vary each month. See CMJTS' website ([www.cmjts.org](http://www.cmjts.org)) for details located on the events calendar.

## Share Your Job Leads

[MinnesotaWorks.net](http://MinnesotaWorks.net) is the Minnesota CareerForce System's free online job bank. Employers can create a login and then set up and manage their job postings without a middleman (local assistance is available, if desired).

**Central Minnesota Jobs and Training Services, Inc. (CMJTS), [www.cmjts.org](http://www.cmjts.org):** This local employment and training partner of the CareerForce system can help you access dislocated workers and other work-ready jobseekers from their 11-county service area. Position information will be shared in each appropriate office location, as well as via social media. Send job posting information to your local business service coordinator:

- **Eric Day:** Kandiyohi, McLeod, Meeker, and Renville counties ([eday@cmjts.org](mailto:eday@cmjts.org))
- **Rebecca Perrotti:** Chisago, Isanti, Kanabec, Mille Lacs, and Pine counties ([rperrotti@cmjts.org](mailto:rperrotti@cmjts.org))
- **Tim Zipoy:** Sherburne and Wright counties ([tzipoy@cmjts.org](mailto:tzipoy@cmjts.org))

**Career Solutions:** This employment and training CareerForce partner can help you access dislocated worker candidates (people who have been laid off due to business downsizing or closure) and other work-ready jobseekers from Benton and Stearns counties. Position information may be emailed to business development manager, Angie Dahl, at [angie.dahle@CSJobs.org](mailto:angie.dahle@CSJobs.org), who will share it with all Career Solutions program staff and post the information using social media.

### College Career and Placement Services:

- Anoka-Ramsey Community College Career Services  
<https://www.anokaramsey.edu/resources/career-services>
- Pine Technical and Community College Career Services  
<http://pine.edu/student-services/career-services>
- Rasmussen College Career Center  
<https://www.rasmussen.edu/career-center/career-services>
- Ridgewater College Career Services  
<https://www.ridgewater.edu/student-services-activities/career-services>
- St. Cloud State University Career Center  
<https://www.stcloudstate.edu/careercenter/employers/default.aspx>
- St. Cloud Technical and Community College Placement Services  
<https://www.sctcc.edu/career-services>
- The College of Saint Benedict and St. John's University Career Services  
<https://www.csbsju.edu/academics/2016-2017-catalog/campus-support-services/campus-services/career-services>
- The College of St. Scholastica Career Services  
<http://www.css.edu/student-affairs/support-services/career-services.html>

**Veterans Employment Representatives:** These individuals can assist employers as they work to onboard veterans of the U.S. Military. Contact [mark.mann@vstate.mn.us](mailto:mark.mann@vstate.mn.us) or [andrea.dunn@state.mn.us](mailto:andrea.dunn@state.mn.us), or [anthony.poff@state.mn.us](mailto:anthony.poff@state.mn.us).

**Vocational Rehabilitation Services (VRS)** can help businesses successfully connect with capable jobseekers with disabilities, and can provide information on workplace accommodations, potential tax credits, and other services.

- **Skip Wittrock** ([skip.wittrock@state.mn.us](mailto:skip.wittrock@state.mn.us)): St. Cloud, and surrounding areas
- **Jill Grand** ([jill.grand@state.mn.us](mailto:jill.grand@state.mn.us)) : Monticello, and surrounding area
- **Mimi Schafer** ([mimi.schafer@state.mn.us](mailto:mimi.schafer@state.mn.us)): Hutchinson, Willmar, and surrounding areas
- **Lori Thorpe** ([lori.thorpe@state.mn.us](mailto:lori.thorpe@state.mn.us)): Cambridge, Mora, and surrounding areas

**AVIVO** provides a full spectrum of chemical and mental health services, career education, and employment services for those in recovery. Contact AVIVO via their website at <https://avivomn.org/services/employment-services>.

**Adult Basic Education (ABE)** helps adult learners prepare for opportunities in the rapidly-changing workplace. They serve those pursuing their GED/adult diploma, English language learners, and others who simply need to update/upgrade their skills. Contact them directly via their websites:

- ABE Cambridge  
<https://www.c-ischools.org/school/adult-basic-education>
- ABE Hutchinson  
<http://www.isd423.org/district/tailored-programs/ged-adult-basic-education>
- ABE Litchfield  
<https://www.litchfield.k12.mn.us/page/2903>
- ABE Mora  
[http://moraschools.org/district/community\\_education/adult\\_basic\\_education](http://moraschools.org/district/community_education/adult_basic_education)
- ABE Willmar  
<https://www.willmar.k12.mn.us/domain/32>
- ABE Sauk Rapids  
<http://www.isd47.org/abe>
- ABE St. Cloud  
<https://www.isd742.org/domain/486>

**Hands Across the World** provides learning experiences to newly arrived immigrants and refugees who do not yet have the language or living skills to thrive in their new community. Contact them at <https://www.handsacrosstheworldmn.org>.

The **St. Cloud Correctional Facility** has re-entry services and resources available to help offenders, many of whom have workplace skills, succeed after their release. Contact Roger Baburam at [roger.baburam@state.mn.us](mailto:roger.baburam@state.mn.us).

The **Central MN Job Transitions Networking Group** holds weekly meetings for jobseekers and provides an opportunity for them to network and share their ideas, information, and talents. This venue can provide employers an opportunity to present their openings and connect with active jobseekers. For more information, go to [www.jobtransitions.org](http://www.jobtransitions.org).

## ***Increasing the Effectiveness of Your Position Advertisements***

Are your job postings clear, concise and accurate? Are you ensuring that recruitment is streamlined by being specific? Are you conveying the right messages about the company and the position in your job postings? Jobseekers want to know:

- Job location
- How to apply
- Job title
- Work type
- Work days
- Work shift
- Hours per week
- Wage/salary offered (or range)
- Benefits
- Physical/drug test information
- Education required
- Experience required
- Required skills
- Preferred skills
- Job description
- Company logo
- Company culture

### **Company perks you should be sure to promote in your position advertisements:**

- Tuition reimbursement
- Student loan debt reimbursement
- Employee wellness programs
- Flexible work schedules
- Volunteer activities on paid time
- Health/dental/vision insurance benefits
- Retirement benefits
- Provided uniforms or uniform/tool allowances
- Gym memberships/on-site gyms
- Employee discounts
- Opportunities for advancement
- Company vehicles
- Great team and great work environments
- Excellent company culture
- Paid holidays
- Maternity, paternity, and family care leave
- Cafés/food trucks on site
- Prayer/meditation/quiet rooms
- Stock options/profit sharing
- Event tickets/passes
- Performance bonuses
- Paid time off
- On-site childcare or childcare benefits
- On-site game rooms/employee lounges
- Hiring/attendance/performance bonuses

## ***Other Recruiting Ideas***

- **Your Company Website:** Do you have an “Employment” or “Careers” tab?
  - Complete your company’s employment application yourself to check ease of process.
  - Is your site mobile device friendly?
- **Social Media**
  - It helps to have your employees follow your company on social media and like/share your posts.
  - Post job leads, events, employees having fun, videos of company events, news and trends in your industry, holiday fun, answer FAQs, behind the scenes action, client success stories, engaging issues, quotes/memes related to your industry to educate the public on your company’s culture.
- **The Appeal of Your Company**
  - Every business wants the best employees. How well does your organization demonstrate what makes it special? Do your job listings set you apart from the competition by conveying your unique value/culture? “Employer Branding” is the image you create of your business to

potential candidates. Unlike product branding, which is consumer-facing, employer branding shows what it's like to work at your business. Build your employer brand with authentic videos and messages.

- Post a fun video on YouTube showing how awesome it is to work for your business or record a podcast describing your open positions and your company ("job casting").
- How are you known to the community? Are you seen as a community leader or "employer of choice"?
- Is your office/interview area welcoming or does it need updating?

#### ■ **Financial Incentives**

- Pay better than your competition.
- Offer referral and performance bonuses to your employees.
- Don't let a good employee leave for a small pay increase. Making it worth their while to stay will save your company money in the end.

#### ■ **Do local educators know you, your company, and the positions for which you're hiring?**

- Can your site be a field trip destination or can you provide other opportunities for future workers to gain career exposure?

#### ■ **Create a Job Shadowing or Paid Internship Program**

- Post "now hiring" signs on company vehicles.

#### ■ **Borrow space at a university** (e.g., a table in the student union) to connect with post-secondary students.

#### ■ **Recruit in other community locations** where potential workers may be found (e.g., local restaurants, laundromats, service providers, etc.).

#### ■ **Internal Recruiting:** Sometimes, the best employees are right under your nose.

- When employee recruitment is performed internally, it also promotes company engagement and talent branding.
- Every aspect of recruiting improves dramatically when managers and employees are measured, recognized, and rewarded for their contributions to the recruiting process.

#### ■ **Hire Talent Faster by Speeding up Your Pipeline**

- It takes recruiters an average 29 days to fill a position. However, top talent stays on the market an average of only 10 days. This means a lengthy hiring process could cause you to miss out on ideal candidates. Streamline wherever possible!

#### ■ **Interviewing**

- Train your interviewers.
  - If your interviewers ask questions like "What's your greatest weakness?" or "What kind of animal would you be?" they might benefit from some additional training. It's important to ask behavioral-based questions that reveal whether or not the candidate can really do the job.
- Provide a tour as part of your interview. Don't just tell them what they would do for your company. Show them!
- Discuss career paths at the interview to show candidates that you want them to grow and prosper with your company.

## TRAINING

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CMJTS partners with businesses to support workforce development and help jobseekers achieve family-sustaining wages while working in satisfying careers. CMJTS has brought unique training and onboarding opportunities to its 11-county area. Examples include introducing youth to healthcare career pathways, helping students transition to employment while finishing their diplomas, and creating customized training opportunities to advance line workers into leadership positions.

### **On-the-Job Training (OJT)...Training that Works!**

An OJT is a contract between CMJTS or Career Solutions and an employer. It documents the hands-on training the company will provide a new employee. This training is designed to eliminate the gap between the new hire's existing skills and the skills required to be successful in the new position. Businesses are reimbursed for the cost of training this new employee, typically at a rate of 50% of the new employee's base hourly wage, for the duration of the contract. Employers provide the training, the new hire does the learning, and CMJTS or Career Solutions handles the paperwork! Your new hire learns the skills and tasks unique to your business and industry. Contact your local business service coordinator for more information.

### **Incumbent Worker Training...Increase Productivity, Promote Growth!**

The Incumbent Worker Training Program is designed to provide direct financial assistance to train existing employees to avert a layoff and/or improve the economic competitiveness of your business. The program provides funds to eligible businesses for specific training costs accrued during the course of training. The purpose of Incumbent Worker Training is to improve the skills of the employer's workforce, thereby improving the company's competitiveness. Often times, due to in-kind funding matches (e.g., employees' training wages), this can occur with very little expense to the employer. Contact your local business service coordinator for more information.

## EMPLOYER GROUPS

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**Human Resources Networking Group:** These groups meet at CareerForce locations to share best practices, brainstorm solutions to common problems, and provide an opportunity to collaborate and network with other HR professionals. For more information about the HR group in your area, contact:

- **Cambridge:** Rebecca Perrotti ([rperrotti@cmjts.org](mailto:rperrotti@cmjts.org))
- **Litchfield:** Eric Day ([eday@cmjts.org](mailto:eday@cmjts.org))
- **Monticello:** Tim Zipoy ([tzipoy@cmjts.org](mailto:tzipoy@cmjts.org))
- **St. Cloud:** Angie Dahle ([angie.dahle@CSJobs.org](mailto:angie.dahle@CSJobs.org))

(Additional groups may be added based on interest and capacity.)

**Immigrant Employment Connection Group (IECG):** The group's focus is to educate employers and assist them in overcoming real or perceived barriers when hiring New Americans and to also help employers to create meaningful connections with jobseekers. The IECG also assists jobseekers in obtaining employment and addresses workforce issues in the community. The group offers cultural trainings and New American job fairs. Contact Career Solutions' executive director, Tammy Biery ([tammy.biery@CSJobs.org](mailto:tammy.biery@CSJobs.org)), to find out how to connect with the IECG.

**Central MN Manufacturers Association (CMMA)** exists to contribute to the growth and success of manufacturers. CMMA has been a driving force in our community and its work has included creating youth apprenticeships in manufacturing through collaboration with area high schools. CMMA hosts monthly events. For more information, visit <http://cmmaworks.org> or contact Sandy Kashmark at [info@CMMAworks.org](mailto:info@CMMAworks.org).

**The Central MN Society for Human Resource Management (CMSHRM)** is an organization to promote performance in human resource management. They host monthly meetings and events. CMSHRM's goal is to be the community expert for all HR-related issues. Visit <https://cmshrm.shrm.org> for more information.

**The Local Workforce Development Board, and/or board committees, guide and provide oversight for employment, training, and other workforce-related activities in our region.** To learn how you may serve as a member for one or more of these groups and help to guide local and regional workforce development strategies in central Minnesota, contact CMJTS CEO Barbara Chaffee at [bchaffee@cmjts.org](mailto:bchaffee@cmjts.org).

## CONNECTION TO HIGH SCHOOLS

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Work with your local Rural Career Counseling Coordinator:  
Leslie Wojtowicz at [lwojtowicz@cmjts.org](mailto:lwojtowicz@cmjts.org) or Angie Dahle at [angie.dahle@CSJobs.org](mailto:angie.dahle@CSJobs.org).

## COMPARE WAGES

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**How does your organization pay compared to others in the area?**

To find out, go to <https://apps.deed.state.mn.us/lmi/cpt/home>.

## WRITE A JOB DESCRIPTION

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Use this tool to create a job description: <https://www.careeronestop.org/BusinessCenter/Toolkit/GettingStarted.aspx>.

## RETAIN TOP TALENT

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**How do you keep your workforce engaged and committed to the job at hand? To keep quality workers:**

- **Never stop training.**
  - Identify your best trainers.
  - Training today is an investment in the future of your business. Plus, it keeps your employees engaged, challenged, and motivated. If they're learning, they are much less likely to look elsewhere.
- **Train your managers, too.**
  - The quality of management is one of the primary drivers of employee turnover. Poor communication, a lack of clear expectations, and other managerial missteps can cause your talent to head for the exits. Provide regular check-ins with your managers, and consider holding "skip-level" meetings where staff can communicate with their manager's supervisor. The insights you gain here may be eye-opening.



- **Ask for feedback.**
  - Your front-line employees are directly engaged with customers. They're often the first to see problems and they often have innovative solutions for these issues. If you solicit feedback and suggestions from your team, they're more likely to feel empowered and engaged.
- **Offer small perks to improve employee retention.**
  - Bagels on Friday, free Thanksgiving turkeys, company potlucks, a quarterly team trip or activity, birthdays off with pay, or even a simple t-shirt can show employees that they're valued by your organization without putting a major dent in your bottom line. Better yet, ask your staff what would help them feel more connected to the company.
- **Create an environment and culture that makes your employees feel like company assets.**
  - Create an open and honest work environment.
  - Recognize and reward good work.
  - Visit with your new employees after they're hired.
    - Conduct stay interviews vs. reviews.
    - Survey employees every 2-3 years.
  - Have new employees learn about the entire business, not just their individual job.
  - Make certain employees understand the importance of their position. Help them see the big picture.
  - Make sure your company's mission and values are clear. Embrace them and communicate them often.
  - Your company's culture has everything to do with your retention rate. If you don't think "culture" is important—then that **is** your culture.