



## DRIVING MINNESOTA'S ECONOMIC FUTURE BY ENGAGING UNTAPPED TALENT



Since 2023, ECMC Group has partnered across the education and workforce ecosystem to close talent pipeline gaps, especially those impacting young adults from under-resourced communities. Unlike many efforts in this space, Co-Lab is designed by young adults for young adults ages 16-24.

Co-designed and piloted with young adults in 2024 and 2025, Co-Lab shows promising early outcomes to strengthen education-to-career pathways. Co-Lab goes beyond skills, building confidence and agency so young adults are ready for what's next, and companies gain motivated, future-ready talent.

### CONCEPT

A central hub for dozens of ecosystem organizations that provides a cohort of young adults access to the resources they need to support their career exploration and growth, including educational opportunities, financial wellness and mental and physical health resources, while preparing them to thrive in a rapidly changing labor market shaped by technology and emerging industries.

### KEY FEATURES

- **Hands-on, relational learning environment.** Young adults engage directly with employers through in-person, high-support experiences in industries that offer family-sustaining wages.
- **Whole-person navigation and resources.** Young adults build trusting relationships and access health, education, housing, financial and other supports, from 1:1 mental health counseling and career navigation to basic needs referrals and gym memberships.
- **Clear path forward.** In addition to receiving hourly and milestone payments, young adults leave Co-Lab with a personalized future success plan outlining actionable goals for the next six months.

## PROGRAM RESULTS

**\$40K+**

in direct pay to  
participants

**92%**

program  
completion rate

**100%**

of partners  
eager to return

**75%**

of participants left  
feeling confident  
about their future

**45%**

discovered interest in  
a new career pathway

**75%**

felt equipped to access  
support beyond Co-Lab

**Watch the Impact  
on Young Adults**



[linkly.link/2FCBy](https://linkly.link/2FCBy)

# SPONSORSHIP + PARTICIPATION OPPORTUNITIES

Sponsoring a Co-Lab cohort is a direct investment in the future of talent. With a \$135,000 commitment, your organization can underwrite a full 12-week program for 25 motivated young adults that will offer your organization access to potential new hires while also elevating your brand and offering goodwill to the local community. You can also engage by volunteering to deliver individual Co-Lab program components or joining at other sponsorship levels.

## SPONSORSHIP TIERS

**\$500-5K**

### Entry Tier

Contribute by funding a session's services, meals or a field trip. Includes signage and website recognition.

**\$5K-50K**

### Middle Tier

Support a community provider's paid services, such as access to 1:1 mental health or career navigation or underwrite weeks of programming. Includes branding on materials and press recognition.

**\$135K**

### Top Tier

Fund an entire 12-week Co-Lab cohort (25 young adults). Includes naming rights and premier recognition.

## PARTICIPATION OPTIONS

**1**

Participate in a "World Café" session to share your personal and professional journey while exposing young adults to your career and workplace.

**2**

Lead a hands-on learning session to expose young adults to your industry, career and workplace.

**3**

Invite Co-Lab to your workplace for a tour and hands-on learning experience that introduces and excites young adults to the industry and your organization.

**4**

Become a Co-Lab mentor and regularly contribute time to meet with young adults, helping create their career pathways.

## These Partners Have Collaborated with Co-Lab Since 2024

Appetite for Change  
Blaze Credit Union  
Bridgemakers  
Children's Minnesota  
Community Members for Environmental Justice  
Daniel Shannon Speaks  
Don't Shoot Guns, Shoot Hoops

Dr. Raj, Metro State  
ECMC Foundation  
ECMC Group  
ECMC's The College Place  
GrowthIQ  
Hired  
Imagine Deliver  
Juxtaposition Arts

Knutson Construction  
McGough Construction  
Minneapolis Community Technical College  
Minneapolis CTE  
Minneapolis Foundation  
Minneapolis School District

Minnesota Nursing Association  
Minnesota Twins  
Minnetroneix Medical  
Mortenson Construction  
NorthStar Digital Literacy  
Polar Semiconductors  
Ramsey County

RealTime Talent  
Revo Health  
Roots Wellness Center  
Saint Paul College  
Seagate  
St. Mary's Health Clinic  
Stories Behind the Menu  
Summit Academy

The Y  
Tundra Ventures  
Union 49  
University of Minnesota  
Urban Ventures  
White Bear Lake School District  
Wilson Image

**Learn More:** To learn more, contact Heidi Johnson at [hjohnson@ecmc.org](mailto:hjohnson@ecmc.org) or 651-283-6046.

