

YOUNG ADULT TALENT PIPELINE – PHASE II

Final Report 2.0

December 21, 2023

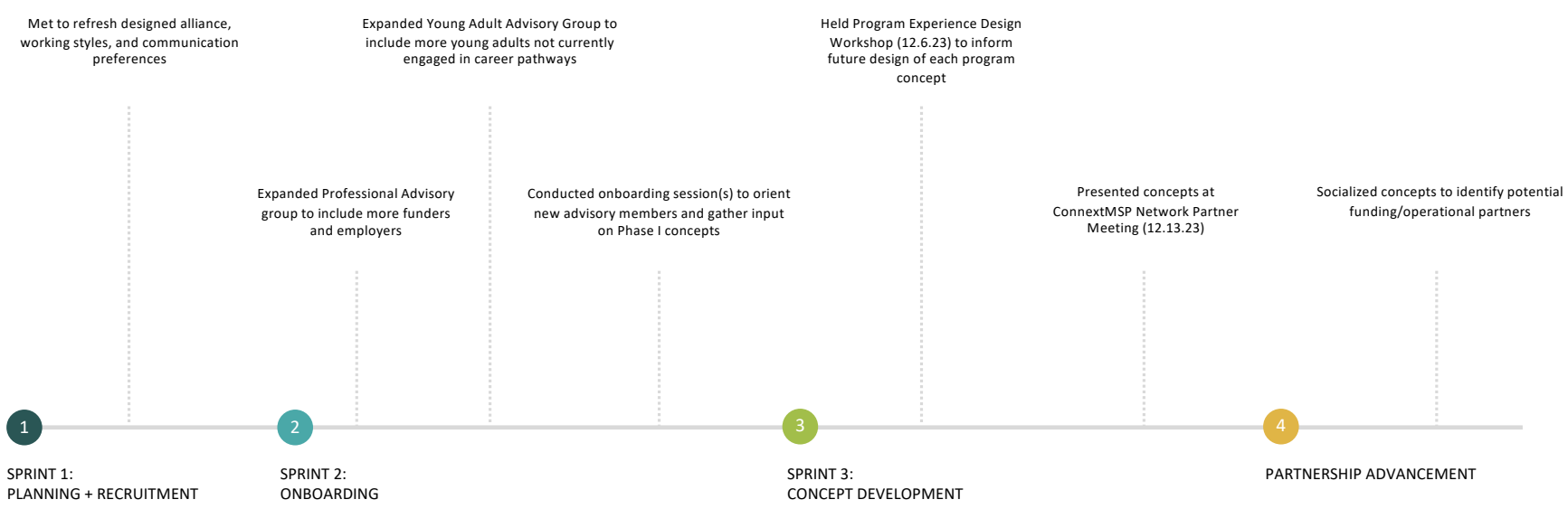
INTRODUCTION

Table of Contents

Page 3	Executive Summary
Page 7	Key Findings - Updated
Page 21	Concept Development
Page 50	KPI Dashboard

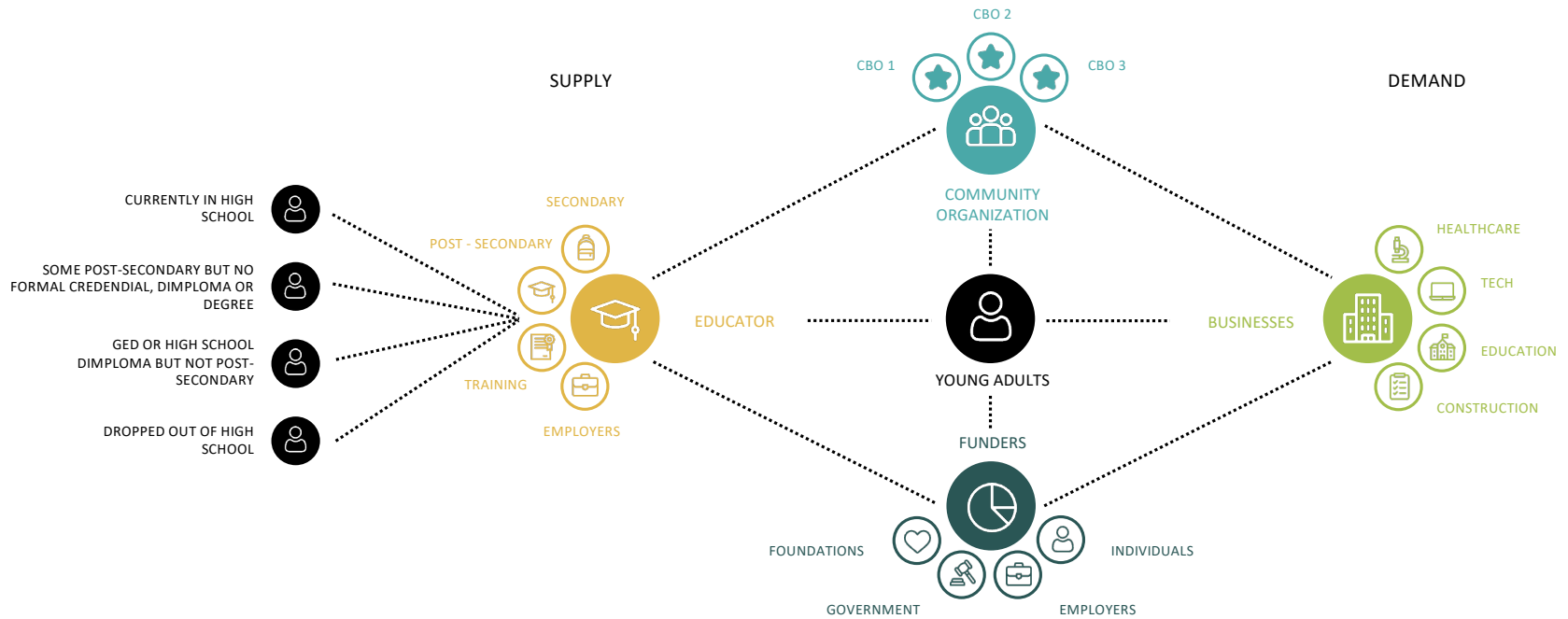
EXECUTIVE SUMMARY

Process Overview



EXECUTIVE SUMMARY

Future State Ecosystem

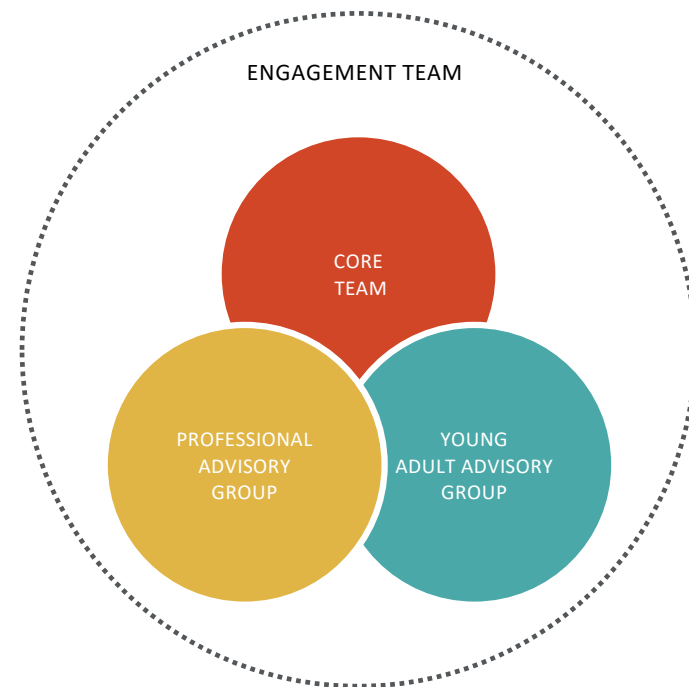


EXECUTIVE SUMMARY

Project Teams

Partners from ECMC Group, ConnexMSP, and Rêve Consulting convened the Professional Advisory Group and the Young Adult Advisory Group. Each team offered unique perspective and contributed throughout the engagement.

- **Core Team:** Direct the entire engagement, make key decisions, and lead/design implementation
- **Professional Advisory Group:** Partner with team to consult on key decisions and solution design
- **Young Adult Advisory Group:** Provide valuable insight, provide solutions, and participate in workshop and concept feedback.
- **Engagement Team:** Inform key ecosystem insight and assist in socialization and testing



EXECUTIVE SUMMARY

Engagement Team

CORE TEAM

- Jere' Brewster, ECMC Group
- Christine Noel, ECMC Group
- Heidi Johnson, ECMC Group
- Ieesha Collins, Connex tMSP
- Callie Karlen, Rêve Consulting
- Carter Romo, Rêve Consulting
- Taylor Livalska, Rêve Consulting
- Brad Von Bank, Rêve Consulting

PROFESSIONAL ADVISORY GROUP

- Erik Aamoth, Hennepin County Workforce
- Ismail Ali, MN Tech
- Ling Becker, Ramsey County/SP
- Karla Benson Rutten, Jeremiah Program
- Julie Brekke, Hired
- Deb Broberg, RealTime Talent
- Bobby Champion, Senator's Office
- Emma Corrie, Twin Cities Rise
- Joel Crandall, MN Tech
- Andriel Dees, Minnesota State Colleges
- Dr. Michael Favor, ISD 917
- Cheri Gengler, MPLS Regional Chamber
- Danielle Grant, Achieve Twin Cities
- Niila Herbert, AALF
- Joe Hobot, American Indian OIC
- Michael Luseni, MPS
- Rasheida Ross, SPPS
- Nola Slagter, Hennepin County Workforce
- Dr. Buffy Smith, DFC – UST
- Melissa Weiler, GreaterMSP
- Liz Williams, United Way
- Geoff Wilson, Wallin Education Partner
- Andrea Riehl, Best Buy
- Toweya Brown-Ochs, HealthPartners
- Allison Barmann, Genesys Works
- Lori Riley, Northern Tool
- Joffery Wilson, Mortenson
- Lisa Diebel, Optum
- Jacquelyn Carpenter, Twin Cities Rise

ONBOARDING INPUTS + FEEDBACK

Key Findings

YOUNG ADULT ADVISORY GROUP

Young Adults We Engaged

We had the privilege of working alongside 40 young adults—each with unique stories and perspectives. We also leveraged secondary research from Connex tMSP with 200+ young adults to help support our findings.

IDENTITY

- 55% identified as Black Americans
- 45% identified as Black and part of African Immigrant households, representing Eritrea, Somalia, Kenya, Togo, and Ethiopia. Some noted their parents immigrated before they were born, and others came at various ages

EDUCATION

- Current high school students
- Current college students representing both 2-year and 4-year institutions
- College graduates, bachelor's degrees
- Working young adults with high school diplomas/GED
- Working young adults working toward certifications

EMPLOYMENT

- Completing internships (current college students and high school students)
- Employed part-time (current high school students, current college students, and those not currently in school)
- Employed full-time (college and high school grads)
- Unemployed (current high school students, college grads, certification holders)

LIMITATIONS

- Indigenous Youth

KEY FINDING 1

A Rigged System

Many Black young adults know the system isn't working for them, feel that it is rigged, and are very aware that they can't change this system on their own. They feel they must keep trying, but it also shifts their definition of success.

“

Career wise, she's always told me that it's always important to have a career because, well, like your mindset on your career because if you don't really do what you love to do and make money off of it, then it just will seem pointless.

- Montell

”



APPLICATION PROCESS

Disqualifications based on name, application interfaces limited to digital platforms, and little face-to-face communication make the application process feel overly daunting.

“IT IS WHAT IT IS”

Many Black young adults feel resigned to the career search process, not feeling they have the power to participate differently if something doesn't work how they hoped. They noted that if they don't feel able to control their fate, they might not do anything to change it.

ADVICE

The advice many gave was to find something you love, because jobs aren't worth it otherwise. They know the system has been rigged for a long time and are ready for a change.

ONBOARDING SESSION ADDITIONS 11/20/23

WHAT WE HEARD FROM YOUNG ADULTS

“
*I don't think
the system is
rigged,
it's just the
system.*”

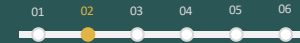
“
*If you want it,
you're going to
make it happen.*”

“
*There's mad programs in MN.
There's opportunity.*”

“
*I applied for Starbucks and
knew damn well they weren't
going to hire me.*”

“
*We've come a long way
since the 60's, but the
system is not catered to
everyone's success.*”

KEY FINDING 2



The Power of Influences

The career decision-making process is highly influenceable. Young adults think relationally and emotionally about this process and use data to help build on what they already know. Young adults want to make their parents and families proud and do something they love.

“
I've considered not going to college and taking certifications, trying to freelance and make my way through that. Getting the hands-on experience and making myself seem more applicable through experience. But obviously, I'm going to go to college. My parents are big on schooling because they never had the opportunity.
 ”

- Moses

FAMILY

Parents and siblings played a significant role in the career decision-making process. Parents' or siblings' roles and career beliefs shape young adult mindsets. This is especially true for young adults from immigrant households who felt pressure to pursue particular careers.

JOB BOARDS + SOCIAL

Black young adults named LinkedIn, Indeed, Monster, YouTube, Reddit, TikTok, Instagram, and job descriptions themselves as their key digital sources. Many mentioned they start with a Google search. Mentions of existing ecosystem tools specific to Minnesota were very minimal.

CONNECTIONS

Professional connections and mentors outside the family (or a close sibling) significantly increased success in confidently navigating the career search process. Young adults acknowledged that building a network and finding a mentor who looks like them is genuinely difficult.

ONBOARDING SESSION ADDITIONS 11/20/23

WHAT WE HEARD FROM YOUNG ADULTS

“ ”

*I get all my jobs
from my coaches,
it's really difficult if
you have a record.*

“ ”

It be fake jobs on Indeed.

“ ”

*On social media they make it feel like smooth sailing... but
it's not all peaches and cream.*

KEY FINDING 3

The Experience Deficit

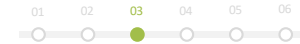
Black young adults gather opportunities and experiences because they feel they need more than one source of experience to succeed. When they don't have these options, they feel behind or can't gain the work experience they need to progress in their careers.

“

I'm doing good. And then when it gets, your new entry-level job, your work history, you haven't really had any experience in this field, not really sure what to do about that. Yeah, I'm trying to break into the tech field. I get it. Yes. Then it's like, oh, you only graduated high school, what about, are you thinking about going to college? And I have to say no, I wasn't thinking about that - I can't really afford that right now. I'm just trying to work with what I got and trying to push that through.”

”

- Ann



NEED EXPERIENCE TO GET EXPERIENCE

Seeing the amount of experience needed on entry-level jobs frustrates young adults. They feel trapped and wish someone would take a chance on them. For some, internships and part-time jobs felt like solutions, but those looking for full-time jobs in new fields don't feel like they have the luxury of saying no to small amounts of pay. They feel they have to sacrifice and struggle in order to not let their passions die out.

INTERNSHIPS + PART-TIME JOBS

Internships and part-time jobs play a significant role in helping young adults learn about their skills and strengths and are considered very valuable in the career exploration journey. Young adults are willing to do multiple to make necessary connections, have an impressive resume, and make ends meet. Many young adults who participated in internships cited them as key sources of information about their skills. Others noted they didn't know they should be completing internships at a young age.

ONBOARDING SESSION ADDITIONS 11/20/23

WHAT WE HEARD FROM YOUNG ADULTS

“

Public schools don't talk about programs [like Step Up]... but alternate schools do.

”

“

Just need more people like you guys.

”

KEY FINDING 4



Longing for Stability

Black young adults crave stability in finances, community, and purpose. They want a joyful lifestyle they didn't see represented in the previous generations.

“ ”

I've had a much more focused approach, but I think that's, because like I said, I feel like I have to be really picky now and I'm like, not gonna just take anything.

- Kira

MENTAL HEALTH

Black young adults are very aware of their mental health and unwilling to sacrifice it for a job. They will limit which jobs they search for, how often they apply to jobs, and the financial return of a job because they prioritize their mental health. A corporate culture that demands assimilation significantly contributes to poor mental health at work or school.

JOY + FUN

Black young adults named work/life balance a critical value, wanting to spend time with family, explore the world, and have leisure time. Even still, Black young adults felt they had a responsibility to their families and their basic needs that must take priority over fun and leisure.

CHAOTIC

The lives of many Black young adults feel chaotic after the pandemic allowed a return to in-person work or school. The world feels complex, and many want to be a part of making it a better place. COVID hit during a critical period of life-limiting experience with little support as life returns to pre-pandemic structures.

ONBOARDING SESSION ADDITIONS 11/20/23

WHAT WE HEARD FROM YOUNG ADULTS

“
"I'm not sparing my
mental health for no
job."
”

“
"I'm only 21, I should be having fun.
But then I think, by the time I'm 30 I want to buy my
mom a house."
”

“
"For a career, I want something that
doesn't feel like work."
”

“
"Whatever job you get,
make sure you like it."
”

KEY FINDING 5

Expectations of Acceptance

Black young adults review their potential workplaces for ways they might belong there and are unwilling to accept workplaces that can't accept them as they are. They recognize their own voice and value and expect others to do the same. Not belonging is also one of their core anxieties.

“

Because no one looks like you, no one really talks like you and, I'm tired of code switching - doing all that and trying to be presentable. Just having to have these high standards that people are just like, you know, you're not good enough.

”

- Ann



DISRESPECT

Many Black young adults named being disrespected and wanting to advocate for themselves as a significant way their cultural differences showed up at work.

MICROAGGRESSIONS

Black young adults experience reduced options for growth, discouragement to show up as themselves, and being the only Black person in the room. They expressed exhaustion from code-switching and fighting for their voices to be heard.

BELONGING

Belonging to Black young adults means they don't need to be someone they are not to be accepted at work. Their perspectives and experiences are valued as part of the company culture.

EVALUATION

Black young adults are paying attention to company social media posts, job description language, company staff pages, employee resource groups, and how the interview is run.

ONBOARDING SESSION ADDITIONS 11/20/23

WHAT WE HEARD FROM YOUNG ADULTS

“
One of the most profound things I learned was from my teacher in middle school, he said, 'in life you have to put on different hats.’”

“
When I feel disrespected, I know the way I [want] to respond... but someone will be like, 'yep Black girl'. I feel like I have to let it slide because I don't want to be 'that black person' in the workplace.”

“
How do you defend yourself without becoming the aggressor?”

“
It's the reality of the situation.”

KEY FINDING 6



Motivated to Explore

Black young adults are eager to explore new perspectives and continue their own growth through learning, even if learning takes many different forms.

“ ”

So my manager right now is a pretty young manager, which is super cool. I think like being in spaces that are typically dominated, especially in sports, by older white men. It's cool to have a young black guy as my manager.

- Afiya

TRAVEL

Travel was noted as a core experience that would provide new and different perspectives. Many young adults also stated that staying in Minnesota long-term is not a guarantee for them.

SUPPORTIVE MANAGERS

Managers/Supervisors that build relationships with young adults and treat them as humans as they learn, make a job feel like a safe place to explore and grow. Unrealistic expectations or a lack of patience from teachers and managers made Black young adults feel like they had to figure it all out immediately.

ON THE JOB

Training at work is a valuable experience and is considered more valuable than classroom learning. This was true for the specific job and for understanding strengths, soft skills, and other transferable skills. The hands-on and practical experience were named as essential to learning something new.

ONBOARDING SESSION ADDITIONS 11/20/23

WHAT WE HEARD FROM YOUNG ADULTS

“ ”

For some people it's hard to learn by book, you gotta do.

“ ”

I'd have to leave [Minnesota] and come back.

“ ”

MN wages are almost 4x higher than SC.

“ ”

MN is a good place to be if you fall on hard times, lots of help available.

”

DESIGN SESSION OUTPUT + ADVANCEMENT

Concept Development.

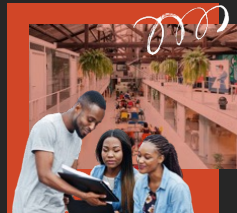
12/6/23 DESIGN SESSION

CONCEPT PORTFOLIO



DISCOVER YOUR FUTURE

A required and standardized career exploration program for all Minnesota high school students (and their guardians) to connect their strengths and interests to potential career paths.



THE CO-LAB

A centrally-located resource and guidance hub that houses dozens of ecosystem organizations for young adults to access the resources they need to support their mental health, financial needs, and career growth.



CAREER IN 45 DAYS

A multi-week hiring program for young adults to find, prep, and interview for sustainable careers at diverse, equitable, and inclusive Minnesota-based companies.

12/6/23 DESIGN SESSION

GLOBAL DESIGN FACTORS

Universal themes that emerged from conversations with our Young Adult and Professional Advisory Groups, deemed imperative to the success of concept implementation.

Mentorship is a must-have early and often.

*"I really wouldn't want to do this if I had to keep rehashing my needs/interests and repeating myself to different people."
- Young Adult*

Fresh thinking for employer engagement is needed.

*"Employers are just as confused about how to use this ecosystem as our young adults are."
- ECMC Group*

Leveraging technology to deliver in real-time—and at scale—is critical.

*"Poised is a free AI tool for interview feedback? How can I get access to that today?"
- Young Adult*

12/6/23 DESIGN SESSION HIGHLIGHTS AT RÊVE CONSULTING





Introducing Discover Your Future.

A required and standardized career exploration program for all Minnesota high school students (and their guardians) to connect their strengths and interests to a potential career path.

CONCEPT

Discover Your Future

A required and standardized career exploration program for all Minnesota high school students (and their guardians) to connect their strengths and interests to a potential career path.

TARGETED PERSONAS



Jibreel Harmony Aliyah Corbin Jordyn

NEEDS ADDRESSED

- Assistance in naming and building transferrable skills
- Assurance that career journeys do not need to be linear
- Guidance to explore outside of their comfort zones to build confidence

CONSIDERATIONS

- Link to “Program Matcher”
- Expand to middle school students in a more general exploration. Expand to post-secondary for more specific guidance.
- Program could be sponsored by MN based employers to ensure connections to potential summer internships

Created by Reve Consulting LLC

ECOSYSTEM CONNECTIONS



Educator CBO Employers Govt. Philanthropy

FEATURES + FUNCTIONS

- A career exploration curriculum that begins with skill and strength assessments.
- Based on assessments, students receive an educational and experience plan to help them develop necessary and critical career skills like communication, time management, financial management, and advocating for yourself at work. As well as access to more personalized, profession-based learning opportunities.
- Assessments are repeated yearly to adapt plans as needed throughout the students’ high school careers.
- Students receive access to key experiences like internships, job shadowing, volunteer opportunities, company tours, and career mentorship.
- Guardians participate in key milestones in the student’s career exploration and receive key resources to help their student further.
- Students are given a scorecard alongside their educational and experience plan to allow for some choice and guidance on where to gain additional value out of the program.

ECOSYSTEM VALUE SPOTLIGHT

Educators

- Flexible implementation options that enable educators to **scale career pathway programming**, removing the burden of building profession-based learning from scratch.

Employers

- Access to a pipeline of diverse young adults to **mentor, mold, and nurture strong relationships** through capstone internships.

CBOs

- An inter-district connected classroom and collaborative network of career-exploration providers (and employers) working towards a common agenda—enabling **operational efficiencies** at scale, and consistent programming from district to district.

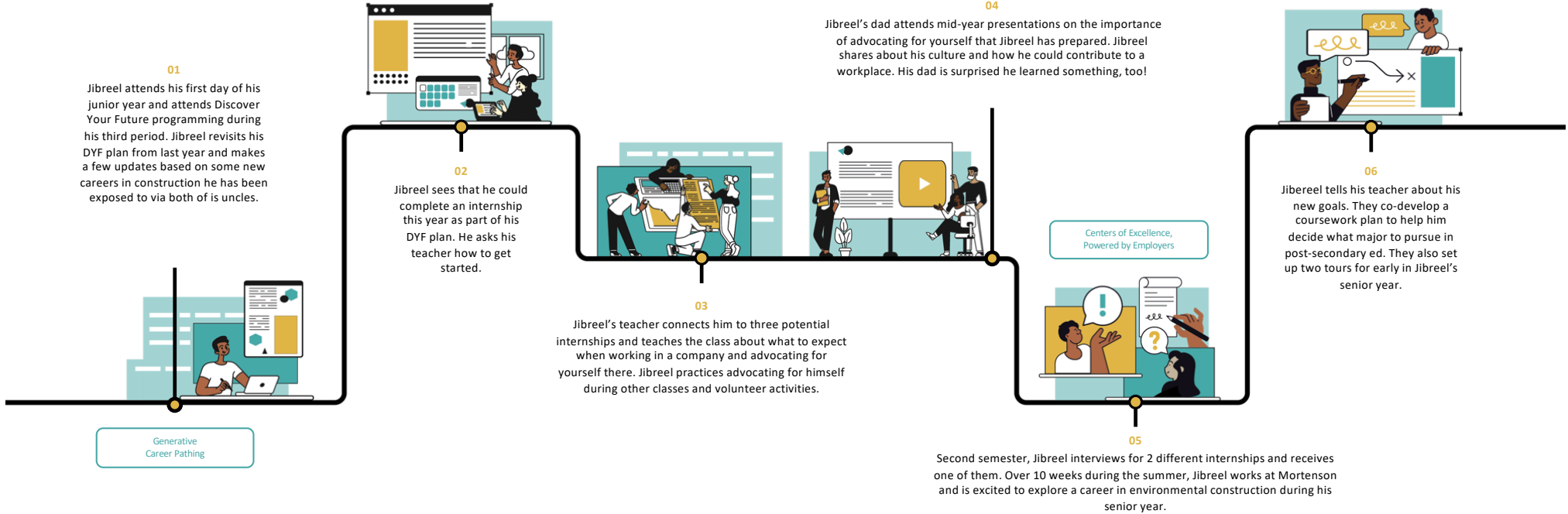
Govt.

- Tailored programming to help educators meet the requirements of MN Statutes, section 120B.125 and better prepare learners for work, school, and life.

CONCEPT

Discover Your Future Journey Map

● = JIBREEL



DISCOVER YOUR FUTURE: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

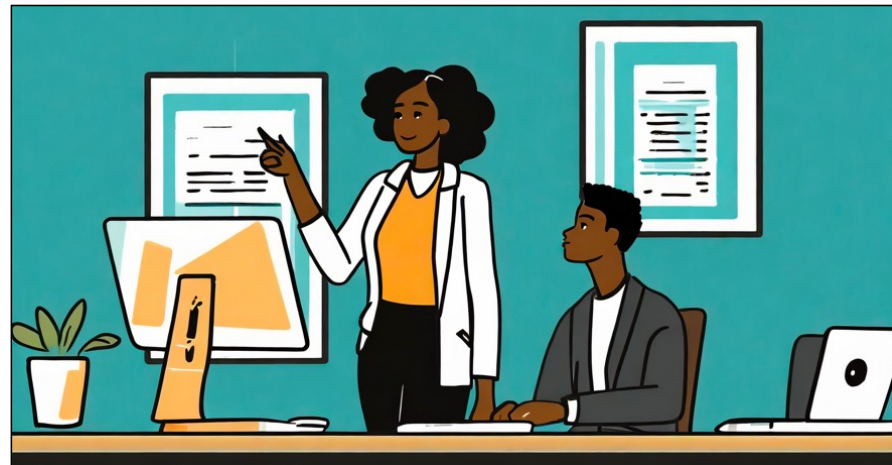
Generative Career Pathing

Young adults and professionals seek to design a curriculum that solidifies each youth's preparation for meaningful career options through more personalized, profession-based learning. From the young adult's perspective, this could look like:

- **A program that is mentorship-driven** with opportunities to build rich networks with industry professionals and create robust portfolios of work to demonstrate their readiness for college and careers (e.g., Project Lead The Way programming).
- Starts early (6-8th grade) with a **broad exploration** of careers, then narrows in on **key areas of interests in emerging careers** (9th-10th grade) with many 1-4-week **hands-on experiences to solve real-world challenges** throughout their junior/senior year. All leading up to a paid, **1-3-month capstone internship**.
- Opportunities embedded throughout to **consult guardians and trusted allies for support** with growth, development, and decision-making if/when pivots may be needed.

"This would have made a difference in my life.

If this were offered, I would have definitely participated in this program." – Young Adult



Broad Exploration	Key Area of Career Interest	Hands on Experiences	Capstone Internship
6-8th Grade	9-10th Grade	11-12th Grade	(Paid)

DISCOVER YOUR FUTURE: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

Centers of Excellence, Powered by Employers

When it comes to career exploration programming, there is overlap of support and services that can lead to inefficient use of resources and create confusion for young adults, educators, employers, and organizations.

There is an opportunity to formalize collaboration, consolidate duplicative programming, improve consistency, and enable scalability through centers of excellence.

- **Creating an inter-district connected classroom** where teachers and industry partners can teach and interact with students across the network (e.g., Spark NC Labs)
- **Leveraging a cohort model** where young adults can work closely with their peers to explore pathways during school hours and earn high school credit while showcasing employers their strengths.
- **Expanding the impact of employers**, providing more structure for them to meaningfully engage—through sponsoring student cohorts, extending mentorship from volunteer experts, providing team-based internships, job shadowing, and other hands-on learning opportunities.



PROTOTYPE 1

Discover Your Future Blueprint

Minnesota's students are prepared for wherever their career exploration journey takes them after high school and Minnesota experiences an economic boost from their readiness.



High School Students



Minneapolis + St. Paul



Free as part of education



Career exploration



Exploration

SCALABILITY



Options to expand to middle school in a more general sense and post-secondary institutions in more specific ways

PEOPLE

- Public, charter, and private schools
- Guidance counselors
- Work-based staff
- Teachers
- Companies to provide some education needs, internships, access to job shadowing
- Policymakers to require course and curriculum

RESOURCE NEEDS



Staffing is an ongoing and considerable expense, but curriculum development is a one-time expense

PROCESS

- Develop curriculum and curriculum updating process
- Develop evaluation mechanism to ensure both robustness and choice
- Develop and maintain practical connections between educators and companies
- Maintain and document individual student development plans for coursework and experiences

CAREER STAGE



Allows for early-stage exploration and expanding view of possibilities

TOOLS + TECH

- Database for tracking student data and progress both during and after high school
- Scorecard for maintaining progress through the program
- Individual Development Plans
- Classroom instruction
- Xelo
- Elevate Futures tool

STEPS TO MVE

NOW



1 YEAR

Create standardized curriculum

Determine funding mechanism

Recruit partner schools and companies to pilot



Introducing The Co-Lab.

A centrally-located resource and guidance hub that houses dozens of ecosystem organizations for young adults to access the resources they need to support their mental health, financial needs, and career growth.

CONCEPT

The Co-Lab

A centrally-located resource and guidance hub that houses dozens of ecosystem organizations for young adults to access the resources they need to support their mental health, financial needs, and career growth.

TARGETED PERSONAS



Jibreel Harmony Aliyah Corbin Jordyn

NEEDS ADDRESSED

- Resources and support outside of their family to navigate an unfamiliar path
- Space to explore different perspectives and their own identity
- Wraparound support services (i.e. mental health, housing, transportation, etc.)
- Flexibility in information sources as they are not quite sure what they need yet

CONSIDERATIONS

- Explore various forms of spatial and leasing models, including public libraries or BestBuy Teen Tech Centers
- Offer financial incentives for making progress toward self-identified goals
- Could include 2nd generation programming to assist across family needs

ECOSYSTEM CONNECTIONS



Educator CBO Employers Govt. Philanthropy

FEATURES + FUNCTIONS

- Non-profit organizations within the ecosystem would be centrally located and participate in a resource-sharing model to increase efficiency and better coordinate existing support services.
- Co-Lab offers a variety of resources, such as mental health services, financial services, peer-to-peer support, transportation, housing resources, mentors, and support for additional credentialing.
- Physical space offers meeting areas and classrooms, offices, and generous spaces for public gatherings.
- Access to navigators to develop milestone and resource plans to work toward goals identified with the young adults.
- Access to peer-to-peer support, including support groups, accountability partners, venting space, and fun events.
- Supplemental Co-Lab app that allows students to track their resources and progress with real-time information about available Co-Lab resources.

ECOSYSTEM VALUE SPOTLIGHT

CBOs

- A state-of-the-art space and centrally located hub to better **access** the young adults most in need of wrap-around services, **ease capacity/staffing constraints**, and **increase collaboration** by leveraging resources and expertise of other CBO partners to **eliminate friction points** in serving young adults' holistic needs.

Employers

- A high-touch recruitment channel with direct access to a growing **pipeline of diverse talent**, and dedicated space to **foster relationships** and align volunteer efforts towards **developing the workforce of the future**—ensuring cohorts are equipped to start and more importantly, retain careers in MN.

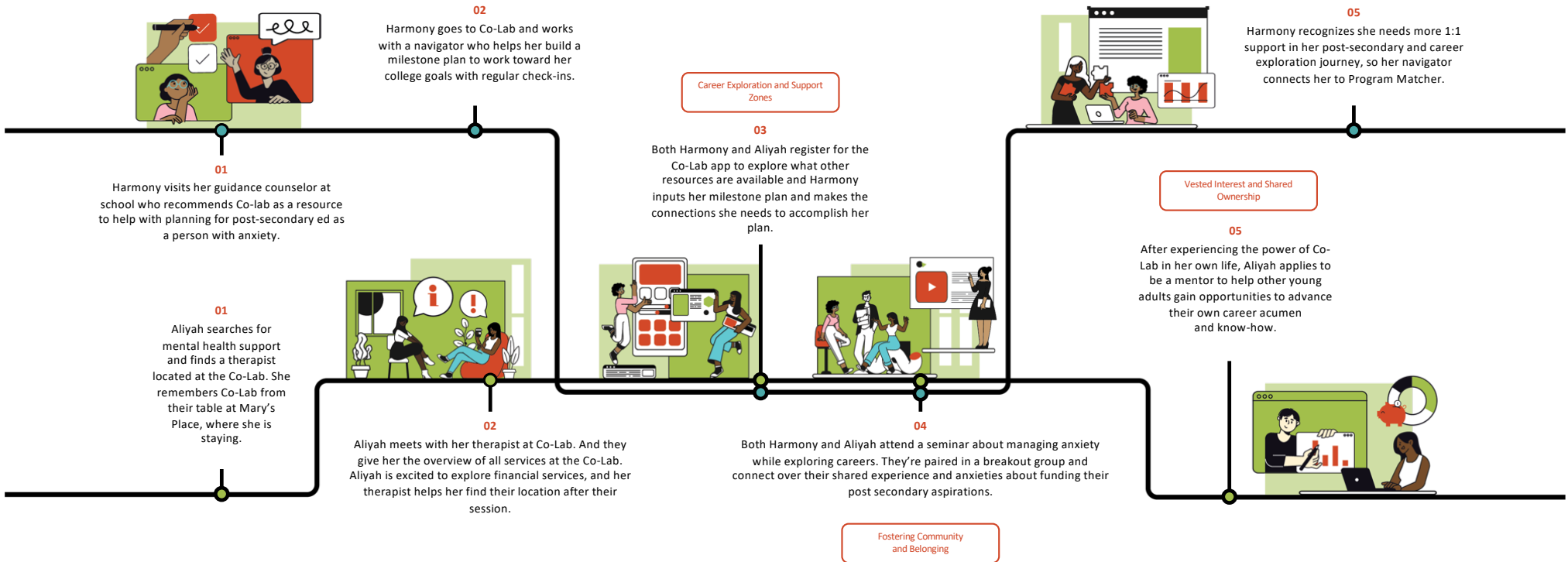
Philanthropy

- A brick-and-mortar channel to increase **young adult awareness** of financial tools and educational services available to help them achieve their academic and professional goals, and a **conduit to nurture B2B connections** with like-minded community leaders.

CONCEPT

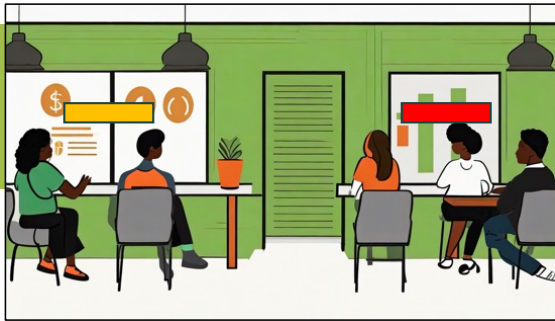
The Co-Lab Journey Map

● = HARMONY
● = ALIYAH



THE CO-LAB: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

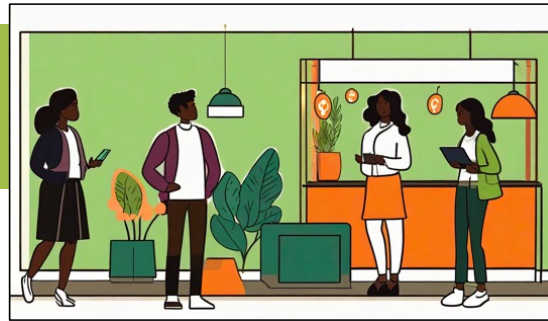
Career Exploration and Support Zones



DRIVE FOR 5 ALIGNMENT

Separate the space into **employer-sponsored zones** (by room or by floor) that align to MN's **Drive For 5 Initiative** ensuring young adult cohorts can rotate through hands-on learning that leads to employment in high-demand categories, projected to be high-growth, and proven to provide family-sustaining wages.

- Featured fields of focus should include technology, trades, caring professions/healthcare, manufacturing, and education.



EXPERIENTIAL LEARNING ZONES

Employer sponsors would have flexibility to curate their career exploration zone to include:

- **Test-and-learn opportunities** with state-of-the-art tools and techniques.
- **Networking/mentorship** opportunities with employer volunteers.
- **Dynamic events** like guest speakers, conferences, or workshops to highlight contemporary topics or skills.
- **Rotating client projects**/small group challenges.



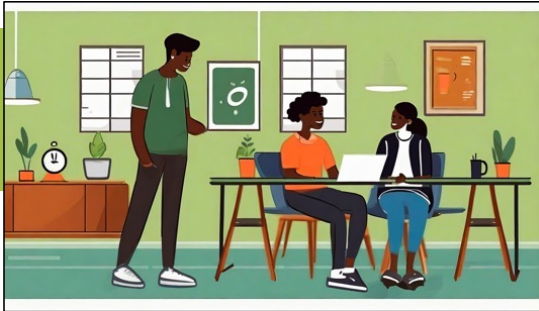
SUPPORT SERVICE ZONES

Wrap-around services to compliment experiential learning zones are important.

- **A bank** could offer financial services and financial literacy training specifically designed for young adults.
- **A job search firm** could provide ongoing employment assistance and host job fairs.
- **Post-secondary education planning consultants** could expose young adults to scholarship and financial aid options.
- **Mental health pods** or sensory rooms could provide a quiet environment for relaxation.

THE CO-LAB: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

Fostering Community and Belonging

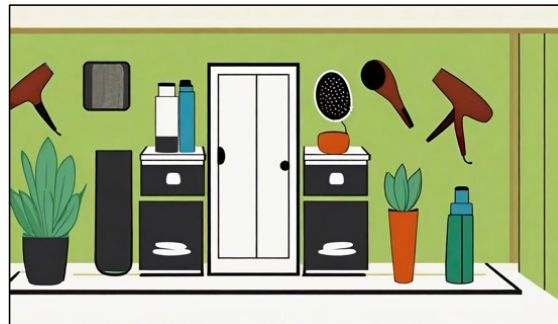


NEAR PEER MENTORSHIP

- Access to mentors from various cultural backgrounds with shared experiences.
- **Role modeling and trust reinforcement through alumni mentorship.**
- A path/program for more experienced young adults to eventually become mentors at The Co-Lab and support new members.

INCLUSIVE AND CULTURALLY AFFIRMATIVE ENVIRONMENT

- Focus on **reflecting diversity and inclusivity** in the community through staff and mentors.
- Integration of elements significant to various cultures like **art, music and other spatial elements.**
- Facilities catering to specific BIPOC needs and diverse activities (e.g., curling irons in the bathrooms for black women).

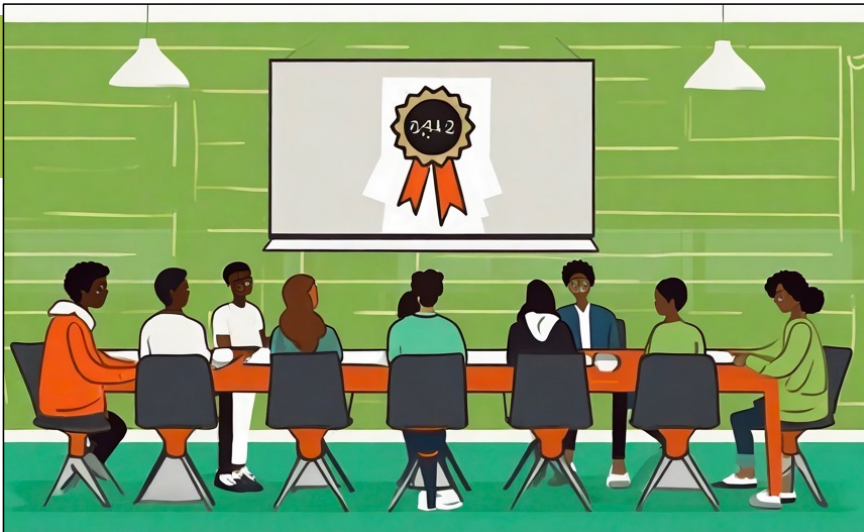


COHORT MODEL FOR PROGRAMS

- **Supportive peer groups** allow young adults to share their lived experiences, explore career pathways, and apply learnings together.
- Social bond formation via **shared learning modules and peer-to-peer investment.**
- **Enhanced outcomes and retention rates** based on engaged, collaborative learning environments.

THE CO-LAB: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

Vested Interest and Shared Ownership



STEWARDSHIP + LEADERSHIP OPPORTUNITIES

Young adults see The Co-Lab not just as a guidance hub, but as a space where they can truly contribute to their community. To establish a personal stake in the program's mission, young adults need to have an active voice in shaping Co-Lab's vision, its future partners/service offerings, and its involvement and impact in the surrounding neighborhoods it serves.

- Young adults could **sign-up as Co-Lab stewards** (learn-and-earn opportunity) to contribute their expertise and time to help with Co-Lab operations, and/or support the efforts of its associated service providers.
- Young adults could offer mentorship to give back to other young adult cohorts, helping to **foster a culture of collaboration and curiosity**, and ensure a safe and welcoming environment.
- Young adults could also **apply for a seat on the Co-Lab Board of Directors**, empowering them to influence decision-making and provide oversight to ensure the Co-Lab continues to operate sustainably and scales in the best interest of its BIPOC young adults.

PROTOTYPE 2

The Co-Lab Blueprint

Minnesota's young adults know where to go to access the resources they need. Minnesota experiences a revival of hope and optimism for the future for Minnesotans of color.

-  High school grads or college students
-  Minneapolis + St. Paul
-  Free for participants
-  Experiential learning + wrap-around services
-  Awareness



SCALABILITY



Physical locations and the requirements for many partnerships limit the scalability over time

PEOPLE

- Post-secondary institutions
- Non-profit partners (Jeremiah Program, 211, Genesys Works, MNTech, ConnexT MSP, e.g.)
- Wrap-around support service providers
- OIC partners
- Mentors
- Funders

RESOURCE NEEDS



In addition to the resources brought from partnering orgs, navigational staff and coordination between organizations requires time, effort, and funding

PROCESS

- Co-Lab navigators and plan design
- Co-organizational goal development and evaluation design
- Centralized tracking of participants
- Event coordination
- Partner coordination

CAREER STAGE



Allows for increase of stability throughout the career exploration process

TOOLS + TECH

- Database for centralized tracking of data and plans
- Retrospective materials for evaluation (Sundance)
- App for communication with participants

STEPS TO MVE

NOW

- Market Scan + Test
- Determine partnership needs
- Estimate a budget
- Partnership Commitments

1 YEAR



Introducing Career In 45 Days.

A multi-week hiring program for young adults to find, prep, and interview for sustainable careers at diverse, equitable, and inclusive Minnesota-based companies.

CONCEPT

Career In 45 Days

A multi-week hiring program for young adults to find, prep, and interview for sustainable careers at diverse, equitable, and inclusive Minnesota-based companies.

TARGETED PERSONAS



Jibreel Harmony Aliyah Corbin Jordyn

NEEDS ADDRESSED

- Someone to take a chance on them
- Gaining experience required for better-paying jobs
- Career experience within a welcoming environment
- Assurance that career journeys do not need to be linear

CONSIDERATIONS

- Link to “Discover Your Future”
- Link to “DEI Company Tour”
- Link to “Employer Playbook” or certification process

ECOSYSTEM CONNECTIONS



Educator CBO Employers Govt. Philanthropy

FEATURES + FUNCTIONS

- Young adults would have access to a list of available roles, ranging from entry level roles, internships, and post-grad positions.
- A digital matcher tool would provide young adults with relevant roles for their skills, credentials, and work experience, and career interests.
- Young adults are offered one-on-one preparation services with career coaches/navigators prior to interviews.
- Interviews with matched companies, include a company tour.
- Young adults receive job offer or constructive feedback from companies as how to improve or what pathway a young adult might take to get hired.
- Employers provided a hiring framework and playbook to assist them in navigating changes to their hiring and onboarding practices.
- Employers are vetted based on their commitments to DEI and hiring from this pool of young adults.

ECOSYSTEM VALUE SPOTLIGHT

Employers

- **DEI best practice training and consultative support** to improve work environments to better welcome and **retain diverse talent**, exclusive access to a sophisticated resume of the future algorithm that reduces hiring bias and matches **motivated young adult job seekers** of color with opportunities where they're most likely to succeed.

CBOs

- **AI-assisted professional development tools** and technology to **ease capacity/staffing constraints** of coaches and reach more young adults in need of career readiness services to **improve outcomes**.

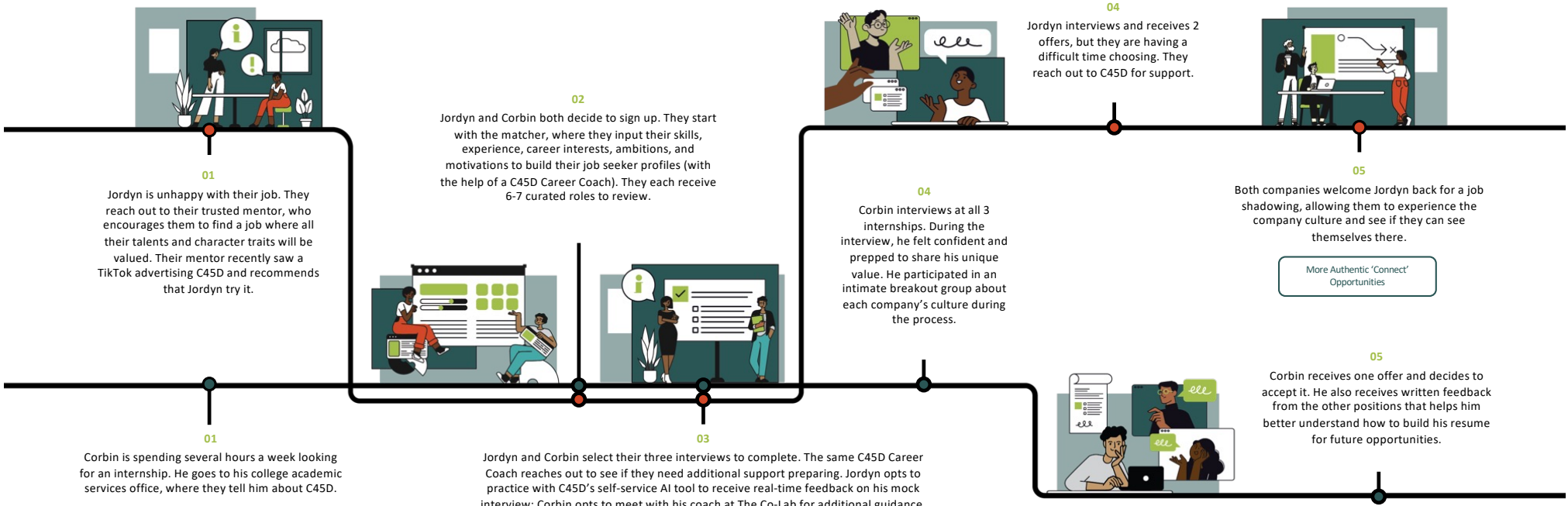
Philanthropy

- **Scalable, high-value programming** for career-readiness training and job placement. Opportunities to **reduce systemic racism** in employment practices through employer training programs.

CONCEPT

Career In 45 Days Journey Map

● = CORBIN
● = JORDYN



More Authentic 'Connect' Opportunities

AI-Assisted Professional Development

Consistency in Coaching

CAREER IN 45 DAYS: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

Demonstrated Commitment to Diverse Talent



*“Do they have a Chief Diversity Officer?
Do they have Employee Resource Groups
for Black people?” – Young Adult*

To ensure young adult placement in long-term career pathways, employer vetting and adherence to DEI best-practices is essential for employer participation. Employers need to **demonstrate their commitment to diverse talent is a business imperative.**

EMPLOYER DEI CHECKLIST

Employers are pre-vetted using a **DEI Equity Indicators** (leverage The Center For Economic Inclusion’s Racial Equity Dividends Index standards) to ensure they are committed to providing a work environment welcoming to diverse talent.

In addition, **consultative support** is provided to help with key areas of employer improvement.

- Non-discriminatory hiring practices
- Pay transparency
- Leadership diversity
- DEI metrics and goals

EMPLOYER VETTING CRITERIA

Employers will also be vetted to ensure positions being provided are **sustainable careers** for young adults.

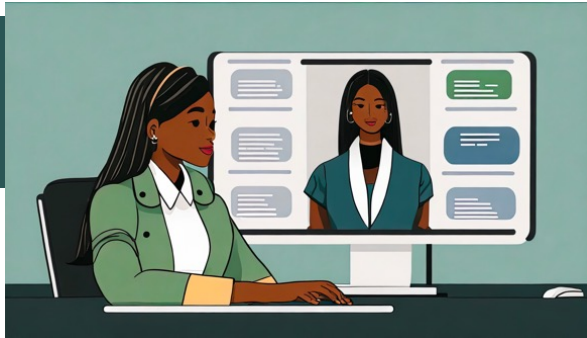
- Family-sustaining wages
- Access to benefits such as healthcare
- In-demand job fields

EMPLOYER COACHING + FEEDBACK LOOPS

- Employers commit to **DEI coaching and feedback** from consultative partners and young adults related to process, culture, and perceptions.

CAREER IN 45 DAYS: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

AI-Assisted Professional Development



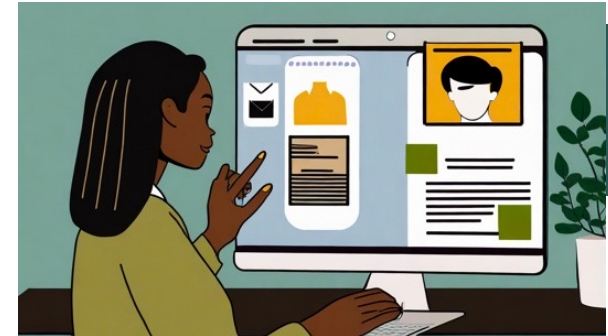
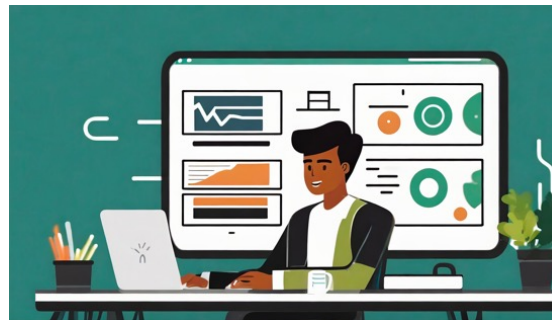
ADVANCED APPLICANT PROFILE + MATCHING

More than just a resume. Job seeker profiles allow young adults to provide relevant information about who they are to employers, highlighting key personality traits and values for better matching.

- Video snippets of young adults speaking to their **ambitions, motivations, and values**.
- **Personality profile and soft skills assessments** such as Myers-Briggs, StrengthsFinder, DISC, and Pymetrics.

INTERVIEW PREPARATION + FEEDBACK

- Interview script preparation support.
- Interview recording and automated **real-time feedback** on word choice, run-on sentences, speed, clarity, filler-words (e.g., Poised)
- **Auto-generated summaries** to check alignment of topics to job description.
- Ensure you hit key points or topics for the interview.



RESUME ASSISTANCE

AI tools used to create and tailor resumes, aligning content to key job description elements.

- Resume reviews for conciseness, focus, word choice.
- **Translations of life experience** and past job experience to professional experience.
- Cover letter writing support.

CAREER IN 45 DAYS: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

More Authentic ‘Connect’ Opportunities



WORKPLACE TOURS + JOB SHADOWING

Young adults feel that the ‘current state’ they’ve experienced is boring, impersonal, and disingenuous. They want:

- “...**Honest representation**—the good, the bad, and the ugly.”
- “...To **feel like we’re having a conversation**. The big group setting and canned speech aren’t personal enough.”
- “...To leave thinking, ‘I feel comfortable here’”.



MOCK INTERVIEWS

Young adults feel that mock interviews are extremely important to this program. In order to feel confident, they want to:

- Practice with a **coach who has experience in the field** they want to pursue, but who doesn’t work for their employer match.
- **Receive transparent feedback** in a low-risk environment to feel more prepared for questions, understand what to expect, and build confidence.

“Workplace tours don’t show you the good, the bad, and the ugly. I want a secret camera to observe their honesty and integrity.”

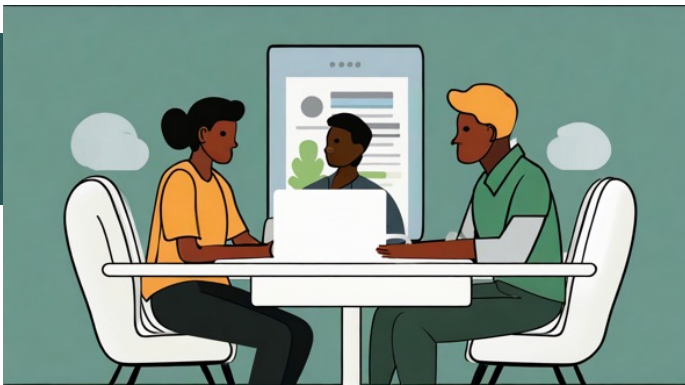
- Young Adult

“If I do my mock-interview with the employer, what if I don’t do a good job, and they tell their boss?”

- Young Adult

CAREER IN 45 DAYS: FEATURES + FUNCTIONALITY DEEP DIVE 12/6/23

Consistency in Coaching



"I don't like change... at least in high school I had the same guidance counselor." – Young Adult

Young adults desire a consistent or dedicated coach/counselor/navigator figure to follow alongside them as they advance through each phase of the program. This coach would assist with the following:

- Help young adults **build their job seeker profiles** and "translate" transferrable skills valued by employers.
- **Prepare young adults for interviews** and aid in confidence building.
- **Facilitate feedback discussions** post interview, and help young adults interpret/apply anonymized or aggregated feedback from employers.
- **Monitor/scout for other opportunities** that could be a good fit if young adult's first match doesn't yield a job opportunity.

Virtual mentorship platforms (e.g., ADP List, Mentor Spaces, etc.) and group case management models could be further explored to help staff and scale this program, especially with larger young adult cohorts.

PROTOTYPE 3

Career In 45 Days Blueprint

The matching process allows young adults of color to access careers they would not have applied for, and companies reduce the time positions are open, closing the supply and demand gap.



Mid-college – post-secondary grads



Minneapolis + St. Paul



Free for participants



Job search services



Fulfillment



SCALABILITY



Expansion to various industries requires building new partnerships, but the structure can remain the same.

PEOPLE

- Employers, primarily small and mid-size
- Post-secondary educators
- MN DEED
- St. Paul Chamber, Career Connect
- Non-profit partners (Right Track, Step Up, Careerwise, TwinCities Rise, YouthPrise, Redemption Project)
- People of color career fair

RESOURCE NEEDS



The initial investment in the matching tool may require some resources as well as ongoing 1:1 support services

PROCESS

- Hiring process audit and structure building
- Alumni cohort development
- 1:1 support coaches/navigators
- Employer vetting to ensure welcoming environments using retention data, equity measures, and onboarding practices to determine eligibility
- Employer outreach

CAREER STAGE



Helps young adults access a job that provides family-sustaining wages and is in line with their interests at a welcoming company

TOOLS + TECH

- Job matcher software + algorithm
- Immersive experiences to display 'day in the life' at particular roles
- Organization evaluation tool
- Website
- Support materials for young adults
- Scheduling software

STEPS TO MVE

NOW

- Select industries for pilot
- Determine needs with mid-size employers
- Develop business case for employers
- Develop partnerships

1 YEAR

CONCEPT CONNECTIVITY

Concept-to-Concept: Mutual Benefits



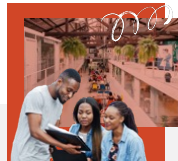
Discover Your Future benefits from...

THE CO-LAB

- Access to hands-on career exploration, networking, and near peer mentorship opportunities. Continued community for career navigation post-graduation.

CAREER IN 45 DAYS

- Provides a seamless transition for post-graduation opportunities to continue career exploration, find job/educational placements, and connect with a C45D career coach.



The Co-Lab benefits from...

DISCOVER YOUR FUTURE

- Feeder system of 6th-12th graders in need of a community hub for experiential learning and support services beyond the classroom.

CAREER IN 45 DAYS

- Increased awareness/visits from C45D cohorts and potential employer partners. Timebound and effective career programming.



Career in 45 Days benefits from...

DISCOVER YOUR FUTURE

- Feeder system of career-ready recent grads with clear aspirations and career trajectories.
- Translatable portfolios of work, that young adults can leverage as input for their job-seeker profiles.

THE CO-LAB

- Hub for C45D programming to provide participants access to support services and space for employer connect opportunities.

ECOSYSTEM PLAYBOOK

Future Vision + Principles

As we engaged a cross functional group of leaders and a young adult advisory board, we uncovered an unmet need to pull together disparate data sources.

OUR VISION

The vision is to create a holistic, data driven view of the ecosystem on top of which could be built valuable tools and experiences based on a strong foundation of data.

FOR THE GREATER GOOD

Community collaboration for the greater good. No large scale, commercialization of the solution that would compromise the mission.

STAKEHOLDER DRIVEN

We will leverage the ecosystem stakeholders and players that have valuable knowledge, context and information. The tool is built to improve outcome and advance missions.

TRANSPARENCY

Create transparency for the ecosystem while caring for the individual. Data transparency can drive greater collaboration, efficiency, and accountability

DATA RECIPROCATION

Data Governance can reduce friction to acquiring source-of-truth data. We act as stewards for collaborative data. Support data accuracy at source level

BUILT FOR CHANGE

We embrace standards - as we expect the use cases and data to be always dynamic. We embrace messy data, expect data to be unstructured and ever changing.

Ecosystem Tool

A digital tool that allows all members of the ecosystem to explore career pathways and the services needed to support them, including education institutions, non-profit organizations, funders, and government entities.

TARGETED PERSONAS



Jibreel Harmony Aliyah Corbin Jordyn

NEEDS ADDRESSED

- Flexibility in information sources as they are not quite sure what they needs yet
- Resources and support outside of their family to navigate an unfamiliar path
- Mentors/supporters to help with many aspects of life

CONSIDERATIONS

- AI enabled data-set allowing for more robust recommendations and referrals
- Funding pathways mapped
- Leverage existing ecosystem resources to consolidate

FEATURES + FUNCTIONS

- For Young Adults
 - Searchable list by various career readiness attributes, including education level, work experience, desired salary, and industry
 - Auto-updated ecosystem players enabling real time information and recommendations
 - Ability to build family sustaining career pathway from any starting point, looking through available education and non-profit services to support career growth
 - Integrated map of opportunities
- For Professionals
 - Automation of referral processes by building connections related to young adult's goals
 - Increased transparency into gaps and opportunities to better meet the needs of young adults
 - Guidance on viable career paths and available resources

WHY WE LIKE IT

Integrated destination designed by young adults to meet the needs of everyone in the ecosystem



A BUSINESS + BOTTOM LINE IMPERATIVE



The future workforce is minority.

The Case for Workforce Diversity

- Groups formerly seen as “minorities” may reach **majority status by 2045**.
- **48 percent of Generation Z** are racial or ethnic minorities.
- Diverse companies enjoy **2.5 times higher cash flow** per employee.
- Diverse management has been shown to **increase revenue by 19 percent**.
- Gender-diverse companies and executive teams **outperform** less gender-diverse peers.
- **3 in 4 job seekers and workers** prefer diverse companies and coworkers.

Employers must advocate for, champion, and invest in MN’s growing pipeline of diverse, young adult talent.

These concepts present an **avenue for activation**—designed by the youth that make up this pipeline. When employers demonstrate a commitment to activate within this ecosystem, they will gain:

- **A high-touch recruitment channel** with direct access to a pipeline of diverse talent to mentor, mold, and nurture connections.
- **Dedicated space to foster relationships** and align volunteer efforts towards developing the workforce of the future.
- **DEI best practice training and consultative support** to improve work environments to better welcome and retain diverse talent.
- **Access to a sophisticated resume of the future** that reduces hiring bias and matches motivated job seekers of color with opportunities where they’re most likely to succeed.

PROPOSED SUCCESS METRICS

KPI Dashboard.

IMPLEMENTATION

Defining Success for Young Adults

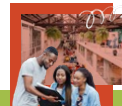


Discover Your Future

Imagine, Discover Your Future is integrated in all high schools in Minnesota. Students are receiving consistent support with regular input from trusted adults on their career discovery process. Students experience:

- Increased confidence and curiosity to explore new and different paths
- More career paths feel available
- Increased internships
- Connections between their potential career paths and contribution to their communities
- Increased understanding of their own strengths and needs while working as part of a team

Minnesota's students are prepared for wherever their career exploration journey takes them after high school and Minnesota experiences an economic boost from their readiness.



The Co-Lab

The Co-Lab is more than just a physical space. It is a community that builds on the strengths and ambitions of young adults in the Twin Cities Metro area. After engaging at the Co-Lab, young adults may have:

- Increased feeling of being part of a community
- Decreased anxiety levels
- Decreased pressure on the career search process
- More mentorship with people who look like the young adults engaging in Co-Lab
- Strengthened ability to make choices related to their career and self-growth

Minnesota's young adults know where to go to access the resources they need. Minnesota experiences a revival of hope and optimism for the future for Minnesotans of color.



Career in 45 Days

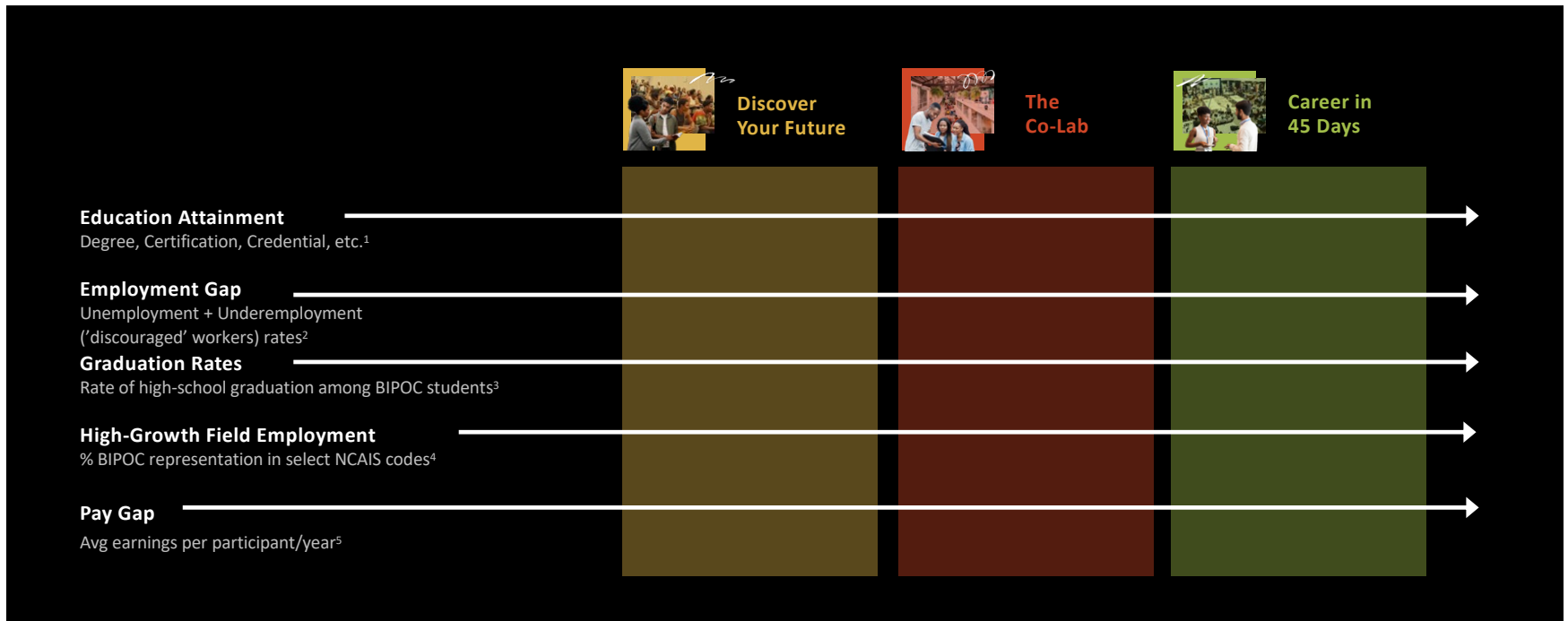
Career In 45 Days launches the careers of many young adults in the Twin Cities metro area. Young adults are finding positions that align with their needs and interests without spending hours searching online, and companies have access to a talent pool they can't wait to hire.

- Increased retention rates
- Increased number of offers for young adults of color
- Reduced anxiety and uncertainty around the hiring process
- Increased number of young adults of color getting the experience they need to take on leadership roles in the future

The matching process allows young adults of color to access careers they would not have applied for, and companies reduce the time positions are open, closing the supply and demand gap.

IMPLEMENTATION

Success Metrics: Ecosystem-Level





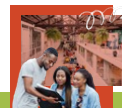
IMPLEMENTATION

Success Metrics: Concept Level



Discover Your Future

- Career / Educational Plans**
 # educational/career plans created
Source: Program Specific
- Pathway Pursuit**
 % of diverse enrollment in select educational pathways
Source: MN Office of Higher Education
- Education Attainment**
 Avg # of certifications attained by BIPOC people vs white-counterpart
Source: MN Office of Higher Education
- Career Readiness Opportunities**
 % of BIPOC students who engage in an internship, work/study, externship, etc.
Source: TBD



The Co-Lab

- Pathway Pursuit**
 % of diverse enrollment in select educational pathways
Source: MN Office of Higher Education
- Search Persistence**
 % change in voluntary search exits (discouraged workers)
Source: Deed
- Cost to Serve**
 % of change in avg cost to serve
Source: Program Specific
- Near-Peer Volunteering**
 Number of Near-Peer volunteers
Source: Program Specific



Career in 45 Days

- Talent Representation**
 % of BIPOC mix in family-sustaining wage careers
Source: Center for Economic Inclusion
- Earning Level**
 Avg \$ earnings per participant per year vs white-counterparts
Source: Center for Economic Inclusion
- Talent Retention**
 Avg # of months vs white-counterparts
Source: TBD
- Job Search Length**
 Participant Avg # of months for job search
Source: Bureau of Labor Statistics

Ecosystem Metrics

