

# DEED ANNUAL SCORECARD FY2020

## OKR GRADING SCALE



### OBJECTIVE #1: Build a positive internal culture that makes DEED a great place to work.

Key Results	
<b>0.8</b>	<b>OVERALL SCORE</b>
<b>0.7</b>	Reduce DEED's regrettable attrition numbers by 25% (5-year average was 32%)
Data Forthcoming	Turn DEED's "Net promoter score" positive (current score is -15)
<b>0.8</b>	Ensure that 100% of employees have clear performance indicators and a performance review every year; and 100% of managers receive a yearly upward feedback survey from their reports

### OBJECTIVE #2: Empower the growth of Minnesota's labor market to meet the needs of business, now and in the future.

<b>0.3</b>	<b>OVERALL SCORE</b>
<b>0.0</b>	Increase the number of job seekers using DEED's CareerForce resources by 10%
<b>0.5</b>	Increase the job placement rate for every DEED workforce program to 80%

### OBJECTIVE #3: Make Minnesota's innovation ecosystem a national leader.

<b>0.6</b>	<b>OVERALL SCORE</b>
<b>0.4</b>	Land Minnesota in the "Top 5" of either the Milken Institute State Technology and Science Index, the National Science Foundation Science and Engineering State Profiles, and/or Wallet Hub's list for best ecosystems for innovation
<b>1.0</b>	Increase the number of innovative businesses, organizations, and entrepreneurs we reach with our programs by 25%
<b>0.4</b>	Double the number of job seekers we reach with technology training

### OBJECTIVE #4: Reduce the disparities faced by populations with barriers to employment.

<b>0.8</b>	<b>OVERALL SCORE</b>
<b>0.6</b>	Increase the average starting wage for people of color who DEED helps place in jobs by \$2/hour
<b>1.0</b>	Create a unique "Equity OKR" for every single program at DEED, focused on reducing disparities based on 1) race, 2) ability level, and/or 3) geography

### OBJECTIVE #5: Strengthen the trust and reputation of DEED with the people and partners we serve.

<b>1.0</b>	<b>OVERALL SCORE</b>
n/a	Create an annual DEED customer survey with high level questions about trust and values, which averages a score of 5.5+ on a scale of 1-7
<b>1.0</b>	Produce 10% more positive press hits over last year across print, radio, and television outlets, including the following media: Star Tribune, Pioneer Press, MinnPost, MSP Business Journal, Finance and Commerce, MPR, WCCO Radio, etc.

### EQUITY GOALS

73% of equity goals made progress, 27% did not make enough progress