

# Rural Career Counseling Coordinators

SFY2023 Report  
January 15, 2024

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As requested by Minnesota Statutes, Section 3.197: This report cost approximately \$1,729.42 to prepare, including staff time, printing and mailing expenses.

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# Rural Career Counseling Coordinators

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## Background

The Rural Career Counseling Coordinator Program (RC3) is charged with improving coordination and communication of workforce development programs and services with administering agencies in the five (5) workforce development regions located outside the metropolitan area. The RC3 professionals have advanced local and regional workforce development program and service delivery knowledge; they apply that expertise with customer outreach and engagement and by making recommendations for continuous improvement or new workforce initiatives.

Minnesota statute [Minnesota Laws of 2021, Chapter 10, Article 1, Sec. 2, Subd.3 \(a\) Appropriations](#) authorized a Direct Appropriation of \$500,000 each year from the general fund and \$500,000 each year from the workforce development fund for rural career counseling coordinators in the workforce service areas and for the purposes specified under Minnesota Statutes, [section 116L.667](#).

### *116L.667 RURAL CAREER COUNSELING COORDINATORS.*

*Subdivision 1. Requirement. Each workforce development area located outside of the metropolitan area, as defined in section [473.121, subdivision 2](#), except for a service area that serves a single city outside of the metropolitan area, must have a career counseling coordinator who is responsible for improving coordination and communication of workforce development programs and services within the workforce development area, with other workforce development areas and career counseling coordinators, and with administering agencies. A career counseling coordinator may serve as the coordinator for up to two service areas.*

*Subd. 2. Responsibilities. A career counseling coordinator is responsible for:*

- (1) understanding the needs of existing, new, and prospective service area businesses in regard to workforce development programs, resources, and other services;*
- (2) connecting job seekers, secondary and higher education institutions, employers, and other stakeholders and partners;*
- (3) providing services to job seekers including career counseling, training, and work experience opportunities;*
- (4) assessing and compiling information about all workforce development programs and services offered in the assigned workforce development area, including adult basic education programs and programs and services at higher education institutions and kindergarten through grade 12 schools;*
- (5) making recommendations to the commissioner regarding ways to improve career counseling coordination, possible program changes, and new workforce programs or initiatives;*
- (6) sharing best practices and collaborating with other career counseling coordinators to promote and enable state-level coordination among workforce development programs and administering agencies including, but not limited to, the Departments of Employment and Economic Development, Education, and Labor and Industry, and the Office of Higher Education; and*
- (7) promoting available workforce development and career counseling programs and resources in the workforce development area.*

# Summary of Grantee Work Plans and Objectives

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## Program Structure and Activities

The five workforce development regions in Minnesota outside of the Twin Cities Metro area each host one full-time rural career counseling coordinator. The coordinator is responsible for understanding the workforce development needs of existing, new, and prospective service area businesses. They also serve career seekers and students by providing counseling, training, and work experience opportunities. Finally, the rural career counseling coordinators serve as a source of best practices and collaboration among the workforce development system stakeholders and partners in their respective regions.

### Central Minnesota Jobs & Training WDA-5

Awarded \$190,000; 7/1/2022-6/30/2023

Serving 3,800 job seekers, employers, and youth through in-depth services and large-scale attendance within LWDA 5 and 17 (comprised of Benton, Chisago, Isanti, Kanabec, Kandiyohi, McLeod, Meeker, Mille Lacs, Pine, Renville, Sherburne, Stearns, and Wright Counties) in partnership with Career Solutions.

### Northeast Minnesota Office of Job Training WDA-3

Awarded \$190,000; 7/1/2022-6/30/2023

Serving 1,000 individuals through their Trades Career Awareness campaign, employer engagement convenings, and support for career exploration efforts within secondary education institutions within the counties of Cook, Lake, St. Louis, Carlton, Koochiching, Itasca, and Aitkin located in the northeast region of Minnesota.

### Rural Minnesota CEP WDA-2

Awarded \$190,000; 7/1/2022-6/30/2023

Serving 1,600 job seekers, local schools, and businesses, the Career Counselor will provide support to promote available services in the area including the sharing of information in writing and through presentations to area CareerForce Center staff promoting career pathways in the area's in-demand sectors within WDAs 1 and 2, the Northwest Region of Minnesota.

### Southwest Minnesota Private Industrial Council WDA-6

Awarded \$190,000; 7/1/2022-6/30/2023

Serving 3,665 students, school districts and business partners with outreach, engagement, and retention strategies to promote available workforce development and career counseling programs and resources within Region 5 in Southwest Minnesota (Big Stone, Chippewa, Cottonwood, Jackson, Lac qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Swift, Yellow Medicine Counties, Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet, Sibley, Waseca and Watonwan Counties).

## Southeast Minnesota Private Industry Council; Workforce Development Inc. WDA- 8

Awarded \$190,000; 7/1/2022-6/30/2023

Serving 1,575 job seekers, youth, and employers through outreach, engagement, and partnerships with local employers within the counties of Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona counties in the southeast region of Minnesota.

### Evaluation

Minnesota Statutes, [section 116L.667](#) Subd. 3. Requires each workforce council in each of the workforce development areas having a career counseling coordinator shall submit an annual report to the commissioner that includes, but is not limited to, a narrative of and the number of businesses, job seekers, and other stakeholders served by the career counseling coordinator function, an accounting of workforce development and career counseling programs and services offered in the assigned workforce development area, and any recommendations for changes to workforce development efforts in the workforce development area.

### Data

	SFY 2023
Total businesses served	2,213
Total career/job seekers served	12,172
Total K-12 institutions served	1,073
Total postsecondary education institutions served	48

### Achieving Equity

DEED is working to address disparities and achieve economic equity for all Minnesotans by identifying and breaking down barriers to employment and business opportunities. Data on the populations served are valuable for program development and policy decisions. The Rural Career Counseling Coordinators Program serves all customers, therefore, no data on businesses or jobseekers who represent targeted groups – such as communities of color, individuals with disabilities, Veterans, or women – is available.

## Legislative Information

### Total Expenditures

	Administrative Charges	Direct Service Charges	Total Charges
Central Minnesota Jobs & Training WDA-5	\$19,000.00	\$171,000	\$190,000
Northeast Minnesota Office of Job Training WDA-3	\$19,000.00	\$171,000	\$190,000
Rural Minnesota CEP WDA-2	\$19,000.00	\$171,000	\$190,000
Southwest Minnesota Private Industrial Council WDA-6	\$19,000.00	\$171,000	\$190,000
Southeast Minnesota Private Industry Council; Workforce Development Inc. WDA- 8	\$19,000.00	\$171,000	\$190,000
<b>Total</b>	<b>\$95,000</b>	<b>\$855,000</b>	<b>\$950,000</b>

### Historic Allocations

	SFY 2019	SFY 2020	SFY 2021	SFY 2022	SFY 2023
General Fund	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Workforce Development Fund	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000