



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

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SUBJECT: Welcome to CareerForce in Duluth

BY: Phil Jents, Communications and Policy Officer

Welcome to CareerForce in Duluth

[Duluth, MN] The Duluth WorkForce Center is changing its name to CareerForce. This change is part of a major transition for Minnesota's entire workforce system, bringing multiple partners under a single CareerForce brand. Unifying all elements of Minnesota's workforce system will increase efficiency, improve communication, and enhance collaboration between CareerForce staff and partners. This is a statewide effort to make things easier for those seeking careers, employers, and communities across the state. A central component of this unified brand is a new, one-of-a-kind online platform – CareerForceMN.com – which provides CareerForce services to employers and career seekers via mobile phone, tablet or computer.

To help celebrate the transition and learn about our services, local employers, career seekers, community leaders, and elected officials are invited to CareerForce in Duluth located at 402 West 1st Street on Friday, April 5th.

We will be hosting a Finally Fridays event in partnership with the Chamber of Commerce for the local business community and elected officials from 7:30- 9:00 am. RSVP to the Duluth Chamber (<http://duluthmncoc.weblinkconnect.com/events/eventresults.aspx?EventDate=4/5/2019&OETRUE&month4&year2019>).

We will also be hosting a Community Open House from 9:00 am-12:00 pm, and all are welcome to drop in and learn more about what CareerForce in Duluth has to offer.

Changing demographics, including record numbers of people reaching retirement age and a decline in the state's working-age population, mean employers and Minnesota's workforce system must work together to connect everyone to sustainable employment opportunities. This includes those historically underrepresented in certain industries and people who may need additional support to become employment ready. CareerForce, both online and in person, provides tailored resources to help meet the needs of all Minnesotans.

CareerForce serves employers by helping them find the right workers, from entry-level to highly skilled candidates. CareerForce services are offered no matter where you are at in your career, from just starting out, to mid-level management and beyond. CareerForce does this through customized career planning, resume revision and interview preparation, plus education and training for eligible individuals and the ability to search thousands of open positions online by type and location.

The Minnesota Department of Employment and Economic Development (DEED), the Governor's Workforce Development Board (GWDB), and the Minnesota Association of Workforce Boards (MAWB) began the multi-month rollout of CareerForce in late 2018.

Visitors and callers to CareerForce in Duluth, as well as other Careerforce locations in the region, are now benefiting from streamlined service delivery, improved customer experience, and enhanced employer services. CareerForce is committed to continuous improvement over the coming months and years. Ongoing and significant enhancements are also planned for CareerForceMN.com through 2019.

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