**Workforce 3One**

**Transcript of Podcast**

**Business Services**

**How Do Business Services Add Value for Businesses**

*Transcript by*

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SCOTT CUBBERLY: I think it's really the ability to convene businesses together and bring them together around issues and their specific needs, exposure to cross-sector partnerships and the ability to look at best practices that can be brought to companies from the workforce development system and the ability to kind of interface and provide access to talent and training to meet their needs.

DAVID NIERMANN: Similar to what Scott said, there's definitely an advantage to be able to convene and connect businesses and statewide organizations and trade organizations to all kinds of resources, but I think the biggest value add lately, I would really say, is the fact that everybody needs workers and there's a labor shortage. Minnesota's unemployment rate is one of the lowest in the nation and what's really driving businesses to us more than anything else lately is they can't find people.

And what we provide is something very, very unique. We provide direct access to a population of job seekers that are very difficult to reach and through other means. What we tell businesses is that we have a database of tens of thousands of people who we know are looking for work and we can help them tap into that database directly and we do that with targeted mailings and emails and through our workforce centers who are working with the customers through our one-stop partners and through some of the events that we put on, like the career fairs, the manufacturing week and other statewide events like that.

JACKIE BUCK: Yeah. I would echo what Scott was saying as well. I think there is shared issues that come out as a part of these sector groups as well as some shared solutions. One is is that the key value adds for businesses today is that we're helping them to rebuild the talent pipeline and help fulfill it with some job seekers, particularly in some targeted groups that maybe they haven't thought that they would be hiring in the past where they could kind of throw out a sign or put an ad on our MinnesotaWorks, our state labor exchange and they would have a tremendous amount of response where right now it's like let's be creative and how can we help them provide some innovative solutions.

And one of the things that we are in the beta test progress is the Minnesota Talent Network, which is an online community associated with the state job bank and it helps job seekers and employers to learn more about one another and to help to better understand what that job fit is. So everything from doing some online interviews and online screening questionnaires, it's truly a different way of engaging both job seekers and employers.

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