RealTime Talent
Regional Council of Mayors
June 2017
Public-private innovation hub that provides research and tools to increase the effectiveness and efficiency of the workforce and education ecosystem in Minnesota

• Create more informed, market-oriented decisions
• Increase alignment of employer needs, academic programs, students, and job seekers
• Board members: employers, industry associations, colleges and universities, DEED
• Other major partners: MSPWin, Greater MSP, Greater Twin Cities United Way, DOLI

www.realtimetalent.org/
Our Approach

Create more informed, market-oriented decisions throughout the Minnesota workforce and education ecosystem by engaging a broad set of stakeholders.
Our Research, Reports, and Resources

**Customer-Centered Research**
- 80+ reports, many on website
  - Industries, Occupations, Regions
- Customized surveys and qualitative research
- Career and Technical Education (CTE)
- Analysis of Minnesota’s labor shortage

www.realtimetalent.org/
Minnesota’s Labor Force

Short 278,000 workers by 2022

Still short ~200,000 workers Statewide

01 Increase Employment
+64,000 workers
- Eliminate disparities in employment
- Reduce dislocated workers
- Reduce long-term unemployed
- Maintain current rates of youth employment
- Extend retirement age

02 Increase Migration
+17,000 workers
- Increase domestic migration (net positive 5,000)
- Maintain current rates of international migration

03 Increase Productivity

October 2016 by Erin Olson. Advising on data sources provided by the Minnesota Population Center and Wilder Research.
## Current Online Job Market Data

### Jobs Advertised as of 6/7/2017:

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Jobs</th>
<th>Average Days</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-COUNTY METRO</td>
<td>71,206</td>
<td>34 days</td>
<td>$64,900</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>144,153</td>
<td>33 days</td>
<td>$61,750</td>
</tr>
<tr>
<td>NATIONWIDE</td>
<td>6,370,806</td>
<td>34 days</td>
<td>$70,450</td>
</tr>
</tbody>
</table>

### Top Job Titles Advertised:

- **7-COUNTY METRO**
  - Registered Nurse: 9666
  - Customer Service Representative: 8638
  - Administrative Assistant: 7349
  - Project Manager: 6624
  - Business Analyst: 4407

- **MINNESOTA**
  - Registered Nurse: 16346
  - Class A CDL Truck Driver: 12661
  - Customer Service Representative: 11830
  - Administrative Assistant: 10305
  - Driver: 8466

- **NATIONWIDE**
  - Registered Nurse: 466777
  - Customer Service Representative: 402254
  - Class A CDL Truck Driver: 359500
  - Driver: 340759
  - Administrative Assistant: 332387

### Average Number of Days a Position is Posted:

- 7-COUNTY METRO: 34 days
- MINNESOTA: 33 days
- NATIONWIDE: 34 days

### Median Posted Salary:

- 7-COUNTY METRO: $64,900
- MINNESOTA: $61,750
- NATIONWIDE: $70,450

### THE TAKEWAYS

- Smaller number of opportunities relative to the size of the local labor force
- Larger variety of opportunities in the Twin Cities

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2016 Data on the Twin Cities Metro

THE TAKEWAYS

• Workforce is mobile within the Metro
• More similarities than differences between Metro and individual county data
• Soft skills are consistent across the Metro

TOP JOB TITLES
1. Registered Nurse
2. Customer Service Representative
3. Administrative Assistant
4. Project Manager
5. Business Analyst

TOP SOFT SKILLS
1. Communication Skills
2. Detail-Oriented
3. Problem Solving
4. Integrity
5. Customer Service-Oriented

EMPLOYERS
By number of jobs advertised

UnitedHealth Group 20,661
Allina Health 16,804
Wells Fargo 11,441
Robert Half International 11,409
Target Corporation 9,567
U.S. Bank 9,067
Aerotek 8,884
Entegee 5,801
Oracle 5,093
Medtronic 5,065

POPULATION (2015): 3,012,117
LABOR FORCE (16+): 1,679,129
MEDIAN ADVERTISED SALARY: $58,650

Free to Job-Seekers and Career Services

Employers pay $39 per job or $19 per internship post

www.realtimetalent.org/exchange
The RealTime Talent Exchange

The Basics
• Efficient on-line matching of job seekers and positions
• Surveys candidates and employers about needs, interests, abilities, and workplace preferences
• Uses matching algorithms to stack and rank best matches

Strengths
• Cuts time and cost
• Reduces hiring bias
• Serves needs of small, mid-sized, and larger employers
• Innovation in integration of work culture, soft skills, and tasks
• Employer and job-seeker become more equal parties in the job search
• Extensive report capabilities
Broad Partnership
Many Michigan students and graduates were leaving the state for work. Student perception that there were no jobs in Michigan. Survey of students indicated they preferred to stay if they could find work. Companies across the state with high paying jobs unable to fill positions believed there to be a lack of skilled workers in Michigan.

Digerati, process engineering firm, engaged to develop a solution by the U.S. Dept. of Labor, the Kellogg Foundation, and a consortium of 10 foundations.

Design Approach
Analyze the operations and interactions of each of the market actors
- Small, Medium and Large Employers
- Staffing Firms
- Workforce Development Organizations and Training Programs
- Colleges/Universities
- Individual Candidates

Result
Developed a tool designed to dramatically shift traditional job search and candidate selection
Question Comparison

This section shows all questions that were used in creating this match. Use this section to compare how the questions were answered.

**CANDIDATE**

**C** How much interest do you have in obtaining information from and interact with the customer's community?

- Not interested
- Not my preference, but willing to
- Not my favorite, but don't dislike it
- Interested
- Very Interested

**EMPLOYER**

**E** How much time do you expect the candidate to spend obtaining information from and interacting with the customer's community?

- Not at all
- Not often, if ever
- Occasionally
- Often
- Most of the time
Thank You

Contact Us

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