

# Dakota County Workforce Investment Board News and Notes

## March 2004 Edition, Vol. 2-1

*Mission: Providing comprehensive, professional, and timely services for jobseekers and employers.*

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**Welcome to the Dakota County Workforce Investment Board's (WIB) News and Notes. This newsletter's purpose is to provide you with an update of workforce and economic development activities.**

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### **Upcoming Events**

*Dakota County WIB Meeting – April 16, 2004*

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### **Quality Council Presents "Lost in Translation"**

"Do your essential messages seem to get lost in your multi-cultural workplace? Where did they go and what happened to them?" Rob Knox will explain how language and culture may mask the true meaning of messages and what you can do to address the problem. Knox speaks 8:30 a.m., Thursday, April 1, 2004 at the Dakota County Technical College. Call 651 423-8484 for info.

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### **Positively Minnesota Video**

Check the attached link for an interesting video about Minnesota as a place to do business.

[www.dted.state.mn.us/v\\_Mississippi\\_RiverT1.asx](http://www.dted.state.mn.us/v_Mississippi_RiverT1.asx)

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### **2,800 Attend March Job Fair**

The March 25<sup>th</sup> Job Fair at the Eagan Civic Arena drew over 2,800 people. Dave Niermann, Job Service Manager, notes that of the 61 booths, 39 were employers, 3 entrepreneurial, 10 schools, and 9 general information on resources such as Workforce Center, Youth Zone, etc. Niermann reported "I talked to most of the recruiters at their booths and they were very happy with the results." The next job fair is May 20<sup>th</sup>

<http://www.mnwfc.org/dakota/jobfair/index.htm>

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### **Local Chambers in Top 25 List**

The Business Journal's March 19<sup>th</sup> issue listed the Top 25 metro-area Chambers of Commerce by the number of active dues paying business members. Dakota County Chambers included:

- #7 Burnsville w/ 588 members;
  - #10 Northern Dakota County Chambers w/ 459 members;
  - #11 River Heights Chamber w/ 401 members;
  - #19 Hastings Area Chamber w/ 280 members;
  - #20 Lakeville Area Chamber w/ 280 members and;
  - #21 Apple Valley Chamber w/ 273 members.
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### **Happy Customers**

The latest Customer Satisfaction results are in for Workforce Service Area (WSA) 14 - Dakota County. The WSA's overall Minnesota Customer Satisfaction Index rating for the most recent year-to-date quarter is now 72.4, which is .5 higher than the previous sample and 1 full point over the state average.

<http://www.mnwfc.org/customersurvey/jobseekerMain.htm>

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### **18% Increase in Resource Room Usage**

The WorkForce Center Resource Rooms in Burnsville and West St. Paul were busier than ever in 2003. Last year, 45,542 "visitors" used the Resource Rooms... an 18% increase from 2002, when the count was 38,592. In 2001 the count was 20,047. The busiest months in 2003 were January and July.

Visitors to the Resource Rooms use the computers for job search, resume and cover letter writing, and company research. Additionally, visitors can use the fax machines, copiers, phones, and resource materials to assist their job search. Kudos to the staff who keep up with the high demand and continually get positive feedback from those visitors.

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### **Great Web Site For Job Seekers**

A frequently visited website for career information – [www.quintcareers.com](http://www.quintcareers.com) - now has a career and job hunting portal <http://quintcareers.4jobs.com/> The job search site can also be accessed directly at [www.4jobs.com](http://www.4jobs.com)

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### **County Unemployment Rate 4.1% in February**

This compares to 5.3% for the state and 6.0% nationally. Numbers are not seasonally adjusted. In February 2003, the respective county, state, national rates were 4.3%, 5.5%, and 6.4%.

<http://data.mnwfc.org/lmi/laus/detail.asp?geog=270400037&adjust=0>

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### **City Unemployment Rates**

February 2004 unemployment stats for selected cities include: Apple Valley 3.5%; Burnsville 3.8%; Eagan 3.1%; Inver Grove Heights 4.5%; and Lakeville 2.8%. <http://data.mnwfc.org/lmi/laus/display.asp?geog=2705>

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## ***For Employers... Single Point of Access for Customized Training***

### ***From MNSCU...***

“Employers throughout Minnesota now can call a new toll-free number to be connected to affordable, industry-specific customized training programs. By calling 1-800-366-7380, companies of all sizes can obtain information and access to training from Minnesota State Colleges and Universities System (MNSCU)”

MNSCU established the toll-free number to improve business access to customized training that is flexible, cost-effective and on target with business goals. Examples of current training include aptitude and skill assessment, business ethics, e-commerce, intercultural communications and occupational English, leadership, health care certification and manufacturing technology. <http://www.mnscu.edu/NewsReleases/2004/032204TollfreeCustomizedTraining.html>

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## ***Minnesota Technology Newsletter***

Minnesota Technology’s newsletter features:

- Innovation Trends – Three competitiveness that make a difference to manufacturers
- Tech Notes – including information about Manufacturing Tomorrow – A Call to Action summit April 5<sup>th</sup> and,
- Web Site ROI

<http://www.minnesotatechnology.org/publications/techtrend/index.asp>

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## ***Arts as an Economic Development Tool***

Promoting the arts, culture and historic preservation as tools for unique local economic development is the topic of Dakota Future’s latest event on April 22<sup>nd</sup> from 8:30 a.m. – 3:00 p.m.

The featured speaker, Dr. Rhonda Phillips, is from the University of Florida and is a leading expert in the field. Her book, *Concept Marketing for Communities*, profiles towns and cities across the U.S. that use innovative strategies for re-building their economies, including arts and other popular culture, corporate culture, and historic preservation approaches.

For the full brochure, go to:

<http://www.dakotafuture.com/dakotaevents.htm>

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## ***Hot Jobs***

The April issue of Reader’s Digest features “Hot Jobs” an article that identifies five fields offering the most future job growth. For each of the fields the magazine identified a job for high school graduates of any age (HS); one for experienced white-collar managers (WCM) and one for recent college grads (RCG).

### *Field: Health Care*

- Surgical Technologist (HS)
- Health Care Administrator (WCM)
- Registered Nurse (RCG)

### *Field: Technology*

- Computer Troubleshooter (HS)
- Equipment Product Manager (WCM)
- Video Game Developer (RCG)

### *Field: Security*

- Security-equipment Installer (HS)
- Quality-assurance Manager (WCM)
- Researcher for Private Investigator (RCG)

### *Field: Financial Services*

- Claims Adjuster (HS)
- Financial Adviser (WCM)
- Financial Analyst (RCG)

### *Field: Knowledge*

- Medical Records Technician (HS)
  - Seminar Leader (WCM)
  - Technical Writer (RCG)
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## ***Dakota County-based Businesses in The Business Journal’s Top 100 Public Companies Ranked by Revenue***

- #8 – Northwest Airlines, Eagan
  - #23 – Patterson Dental Co., Mendota Heights
  - #60 – Transport Corp. of America – Eagan
  - #64 – The Sportsman’s Guide Inc., South St. Paul
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## ***Dakota County Employment Stats***

Kyle Uphoff, Regional Analyst, for the Department of Employment and Economic Development spoke at the March WIB meeting. Some notes:

- 12.8% of residents ages 16 to 64 have a disability
  - 43% of Dakota County’s foreign-born population is from Asia
  - 61% of Dakota County labor comes from within the county; 12% from Hennepin County; 9% from Ramsey
  - 46% of Dakota County residents work within the county; 33% work in Hennepin County; 15% in Ramsey County
  - Dakota County added 10,000 jobs between 3<sup>rd</sup> quarter 2000 and 3<sup>rd</sup> quarter 2003
  - Initial unemployment claims in County are down 9% from last year.
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***For latest information on the WIB and Workforce Centers in Dakota County, <http://www.mnwfc.org/dakota/>***

***Contact Mark Jacobs at 651 554-5622 or via e-mail at [mark.jacobs@co.dakota.mn.us](mailto:mark.jacobs@co.dakota.mn.us) if you have questions and/or comments about contents of this newsletter.***