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CAREERFORCE

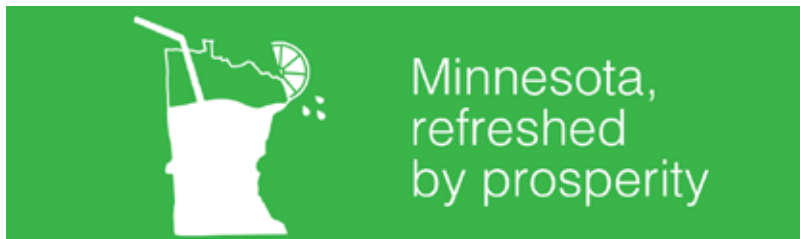
If it can be challenging to get two unique individuals to agree on what's next, imagine bringing multiple programs, partners and perspectives together under one unified brand.

CareerForce

It's your state of success



LOGO DESIGN



WEB BANNERS

THE WORK

Brand Strategy

- Research
- Brand plan
- Brand development workshops
- Brand blueprint
- Messaging matrix
- Brand playbook
- Brand rollout plan
- Communications plans

Brand Culture

- Brand culture workshops
- Brand culture plan

Brand Implementation

- Naming
- Tagline
- Logo design
- Image system
- Webinar series
- Intranet site
- Internal and external videos
- Signage
- Print advertising
- Direct mail
- Press kit
- Launch kit
- Online portal

CHALLENGE

The workforce system had a big hurdle to overcome. Despite delivering innovative results for job seekers and employers, they continued to be "the best kept secret" in Minnesota. To correct that undesirable status, they asked for a marketing plan. We knew they needed more. Through our inclusive deep dive, we gained important insights. Misperceptions existed for those who were aware of the system, leading people to believe it wasn't a resource that would work for them; many thought it was the unemployment office. Operational inconsistencies, in over 48 workforce centers, plagued brand awareness and relevance. Individual centers were highly protective of their local and regional identities. Our work was cut out for us.

SOLUTION

We recommended and implemented several strategies to transform this highly-decentralized system:

- Bring the entire workforce system under one brand, paving the way for greater employment success in Minnesota.
- Build an aspirational brand that all stakeholders, centers and partners would genuinely believe in and support.
- Made the system a resource people WANT TO access vs. one they HAVE TO.
- Created a unified organizational structure co-led by the Governor's Workforce Development Board (GWDB), the Department of Employment and Economic Development (DEED) and the MAWB (Minnesota Association of Workforce Boards).

RESULTS

The Minnesota Workforce System is now one unified brand. Through insatiable curiosity, creative diligence and our vigilant brand leadership, barriers were smashed. Passionate buy-in was secured. One aspirational brand was built from the ground up. CareerForce is the only unified system driving prosperous outcomes for career seekers, employers, system partners and Minnesota.



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PRE-BRAND SITUATION

The **best**
kept secret

A-01



Awareness of the workforce system is understandably high with people who've navigated it, but extraordinarily low with most Minnesotans.

Many career seekers and employers are confused about the workforce system.

- "What's a WorkForce Center?"
- "It's for people on welfare or unemployment insurance, right?"
- "What is DEED?"
- "Which website should I use?"
- "Where is the front door?"

A-02

Through a compelling brand direction, identity, story and plan, we will let the world know that CareerForce is a respected resource for career development and talent recruitment.

It should be on everyone's minds when it comes to career planning, jobs and a skilled workforce.

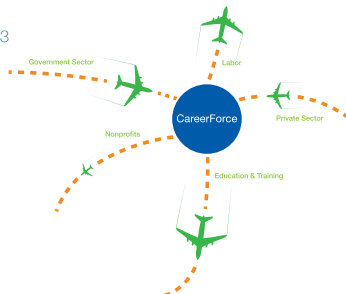
PRE-BRAND SITUATION

SYSTEM DEFINITION

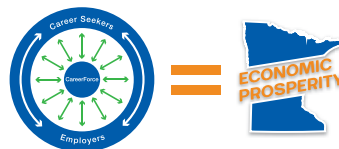
A powerful role

- Roles and responsibilities include:
- Leading a hub and spoke system
 - Providing system oversight and education
 - Defining system and statewide success
 - Developing overarching goals, strategies and metrics
 - Activating collaboration around needs vs. programs

B-03



Committed to
economic prosperity



B-04

SYSTEM DEFINITION



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EXPANDED BRAND REINTEGRATION VALUE COMMUNITIES BRAND AMBASSADORS

Minnesota, Shaped by Prosperity

"The Best Kept Secret"
 Following the Minnesota workforce began to recover after recession-related financial downturns, along with exceptional conditions that Minnesota doesn't know what the workforce looked like, all along from 3 central points in time. Many who are aware think it's the unemployment office and that's what it's known for them.
 Let's change that. Let's not be the "best kept secret" any longer.

It Started With You
 This has truly been a ground-up effort, starting in 2014. You open the potential to create the brand anew and supported by delivering innovative programs and services throughout Minnesota. The progress we see today is thanks to you.

CareerForce HISTORY AT-A-GLANCE

2014	2015	2016	2017
<ul style="list-style-type: none"> 1000+ members led the charge Customer outreach begins 	<ul style="list-style-type: none"> Additional services One voice Brand concepts with staff and partners Plan development and pilot program 	<ul style="list-style-type: none"> Consolidated brand Refreshed brand elements Discussion made to unify the message 	<ul style="list-style-type: none"> Refresh the entire system Develop brand language Develop sign and identity systems Initiate new messaging

See the implementation page for 2018 activity.

EXPANDED BRAND REINTEGRATION VALUE COMMUNITIES BRAND AMBASSADORS

Minnesota, Refreshed by Prosperity

Since perception is indeed reality, we must do all we can to become a brand people want to access vs. one they have to. This will take energy, effort and enthusiasm. It will take a paradigm shift.

The CareerForce Manifesto

- The need to prospering may last long and meaning. It may challenge us in unexpected ways. It may be change or embracing.
- One thing is for sure: it's all in our hands on the right hand.
- We're looking forward to your passion.
- It's yours we share, together.
- We want to make every possible to ensure that CareerForce is Minnesota's brand and people and together, we're the products.
- We want to ensure clarity that our goals and show the innovative system as one that is part of the whole, from any walk of life.
- We want to ensure that the general good of CareerForce and its impact to you. We want them to see it as a brand because people want to access it. Let's get there.
- We want to ensure to our brand name for the name of our expansion and.
- We want to ensure that a brand is more than a sign.
- It's our passion.
- It's our promise.
- It's our reputation.
- We want to be the world's best CareerForce in the only nation where doing prospective activities for career seekers, companies, system partners and Minnesota.

From CareerForce Leadership

Moving to one inspiring workforce another brand has been quite the journey. We believe we are making great progress toward our ambitious goal on the horizon. Your input, ideas and insights have been and continue to be invaluable. We thank you and hope you'll see us as an effort creating one brand to lead in helping career seekers, employers, each other and Minnesota thrive.

- We're proud to have CareerForce.
- We're proud to work together in the system.
- We're proud to be being Minnesota, on the road to prosperity.
- Let's move forward.
- Your CareerForce leadership team.

Minnesota Workforce Development (MWD)
Debi Bello-Hagen Director of Job Opportunities Expansion & Training
Shirley Barnes Chair of Minnesota Workforce Council Association
Anna Kline Director of the Minnesota Workforce Council Association
Patricia Reed Manager of Workforce Development, City of Duluth

Minnesota Workforce Development Board (MWD)
Laura Bueh Chair, Chair of Governor's Workforce Development Board
Epine Inwald Executive Director of the Governor's Workforce Development Board

Minnesota Department of Employment and Economic Development (DEED)
Shawanda Harby Commissioner of Employment & Economic Development (DEED)
Jenny Hansen Workforce Councils Commissioner of Workforce Development Board (DEED)
Laura Wright Career Services (DEED)
Jacqueline Davis Director of Employment Services (DEED)

From Your Brand Ambassadors

Our role is to make every workday an self-empowered during and after the brand transition. It's also to create confidence-support along the way. With your help, CareerForce has the opportunity to be a brand name for providing prosperity for all. From your CareerForce Brand Ambassadors & You.

It's your state of success

FORCEFIELD

NOVEMBER 2018
 Your CareerForce newsletter

Inside Out
 We all want CareerForce to be admired by others.

Note Worthy
 CareerForce is more than a name and logo.

Brand Bravo
 We're proud to have CareerForce.

EXPAND PROGRESS

What's Brand New?

As many of you may have heard by now, the Minnesota workforce system will soon operate as one unified CareerForce. This ground-up process began three years ago after creating a foundation through sharing the "best kept secret" in Minnesota. We want to ensure that the system is transparent, accessible and that all who have a career goal in Minnesota is an accessible career development and support network. We're excited to see the CareerForce system in the hands of every Minnesota resident for a meaningful new position in a tomorrow from 2018-2020.

FEATURE STORY

Prosper UP

The path to do it properly. We ensure individuals in production organizations. We ensure clarity to quality individuals based on your best and for system. You have the tools to help people every day. They must be confident. There's only one way to do it.

As a unified system, we have an opportunity to expand a greater number of individuals, organizations and communities. As the CareerForce brand, we can make a greater difference in the lives of all who thrive together in one, we will do our best to be the best in company. Prosper UP.

CAREERFORCE LEADERSHIP

Inside Out

Culture = Brand
Brand = Culture

We all want CareerForce to be admired by others. We want to ensure that the system is transparent, accessible and that all who have a career goal in Minnesota is an accessible career development and support network. We're excited to see the CareerForce system in the hands of every Minnesota resident for a meaningful new position in a tomorrow from 2018-2020.

Note Worthy

CAREERFORCE IS MORE THAN A NAME AND LOGO CHANGE.

As a new way of working together, it's a united system. Enabled by the values of transparency, safety, access, empowerment and innovation. As the CareerForce brand, we can make a greater difference in the lives of all who thrive together in one, we will do our best to be the best in company. Prosper UP.

RECOGNITION

Brand BRAVO

We're proud to have CareerForce. We're proud to work together in the system. We're proud to be being Minnesota, on the road to prosperity.

BEST PRACTICES

Be the BEST, Minnesota

We're proud to have CareerForce. We're proud to work together in the system. We're proud to be being Minnesota, on the road to prosperity.

FORCEFIELD NOVEMBER 2018



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CareerForce
It's your state of success

[For Career Seekers](#) | [For Employers](#) | [For Staff & Partners](#)

We are Minnesota's career development and talent matching resource. [Link here](#)

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 I'm ready to [find a new career](#)

- [Meet with a specialist](#)
- [Industries hiring near you](#)
- [Search job openings](#)

Upcoming events in [Detroit](#)

- 24 Nov 2016** | **Learn Spanish**
 10:00am - 12:00pm
 Livestock (DASH, MI)
[Learn more](#)
- 26 Nov 2016** | **Learn Spanish**
 10:00am - 12:00pm
 Livestock (DASH, MI)
[Learn more](#)
- 28 Nov 2016** | **Learn Spanish**
 10:00am - 12:00pm
 Livestock (DASH, MI)
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 create an account today

Make the most out of your search. Make the most out of your search. Make the most out of your search.

[Learn more](#)

Make the most out of your search. Make the most out of your search.

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 Email: info@careerforce.com

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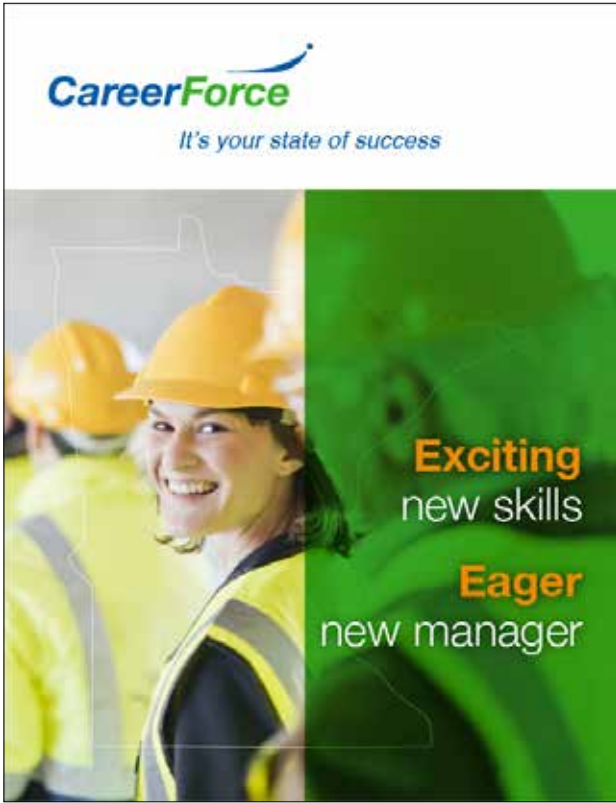
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ONLINE PORTAL



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BRAND POSTERS



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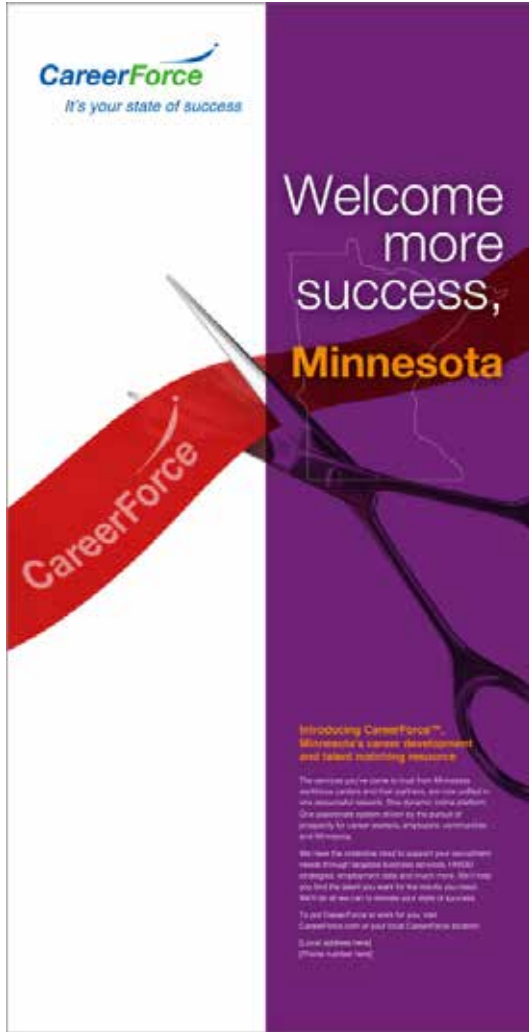


INTERNAL CAMPAIGN





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CareerForce
It's your state of success

Welcome
more
success,
Minnesota

Introducing CareerForce™, Minnesota's career development and talent matching resource.

The services you've come to trust from Minnesota workforce centers and their partners, are now unified in one remarkable resource. One dynamic online platform. One powerful system driven by the pursuit of prosperity for prosperity for career seekers, employers, communities and Minnesota.

We have the collective clout to support your recruitment needs through targeted business services, HR/CO strategies, employment data and much more. We'll help you find the talent you want for the results you need. We'll do all we can to elevate your state of success.

To get CareerForce to work for you, visit careerforce.com or your local CareerForce location.

[Local address here]
[Phone number here]



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[Local address here]
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See more
success,
Minnesota



CareerForce
It's your state of success

Open up
more
success,
Minnesota

Introducing CareerForce™, Minnesota's career development and talent matching resource.
To learn more, visit CareerForce.com.

EXTERNAL CAMPAIGN



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VIDEO