



# Duluth Workforce Development Board Equity Dashboard 2024



# Purpose

The Duluth Workforce Development Board is committed to achieving equity outcomes among jobseekers, workers, and employers in Duluth. The Board's Equity Committee leads a number of efforts and initiatives to advance this goal.

The Equity Dashboard was created to track the impact of our work over time. The Equity Committee laid out specific goals, and then identified metrics to track on an annual basis to assess movement toward those goals. The Equity Dashboard will be updated each year, and available publicly through the Duluth Workforce Development website.





Goal 1: All community members have access to employment that offers economic self-sufficiency



# Benchmark: Cost of Living

- The cost of living for *a single adult with no kids in Northeast Minnesota* was **\$34,176 in 2023**
- To meet the basic needs cost of living for the region, a *family with two working adults* needs to earn just under **\$20 per hour**.
- A *single parent with two kids* needs to earn at least **\$33 per hour** to cover basic expenses.

Northeast Minnesota Cost of Living by Family Composition and Employment Status, 2023									
Family Composition and Employment Status	Yearly Cost	Hourly Wage	Estimated Monthly Expenses						
			Child Care	Food	Health Care	Housing	Transport	Other	Taxes
Typical Family: 2 Adults, 1 FT, 1 PT, 1 kid	\$60,228	\$19.30	\$393	\$932	\$576	\$1,073	\$964	\$480	\$601
2 Adults, 1 FT, 1 not working	\$49,068	\$23.59	\$0	\$932	\$576	\$1,073	\$712	\$480	\$316
2 Adults, both full time, 2 kids	\$82,272	\$19.78	\$1,176	\$1,213	\$585	\$1,402	\$1,001	\$625	\$854
Single, 2 kids	\$68,772	\$33.06	\$1,176	\$916	\$560	\$1,402	\$574	\$554	\$549
Single under age 51, No kids	\$34,176	\$16.43	\$0	\$409	\$161	\$959	\$618	\$328	\$373

Source: DEED Cost of Living Tool



# Benchmark: Median Wages by Occupation

**Top 10 Occupation Profile - Northeast Minnesota**

Occupational Group	Number of Jobs	Percent of all Jobs	Percent of Jobs in Occupational Group with Postsecondary Education or Training	Median Wage
<b>Total, All Occupations</b>	<b>138,010</b>	<b>100.0%</b>	<b>49.8%</b>	<b>\$23.41</b>
Office and Administrative Support	16,760	12.1%	37.2%	\$22.44
Food Preparation and Serving Related	13,910	10.1%	21.4%	\$14.40
Sales and Related	11,740	8.5%	34.8%	\$16.96
Healthcare Practitioners and Technical	11,510	8.3%	79.3%	\$39.02
Healthcare Support	9,260	6.7%	25.7%	\$17.99
Transportation and Material Moving	8,810	6.4%	17.0%	\$21.66
Educational Instruction and Library	8,350	6.1%	76.6%	\$25.65
Management Occupations	7,740	5.6%	63.9%	\$45.28
Construction and Extraction	7,590	5.5%	11.7%	\$32.73
Installation, Maintenance, and Repair	6,760	4.9%	20.4%	\$29.94

Of all jobs in Northeast Minnesota:

- 69% offer a median wage of more than \$20/hr, the cost of living for a typical family
- Only 23% offer a median wage sufficient for a single parent to support their family

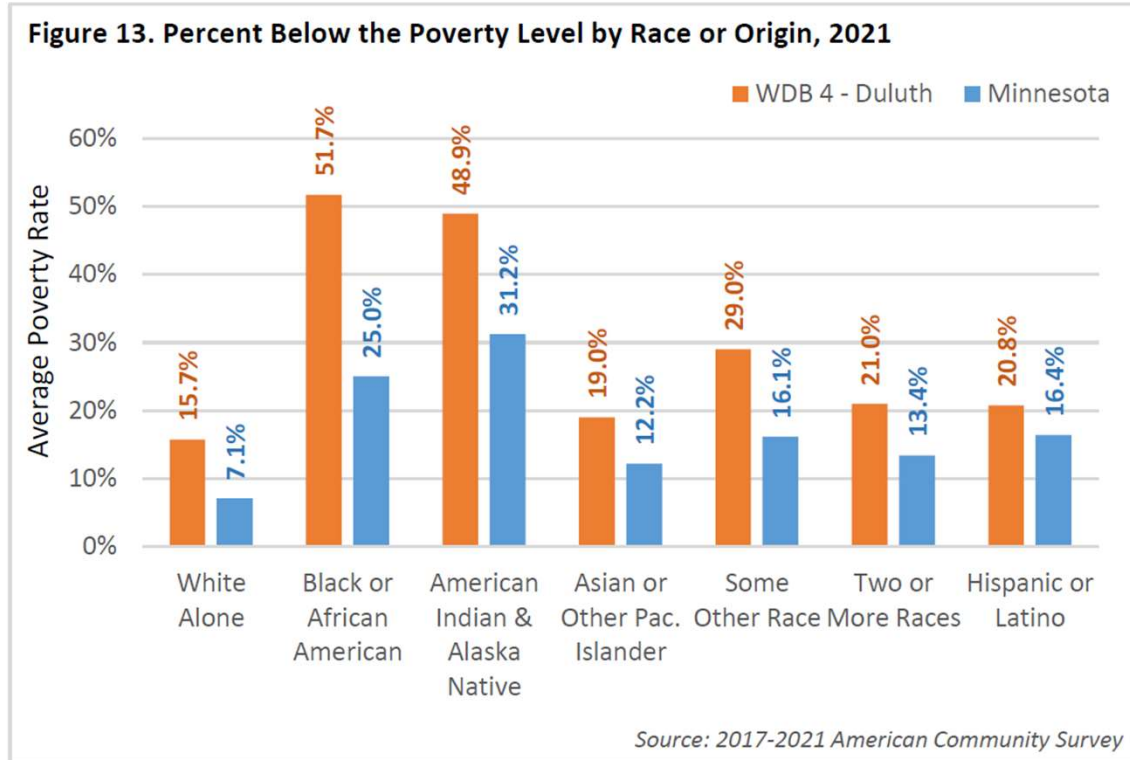




# Metric: Household Poverty

- Duluth's overall poverty rate was 17.4% in 2021 - well above the statewide rate of 9.2%
- Half of Black and Native American individuals in Duluth live in poverty

**Living in poverty creates a variety of barriers to accessing and sustaining employment**

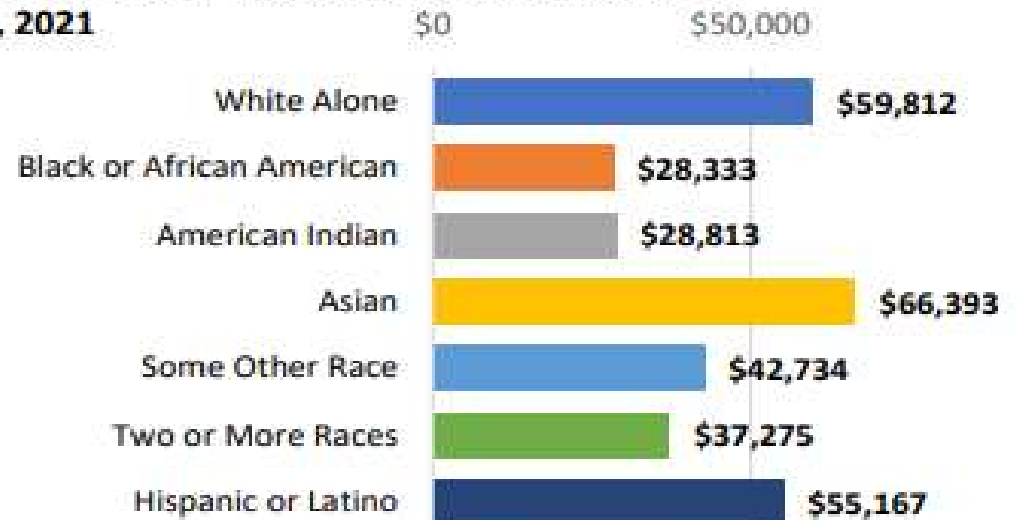


# Metric: Household Incomes

- Overall median household income in Duluth in 2022 was \$63,545
- Median wage in Duluth was \$23.68 in 2024
- African Heritage and Indigenous households earned less than half (45%) the area median income

**Median income in Duluth is below the economic self-sufficiency level needed for many families, particularly among African Heritage and Indigenous Households**

Figure 12. WDB 4 - Median Household Income by Race, 2021



Source: 2017-2021 American Community Survey



# Metric: Employment/Unemployment by Age

	WSA 4 - City of Duluth		
	In Labor Force	Labor Force Partic. Rate	Unemp. Rate
<b>Total Labor Force</b>	<b>47,503</b>	<b>64.9%</b>	<b>4.9%</b>
16 to 19 years	2,903	50.3%	9.3%
20 to 24 years	9,803	79.0%	4.9%
25 to 44 years	19,013	86.7%	4.9%
45 to 54 years	7,410	83.4%	3.7%
55 to 64 years	6,261	64.1%	2.7%
65 to 74 years	1,785	21.5%	7.9%
75 years & over	331	5.4%	14.8%

- Labor force participation among youth under 25 and adults age 55+ in Duluth is much lower than in the state as a whole

**Labor Force Participation Rate** measures the percentage of people who are working or actively looking for work

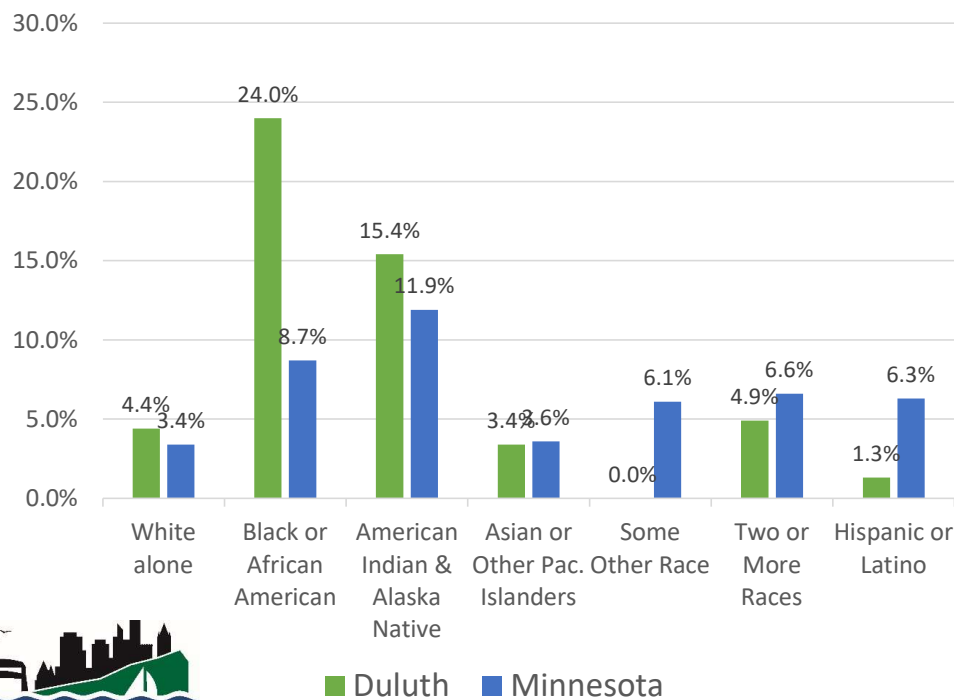
**Unemployment Rate** measures the percentage of people who are in the labor force but not working





# Metric: Employment/Unemployment by Race

Unemployment by Race



- Unemployment among Black and Native American workers in Duluth is more than triple the rate for White Duluthians
- Disparities between Black/Native American and White workers in Duluth are far greater than in the state as a whole



# Metric: Employment/Unemployment by Other Factors

Gender	In Labor Force	Percent of Labor Force	Labor Force Partic. Rate	Unemp. Rate
Female, 16 years & over	23,230	49%	61.9%	3.8%
Male, 16 years & over	24,271	51%	68.0%	5.8%

Disability	Labor Force Partic. Rate	Unemp. Rate
With Any Disability, 20 to 64 years	47.3%	12.4%

- Though women comprise a smaller share of the labor force and lower participation rate, they also experience lower rates of unemployment than men
- People with disabilities experience an unemployment rate that is more than double the rate overall





Goal 2: All employers are actively engaged in sustaining diverse and inclusive workplaces



# Benchmark: Number of Employers in Duluth

- Duluth is currently home to 2,561 business/non-profit establishments across all industries in 2024

**Table 13. WDB 4 - Duluth Industry Employment, 2022**

Geography	Number of Firms	Number of Jobs	Total Payroll (\$1,000s)
WDB 4 - City of Duluth	2,536	55,214	\$3,255,931,258
Northeast Minnesota	9,153	136,532	\$7,468,837
<b>State of Minnesota</b>	<b>199,603</b>	<b>2,851,778</b>	<b>\$198,839,398,672</b>

Source: DEED [Quarterly Census of Employment & Wages \(QCEW\)](#)

- Duluth was also home to 5,793 self-employed businesses or nonemployers\* in 2019, a 1.1% increase since 2009.

**Table 17. Nonemployer Statistics, 2019**

	2019		2009-2019	
	Number of Firms	Receipts (\$1,000s)	Change in Firms	Percent Change
WDB 4 - City of Duluth	5,793	\$233,036	+61	+1.1%
St. Louis Co.	11,991	\$482,356	+126	+1.1%
Northeast MN	20,441	\$823,893	-383	-1.8%
<b>Minnesota</b>	<b>418,080</b>	<b>\$20,377,253</b>	<b>+39,926</b>	<b>+10.6%</b>

Source: [U.S. Census, Nonemployer Statistics program](#)



\*Nonemployers are defined by the U.S. Census Bureau as “businesses without paid employees that are subject to federal income tax, originating from tax return information of the Internal Revenue Service (IRS)”



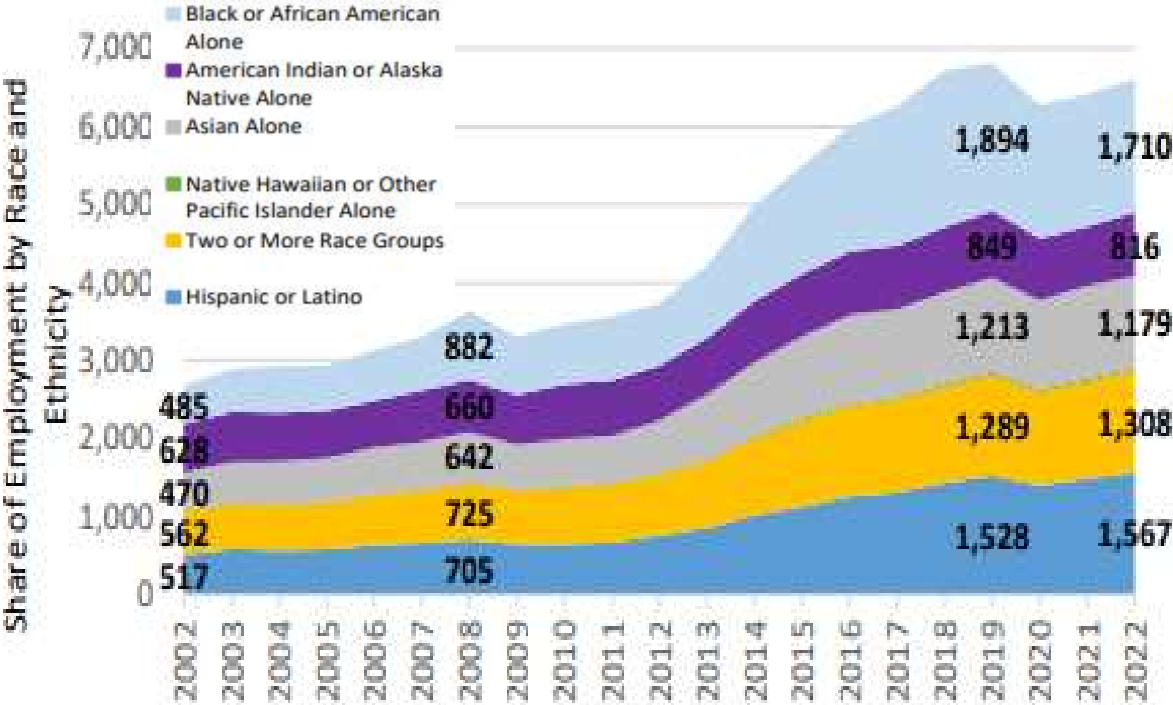
# Benchmark: Employment Diversity

## Duluth workforce has grown more diverse over the past 20 years

- African Heritage workers represented the largest workers of color group, more than tripling since 2002
- The number of Hispanic or Latino workers also tripled since 2002
- The number of Asian workers grew 151%
- The number of workers that identified as 'Two or More Races' also grew 133%
- The number of Native American workers increased 30%



Figure 18. Employment of People of Color, All Industries, Duluth, 2002-2022



# Metric: Employer Champions Initiative

The Duluth Workforce Development Board's **Employer Champions Initiative** engages local employers in ongoing Diversity, Equity, and Inclusion learning sessions and peer networking opportunities.

## 2023 Outcomes

- Learning Sessions Offered: **5**
- Number of Employers Participating: **27**
- Total Participants: **38**

**There are many benefits to being a diverse and inclusive workplace, including attracting a broader applicant pool, strong employee retention, more innovation, and better performance.**





# Metric: DEI Employer Action Guide

The Duluth Workforce Development Board launched its **Diversity & Inclusion Employer Action Guide** in 2021. The guide includes practical tools and resources to help employers of all sizes advance equity in recruiting, hiring, onboarding and retention.

## Outcomes

- Total action guide downloads in 2023: 64



## Diversity & Inclusion Employer Action Guide

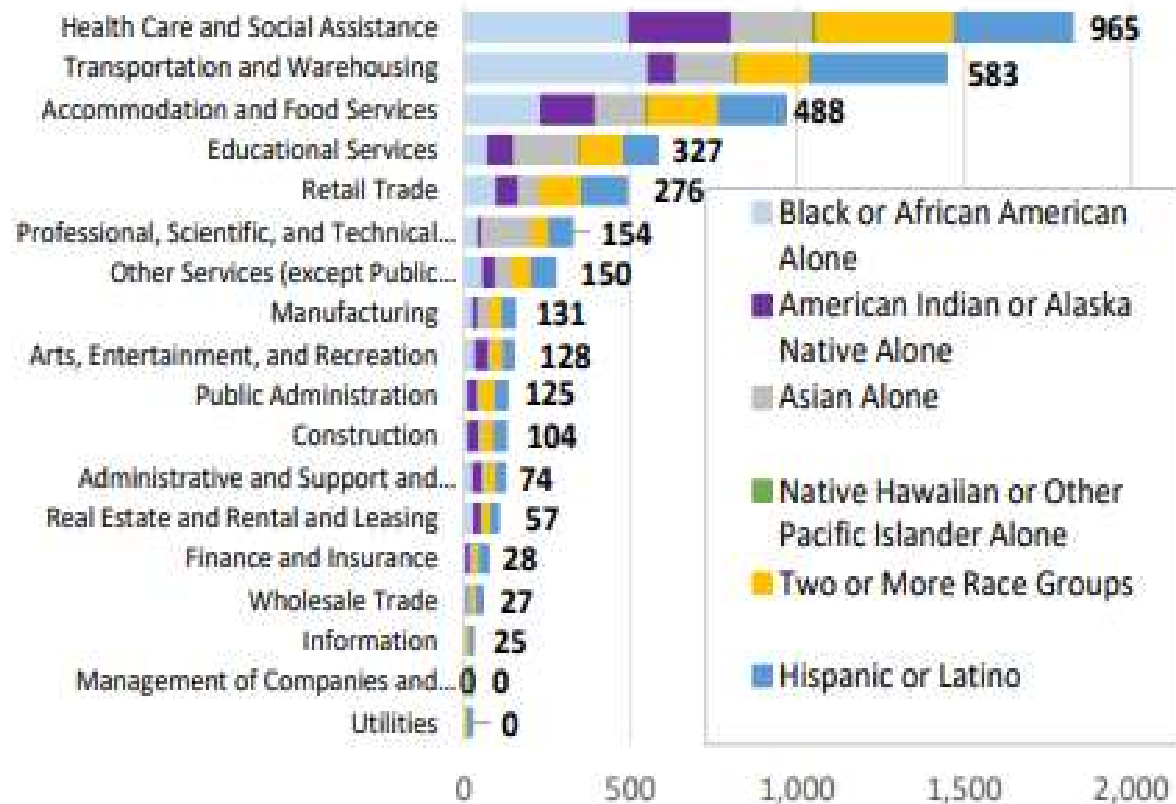
*A toolkit to help employers increase diversity and strengthen inclusiveness in recruiting, hiring, onboarding, and retention.*



# Metric: Employment Diversity by Industry

- The largest number of BIPOC workers were employed in Health Care & Social Assistance
- Several industries rely more on workers of color
  - 19.2% of Transportation & Warehousing workers are BIPOC
  - 17.4% of Accommodation & Food Services
- BIPOC workers are under-represented in industries like construction and manufacturing, which offer good wages and benefits

Figure 19. People of Color Employment by Industry, Duluth, Minnesota, 2022



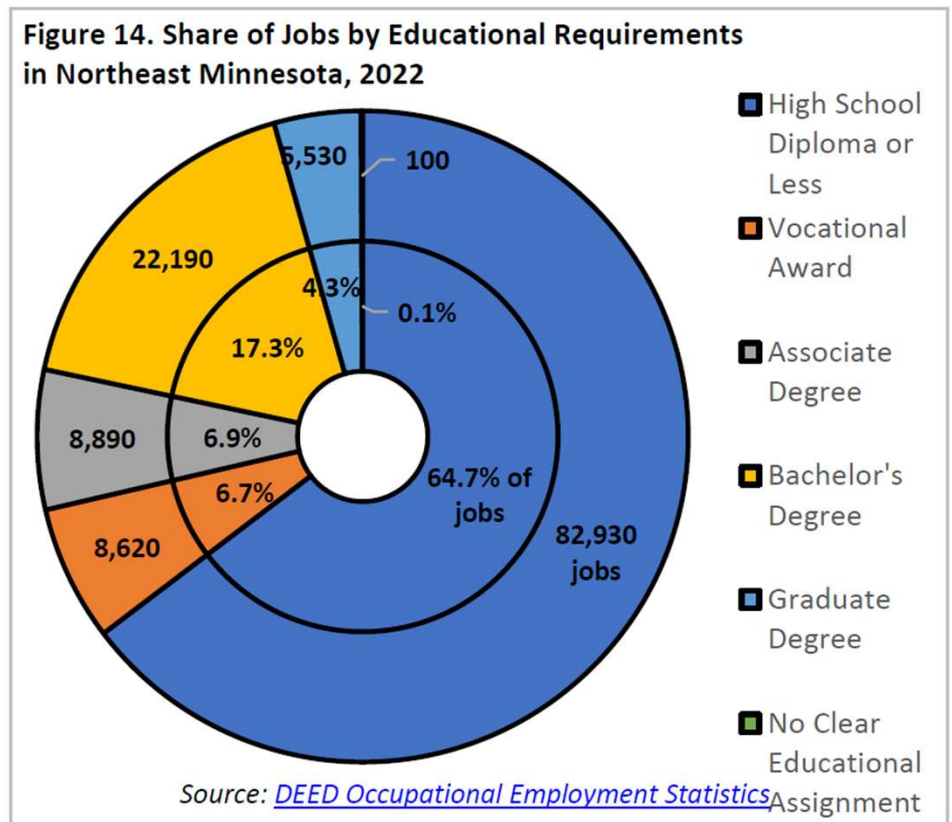


Goal 3: All community members are able to access post-secondary training



# Benchmark: Jobs Requiring Post-Secondary Training

- 42% of jobs in Northeast Minnesota require some level of post-secondary training
- 28% of jobs in Northeast Minnesota in seven occupational groups offer wages that support family self-sufficiency



# Metrics: Program Enrollment

	Youth Programs	Adult Program	Dislocated Worker Program	Career Pathway Training	MFIP	Older Workers
<b>Total Enrollment</b>	178	54	126	148	454	74
<b>Percent BIPOC</b>	70%	20%	10%	42%	42%	19%
<b>Percent With Disability</b>	38%	26%	3%	26%	43%	20%

Source: Duluth Workforce Development Workforce One Reports 2023

**Duluth Workforce Development prioritizes recruiting and enrolling BIPOC individuals and those with disabilities.**



# Metrics: Program Outcomes

	Youth Programs	Adult Program	Dislocated Worker Program	Career Pathway Training	MFIP	Older Workers
<b>Enrollment</b>	178	54	126	148	454	74
<b>Credential Attainment Rate</b>	39%	95%	92%	72%		n/a
<b>Employment Placement Rate</b>	85%	97%	87%	72%		20%
<b>Median Wage at Placement</b>	\$ 8.80	\$ 21.23	\$ 31.10			\$ 15.37

Source: Duluth Workforce Development Workforce One Reports 2023

**Most jobs offering self-sufficiency wages and benefits, as well as long-term career pathways, require some level of post-secondary training**





Goal 4: All community members, regardless of age, race, ability, language, or gender, are aware of and feel comfortable accessing CareerForce services

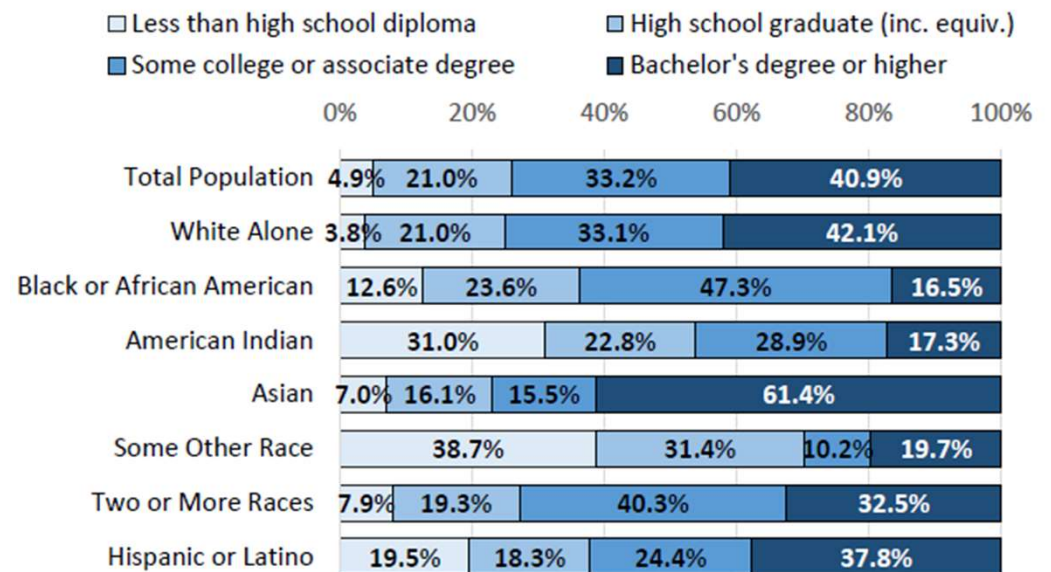


# Benchmark: Population Characteristics

## Duluth's population:

- 12% Black, Indigenous, and People of Color (BIPOC)
- Just under 3,500 people over 18 did not complete high school
- 44% have a post-secondary degree (Compared to 46.6% statewide)
- Significant differences by race in educational attainment

Figure 5. WDB 4 - Duluth Educational Attainment for the population aged 25 years & over by Race or Origin, 2022



Source: 2018-2022 American Community Survey



# Benchmark: Labor Force Characteristics

Duluth's **labor force** is:

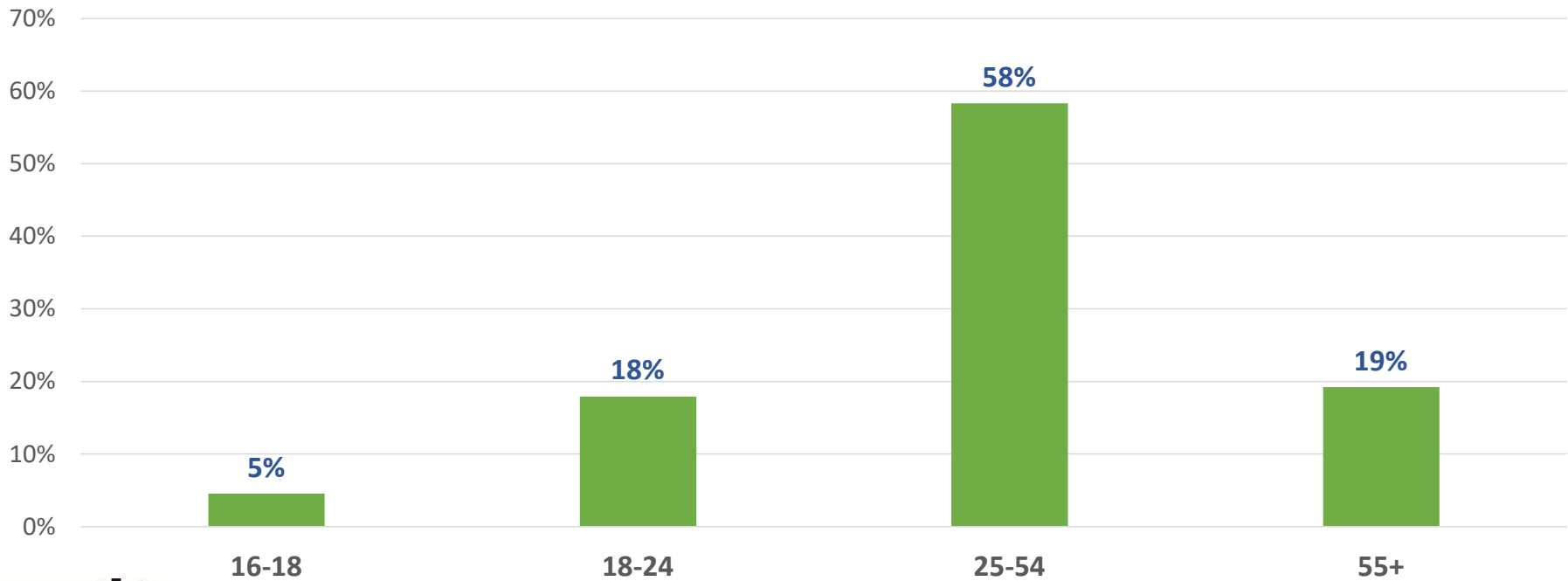
- 27% under age 25, compared to 15% statewide
- 18% age 55+, compared to 23% statewide
- 12.3% BIPOC
- 7.2% has a disability

Percent of Total Labor Force		
Age	Duluth	Minnesota
16 to 19 years	6.1%	5.1%
20 to 24 years	20.6%	9.7%
25 to 44 years	40.0%	42.8%
45 to 54 years	15.6%	19.0%
55 to 64 years	13.2%	17.6%
65 to 74 years	3.8%	4.9%
75 years & over	0.7%	0.8%
Race	Duluth	Minnesota
White alone	90.1%	81.3%
Black or African American	1.9%	6.1%
American Indian & Alaska Native	1.3%	0.7%
Asian or Other Pac. Islanders	1.9%	5.2%
Some Other Race	0.9%	2.3%
Two or More Races	3.8%	4.3%
Hispanic or Latino	2.5%	5.4%
Disability	Duluth	Minnesota
With Any Disability, 20 to 64 years	7.2%	5.9%

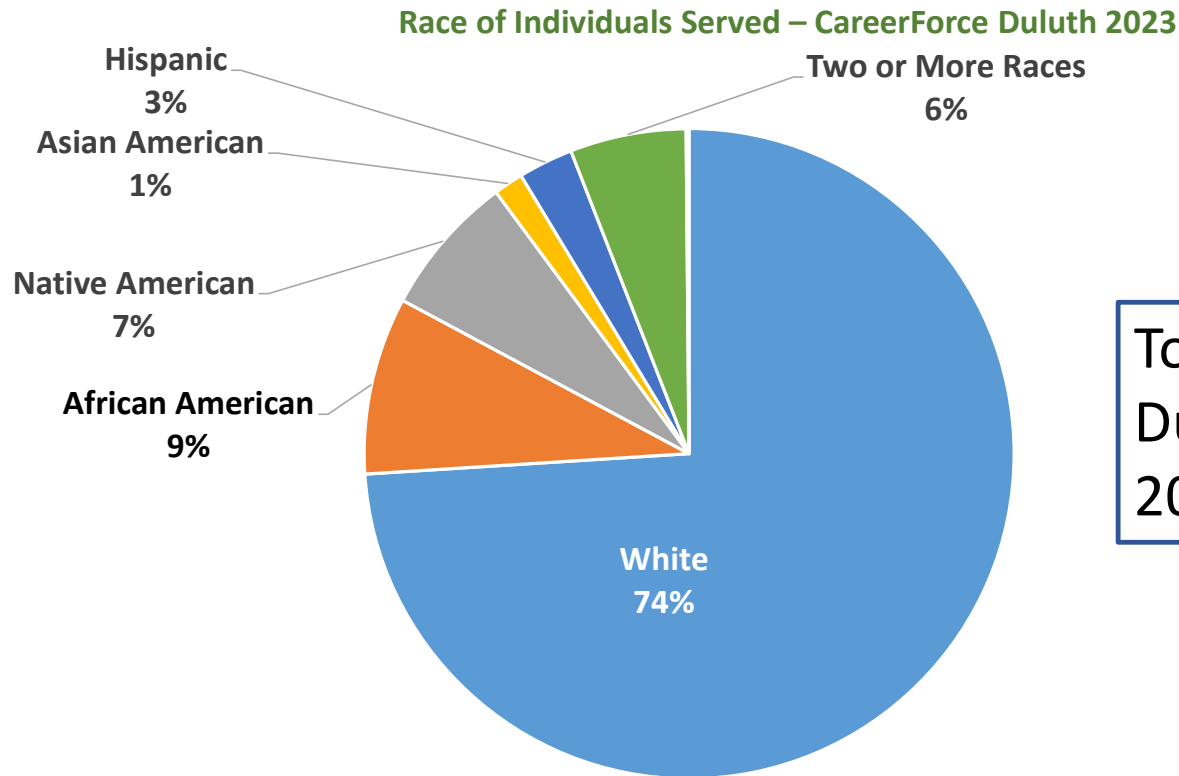


# Metric: CareerForce Customer Demographics

Age of Individuals Served –CareerForce Duluth 2023



# Metric: CareerForce Customer Demographics



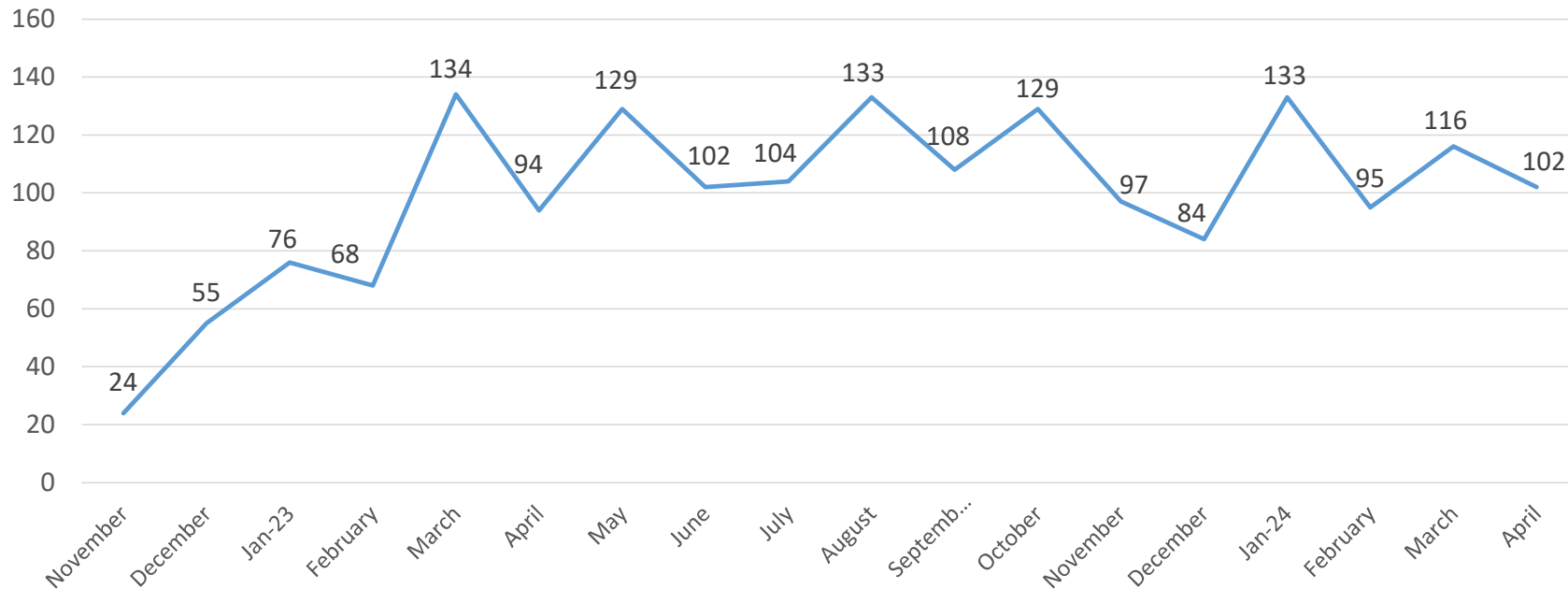
Total CareerForce  
Duluth Customers in  
2023: **4,744**



# Metric: Computer Lab Visits

2023 Total Visits: **1914**  
Unique Customer Count: **599**

Computer Lab Visits – CareerForce Duluth 2023



**Computer lab users often don't have a computer or internet access at home, or need help with digital navigation skills.**





# Metric: Job Fairs

## 2023 Job Fairs

Number of job fairs hosted: 10

Number of job fair attendees: 522

Number of employers participating: 86

Job fairs are open to the public, offering a facilitated opportunity for networking, on-site application and interviews, and on-the-spot job counseling.



Goal 5: Duluth hosts a comprehensive workforce system that offers jobseekers a 'no wrong door' approach to accessing employment services



# Benchmarks and Metrics: Staff Diversity

- Total Duluth Workforce Development Staff in 2024: 22
  - 87% are women
  - 9% are BIPOC
  - 17% have a disability
  - 44% are former workforce clients or have relevant lived experience



# Benchmarks and Metrics: Board Diversity

- Total Duluth Workforce Development Board Members: 27
  - 67% are women
  - 11% are BIPOC
  - 17% have a disability
- Total Duluth Workforce Development Board Members + Committee Members: 100+



# Strategies to Increase Staff Diversity

- Updated job descriptions to allow for experience in place of education
- Drafted cover letter for job postings describing the department, and our commitment to DEI
- Share out job postings to a wide range of community partners and stakeholders
- Create space in interviews for applicants to share relevant lived experience if they choose
- Created entry level positions and internships to offer more access points to City jobs





# Strategies to Increase Board Diversity

- Specific outreach to community partner organizations for input and involvement in the board
- Use committees as a place where potential members can begin to be involved
- Maintain Equity Committee as a key component of the board
- Include equity work in all Board priorities and initiatives
- Created a youth seat with a one-year term





# No Wrong Door Strategies

- Team of four Community Liaisons conducting deep community outreach
- Active partnerships with community organizations that serve as entry points into workforce services, including Duluth Adult Education, Goodwill/SOAR Career Solutions, Family Rise Together, and Community Action Duluth
- Delivering services on-site through partner organizations, including Duluth East and Denfeld High Schools, Life House, and the Duluth Public Library
- Piloting youth-driven service model through Youthprise project

