



## Market Research Consultant for Workforce Development Project (Telecommute, Short-Term Project)

### Project Description

Skill Up Minnesota (<https://minnstate.edu/skillup>) helps job seekers to think about how short-term training may lead to immediate employment and career advancement. This web presence was developed and launched in March 2021 by the [Career & Technical Education](#) and [Workforce Development units](#) of Academic and Student Affairs at the Minnesota State system office. The audience for Skill Up is Minnesotans who want to change or advance their careers, and unemployed and underemployed adults, particularly those whose employment was affected by the COVID-19 pandemic recession.

We are seeking a Market Research Consultant to determine the viability of Skill Up through research conducted directly with adult learners. The market research should include information and research gathering on the existing services and providers. Before we expand the Skill Up project, we are seeking to better understand the current market and customers (adult learners).

The final market research report result should answer the following questions:

- 1) Who are the adults in Minnesota wanting to gain skills for employment or career advancement? In other words, what is the demographic make-up? What industries or career fields are they currently in?
- 2) We know public and community agencies are currently supporting the needs of Minnesota job seekers and adult career explorers in a variety of ways. Include assessment of short-term training offerings and job seeker services in Minnesota.
  - a. Who are these public and community agencies?
  - b. How are they doing it?
- 3) What do unemployed and underemployed workers and career changers **want and need** from Minnesota State campuses?
- 4) Does the Skill Up website meet the needs of users? Conduct a usability test and analysis of the Skill Up website.

### The Research Consultant will:

- Gather information from and about job seekers and adult career explorers.
- Evaluate public and community workforce development services.
- Assess Minnesota State's student services and academic programs targeting adults.
- Conduct usability testing of Skill Up to inform site development.
- Provide status updates, raw data (including data analysis), and final reports.

## Specifics

- Consultant can be an individual or a firm.
- Contract length is May to September 24, 2021.
- Compensation: \$40,000, billed in increments upon completion of each deliverable.
- Work is done virtually, under the supervision of Denise Felder, Project Lead, Minnesota State.

## To Apply

- Send resume, cover letter and estimate of deliverables/costs to Denise Felder, CTE Director of Professional Development, [Denise.Felder@minnstate.edu](mailto:Denise.Felder@minnstate.edu).
- Must register as a [vendor to the State of Minnesota](#) to start contract.
- Application deadline: Monday, May 10, 2021.