

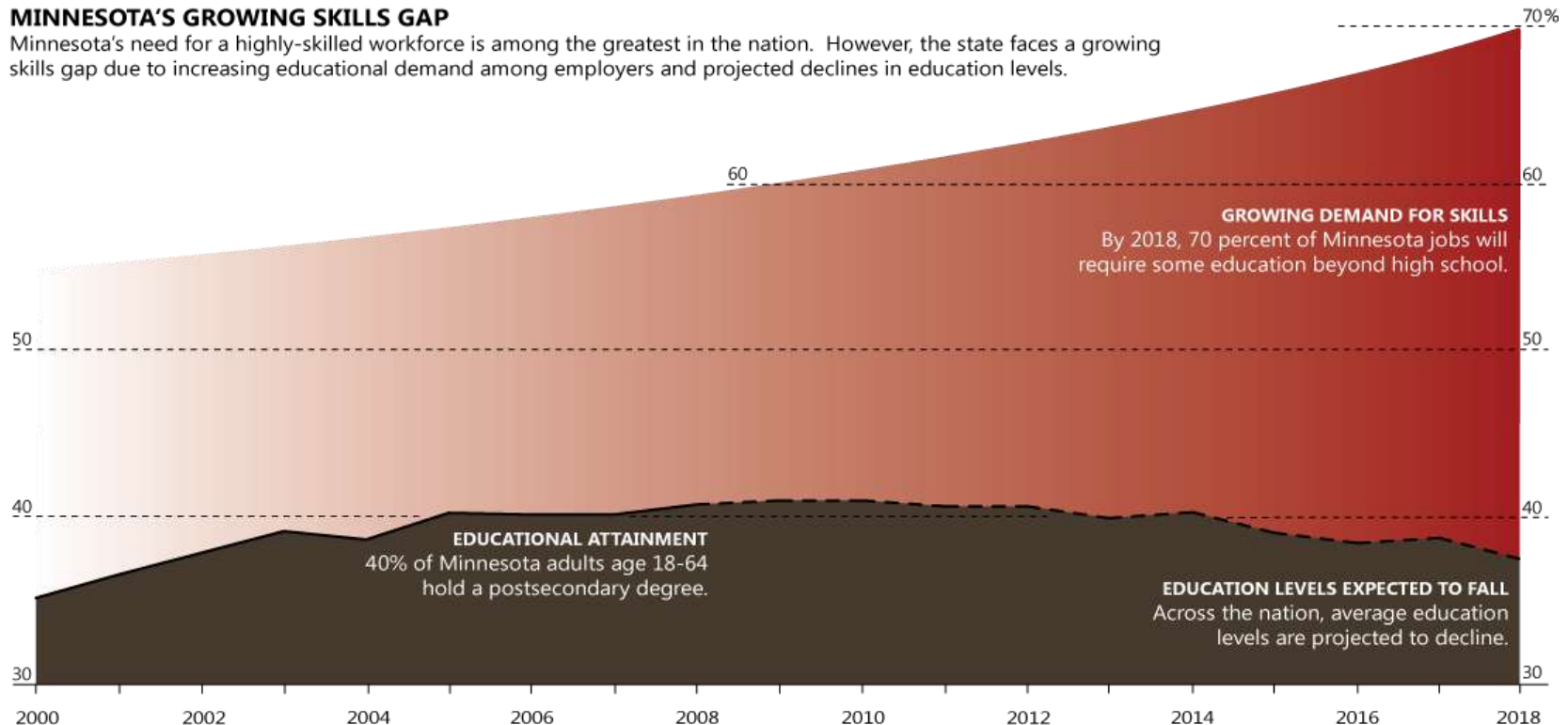
Workforce of the Future Campaign

Policy Driven Credential Measurement

Minnesota's Growing Skills Gap

MINNESOTA'S GROWING SKILLS GAP

Minnesota's need for a highly-skilled workforce is among the greatest in the nation. However, the state faces a growing skills gap due to increasing educational demand among employers and projected declines in education levels.



Sources: American Community Survey, U.S. Census Bureau; Help Wanted, Georgetown University Center on Education and the Workforce; National Center for Higher Education Management Systems. Trendlines beyond 2008 are based on single-point-in-time estimates.

Why does the skills gap matter?

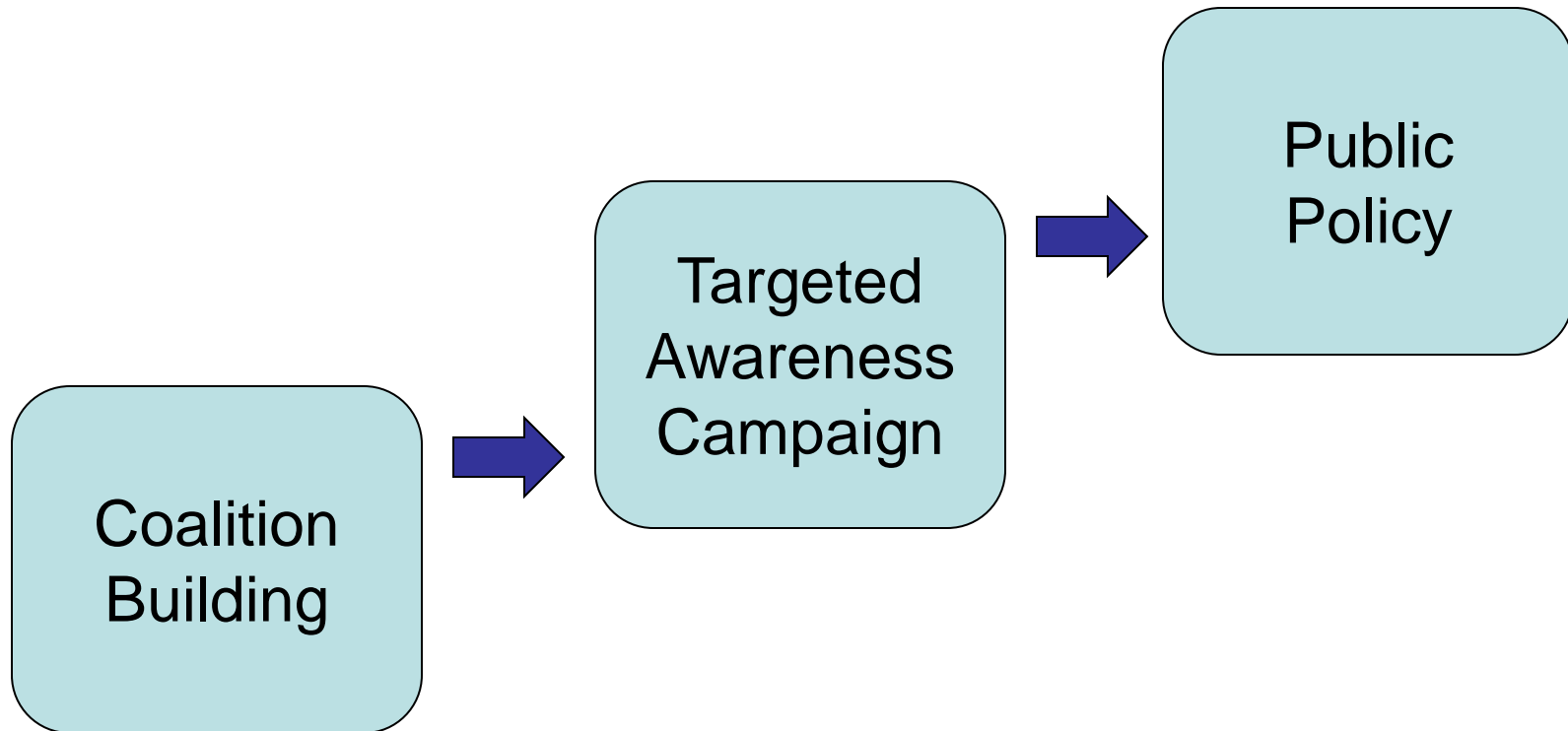
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The General Public Supports Investments in Skills

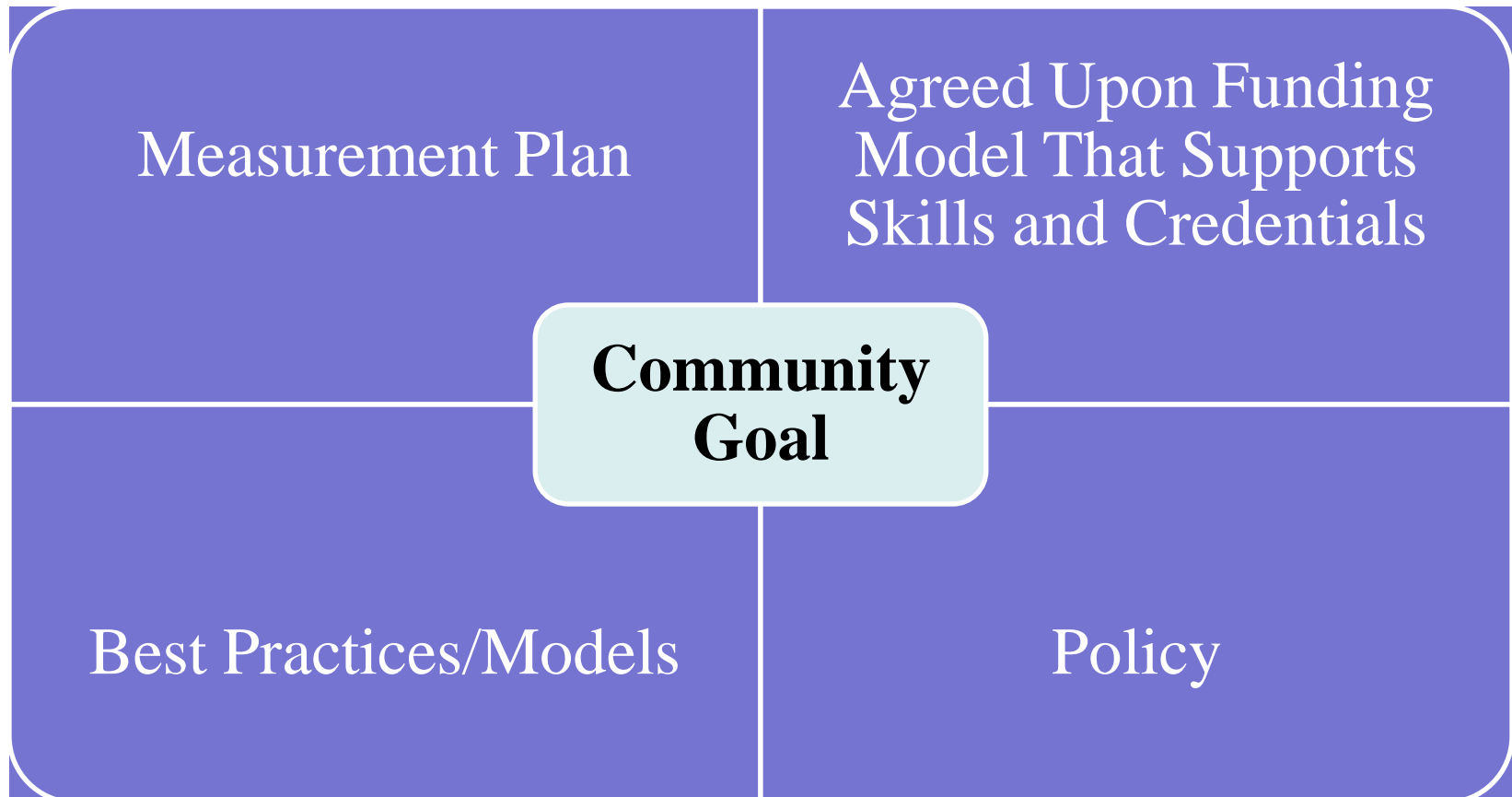
Vast majority of Americans support increasing the skills of American workers and see it as a top priority.



What is a Workforce of the Future Campaign?



Elements of Campaign



Why a Workforce of the Future Policy Campaign?

**Growing
Skills Gap**

**Changing
Demands of
Workforce**

**Increase
MN's
Economic
Competitive-
ness**

Skilled Workforce  Strong Region