Moving Minnesota from Worst to First in Employing People of Color

HIRE Minnesota is a campaign to end racial employment disparities in Minnesota. Minnesota has some of the worst employment disparities in the country. HIRE Minnesota’s goal is to bring our state from worst to first. We believe Minnesota can lead the nation in closing the racial employment gap.

The Vikings stadium, and other publicly funded construction projects like it, can create a large number of well paying and accessible jobs for people of color. HIRE Minnesota offered tools, innovative ideas and oversight that helped stadium contractors exceed the 32 percent hiring goal for people of color on stadium construction. People of color worked more than 1.3 million hours totaling 36 percent of the construction workforce.
Investing in our workforce

With people of color making up a higher percentage of our workforce every year, it is critical that we invest in training and hiring people of color for these important jobs.

1.3 million hours worked translates to

$39 million in estimated wages for people of color

67,000 hours worked by people of color on publicly funded development near the stadium translates to

$2 million in additional estimated wages for people of color

$4,300 Average annual income of students entering construction training

$30,000 Average annual income of entry level construction workers after 20 weeks of training

32% Hiring goal for people of color to construct the Vikings stadium

36% Actual number of hours completed by people of color

837 potential workers of color were recruited by community partners

256 people of color received construction training

How did we do it?

- Increased transparency and accountability through regular public meetings
- Provided uniform workforce reporting tools on workers by trade, race/ethnicity, gender and zip code
- Created innovative, community-led Employment Assistance Firm
- Worked with contractors to predict future employment needs
- Worked with nonprofit programs to train workers for predicted skill needs
- Advocated for strong workforce oversight of nearby subsidized construction projects