

Minnesota Dual Training Grant

MEDIA & RECRUITMENT

TOOLKIT





Make a difference in your skilled workforce with the Dual Training Grant

The Dual Training Grant provides companies the opportunity to build their own skilled workforce while creating a robust learning environment for their employees.

About the Minnesota Dual Training Grant (DTG)

Administered by the Minnesota Office of Higher Education, the Dual Training Grant program is a funding source that generates collaborative and strategic educational solutions between employers and training providers across Minnesota. The dual-training model pairs on-the-job training with formal related instruction to create a robust learning environment resulting in skilled employees and enhanced company culture. Grants reimburse employers for expenses related to instruction for their employees who are working toward attaining an industry-recognized degree, certificate or credential.

About the Minnesota Dept of Labor and Industry and the Minnesota Dual-Training Pipeline

Administered by the Minnesota Department of Labor and Industry (DLI), Minnesota Dual-Training Pipeline supports employers in creating or enhancing a competency based, earn-and-learn dual-training approach to meeting their workforce needs. The objectives of Minnesota Dual-Training Pipeline include engaging employers, higher education, labor, representatives of the disabled community and government to support employment-based training. Also, the program strives to expand earn-and-learn dual-training and registered apprenticeship in Minnesota. Lastly, the program aims to bring together leaders from industry to identify, define, create and validate occupational competencies for in-demand careers.

DLI has validated competency models for in-demand occupations in the industry that are well-suited to create dual-training opportunities, which outline specific skills that a person needs to complete their daily work. Specific competencies for each industry and occupation are found on the [Department of Labor and Industry's website](#).





TOU VANG

Quality Technician 2

Innovize Medical Device Manufacturing
St. Paul, MN

MEDIA & RECRUITMENT

TOOLKIT

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About this Toolkit

This Minnesota Dual Training Grant Toolkit was created to assist and provide approved Dual Training Grantees with information and materials focused on communication and recruitment.

This toolkit includes guidelines on Dual Training Grant communication, media relations, recruitment, job postings, social media, and success profiles.



1

Structured
on-the-job
training

2

Instruction
with a chosen
training provider

COMMUNICATING ABOUT THE DTG

As an effective State program that is designed to help Minnesota businesses grow and invest in their own skilled workers, you may be interested in sharing information with your network and the public about how the Dual Training Grant (DTG) is working for your company.

Communicating about the grant is one way to maximize the impact of your organization's work and mission, but key and consistent messaging is essential.

BEST PRACTICES & GUIDELINES

Review these best practices and guidelines for any communication related to the DTG.

Name Usage

- Identify the DTG as a State program administered by the Minnesota Office of Higher Education. Use the name "Minnesota Office of Higher Education" in the first reference. For subsequent references, you may use OHE or Office of Higher Ed.
- The DTG supports the Minnesota Dual-Training Pipeline, administered by the Minnesota Department of Labor and Industry. Use the name "Minnesota Department of Labor and Industry" in the first reference. For subsequent references, you may use DLI or Department of Labor and Industry. (Note: Always reference as **Minnesota** Dual Training Pipeline)

Logo Usage

- Awarded grantees may use OHE's high-resolution logo on white or dark backgrounds that can be [downloaded here](#). **Please note:** The logo should not be altered or distorted in any way.
- Grantees may use the Minnesota Department of Labor and Industry Dual Training Recognition Badge to promote the partnership and participation in the Dual Training Pipeline. For best practices on usage of the Recognition Badge, see page 9.

MEDIA RELATIONS

When communicating to the media about the Dual Training Grant, grantees must:

- Request and receive written approval from the State's authorized representative prior to communicating about the grant. Contact OHE Communications at communications.ohe@state.mn.us for media-related requests and other inquiries.
- Identify the State as the sponsoring agency of the Dual Training Grant and the Office of Higher Education as the administrator of the grant.

THINGS TO AVOID

- Do not rename the Dual Training Grant or promote under alternative name. The grant must always be referred to and promoted as the "Dual Training Grant," and cannot be renamed and/or offered as the company's own scholarship or grant program.

DEFINITIONS AND ABBREVIATIONS



Use the following definitions in published materials for key messages related to the Dual Training Grant.

Dual Training Grant (DTG)

The Dual Training Grant program is a funding source that generates collaborative and strategic educational solutions between employers and training providers across Minnesota. The dual-training model pairs on-the-job training with formal related instruction to create a robust learning environment resulting in skilled employees and enhanced company culture. Grants reimburse employers for expenses related to instruction for their employees who are working toward attaining an industry-recognized degree, certificate or credential.

Dual Trainee

A Dual Trainee is an employee of an employer who will participate in a dual-training program, working towards competencies through on-the-job training provided by the employer and related instruction provided by the related instruction training provider.

Minnesota Office of Higher Education (OHE)

The Minnesota Office of Higher Education is a cabinet-level state agency providing students with financial aid programs and information to help them gain access to postsecondary education. The agency also serves as the state's clearinghouse for data, research and analysis on postsecondary enrollment, financial aid, finance and trends.

Minnesota Department of Labor and Industry (DLI)

The Minnesota Department of Labor and Industry is a cabinet-level state agency that works to ensure Minnesota's work and living environments are equitable, healthy and safe. The department serves employees, employers and the public by regulating buildings and workplaces through education and enforcement.

Minnesota Dual-Training Pipeline

Administered by the Minnesota Department of Labor and Industry, Minnesota Dual-Training Pipeline supports employers in creating or enhancing a competency based, earn-and-learn dual-training approach to meeting their workforce needs. The objectives of Minnesota Dual-Training Pipeline include engaging employers, higher education, labor, representatives of the disabled community and government to support employment-based training. Also, the program strives to expand earn-and-learn dual-training and registered apprenticeship in Minnesota. Lastly, the program aims to bring together leaders from industry to identify, define, create and validate occupational competencies for in-demand careers.



IAN WITT

Manufacturing Engineer

Two Rivers Enterprises | Holdingford, MN

COMMUNICATING ABOUT THE DTG

Whether you have received a Dual Training Grant (DTG) for existing team members or are looking to recruit high potential applicants for the job, these key points will help to explain the DTG to your dual trainee.

Basic Outline of Dual Trainee and DTG

The dual trainee (new hire or incumbent) is an officially hired employee who will earn regular wages as they work toward an industry-related credential. The end goal of the DTG is the dual trainee earning a degree, certificate, or credential, along with enhanced skills as it relates to their role and/or promotion within the company.

Career Competency Models: Objectives and Expectations

Each occupation has a competency model that provides an outline for employer-specific requirements and occupation-specific competencies, as well as industry technical, workplace, academic and personal effectiveness competencies. The competency models can be used to help further explain objectives and expectations to dual trainees prior to beginning their training program and on-the-job instruction. Competency models are organized by industry and provided on the Minnesota Department of Labor and Industry's website. Click your related industry to find your competency model: [Advanced Manufacturing](#), [Agriculture](#), [Child Care](#), [Health Care Services](#), [Information Technology](#), [Legal Cannabis](#), and [Transportation](#).

How the Grant Funding Works

Employees receive tuition assistance toward their education, which can greatly reduce or entirely eliminate the cost of the educational program. All grant funds are administered by the Minnesota Office of Higher Education (OHE) to the employer/grantee. The training provider or institution (as indicated on the employer's Training Agreement document) sends third party billing to the employer, who pays the up-front cost of the tuition bill. OHE then awards grant funds (up to \$6,000 per year) as reimbursement to the employer.

Note: If the tuition cost exceeds the \$6,000 maximum annual cap, the dual trainee is responsible for the remaining amount. The dual trainee receives a bill for the remainder of the amount from the training provider or institution's financial aid office.

If the training provider is a financial aid-eligible program, dual trainees **must complete** the [Free Application for Federal Student Aid](#) (FAFSA) or the [MN Alternative State Financial Aid Application](#) for undocumented Minnesotans. Dual trainees are also encouraged to explore additional grant and scholarship options.



Grantee Pays Training Provider

100% of tuition, fees,
books, related materials



Grantee Invoices OHE

Grantee invoices OHE
through email with copy of
Training Provider invoice



OHE Reimburses Grantee

OHE issues payment back
to grantee within 30 days

RECRUITMENT

Once you have applied for and received a DTG, grantees may use the grant as a recruitment tool to attract potential employees. The DTG can help recruit and retain valuable, qualified employees, as they learn-and-earn on the job while enrolled in related formal instruction.

BEST PRACTICES & GUIDELINES

Review these best practices and guidelines for any recruitment related to the DTG.

- **Create a job description** that accurately represents the role you are hiring for, the education program and credential/certificate/degree that your company has selected, and outline of the career advancement pathway that the DTG will provide the candidate within your company. Additional details and examples of job descriptions are provided on page 8.
- **Establish an ongoing and communicative partnership with your related instruction training provider.**
Many successful grantees have formed partnerships with their training providers to attract qualified candidates who are currently enrolled in industry-related programs. Related instruction training providers include postsecondary education institutions and private education companies.
- **Use editable Dual Training Grant flyers** to promote your DTG pathway and job opportunity.
Flyer templates and social media templates are available in the [Dual Training Grant Media Resources Webpage](#). Templates were created for grantees and their training providers to add their logos, contact information, and customize the listed job title.
If you need additional assistance or have questions items in the Media Resources Webpage, please contact OHE Communications at communications.ohe@state.mn.us.

Have you tried University Job Boards?

Many colleges and universities have a job board that connect their students (and their alum) with employers.



Utilizing a college/university job board is a great way to target students who are currently completing the certificate or degree program that you've selected for your DTG. This can help to take the guesswork out of screening for eligibility for qualified candidates. Be sure to check with your training provider to see if they have a job board to promote your opportunity!



RECRUITMENT

JOB POSTINGS



Writing a job posting that accurately depicts the Dual Training Grant as an advantage is key to recruitment. Job postings can also be advertised to existing employees through internal company communications, such as email blasts or newsletters.

Advertising free or partially funded tuition as an incentive will attract the qualified candidates that you are seeking. Immediate job placement along with a pathway to promotion will benefit both you and your future skilled employee.

Grantees are welcome to use the paragraphs below as it relates to the position they are advertising. Remember to replace the bracketed phrases with relevant information to your company.

- ***This position is eligible for tuition assistance through the Dual Training Grant!*** Earn your [credential, certificate or degree] at a [free or reduced] rate! Your tuition, fees, books and required materials will be covered by the Minnesota Office of Higher Education Dual Training Grant. While completing your coursework, [company] will individualize your work schedule to ensure availability to attend [on-site or online] classes.
- ***The Dual Training Advantage: Tuition Assistance Now Available!*** New employees will be put on a pathway to promotion while earning a [credential, certificate or degree] at [training provider.] With the Minnesota Office of Higher Education Dual Training Grant, employees can advance their education and skills paired with on-the-job training that is synchronous to their instruction.
- ***Career Advancement with the Dual Training Grant*** Advance your education and career with the help of the Minnesota Office of Higher Education Dual Training Grant. [Company] has been awarded a Dual Training Grant to offer dual-training for [position], an in-demand occupation in the Minnesota Dual Training Pipeline. Employees will receive on-the-job training along with [free or reduced] instruction at [training provider]. Upon completion of the dual training program, employees will earn a [credential, certificate or degree] and are eligible for promotion and increased compensation.



BRENDA RODRIGUEZ

Community Health Worker

Ready, Set, Smile

Minneapolis, MN

RECRUITMENT

Display the Dual Training Recognition Badge

After a grantee is awarded a Dual Training Grant, they become “Dual-Training Employers” and will gain access to the digital Dual-Training Recognition Badge. The badge can be displayed by eligible grantees to promote their dual training programs on email signatures, window displays, social media, flyers or websites.

Email Signature Example

Jane Doe | Human Resources Manager



Minnesota Dual Training Employer, LLC
999 Example Ave. | Wadena, MN 56482
218-980-2468 | 218-980-2469 (fax)
Jane@dualtraining.com
[Connect With Us On Social Media!](#)

Website Example



SOCIAL MEDIA

Grantees are welcome to use promotional social media graphics, developed by the Minnesota Office of Higher Education, to promote their dual training model and opportunities. Click to view the [Dual Training Grant Media Resources Webpage](#) to access available graphic templates. Text samples are also provided in the ToolKit for employers to use alongside the graphics.

The Digital ToolKit contains social media graphic templates for:

- Grant Award Announcement Template
- Recruitment Template
- Dual Trainee Success Story Template

Graphics are sized to 1080 x 1080 pixels and indicate where company logos can be placed.



Tag us in your Social Posts!



The Minnesota Office of Higher Education is active on the social media platforms listed below.

We encourage you to follow us and tag us in posts related to the DTG and use the hashtags #DTG or #DualTrainingGrant.

Facebook: MNOOfficeofHigherEd

Twitter: @MnOfficeHiEd

Instagram: mnofficehighered

LinkedIn: Minnesota Office of Higher Education

DUAL TRAINING GRANT



DUAL TRAINEE SUCCESS STORIES



Scan the
QR code to
learn more