IMPLEMENTATION PREVIEW

CoreNet Global Midwest

January 2016

Peter Frosch
Vice President, Strategic Partnerships
GREATER MSP
VISION
The Greater MSP Region is recognized as a globally leading economy where business and people prosper.

MISSION
Accelerate job growth and capital investment in the Greater MSP region.

- JOB RETENTION, EXPANSION, & ATTRACTION
- REGIONAL ECONOMIC DEVELOPMENT STRATEGY
- MARKETING, BRANDING, & PROMOTION
REGIONAL STRATEGY

TELL OUR STORY

PRIORITIZE TALENT

BUILD GLOBAL SECTORS

PROSPER: MOMENTUM IS BUILDING
PRIORITIZE TALENT

TELL OUR STORY
- Equip leaders to tell the regional story
- Build regional competitive intelligence unit
- Create a shared regional dashboard

BUILD GLOBAL SECTORS
- Create Food Sector Team
- Localize Economic Development Strategy
- Connect strategy analysis & policy priorities

PLANNED & ACTIVE PROJECTS

May 2015
We recognize that massive demographic shifts demand a new formula to produce the quantity and quality of talent MSP region requires to meet economic opportunity & sustain quality of life.
We choose a less certain, decentralized approach because it’s the only path to making an impact at the scale of the challenge.
GREATER MSP convened a cross-sector, cross-generational Talent Task Force in 2014 to:

develop the case for action on retention and attraction;
create a new brand that speaks to talent; and
chart a course for action.

Doug Baker, CEO, Ecolab
Bert Colianni, CEO, Pohlad Companies
Michael Langley, CEO, GREATER MSP
Jen Ford Reedy, President, Bush Foundation
Myles Shaver, Professor, Carlson School of Business
Julie Sullivan, President, University of St. Thomas
Jamie Millard, Curator, Pollen+OTA
Adam Maikkula, Curator, Minneapolis Global Shapers
Margaret Murphy, President 1to1, Olson
Jay Gabler, Digital Editor, The Current/Classical MPR
David Zelaya, Multicultural Center, University of Minnesota
Jennifer Kelly, Campus Recruiter, Ecolab
Shelly Fossen, Group Manager Talent Acquisition, Target
Orinthia Montague, Interim VP for Student Affairs, Normandale Community College
Professional Talent Multiply Opportunity

\[
1 = 3.5 \quad \text{vs.} \quad 1 = 0.75
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MSP Performance*

Retention = \#1

Attraction = \#19

87%

MSP employers want to work together on talent retention & attraction

Source: *Myles Shaver (University of MN) analysis, IPUMS-USA data (University of MN)
Net Migration of 25-34 year olds (2013)

Minneapolis-Saint Paul MSA  +2,150

Portland MSA  +14,458
TALENT INITIATIVE GOALS

Improve Social Inclusion
Support Innovative Talent
Connect Talent to Community
Connect Talent to Employers
Close Near-Term Talent Gaps
Innovative

We owe our progress to our love of learning and craftsmanship.

Lively

We have as much enthusiasm for our work as we do our play. We’re always doing something.

Adventurous

We seek out new experiences as often as we can, and we aren’t afraid of leaving our comfort zone.

Optimistic

We’re always excited about what’s next. We don’t look back.
MSP is one of the few places in the country where you can find a range of career opportunities for you and your partner and enjoy a high quality of life that you can afford.
MULTI-PLATFORM REGIONAL TALENT INITIATIVE

Between May-October of 2015, GREATER MSP ran 6 teams involving over 80 organizations. In less than 6 months, this partnership created the tools corporate partners were seeking – and much more.
MAKE IT. MSP.org

Explore & Use Your New Tools
DIGITAL PLATFORM

MAKEITMSP.org is a website in three parts

Consumer Facing Section

Recruiter Toolkit

Job Search Portal
Job Search Portal

Available using the Careers tab, or at jobs.makeitmsp.org

The site scrapes all corporate, public sector and jobs boards in the region 2-3 times per week and aggregates all jobs listed into one search location.

90% of jobs in the region are captured.

Plug in job title or company and search.

Jobs are listed for 90 days unless the company removes it earlier.
PRESS CONFERENCE + MEDIA COVERAGE

- Star Tribune Editorial
- Pioneer Press Editorial
- MPR
- Star Tribune
- Pioneer Press
- KARE 11
- KSTP 5
- Minneapolis Saint Paul Business Journal
- MinnPost
- Finance & Commerce
- Southwest Journal
- Bring Me the News
- 195 National News Outlets

Twitter Highlights:
- #MakItMSP was a trending topic on Twitter for eight hours
- @MakItMSP followers jumped by more than 100 in 24-hour launch
LAUNCH EVENT + STATISTICS

• 400+ attendees

• Since October 1 we’ve had:
  • 24.2K Tweet Impressions
  • 2,321 Twitter Profile Visits
  • 135 mentions
  • 185 new followers
ATTRACT & RETAIN THE WORLD’S BEST WORKFORCE

**EMPLOYERS**
- Find professional talent
- Keep professional talent

**PROSPECTIVE EMPLOYEES**
- Find job opportunities
- Shop communities

**NEW RESIDENTS**
- Connect to community
- Get partners connected

**COMMUNITY GROUPS**
- Attracting participants
- Scaling to impact
HOW WE START

Equip actors in the field
Close insight gaps
Focus on points of leverage
Expand ownership
To learn more, contact Peter Frosch, Vice President of Strategic Partnerships at GREATER MSP (peter.Frosch@greatermsp.org; 651-287-5805)