



GREATER > MSP[®]

Minneapolis Saint Paul Regional Economic Development Partnership



TALENT & WORKFORCE

East Downtown Council Business Forum

PLANNED & ACTIVE PROJECTS

TELL OUR STORY



Equip leaders to tell the regional story

Build regional competitive intelligence unit

Create a shared regional dashboard

PRIORITIZE TALENT



Create talent retention & attraction initiative

Connect & integrate human capital pipeline



BUILD GLOBAL SECTORS



Create Food Sector Team

Localize Economic Development Strategy

Connect strategy analysis & policy priorities

MAKE IT. MSP.TM

MINNEAPOLIS-SAINT PAUL

www.makeitmsp.org

ORIGINS

New talent formula

2013

We recognize that massive demographic shifts guarantee a new formula is needed to produce the quantity and quality of talent MSP region requires to meet economic opportunity & sustain quality of life

Our #1
competitive
advantage
today tomorrow?



Labor force growth



Economic growth



Racial achievement gaps



External competition

100,000 worker shortage₇

GAPS IN THE TALENT PIPELINE



Given changing demographics in Minnesota and across the U.S., closing the 100,000 gap requires significantly improved performance at each stage of the talent pipeline.

Talent development, retention and attraction are critical.

A 2013 study by GREATER MSP revealed the MSP region had no coordinated effort to retain and attract professional talent.



Network model

2014

We choose a less certain,
decentralized approach
because it's the only path to
making an impact at the scale
of the challenge

TALENT TASK FORCE

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

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BUSH FOUNDATION

Professional Talent
Multiply **Opportunity**

1 = 3.5

vs.

1 = .75

MSP Performance*

Retention = **#1**

Attraction = **#19**

87%

MSP employers want to
work together on talent
retention & attraction

GOALS

2014

Improve Social Inclusion

Support Innovative Talent

Connect Talent to Community

Connect Talent to Employers

Close Near-Term Talent Gaps

TOOLS

2015



STRATEGIES

2016

- Digital outreach
- Joint action
- Insight gathering

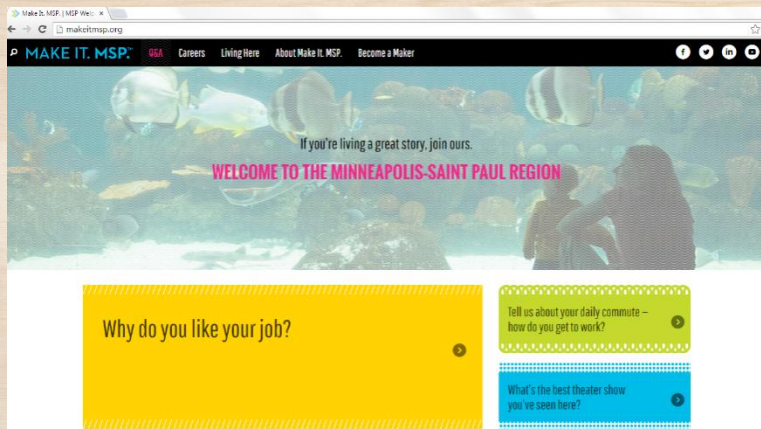
Value Proposition



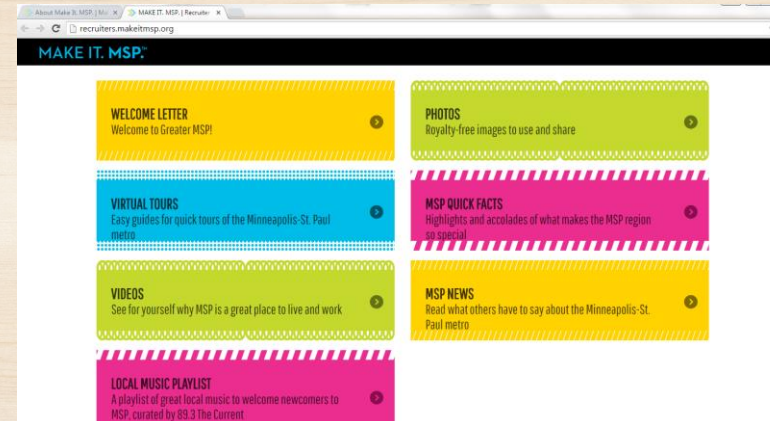
MSP is one of the few places in the country where you can find a range of career opportunities for you and your partner and enjoy a high quality of life that you can afford.

MAKEITMSP.org is a website in three parts

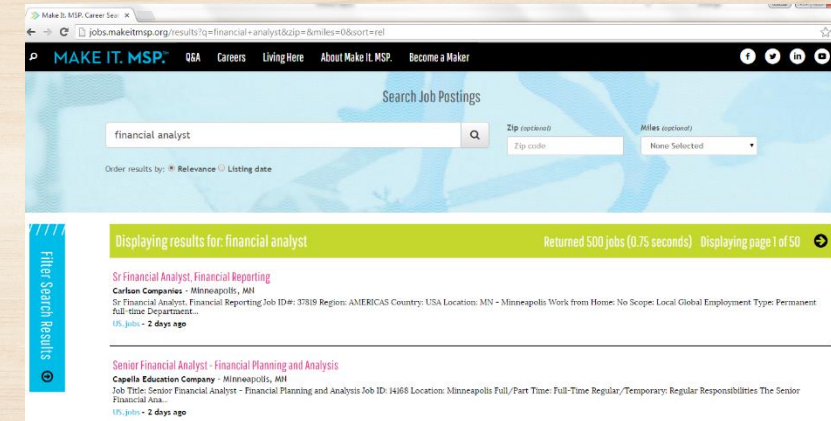
Consumer Facing Section



Recruiter Toolkit



Job Search Portal





PRESS CONFERENCE +
MEDIA COVERAGE



MUSE EVENT

LAUNCH

October 2015



What's the target population?

FOCUS POPULATIONS

year 1

COHORT

18-35

Because they move

COMMUNITY

Professionals of Color

Because our employers are struggling to find them and they are the future workforce

OCCUPATION

**Tech, Engineers,
Financial managers**

Because unemployment in MSP is 0-3%

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Who is involved?



THE PARTNERS

Corporate & Community – Not Inclusive

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What's the approach?



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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 DO WE WORK?

Focus on key
populations

Support

Recruiters

Retain

Professionals of color

Attract

Tech

Welcome

Newcomers

HOW DO WE WORK?

Lean execution

Customers first

Follow the data

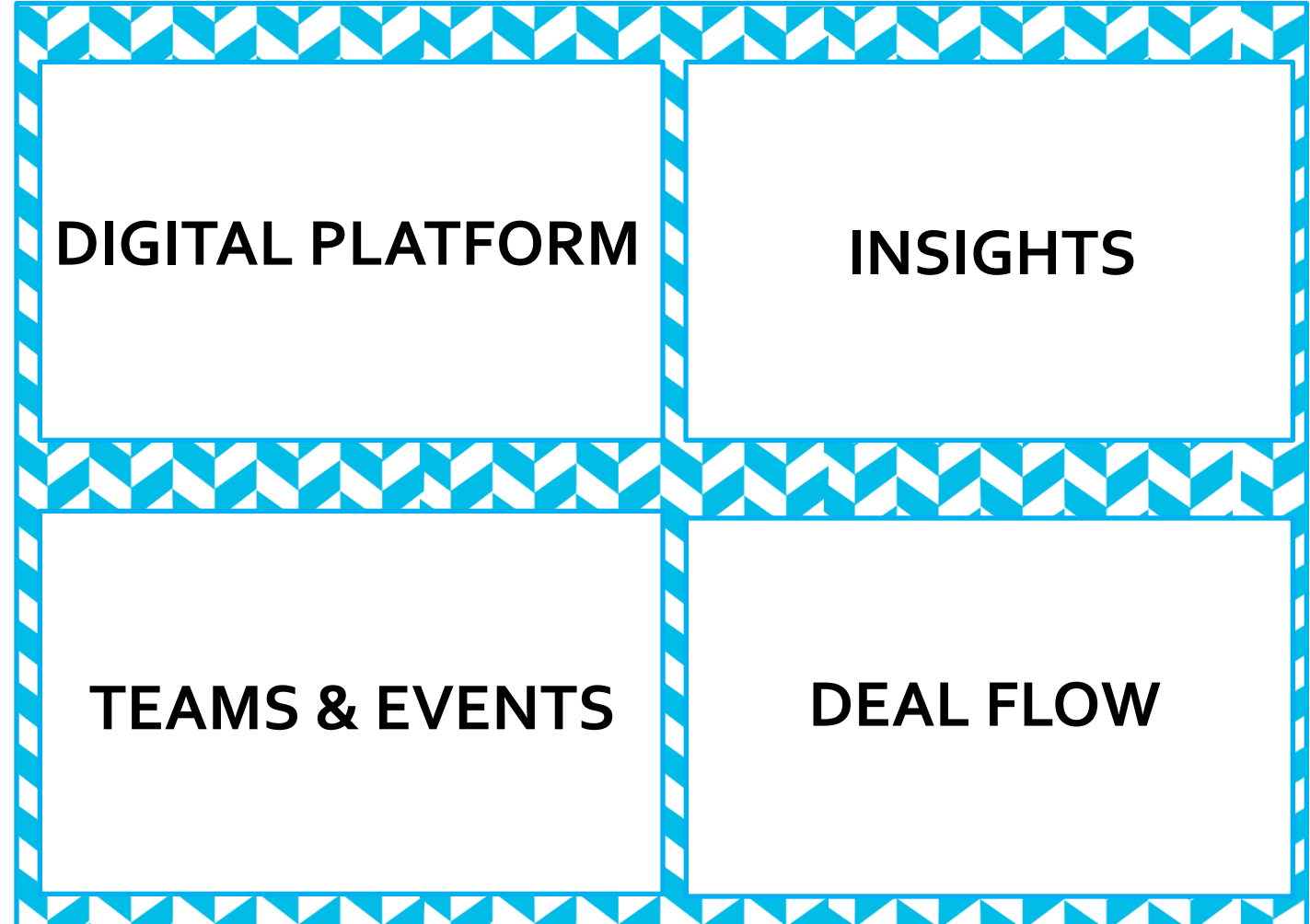
Partnership not duplication

Act, evaluate, scale

WHAT ARE WE DOING?

**Make It. MSP. is
executing a coordinated
set of strategies across
four work zones**

- strategies
- Digital outreach (external)
 - Aligning organizations around key groups with data-driven strategies (internal)
 - New tools & better insight to recruiters (internal)



GATHERING INTEREST

EDJ

The IEDC
Economic Development Journal

734 15th Street, NW Suite 900 • Washington, DC 20005

Volume 15 / Number 1

A Model-Setting Approach for Putting High
Barrier Individuals to Work in Metro Atlanta
Fostering Economic Development at the Most Personal Level

Labor Economics Information and Data
Removing the Fear of Locating Rural

Public Spaces Community Places –
A Crowdfunding Initiative
Adding “Human Touch” Is Transforming Michigan Communi

Make It. MSP. – Creating a Talent Start-up
*Using the Lean Start-up Method to Launch a New Talent Retention
and Attraction Initiative in Minneapolis-Saint Paul*

make it. msp. – CREATING A TALENT START-UP

By Peter Frosch

INTRODUCTION

Uber has never made a car and Airbnb owns no hotel rooms, yet they are valued at \$62 billion and \$25 billion respectively. These rapidly-growing companies are disrupting their industries by creating enormous value with platforms that facilitate efficient exchange. GREATER MSP, the regional economic development partnership for the 16-county Minneapolis-Saint Paul MSA, is taking a lesson from the leading edge of the economy to find a scalable solution to a critical workforce challenge. Using a methodology borrowed from the tech community, the region created Make It. MSP., a new fast-growing talent retention and attraction initiative that embodies the focused, nimble, and ambitious spirit of a start-up.

MAINTAINING OUR EDGE

In response to economic growth, demographic shifts and the rapidly changing needs of industry, workforce issues are becoming a priority for every U.S. state and region. Minnesota committed to building a world-class human capital base more than a generation ago, and the results of this people-first strategy can be seen today. Based on the most recent data, the MSP region enjoys:

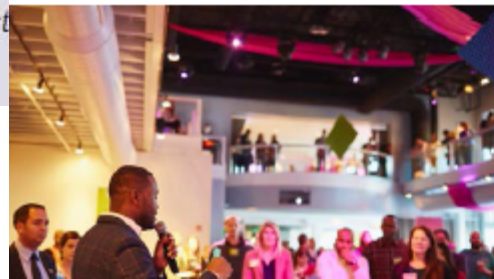
- One of the lowest unemployment rates of any major U.S. metro: 3.1 percent,
- Highest labor force participation rate: 72 percent, and
- Highest percentage of residents with high school degree or more among largest U.S. metros: 93.2 percent.

A highly-educated, productive workforce is MSP's top competitive advantage. We are winning economic development projects around the world on the strength of our human capital. However, the formula Minnesota used to create this success – high-performance in our educational pipeline and strong resident retention – threatens to come undone within the decade due to demographic shifts and increasing competition for talented workers.

In 2013, GREATER MSP led a process involving dozens of partners to create a five-year regional economic development strategy. The strategy analysis included a deep examination of our human capital system, which determined the following trends could create a shortage of up to 100,000 skilled

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GREATER MSP is a private non-profit organization (501C3) dedicated to providing public and private sector leadership, coordination and engagement to grow the economy of the 16-county Minneapolis-Saint Paul region. With a team of investors and economic development partners throughout the region, GREATER MSP is advancing a regional economic development strategy, a regional brand to promote the region's assets and a coordinated regional business retention, expansion, and



QUESTIONS?



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