



center for **rural policy**
and development

Seeking Solutions for Greater Minnesota's Future

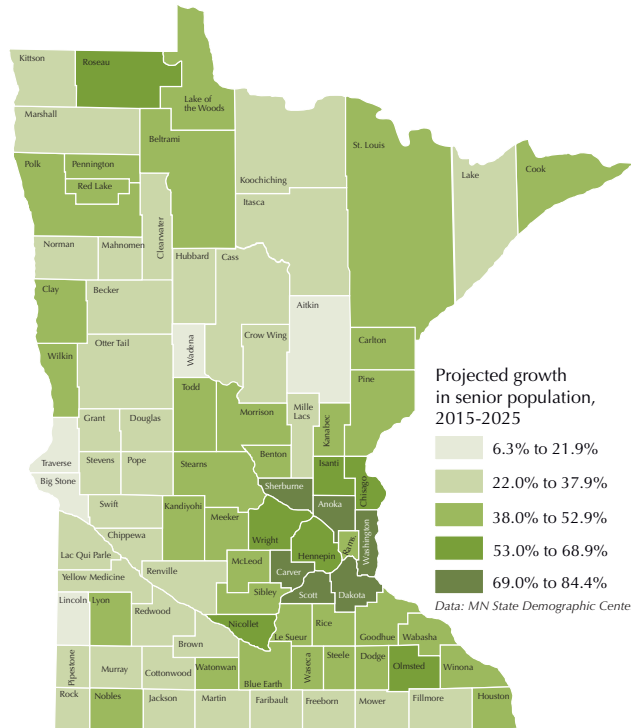
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Rural Reality: Addressing the coming workforce squeeze

What makes a community competitive? Focus on the individual.

Population projections predict that as Baby Boomers retire, there will not be **enough workers to fill vacant jobs**. As a result, communities in Greater Minnesota and the Twin Cities will be competing for workers at all levels. Our research identified several factors that can make communities and regions attractive to potential employees, entrepreneurs, and people who want to work remotely.



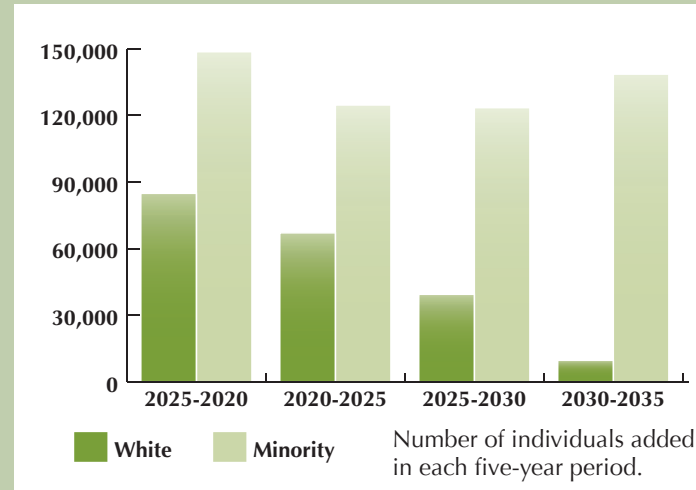
**Making a
Competitive
Community**

Where will workers come from in the future?

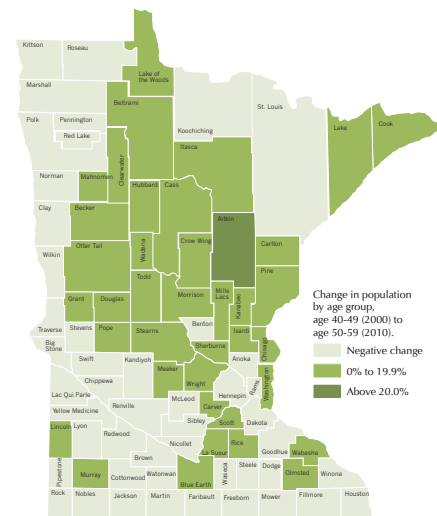
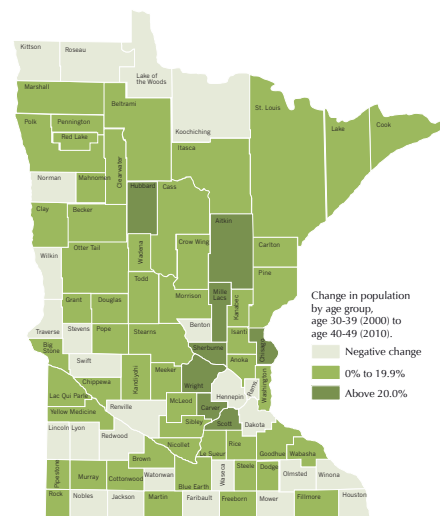
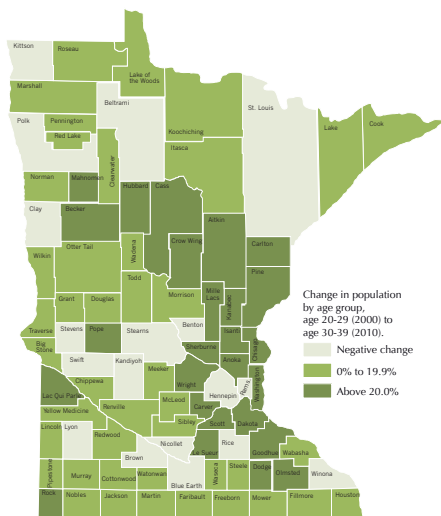
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to read more on
this topic.

From other states, other countries, and other ethnic groups

- The Minnesota State Demographic Center projects the natural increase in the state's population due to births and deaths to **continue falling** as deaths outnumber births for the next few decades.
- In the meantime, the **number of people migrating in** is expected to hold steady or even increase somewhat.
- **Racial and ethnic minorities** are the only population groups growing right now in the U.S., but their graduation and employment rates still lag behind those of whites. Helping them fill the workforce gap will require new strategies.



The white population in MN is projected to decline while the growth in minorities is expected to stay fairly steady.
Data: MN State Demographic Center



The "brain gain"?

Researchers at the University of Minnesota Extension, while studying Census data, have noticed that people move around a lot, and not everyone is moving to the Twin Cities. When Extension researcher Ben Winchester interviewed newcomers in West Central Minnesota, he found they had **chosen the area for the quality of life**. Jobs didn't even make the top ten.