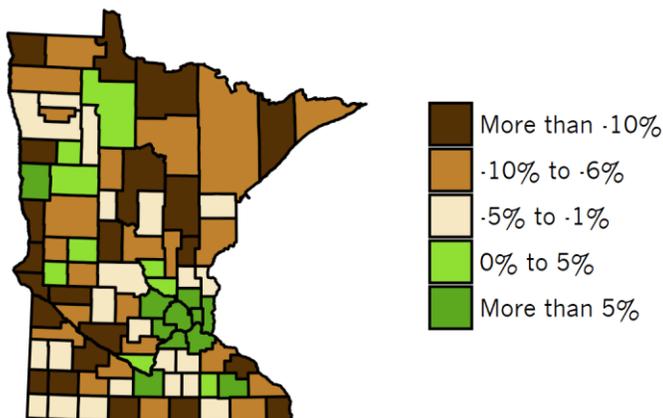


# Finding work or finding workers?

## Part 2: People Recruitment Initiatives

For years, the focus for economic development policy has been about “jobs, jobs, jobs!” Now, businesses and workforce development organizations are saying, “People, people, people!”

Projected change in the labor force,  
2015-2030



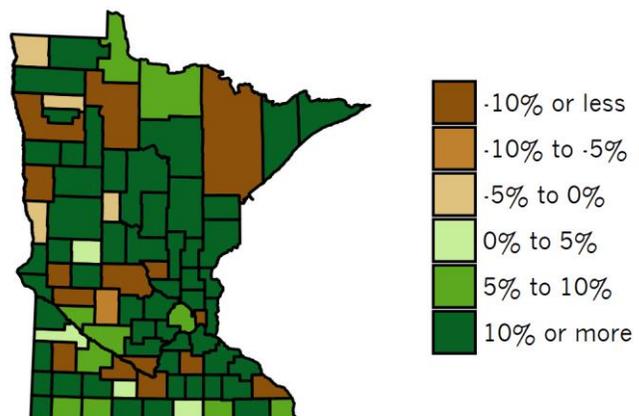
### *Projected workforce shortage*

The workforce shortage has arrived in Greater Minnesota, and it’s projected to get worse. Of the 87 counties in Minnesota, 67 of them are projected to have fewer people in the labor force by 2030 than today, and all of those counties are located outside of the Twin Cities seven-county metro

### *The Brain Gain Research*

Momentum for people recruitment initiatives in Greater Minnesota stems from research out of the University of Minnesota Extension Center for Community Vitality known as “The Brain Gain.” The research shows that although 20- to 29-year-olds leave many rural regions, there is a corresponding boomerang of people in their 30s and 40s who migrate *into* rural areas.

Migration: % higher or lower of expected  
age group 2000-2010



# Finding work or finding workers?

## Part 2: People Recruitment Initiatives



### *Promoting and engaging*

The “ingredients” for a people recruitment strategy called “Get Rural MN” developed by the Upper Minnesota River Regional Development Commission shows all the ways in which these initiatives attempt to promote a region. These initiatives are complex and require a transformation in how various businesses, civic organizations and regional leadership interact and promote this information.

### *Challenges*

**Building from scratch:** Unlike our metropolitan regions, people recruitment initiatives in Greater Minnesota must spend considerably more time building resources and networks up and out.

**Lack of central organization:** Unlike recruiting a business, where there is always an organization like an economic development authority leading the process, it is hard to identify one specific organization that is a natural fit for recruiting people.

**Overcoming narratives:** The leaders of these initiatives have to fight a stubbornly ingrained negative narrative about rural areas held not just by those on the outside looking in but by rural residents themselves.

To read the full report, visit our website at [ruralmn.org](http://ruralmn.org).