

GREATER  MSP™

Minneapolis Saint Paul Regional Economic Development Partnership

REGIONAL TALENT INITIATIVE

May 2015

GREATER > MSP™

Minneapolis Saint Paul Regional Economic Development Partnership

- Investor-supported 501(c)(3) public-private partnership established in 2011
- Dedicated to providing leadership, coordination and engagement to grow the economy
- 16-county region; 3.4M+ residents; 41st largest global economy

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

REGIONAL
ECONOMIC
DEVELOPMENT
STRATEGY

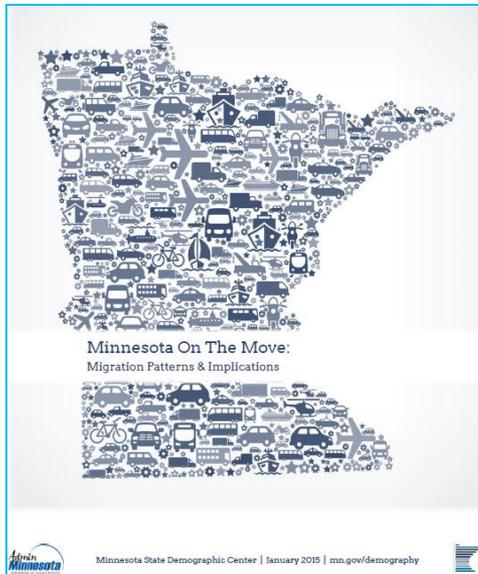
MARKETING,
BRANDING &
PROMOTION

JOB RETENTION,
EXPANSION &
ATTRACTION

Minnesota State Demographic Center

Minnesota on the Move: Migration Patterns & Implications

January 2015



The state's nonpartisan demographic center recently published a report calling attention to the rising importance of talent retention & attraction to Minnesota's economic competitiveness and quality of life.

- ***“Minnesota is entering a new demographic era, where the three components of population change—births, deaths and migration—will change in their relative influence. Our labor force and population growth will slow dramatically, and migration’s impact will become far more prominent.”***
- ***“Minnesota leaders should work to stem and reverse domestic losses, redouble efforts to attract and integrate new residents, especially young adults, and seek to retain its current resident population. Positive migration is key to fueling our economy and maintaining a high quality of living in Minnesota in the years to come.”***

A GAP IN REGIONAL ACTION



The most competitive global regions are working together to improve talent development **AND** retention & attraction.

The 2013 analysis of our region revealed significant focus on improving the performance of our talent development pipeline but **no regional collaboration** to improve the retention & attraction of professional talent.



Our region needs a bigger net to **RETAIN** the skilled talent emerging from the early stages of the pipeline.



Our region needs a stronger magnet to **ATTRACT** degreed and creative talent into our workforce from outside of our state.



Launch a best-in-class regional talent retention and attraction initiative for the Greater MSP region that coordinates and leverages existing assets & begins implementation in 2015.

Recognizing a gap in regional action around the retention and attraction of highly-skilled talent, GREATER MSP convened a cross-sector, cross-generational team between July 2014 – Feb 2015. This CEO-led group used data to identify new, collaborative strategies for improving talent retention and attraction.

LEADERSHIP

Co-chair: **Doug Baker** GMSP lead: **Peter Frosch**
Co-chair: **Bert Colianni** Coordinator: **Matt Lewis**

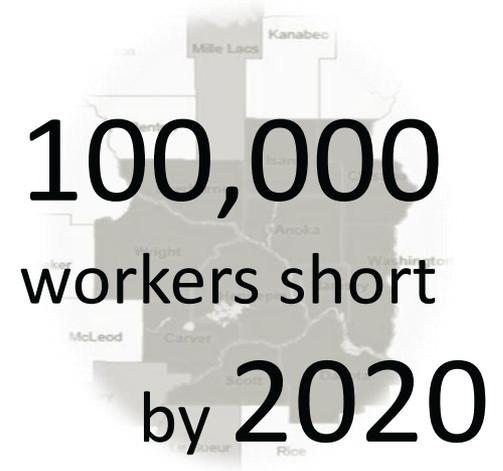
TASK FORCE

Jen Ford Reedy, President, Bush Foundation
Myles Shaver, Professor, Carlson School of Business
Julie Sullivan, President, University of St. Thomas
Jamie Millard, Co-Executive Director, Pollen
Adam Maikkula, Curator, Minneapolis Global Shapers
Margaret Murphy, President 1to1, Olson
Jay Gabler, Digital Editor, The Current
David Zelaya, Multicultural Center, University of MN
Jennifer Kelly, Campus Recruiter, Ecolab
Shelly Fossen, Group Manager Talent Acquisition, Target
Orinthia Montague, Interim VP for Student Affairs, Normandale Community College

89.3
the current



HIGHLIGHTS FROM CASE FOR ACTION



DATA-DRIVEN PROCESS

The Task Force spent 3 months digging into data to understand where a talent initiative for our region should focus



MSP Human Resources
Survey

1100+ young professionals in our region

THE BIG ASK

IF YOU CARE ABOUT THE FUTURE OF THE MINNEAPOLIS-ST.
PAUL REGION WE WANT TO HEAR FROM YOU!

80+ top companies in our region

CARLSON SCHOOL
OF MANAGEMENT

2500+ professional employees of HQ companies



HR leaders, public sector CIOs, private sector developers,
public sector young talent

Professional Talent
Multiply **Opportunity**

1 = 3.5

vs.

1 = 1.75

MSP Performance*

Retention = **#1**

Attraction = **#19**

87%

MSP employers want to
work together on talent
retention & attraction

FIVE TALENT STRATEGIES



EARLY IMPLEMENTATION PHASE

You Are Here



2013-2014

68



2015
January-October

170



2015-beyond
Post-October

500+