GREATER MSP VISION AND MISSION

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
In 2013, GREATER MSP and over 1000 partners created the region’s first-ever economic development strategy.

The strategy analysis provided a clear view of where our region is positioned to compete and win in the global economy.

And it identified areas where we need to work together to increase our competitiveness.
Regional Sectors of Strength

- Financial Advisory
- Banking
- Insurance

- R&D centers
- Software/IT
- Advanced manufacturing
- Energy/renewables

- Corporate headquarters
- Creative services
- Professional services
- Data centers

- Bio tech
- Healthcare Providers
- Healthcare Payers and IT
- Medical devices

- Food Processors
- Food Production
- Agribusiness
- Nutrition
- Water filtration
- Water purification

GREATER MSP
Minneapolis Saint Paul Regional Economic Development Partnership
The regional strategy has 3 strategic pillars.

Strategy implementation is underway with 8 projects, each connected to one of the pillars.

The Task Force is part of this broader ecosystem of activity.
Early childhood  \(\rightarrow\) K-12  \(\rightarrow\) Post-secondary  \(\rightarrow\) Employment & career development

The most competitive regions are working together to improve talent development \textbf{AND} retention & attraction.

The strategy analysis revealed there is \textbf{no regional collaboration} focused on the retention & attraction of professional talent.

Our region needs a bigger net to \textbf{RETAIN} the skilled talent emerging from the early stages of the pipeline.

Our region needs a stronger magnet to \textbf{ATTRACT} degreed and creative talent into our workforce from outside of our state.
Strategy analysis: our region is falling behind our peers on young professional talent

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<tr>
<th>REGIONS</th>
<th>CURRENT STATUS</th>
<th>TRENDS</th>
<th>CURRENT ACTION</th>
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<tbody>
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<td>Detroit/MI</td>
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Leading Talent Magnets

Best-Practice Programs

Source: IO Inc.
Design a best-in-class regional talent retention and attraction initiative for Minneapolis-Saint Paul that coordinates and leverages existing assets & begins implementation in 2015.
TALENT TASK FORCE

JULY 2014 - FEBRUARY 2015

LEADERSHIP

Co-chair: Doug Baker
GMSP lead: Peter Frosch
Co-chair: Bert Colianni
Project 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, 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
CASE for REGIONAL ACTION

- Problem Definition with Numerical Goals
- Challenge/Asset Map with Stakeholder List
- Goals/Objectives for new Talent Initiative

PROPOSED DESIGN & YEAR 1 ACTION PLAN

- Initiative Design with Structure, Strategies & Partners
- 5-7 Early Strategic Actions with lead Partners
- Resource requirements for early implementation

TALENT BRAND

- New Talent Brand Platform
- Communication Pathways
- Plan to Integrate with Initiative
The Design Team is a cross-sector group of “young talent” that supports the Task Force and expands ownership of the new initiative.

Its second and final session will occur on Wednesday, February 4 2015.

**DESIGN TEAM MEMBERS**

Seun Aiyese, Wells Fargo  
Crystal Brakke, Teach for America  
Victor Cedeño, Generation Next  
Scott Cole, Collectivity  
Matt Decuir, OMG Transit  
Lynette Dumalag, NTH  
Colleen Ebinger, Impact Strategies Group  
Mohamed Farah, Ka Joog  
Erick Garcia Luna, City of Minneapolis  
Katie Kalkman, Antenna

Sean Kershaw, Citizens League  
Pahoua Hoffman, Citizens League  
Gregg Mast, Earthtech Energy  
Cheryl Matter, LifeScience Alley  
Antone Melton-Meaux, St. Jude  
Pam Moore, Transit for Livable Communities  
John Munger, Loppet Foundation  
Jeff Ochs, Gopher Angels  
Anita Patel, YWCA

Robert Reese, MEDA  
Julia Silvis, Itasca Project  
Angela Swenson, Andersen  
Maggie Tomas, Carlson School of Mgmt  
Diane Tran, Minnesota Rising  
Bao Vang, Hmong American Partnership  
Jonathan Weinhagen, St. Paul Chamber  
Jonathan Wilson, UnitedHealthGroup  
Andrew Wittenborg, MHTA  
Laura Zabel, Springboard for the Arts
The Task Force spent 3 months digging into data to understand where a talent initiative for our region should focus.

**80+ top companies in our region**

**1100+ young professionals in our region**

**2500+ professional employees of HQ companies**

HR leaders, **public sector CIOs**, private sector developers, **public sector young talent**
VALIDATING ASSUMPTIONS

- We can’t fulfill our job growth potential without a growing workforce
- Huge workforce shortages are expected, and are already here in some areas
- We need an all-of-the-above strategy
- There’s an action gap on retention and attraction of professional talent

Our competitive advantage on workforce at risk due to trends
100,000+ skilled workers short of need
Talent development, retention & attraction all critical
No regional collaboration on retention & attraction
Professional workers are opportunity multipliers

Each high-wage job generates 3.5 additional jobs in the region’s economy

Our regional economy relies heavily on a professional workforce

MSP #5 of top 25 largest U.S. metros for concentration of professional talent

Young professionals are the focus cohort for retention & attraction

20-34 year olds are the most mobile workers in the U.S.
NEW INSIGHT

Overall, retention is a strength and attraction is a challenge

MSP #1 in professional talent retention BUT #19 in attraction

Different story for minority professionals

MSP #14 in retention of minority professionals BUT #2 if there are children in the home

Attraction matters but the world doesn’t know us

MSP economy depends on talent attraction today. We need to be better known to compete.

Jobs are a hook but quality of the region closes the sale

Top MBA recruits to our region’s companies received up to 9 offers from across the U.S.
NEW BRAND

Make it. MSP.

TARGETED
A look and delivery aimed at professionals and young professionals.

FLEXIBLE
Make it. theme can connect and integrate with other organizations & existing activities.

AUTHENTIC
Content can be created working together with the community.
GOALS have broad Task Force support and give the new initiative substance and scope.

The STRATEGIES are still in process. Once set, they make the goals actionable and measurable.

- **Improve Social Inclusion**
  - Make it easier for newcomers to “break-in”
  - Improve minority retention & attraction
  - Create inter-generational leadership dialogue to build next generation of civic leaders

- **Support Innovative Talent**
  - Better empower & enable entrepreneurs in all sectors, and in organizations of all sizes from start-ups to Fortune 500s

- **Connect Talent to Our Community**
  - Invite resident talent to participate in the range of activities in the region
  - Make the authentic stories of our region clear and visible to the world

- **Connect Talent & Employers**
  - (Create new technology tools - website/app)
  - Identify “hidden” talent within region
  - Collective outreach to talent beyond MSP/MN
  - Share sector strengths with rising talent

- **Close Near-Term Talent Gaps**
  - Create employer recruiting collaboratives
  - Engage local 4-year higher ed institutions on matching pipeline with emerging demand
<table>
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<tr>
<th>goals</th>
<th>Examples of strategic actions we could take</th>
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<tbody>
<tr>
<td>Improve Social Inclusion</td>
<td>Connect companies’ minority affiliation groups to create community</td>
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<tr>
<td>Support Innovative Talent</td>
<td>Carlson School TechSummit to identify ways to better support innovators</td>
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<tr>
<td>Connect Talent to Our Community</td>
<td>Find potential “boomerangs” and invite them to come home with a fun video</td>
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<tr>
<td>Connect Talent &amp; Employers</td>
<td>Companies collaborate to lower barriers to recruiting foreign-born graduates</td>
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<tr>
<td>Close Near-Term Talent Gaps</td>
<td>Corporate recruiting collaboration targeting software engineers</td>
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The early implementation phase of the new regional talent initiative will include 3 parallel paths: communicating the case for regional action; mobilizing collaborative teams around specific strategies; and building the structure and resources required to sustain those strategies to completion.
As GREATER MSP and its partners transition to execution, we are working aggressively to answer the following questions.

• **How is our region perceived** by young professional talent living outside of Minnesota?

• **What actions** do companies, universities and community groups want to take together?

• **How do we deploy the “Make it. MSP” brand?**

• **What structure** is needed to connect and coordinate the dozens of partners who will execute different aspects of the talent initiative?

• **How do we measure and report progress** toward the initiative goals?

• **Where will additional resources be needed** to build and sustain the initiative?
• What are the most exciting aspects of what you heard today?

• What is unclear or what do you want to know more about?

• Where do you see connections with the Regional Council of Mayors’ work and priorities?
THANK YOU
Public Sector Talent

ATTENDEES

- Ashley Cauley, City of Minnetonka
- Scott Cordes, City of Saint Paul
- Jasna Hadzic, MN Department of Transportation
- Cole Hiniker, Metropolitan Council
- Gulgun Kayim, City of Minneapolis
- Jeshua Livstrom, MN Department of Administration
- Tania Mahtani, City of Eden Prairie
- Ryan O’Connor, Ramsey County
- Josh Olson, Ramsey County
- Amanda Varley, MN Department of Education
- Kari Xiong, Anoka-Hennepin School District
- Chris Zemper, MN Department of Administration