





























## Workforce Attraction, Retention & Development

### GFMEDC Initiatives continued:

**Education That Works**– The GFMEDC created a program that brought together local K-12 leaders and the United Way of Cass Clay to work on three main initiatives:

- **Accelerated teacher professional development**
- **Communication and outreach regarding 21st century skills 4C's**
  - Creativity
  - Critical thinking
  - Collaboration
  - Communication
- **Preparing teachers to teach differently-** The group has partnered with MSUM leaders to hold sector breakfasts to discuss teacher education that better prepares teachers to provide project-based learning in their classrooms once they graduate into the workforce.



## Workforce Attraction, Retention & Development

### GFMEDC Initiatives continued:

**MSUM Sector Breakfasts-** The GFMEDC helped create and continues to coordinate an ongoing series of meetings between the university and industry groups to better understand and respond to the skills needed for today's workforce.

- Education
- Technology
- Healthcare
- Finance
- Manufacturing
- Marketing



## Workforce Attraction, Retention & Development

### GFMEDC Initiatives continued:

**FM Tech Connect** - This initiative is the result of the IT Summit. A small group meets monthly to work on three goals: attract more IT professionals to the area, increase student interest in IT to build the pipeline of tech talent and finally to increase engagement and retain local tech talent.

**Support Fargo Moorhead Regional Workforce Study**- In partnership with the Chamber, United Way, Convention and Visitors Bureau, and FM Area Foundation, this is a comprehensive study regarding the current state of workforce development, training recruitment and attainment. The workforce study contains four strategies: attract, cultivate, build and innovate. The GFMEDC will work on tactics under those strategies that support talent attraction, retention and development.







## Workforce Attraction, Retention & Development

### **GFMEDC Supports:**

**Health, Tech and Trades Expo** – This expo is open to area 9th grade students. In 2016, 2,836 students had the opportunity to visit, build, draw and operate equipment with 53 exhibitor companies showcasing 60 careers. This expo gives companies a chance to showcase job and educational opportunities while exposing students to available careers early in high school to potentially build curriculum around their interests.

**STEM Networks (ND, MN and Southeast Region)**- The GFMEDC collaborates with various groups both statewide and regionally to work on initiatives to strengthen education industry connections and grow the talent pipeline.

**Counselors/Teachers to Minn-Dak meetings** – The GFMEDC works with Minn-Dak Manufacturer’s Association to invite area school counselors and Career & Tech Ed teachers to attend monthly Minn-Dak meetings to gain a clearer understanding of the environment and opportunities that exist and skills that are needed within manufacturing today.

**NDSCS Manufacturing grant and expansion**- The GFMEDC has partnered with NDSCS and the Chamber to support a study that evaluates the need and the potential local support for an expanded two-year campus in Fargo. The study also evaluates the need for the inclusion of K-12 in that facility.

## Marketing

### GFMEDC Initiatives:

**Fargo Moorhead Magazine** – The GFMEDC partners with Forum Communications to develop a yearly magazine that highlights the businesses and quality of life aspects of the region.

**Print Marketing** – The GFMEDC maintains a presence through print media marketing focused on job seekers and businesses. We have won two Addy Awards for our print ads.

**Digital Marketing Strategy** –The GFMEDC maintains a robust digital marketing strategy including digital ads, Google AdWord campaigns and social media ads, to increase website traffic.

**Social Media Efforts** - The GFMEDC manages several social media accounts including Facebook, Twitter, LinkedIn, YouTube, Google+ and Pinterest. Through our social media efforts, we provide information and connect with potential businesses and residents.

**Website** – The GFMEDC uses the website to provide information and to market to people and businesses looking to relocate to the area. Our website won the Silver Award from the International Economic Development Council.

**Why Fargo Moorhead** - The GFMEDC created a Why Fargo Moorhead page which provides links and information on everything a recruiter or potential resident might want to know when making a decision to live and work here.





## Marketing

### **GFMEDC Initiatives continued:**

**SmartMove Fargo Moorhead Ambassador Campaign** – The GFMEDC uses a program called Social Toaster to distribute content to ambassadors on a weekly basis. More than 200 people have signed up to be ambassadors and share content through social media.

**Marketing Committee** — This subcommittee of the GFMEDC Board of Directors consists of local marketing and business leaders who focus on initiatives to market the region.

**Media Relations** - The GFMEDC manages relationships with local, regional and national media outlets. We cultivate relationships and respond to media inquiries.

### **Investor Relations:**

**Monthly Electronic Newsletter** – The GFMEDC manages and distributes a monthly electronic newsletter highlighting the GFMEDC and economic development news.

**Annual Meeting** – The GFMEDC holds an annual meeting for investors and stakeholders providing a recap of accomplishments and an update on our initiatives.

**Annual Report** – The GFMEDC puts together a comprehensive annual report that highlights the focus of the EDC and recaps some of our major initiatives.

**Blog (Area Voices)** – The GFMEDC manages blog content featured on InForum's Area Voices.

**Annual Investor Visits** – The GFMEDC meets annually with current investors and past investors to update them on programs and initiatives of the GFMEDC.

**Quarterly Investor Updates** – The GFMEDC holds quarterly meetings to update investors on projects & initiatives.



## NOTES

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