

Smart Move™



GFMEDC



**TOOLS TO
MARKET FM**

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Workforce Recruitment

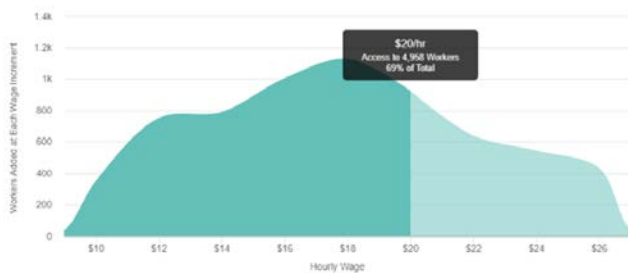
The EDC has invested in data and research systems so we can assist primary-sector businesses with workforce data and metrics. The following hypothetical scenario demonstrates the assistance we offer.

Workforce Data

Hypothetical Scenario: A manufacturing company is unable to find enough production associates to meet its needs.

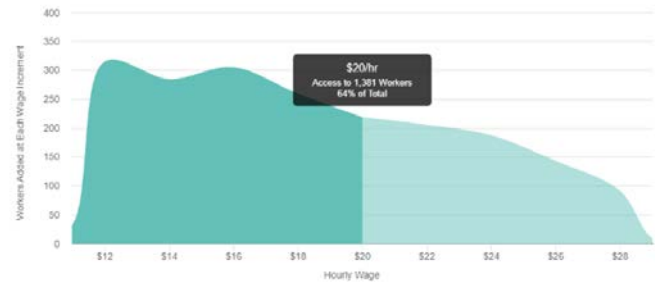
Fargo

At \$20.00/hour, your available workforce is 4,958
Production Associates & similar workers



Bismarck

At \$20.00/hour, your available workforce is 1,381
Production Associates & similar workers



With an unemployment rate of 1.9% in April 2022, the FM metro area offers a workforce of nearly 5,000 employees with skills similar to production associates/helpers-production workers. By offering a competitive wage of \$20 per hour, a manufacturing company could access 70% of the production associates and similar workers in the metro. Workers with similar skills who have been displaced are also a source of talent.

Leveraging Displaced Talent

As employers search for talent in a tight labor market, we use an economic modeling and data tool, Emsi, to highlight occupations with a similar skill level on a compatibility index (ranked from 1-100) based off the Occupational Information Network (O*Net), a national occupation database.

Below is a listing of occupations with a compatibility level of 95 or greater and have a median wage under \$20 per hour. This means these workers have a current skill set that can be easily trained into meeting the demand of helpers-production workers. They would also be motivated by an average wage above or significantly above their current wage.

O*NET	O*NET Occupation - Helpers- Production Workers	Median Hourly Earnings*	2021 Jobs*	2020-2025 Estimated Annual Openings*	Compatibility Index
51	Sawing Machine Setters, Operators, and Tenders, Wood	\$15.80	106	14	98
53	Laborers and Freight, Stock, and Material Movers, Hand	\$15.45	2,728	436	98
51	Sewing Machine Operators	\$17.09	40	8	97
53	Machine Feeders and Offbearers	\$14.57	26	5	97
51	Solderers and Brazers	\$22.44	486	60	97
35	Dishwashers	\$11.63	353	61	96
51	Painters, Transportation Equipment	\$19.58	182	21	96
37	Landscaping and Groundskeeping Workers	\$16.47	917	138	96
51	Laundry and Dry-Cleaning Workers	\$11.84	132	18	96
51	Pressers, Textile, Garment, and Related Materials	\$11.77	26	3	96

Showcasing the FM Region

When it comes to attracting talent, a critical component is selling the region. And thankfully, showcasing what the region offers is pretty easy. The challenge is getting it into formats that are easily accessible and can provide the depth to really tell our story.

The EDC has tackled that challenge, and we're confident LiveInFMArea.com and our FMAreaTour.com (virtual tour) provide the solution.

LiveInFMArea.com

Managed by the GFMEDC, the LiveinFMArea site is more than just a website - it's a visual display of all the benefits of living and working in the region.

You can create your own customized page. Ask us for details.

FMAreaTour.com

The EDC's customized FM Area Tours have gone virtual! No matter where your candidates are, they can "tour" the Fargo Moorhead community to make a more informed decision about living and working here.

The EDC developed the program first with in-person tours in response to primary-sector company requests. We are working with regional partners to broaden its use by all companies and not just primary sector.

In-Person FM Area Tour

A driving tour takes about 1.5 hours and highlights the candidates' interests such as housing, schools, restaurants and cultural amenities. The GFMEDC provides an informational packet showcasing FM's quality of life.

The Process

- **Call us** to schedule an in-person tour.
- Candidates fill out an **Optional Survey** to customize their tour.
- An EDC employee drives the candidate around to **Tour the Fargo Moorhead Metro**, providing a community overview.
- **Post-tour follow up:** Our team follows up after the tour to find out if an offer was made and accepted. We keep track of tours as part of our ongoing initiative to provide measurable program outcomes.

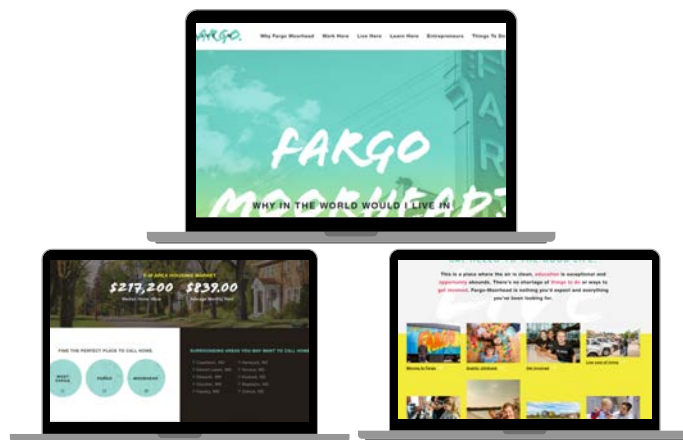
The EDC also helps candidate's significant others make connections within the community, e.g., coffee dates or resume distribution.

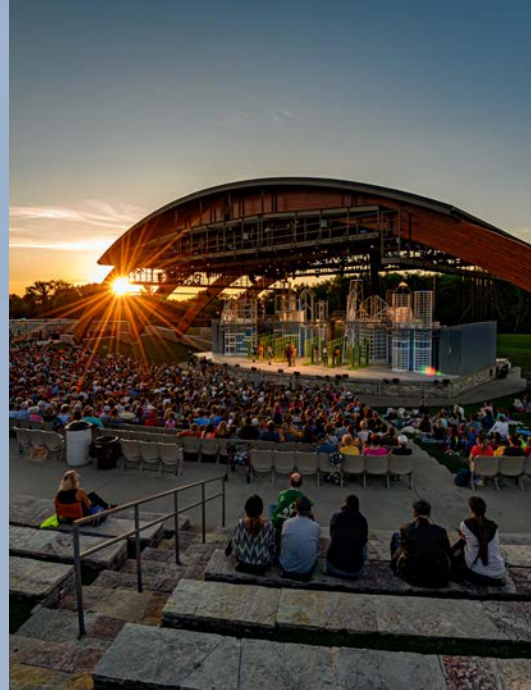
The EDC provides additional customizations, such as a school tour, based on request. Family members are always welcome on tours.

A more robust concierge service is being developed by the Chamber, and as it is implemented, we will work with them to provide the right concierge services for our primary sector companies

Candidate Eligibility

Positions eligible for a tour pay a minimum of \$75,000 annually and meet one of the following two criteria: mid-upper to sr. level or a position that has proven difficult to fill through traditional means.





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MOORHEAD**
ECONOMIC DEVELOPMENT

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