

2025

AGTECH AND AUTONOMOUS SYSTEMS

DATA PROFILE

From Occupations to Skills

A Collaboration Between:



Hosted by:



Regional Data & Analytics Summit | June 5th, 2025
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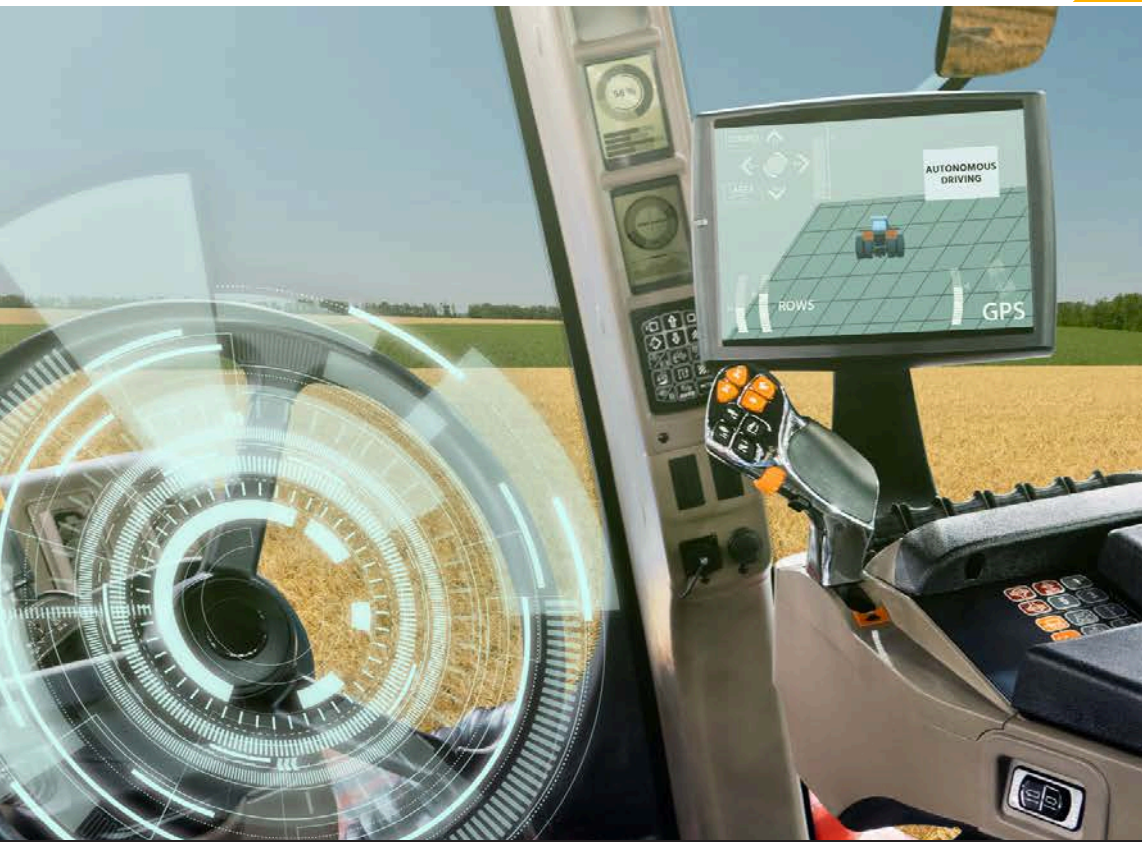


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A message from

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We are pleased to welcome you to this collaborative effort between the Greater Fargo Moorhead Economic Development Corporation and Lightcast as we work together to understand and strengthen our region's economic vitality and workforce readiness.

The Fargo-Moorhead region stands at a critical crossroads—marked by unprecedented opportunity and urgent demand. As employers continue to expand and invest, we see both a robust number of open jobs today and projected job openings across key sectors such as manufacturing and trades, bioscience and healthcare, autonomous systems and ag-tech. However, aligning talent supply with business demand remains a challenge that calls for coordinated action.

Through our partnership, we have analyzed current labor market data and identified the qualifications, skills, and certifications most in demand. From technical competencies to digital fluency, and from hands-on experience to soft skills like communication and adaptability, today's jobs require more than ever before. Our workforce must be prepared not just for the jobs of today, but for those on the horizon. To support this, we are proud to introduce the Promising Practices Toolkit—a curated set of evidence-based solutions, strategies, and community-driven innovations that can help address skill gaps and workforce mismatches. This resource includes:

- Proven training models and credentialing pathways
- Employer-education partnerships that are driving results
- Inclusive hiring practices and talent retention strategies
- Data-informed planning tools for local and regional stakeholders

We believe that with informed action and shared commitment, our region can meet—and exceed—the level of workforce readiness required for our companies to thrive, grow, and compete globally. We invite you to explore the insights, engage with the tools, and join us in shaping a stronger, more resilient future of work for all.

Timeless Truths & New and Old Challenges

Acknowledging adjacent factors and relentless workforce challenges

We can't talk about the need for workforce in the FM MSA without acknowledging other workforce-adjacent topics. Let's recognize those now so as to not shift our focus.

While the primary objective of this summit is to address the workforce needs of industry, it is essential to acknowledge a set of interconnected factors that significantly impact workforce participation, development, and sustainability.

ADJACENT FACTORS

Affordable & Available Housing Supply

Access to affordable housing is foundational to workforce participation. Housing insecurity can lead to increased absenteeism, job turnover, and reduced employee engagement. Workforce strategies are more effective when aligned with regional housing support and planning.

Childcare Availability & Affordability

The shortage of affordable and available, quality childcare remains a barrier to consistent employment, particularly for working parents. Workforce participation among parents, especially mothers, is directly linked to reliable childcare options. Employers and community stakeholders benefit from recognizing and addressing this constraint.

Livable Wages and Economic Mobility

Jobs that do not provide a livable wage contribute to workforce instability, turnover, and limited economic mobility. Sustainable workforce strategies must consider wage thresholds that support basic needs and incentivize long-term employment and skill advancement.

PERSISTENT WORKFORCE CHALLENGES

Lack of Clear Career Pathways

Without visible, accessible, and supported career ladders, workers are less likely to pursue long-term advancement or invest in upskilling. Clearly defined pathways help individuals understand how to grow within industries, increasing retention and aligning personal goals with employer needs.

Foundational Skill Gaps

Deficits in basic literacy, numeracy, digital skills, and English proficiency limit the ability of individuals to enter training programs or qualify for employment. Bridging these foundational skill gaps is a prerequisite to building a robust and inclusive talent pipeline.

Soft Skill Deficits

Employers consistently cite gaps in communication, teamwork, problem-solving, and dependability. These soft skills are essential for workplace success across industries and should be integrated into workforce readiness efforts to meet employer expectations effectively.

HUMAN AIDED WORK

Artificial Intelligence and Automation

The rapid advancement of AI is transforming job functions, automating tasks, and reshaping skills requirements across many sectors. Proactive workforce strategies must account for these changes by investing in upskilling, reskilling, and digital literacy to prepare workers for the future. Automation has the potential to significantly reshape workforce needs by reducing demand for certain routine tasks while increasing the need for advanced technical and analytical skills.

➡ **Though not the primary focus, factors like housing, childcare, and wages directly affect workforce participation and stability. With this in mind, we now turn to workforce demand—over 47,000 job postings in the past year highlight the pressing need to align talent with industry needs.**

Current State of Affairs: FM MSA Job Postings in All Industries

Over the last year, our region has seen a wide array of open positions across different industries. From May 2024 to April 2025, there were **47,000 unique job postings** in the FM MSA across all industry sectors. Over **3,500 employers** competed for talent during this time.

May 2024 - Apr 2025

Industry	Unique Postings
Health Care and Social Assistance	8,805
Administrative and Support and Waste Management	6,354
Retail Trade	4,704
Manufacturing	2,404
Wholesale Trade	2,390
Construction	2,149
Accommodation and Food Services	2,072
Professional, Scientific, and Technical Services	1,995
Finance and Insurance	1,581
Educational Services	1,517
Public Administration	1,048
Transportation and Warehousing	999
Other Services (except Public Administration)	894
Real Estate and Rental and Leasing	879
Information	633
Arts, Entertainment, and Recreation	394
Utilities	143
Agriculture, Forestry, Fishing and Hunting	76
Management of Companies and Enterprises	57
Mining, Quarrying, and Oil and Gas Extraction	24

It should be noted that there were likely more openings than noted in this table due to hiring processes that couldn't be captured by online hiring.



Knowing what industries are posting the most jobs is the first step. To understand how to prepare people for these jobs, we also need to look at what employers are asking for --the kind of education, work experience, and skills needed to get hired.

Education and Experience

From May 2024 to April 2025, these 47,000 unique job postings in the FM MSA required job seekers to have certain levels of education and work experience. Looking at these requirements, we can see what's expected for the jobs in demand.

Less than half (48%) of job postings in the MSA last year listed any education requirement. About 1 in 4 (23%) asked for an Associate's or Bachelor's degree. That means more than half of jobs didn't require formal education—a strong opportunity for people without a degree. Still, many of these roles may need specific skills or training, emphasizing more strategic and effective outcomes between business and talent providers.

May 2024 - Apr 2025

Education Level	Unique Postings	% of Total*
No Education Listed	24,921	53%
High school or GED	10,466	22%
Associate's degree	4,419	9%
Bachelor's degree	9,522	20%
Master's degree	2,050	4%
Ph.D. or professional degree	992	2%

*Includes any mention of an education level in the job posting and will total more than 100%.

Over half (60%) of job postings in the FM MSA last year didn't require any prior experience. Nearly 30% asked for just 0–3 years of experience.

May 2024 - Apr 2025

Minimum Experience	Unique Postings	% of Total
No Experience Listed	29,710	63%
0 - 1 Years	6,783	14%
2 - 3 Years	6,951	15%
4 - 6 Years	2,852	6%
7 - 9 Years	547	1%
10+ Years	467	1%



While understanding current job requirements helps us see what employers are looking for today, it's just as important to look ahead.

Next, we'll look at projections for all industry occupations to 2031.

Staffing Patterns Now and Through 2031

An analysis across all projected occupations needed in the FM MSA reveals an additional 7,200 workers needed in 2031. This is exclusive of current job postings which represent further workforce demand.

According to Lightcast, our region is projected to need an additional 7,200 positions across all occupations in the next five years. This growth underscores the urgent need to prepare for the future—ensuring we have the right mix of talent, training, and support systems in place to meet industry demand. With the acceleration of AI across many occupations, it will be important to keep updated information on the projections.

Note: Change in the table below is the net difference for the occupation; inclusive of exits and growth.

Description	Employed in Industry (2025)	Employed in Industry (2031)	Change (2025 - 2031)	% Change (2025 - 2031)
Office and Administrative Support Occupations	18,392	17,951	(441)	(2%)
Transportation and Material Moving Occupations	15,601	16,868	1,268	8%
Sales and Related Occupations	14,082	14,091	8	0%
Food Preparation and Serving Related Occupations	12,836	13,096	260	2%
Management Occupations	11,788	12,360	572	5%
Healthcare Practitioners and Technical Occupations	11,758	12,789	1,031	9%
Business and Financial Operations Occupations	9,215	9,492	277	3%
Production Occupations	9,059	9,495	436	5%
Educational Instruction and Library Occupations	8,970	9,434	464	5%
Construction and Extraction Occupations	8,917	9,571	654	7%
Healthcare Support Occupations	8,197	8,898	702	9%
Installation, Maintenance, and Repair Occupations	7,164	7,559	395	6%
Building and Grounds Cleaning and Maintenance Occupations	5,927	6,244	318	5%
Personal Care and Service Occupations	5,845	6,092	246	4%
Computer and Mathematical Occupations	4,191	4,225	34	1%
Arts, Design, Entertainment, Sports, and Media Occupations	3,213	3,434	221	7%
Community and Social Service Occupations	2,915	3,183	268	9%
Architecture and Engineering Occupations	2,297	2,500	203	9%
Protective Service Occupations	2,027	2,111	84	4%
Life, Physical, and Social Science Occupations	1,472	1,569	96	7%
Farming, Fishing, and Forestry Occupations	1,111	1,178	68	6%
Legal Occupations	852	893	42	5%
Military-only occupations	708	736	28	4%
TOTAL	166,537	173,769	7,233	Page 5

Job Postings in AgTech and Autonomous Systems

Over, 1,400 unique job postings in AgTech and Autonomous System industries were posted in the last year (May 2024-Apr 2025) in the FM MSA. Over 254 employers competed for talent across the metro.

Openings By Occupation Group 30+ Postings

Occupation Group	Unique Postings (May 2024 - Apr 2025)
Civil and Safety Engineering	65
Project and Program Managers	57
Electrical, Electronic and Related Engineering	56
Non-Technical Sales	49
Software Development	46
Construction Administration	43
Maintenance and Repair	39
Accounting Professionals	37
Network and Systems Support	37
Accounting Support	33
Civil Engineering Technicians	32
Sales Managers	30

Top Job Titles

- Construction Managers
- Project Managers
- Engineering Technicians
- Account Managers
- Business Development Representatives

After reviewing overall job posting trends, we now examine the qualifications employers seek—specifically the education, experience, and skills required for these roles.



AgTech and Autonomous Systems

Education, Experience and Qualifications

In the past year, approximately 35% of job postings in the AgTech and Autonomous sectors did not specify any formal education requirement, while just over 15% requested a minimum of a high school diploma or GED. Additionally, 40% of all postings in these fields did not list any prior work experience as a requirement, indicating a significant number of entry-level opportunities within the sector.

Education Level	Unique Postings	% of Total*
No Education Listed	496	35%
High school or GED	223	16%
Associate's degree	153	11%
Bachelor's degree	629	44%
Master's degree	123	9%
Ph.D. or professional degree	35	2%

*This includes any mention of an education level and may total more than 100%.

Minimum Experience	Unique Postings	% of Total
No Experience Listed	567	40%
0 - 1 Years	166	12%
2 - 3 Years	326	23%
4 - 6 Years	228	16%
7 - 9 Years	74	5%
10+ Years	57	4%

Qualification	Postings with Qualification
Valid Driver's License	325
Professional Engineer (PE) License	59
Basic Life Support (BLS) Certification	25
Certified Public Accountant	21
Master's of Busineses Administration	21

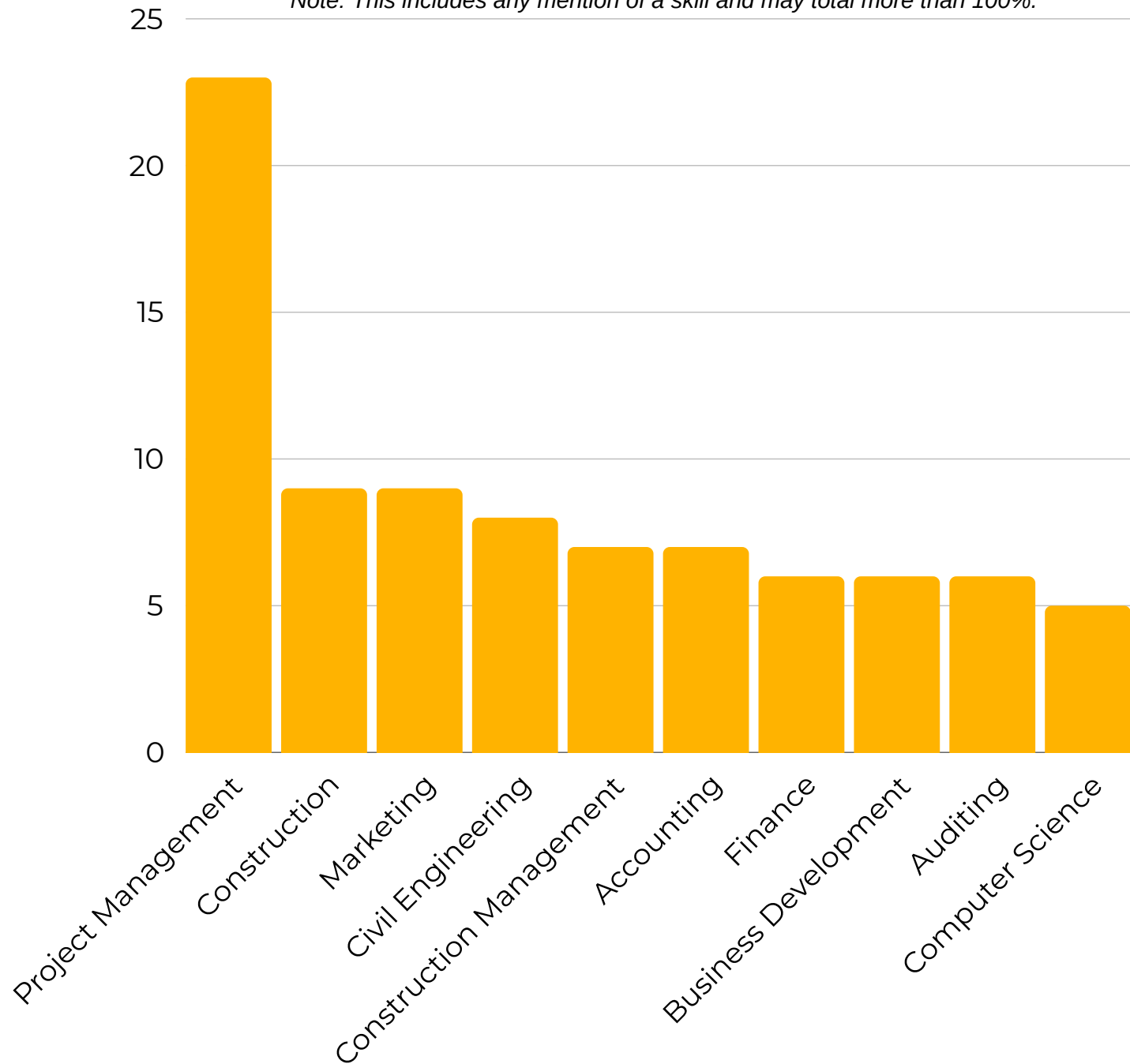
The top qualification for job postings in the last year was a valid driver's license, followed by a professional engineer license, basic life support certification and certified public accountant. A master's of business administration qualification also rounded out those qualifications with 20+ postings.

Specialized Skills Needed in AgTech and Autonomous Systems

Top specialized skills in the agtech and autonomous systems industries include project management, construction, marketing, and civil engineering among others.

● % of Total Postings

Note: This includes any mention of a skill and may total more than 100%.



With a clearer view of the qualifications employers require, we now shift to examining post-secondary completion data to assess how well the current education and training pipeline aligns with labor market needs.



AgTech and Autonomous Systems: Pipeline Gap

Attempting to assess the surplus or gap of talent takes a lot of variables. Assessing the occupation's weight in the industry (% of total jobs in industry group), quantity of average annual openings, median hourly earnings and projected change in jobs give us a lens from which to evaluate surplus or gaps. For reference, there are 7,000 people currently employed in the AgTech and Autonomous Systems Industries in the FM MSA.

Top 15 Occupations in AgTech and Autonomous Systems by % of total Jobs in Industry Group

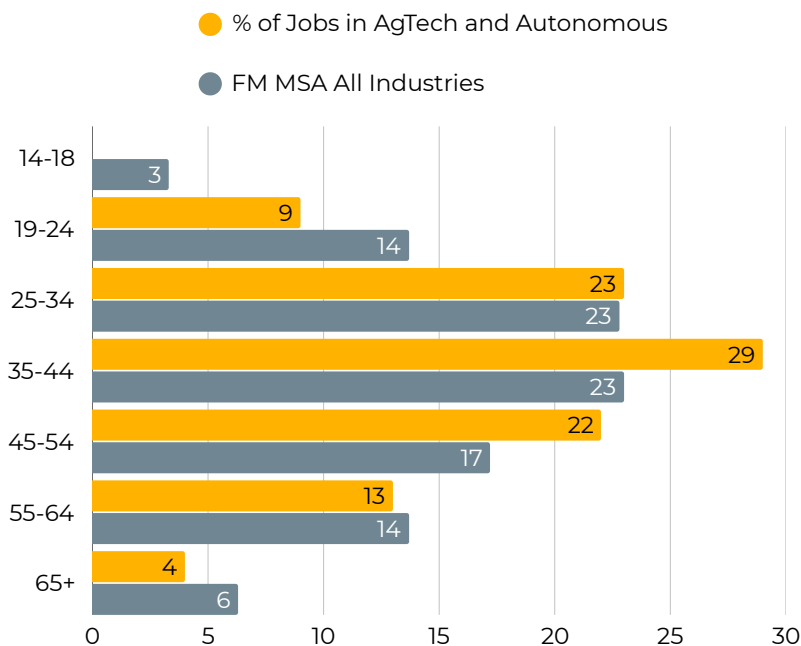
Description	% of Total Jobs in Industry Group (2024)	Entry Level Education	Average Annual Openings	Post-Secondary Surplus/ (Gap)	Median Hourly Earnings	Change in Jobs (2025-2031)
Miscellaneous Assemblers and Fabricators	8.30%	HS Diploma	335	*	\$22.51	(19)
Software Developers	7.50%	Bachelor's degree	75	135	\$49.49	(5)
Civil Engineers	5.00%	Bachelor's degree	48	40	\$42.96	31
General and Operations Managers	3.80%	Bachelor's degree	332	459	\$45.42	(27)
Computer User Support Specialists	2.90%	Some college, no degree	40	254	\$29.77	(32)
Software Quality Assurance Analysts and Testers	2.40%	Bachelor's degree	18	191	\$39.30	(27)
Project Management Specialists	2.30%	Bachelor's degree	62	630	\$43.48	(5)
Mechanical Engineers	2.30%	Bachelor's degree	24	109	\$40.43	13
Welders, Cutters, Solderers, and Brazers	2.30%	HS Diploma	84	(4)	\$28.95	11
Customer Service Representatives	2.10%	HS Diploma	410	*	\$20.39	(28)
Market Research Analysts and Marketing Specialists	1.90%	Bachelor's degree	92	479	\$30.94	(10)
Computer and Information Systems Managers	1.60%	Bachelor's degree	24	243	\$69.60	(10)
Computer Occupations, All Other	1.60%	Bachelor's degree	27	446	\$33.11	(17)
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1.50%	HS Diploma	60	319	\$35.57	(9)
Accountants and Auditors	1.50%	Bachelor's degree	120	377	\$34.60	(11)

**This surplus/gap is arrived at taking the number of regional completions less the number of average annual openings. Due to lack of program information or that no post-secondary program is needed, we are unable to ascertain a surplus or gap for this occupation.

AgTech and Autonomous Systems Industry Demographics

Examining the age, gender, and race or ethnicity of an industry's workforce helps identify key challenges in recruitment, retention, and equity. These demographics reveal trends like aging workers, underrepresentation, or lack of diversity, all of which affect workforce stability and long-term growth.

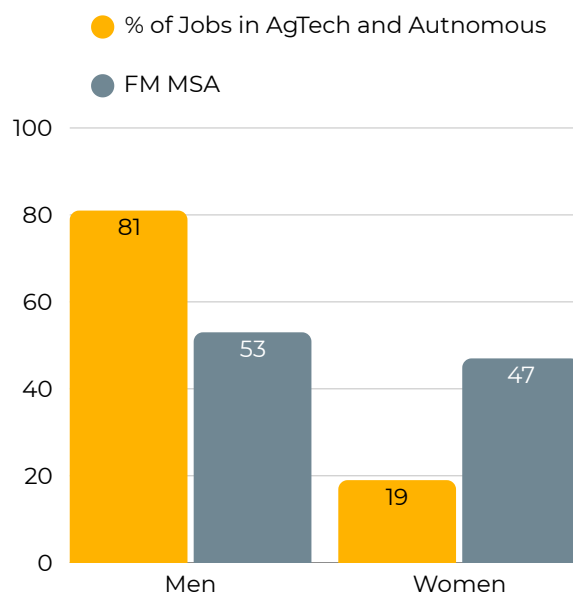
Industry Age Breakdown



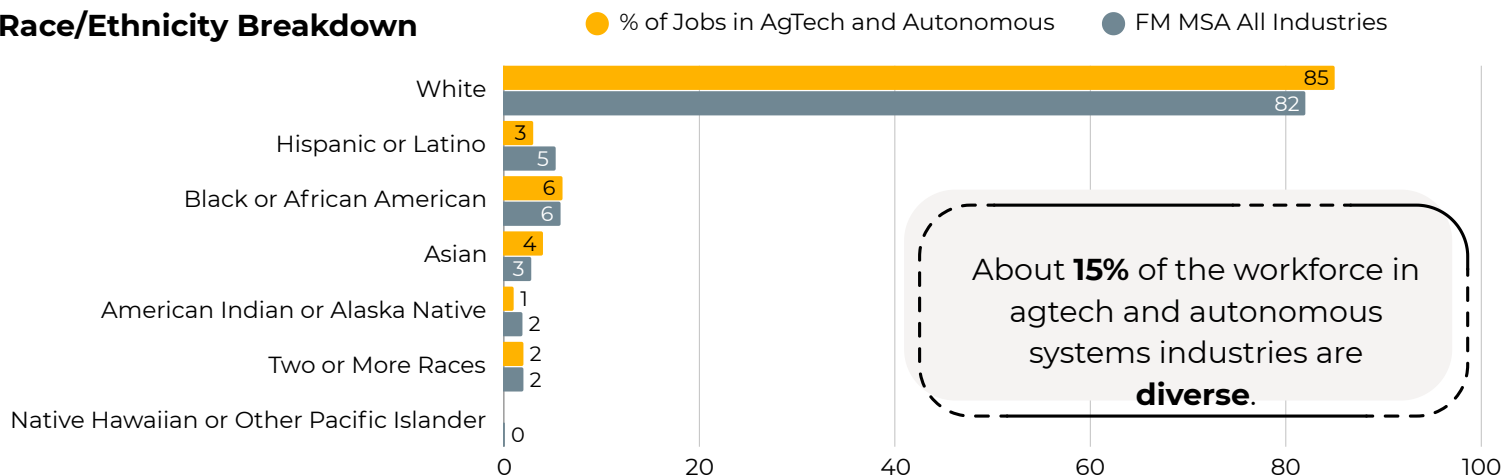
17% of the workforce in the agtech and autonomous systems industries are **over the age of 55**. This indicates a significant portion of the workforce is nearing retirement age with the industries facing a loss of experienced workforce.

Over **70%** of the workforce in the agtech and autonomous systems industries are **male**.

Gender Breakdown



Race/Ethnicity Breakdown



About **15%** of the workforce in agtech and autonomous systems industries are **diverse**.



Target Occupations in AgTech and Autonomous Systems

This section focuses on occupations with the **greatest number of job openings**, the **fastest projected growth**, and the **highest number of expected retirements** in the coming years—key indicators of where workforce demand will be strongest.

Note: Change in the table below is the net difference for the occupation; inclusive of exits and growth.


Top 5 Occupations in AgTech and Autonomous Systems by % of total Jobs in Industry Group

Description	% of Total Jobs in Industry Group (2024)	Entry Level Education	Average Annual Openings	Annual Post-Secondary Surplus/ (Gap)	Median Hourly Earnings	Change in Jobs (2025-2031)
Software Developers	7.50%	Bachelor's degree	75	135	\$49.49	(5)
Civil Engineers	5.00%	Bachelor's degree	48	40	\$42.96	31
General and Operations Managers	2.50%	Bachelor's degree	333	458	\$45.42	64
Computer User Support Specialists	2.90%	Some college, no degree	40	254	\$29.77	(32)
Software Quality Assurance Analysts and Testers	2.40%	Bachelor's degree	18	191	\$39.30	(27)

As we contemplate how to address the needs of the agtech and autonomous systems industries, we can’t overlook the demand for key positions and the role they play in these sectors. However crucial, these positions have median hourly earnings under \$25/hour and pose difficulties to fill now and in the future without intentional action.

Top Occupations with High Volume of Openings, Low Earnings

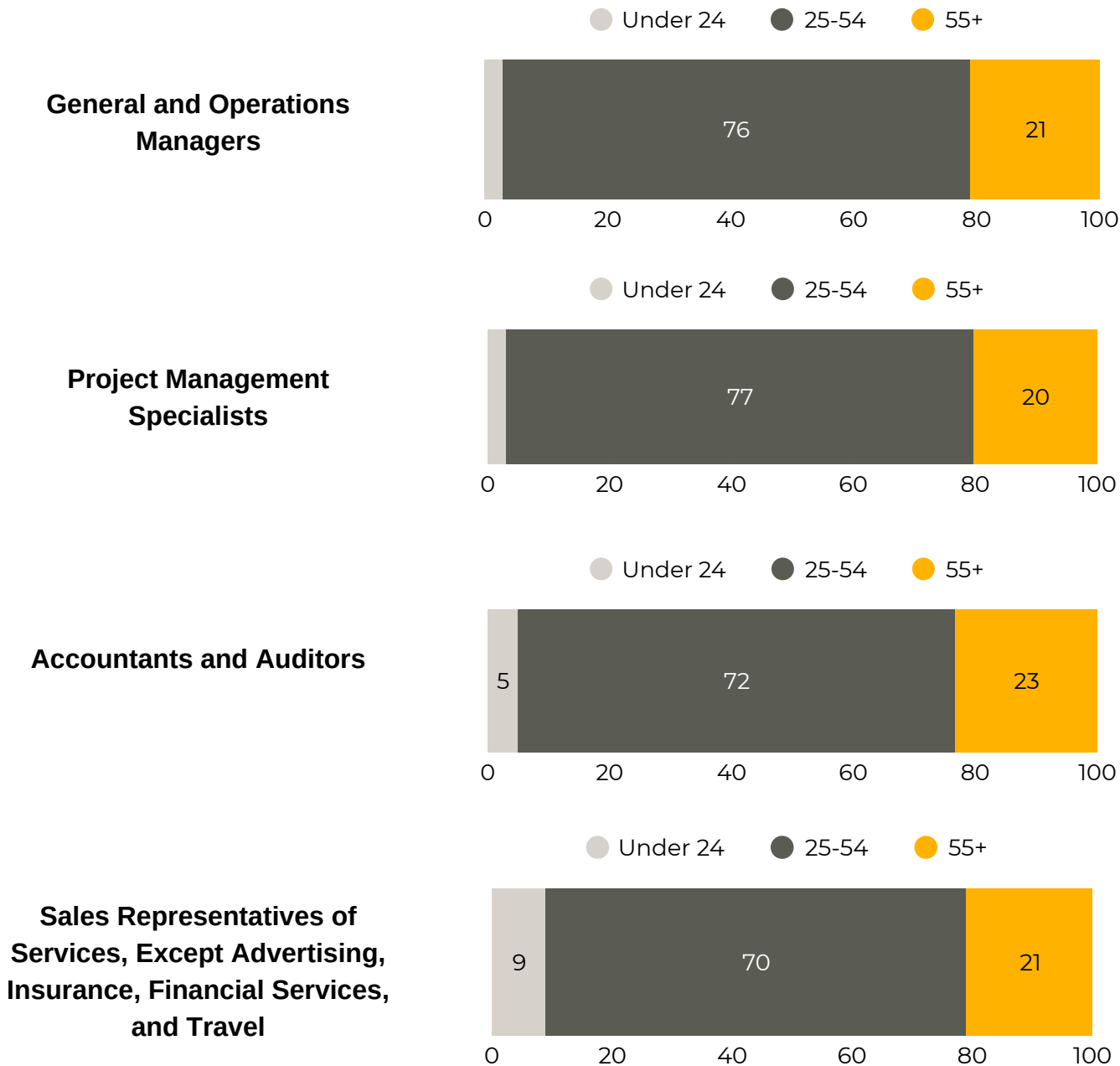
Description	% of Total Jobs in Industry Group (2024)	Entry Level Education	Average Annual Openings	Annual Post-Secondary Surplus/ (Gap)	Median Hourly Earnings	Change in Jobs (2025-2031)
Miscellaneous Assemblers and Fabricators	9.40%	HS diploma	323	N/A	\$22.51	27
Customer Service Representatives	2.10%	HS Diploma	410	N/A	\$20.39	(28)

What about those exiting the workforce via retirement? The next page illustrates who among these occupations is poised to see an exit of mature talent. 

Upcoming Retirement Considerations

In addition to job openings and projected growth, future workforce planning must account for the impact of an aging workforce. As many experienced workers approach retirement—especially in agtech and autonomous systems—replacing their skills and knowledge will be a key challenge. Identifying where these retirements will create the biggest gaps is essential for effective workforce development.

How did these occupations make the following list? Of the top 5 target occupations, they have 20% or more workers age 55+.



➡ With targeted occupations identified, the next step is to explore career pathways that build the skills needed to reach these roles. This ensures a clear route for talent development and supports a stronger, more aligned workforce pipeline.

Career Pathways Mapping

Career Pathways Mapping, a Lightcast tool, helps address in-demand occupations by focusing on the skills that occupations need. Many adjacent occupations have similar skill sets that can be developed, or up-skilled to move workers into in-demand careers.

These occupations that have relevant skills toward a target occupation are called Feeder Jobs.

Example of Career Mapping for: Civil Engineers



Civil Engineering Technologists and Technicians

Skill Relevance: 88%

Category: Lateral Advancement

Earnings

Gained: \$44,000/year

Architectural and Civil Drafters

Skill Relevance: 85%

Category: Lateral Advancement

Earnings

Gained: \$22,000/year

Civil Engineers

Median Advertised Salary: \$85,800

Architectural and Engineering Managers

Skill Relevance: 80%

Category: Lateral Advancement

Earnings

Gained: \$49,700/year

Mechanical Engineers

Skill Relevance: 70%

Category: Lateral Advancement

Earnings

Gained: \$6,200/year



Having reviewed the data, it's now important to consider how these insights can inform action. The following promising practices offer strategic approaches to address the challenges and opportunities identified.



Promising Practices

What are promising practices?

When we refer to promising practices, we're talking about a collection of strategies that have the ability to move the needle when tracking occupation completions/additions to the market. While not suggesting that these are ALL of the practices that would help encourage more participation in a particular occupation, they are helpful as building blocks of a successful approach to workforce challenges.

Please note that while examples of promising practices are included in this report, there are many other promising practices that can yield successful results.

Examples:

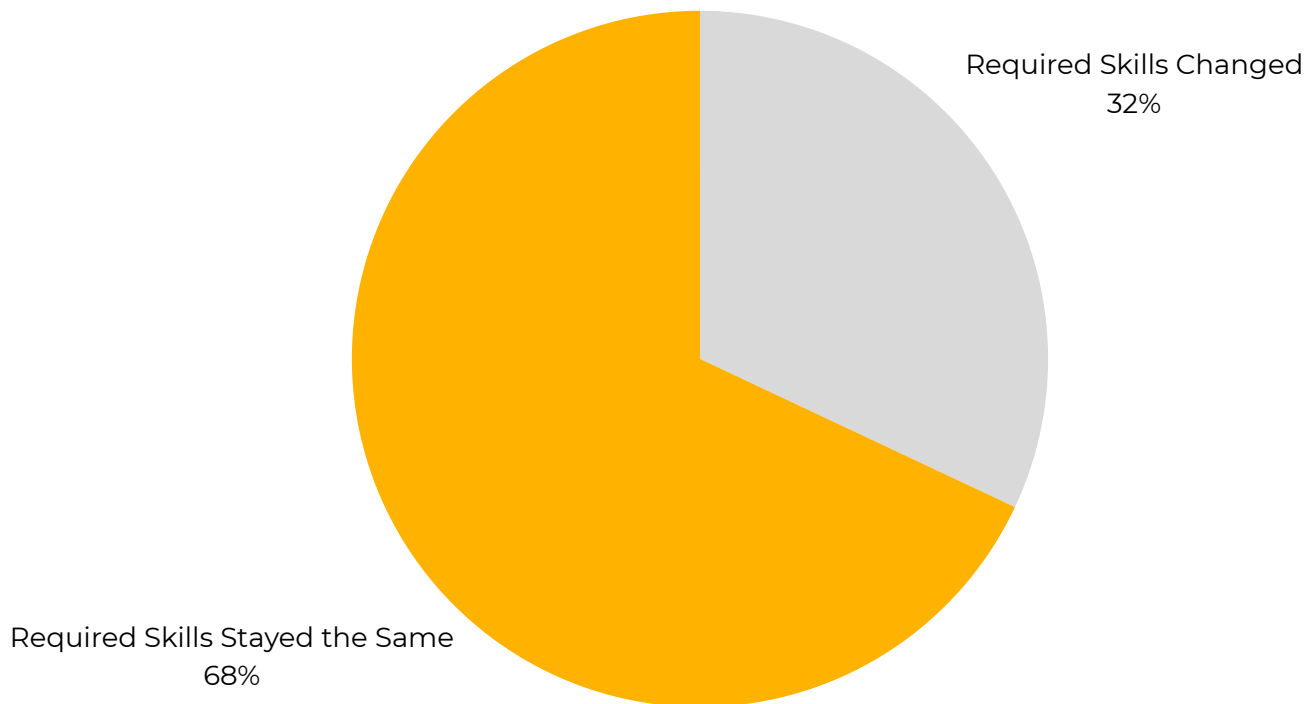
- Skills-Based Hiring Approaches
- Talent Recruitment
- Accelerated Credentialing
- Virtual Reality Experiences

How do we make a collective impact with promising practices?

- Aligning resources, expertise and training for scalable and replicable programs that target in-demand skills and occupations
- Streamline pathways from skills to microcredentials to employment expanding the talent pool
- Create a network of data and information ensuring companies know about state-wide programs that can expand talent pools (Ex. ND's Childcare Program and ROOTS Talent Attraction Program).

A skills-based approach is primarily used in the hiring process. It's put into practice when a hiring manager places a greater emphasis on the skills a candidate has over their degree or previous job titles. In evaluating a candidate by the skills needed for the job, as opposed to using degree title and job title filters, companies can expand their talent pool for skilled candidates.

According to Lightcast's report, "The Speed of Skill Change," 32% of the skills required for the average job in 2024 differ from those in 2021. In the top 25% of occupations, 75% of skills have changed, highlighting the necessity for employers to focus on current, relevant skills rather than outdated qualifications.



Learn More:

Read about Lightcast's Skills-Based Hiring Toolkit here:



Promising Practices

Talent Recruitment

The GFMEDC has been engaged in talent recruitment strategies that have both built awareness of the FM Region and helped companies engage in talent outreach.

Talent Outreach Solutions Using:



Advanced Analytics



Skilled Talent Recruitment



Supported Talent Attraction



Building the FM Brand

Marketing Campaigns:

Small Towns

Alumni Recruitment



GFMEDC LIGHTNING RECRUITMENT PROGRAM:

1

Tailored Approach

Your talent needs aren't one-size fits all, and neither is our approach. We analyze what you've been doing and suggest different markets to recruit from based on data.

2

Thorough Analysis

Are you advertising in areas where FM has a positive wage differential? Are there pockets of talent that are untapped? Let us help you gain the knowledge to supplement your current recruitment efforts.

3

Candidate Contact Information

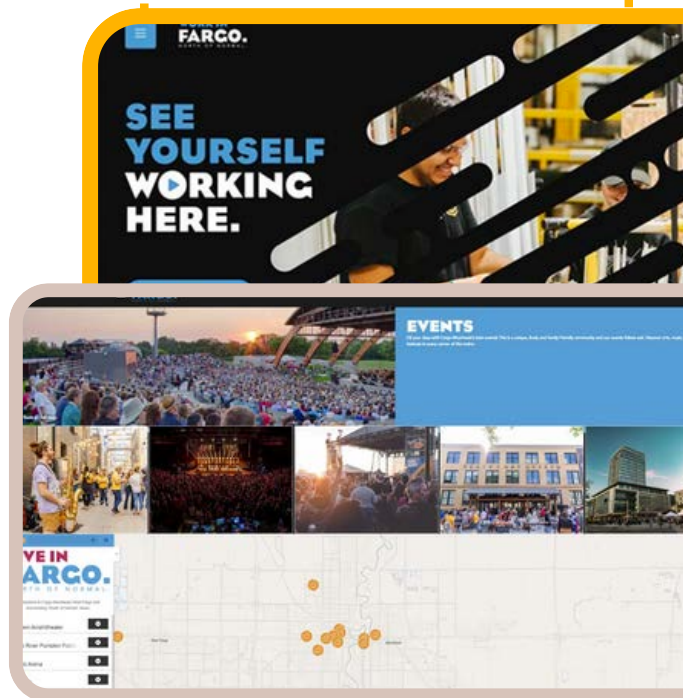
Our deliverable consists of a curated list of names and contact information for individuals possessing the required skills, specifically selected from markets that align with your recruitment needs.

PartnerHighlight



Community Concierge Program

The FMWF Chamber's Community Concierge Program helps employers retain top talent by ensuring new hires—and their families—feel connected from the start. This customizable, all-inclusive service complements onboarding strategies by offering personalized community tours, tailored local insights and introductions that make relocating easier and more meaningful. Whether you're hiring one key leader or growing a team, the Community Concierge Program enhances the new employee experience and supports long-term retention. Learn more: fmwfchamber.com/community-concierge



Promising Practices

Accelerated Credentialing

Accelerated credentialing refers to streamlining the process that workers learn skills and are tested on those skills for entry into a profession. Below are some benefits of accelerated credentialing and examples of how they have worked in other regions.

Faster Entry to the Workforce

By reducing the time it takes to verify education, training and experience, workers can get to work faster to meet industry demand.

Can Recognize Prior Learning and Experience

Workers with diverse learning and experience can benefit from accelerated credentialing. On-the-job-training, military experience or apprenticeship may allow for workers to by-pass redundant courses, saving time.

Micro-Credentials and Credential Stacking

Rapid, targeted training programs can upskill workers. For example, a nursing aide might quickly earn a certificate and begin working, then pursue additional training to become a licensed practical nurse (LPN).

Who can we learn from? Let's use AI to help us find examples:

University of Tennessee at Chattanooga

UTC launched an accelerated Bachelor of Science in Nursing (BSN) program designed for individuals with a bachelor's degree in any field who wish to transition into nursing. The intensive program spans three semesters, or one calendar year, compared to the traditional five-semester pathway.

Missouri Works Initiative--Apprenticeship Ready Program

This six-week program introduces individuals to manufacturing trades, providing industry-recognized entry points into the field. The curriculum, inspired by the Machinists Institute, covers comprehensive information relevant to apprenticeship programs, aiming to create a more skilled and equitable workforce.



Promising Practices

Career Exposure

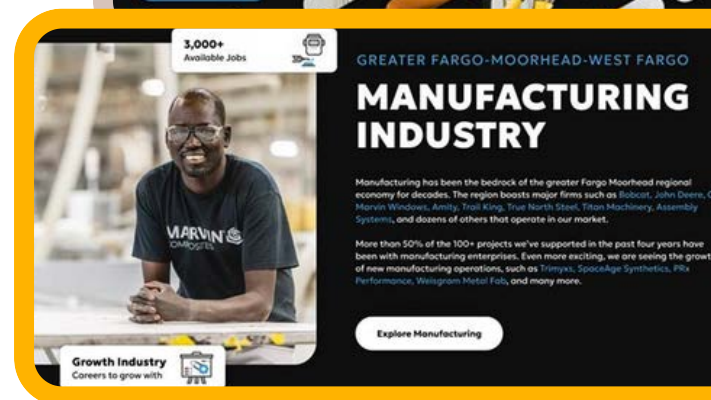
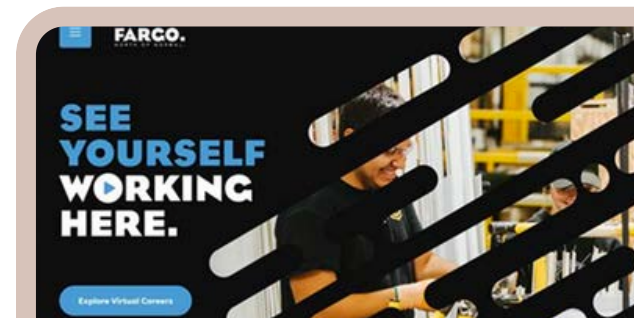
Virtual Reality Experiences

Virtual reality experiences allow students to experience various professions virtually, aiding in career exploration and decision making by providing insights into different job roles.



With the goal to attract more people in to the region's manufacturing careers, GFMEDC created a website that will provide immersive virtual tours to allow users to more fully experience what it's like working at local companies. Companies also have virtual reality headsets to provide candidates a virtual experience at career fairs and other events.

Visit www.workinfargo.com to check it out.



PartnerHighlight



CareerViewXR is an immersive career exploration platform that brings field trips to the classroom through 360-degree web-based tours and companion virtual reality videos. Students and adult job seekers alike can explore dozens of engaging tours highlighting in-demand industries.

Promising Practices

Career Exposure

Work-Based Learning

PartnerHighlight



Golden Path is a connection company, working with employers, schools, students, colleges, and communities.

Goals:

- Give students a tool to understand their skills & potential career fits
- Allow employers to connect with schools & students at scale
- Facilitate work-based learning management for school and industry
- Match students and employers through data
- Help students prepare for the future and employers develop future workforce
- Help students understand careers offered by employers, and any associated incentives

These connections are made through their web application Compass, which is available to every North Dakota middle and high-school student and some MN schools. In ND, Compass integrates with RUReadyRUReady (used by K12, post-secondary, VoRehab, Job Service with funding provided by ND CTE and DPI). Moorhead Public Schools will be joining Compass this fall, and will complete a broader rollout with students.

The Good Jobs Challenge

PartnerHighlight



The Good Jobs Challenge allows the FMWF Chamber to partner with employers to build a stronger regional workforce. This initiative is striving to connect over 900 individuals from across North Dakota and Northwest Minnesota to training and career opportunities in Advanced Manufacturing, Cybersecurity/IT and Precision Agriculture/Food Systems—all by October 2025.

How Employers Benefit:

Participating employers can access support to upskill new or existing employees, helping fill in-demand positions and reduce turnover. The program offers:

- Up to \$5,000 per eligible employee for training, certification, and education expenses.
- Supportive services that reduce barriers to completion—such as childcare, transportation, and equipment.

This is a no-cost opportunity for employers to invest in their workforce while helping individuals overcome barriers to employment and thrive in high-demand industries.

Learn more: fmwfchamber.com/good-jobs-challenge

COMPANY CULTURE PROGRAM

WHY WE DEVELOPED IT



In the 2024 workforce survey conducted by the EDC and FMHRA, data supported the need for such a program, with working on company culture being rated as the second highest priority of company HR officers.

Feedback from HR professionals stated the importance of culture in attracting and retaining talent. In fact, a recent Qualtrics study found that 46% of job seekers said a company's culture was one of the deciding factors when applying for a job.

The importance of a platform to communicate and learn from one another was also expressed.

WHAT IS IT?

NETWORK

A networking space, virtual and in-person, where HR professionals can learn from each other, explore different aspects of company culture and have a group of like-minded individuals to share best practices.

ASSESSMENT & SUPPORT TOOLS

A way for employers to evaluate their culture based on employee feedback. Utilizing an employer-developed survey tool, a set of Likert scale questions are divided amongst six distinct pillars, plus one net promotor score question.

PILLARS:

- Vision & Values
- Communication
- Respect & Inclusivity
- Leadership
- Compensation & Growth
- Environment

The assessment tool is available in multiple languages and all responses will be kept anonymous. The GFMEDC will analyze responses and provide a report to company leaders.

PROGRAM GOALS

- Recognize and celebrate companies that embrace great culture as a valuable component of their organization and our region.
- Provide a platform for collaboration amongst companies to share best practices and ideas, ask questions, and learn from one another.
- Improve our regions ability to attract and retain the talent needed by our employers.

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FULL DATA PROFILE

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DATA ANALYSIS

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DESIGN

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Thank You



Appendix:

NAICS Codes for AgTech Industries

333111	Farm Machinery and Equipment Manufacturing
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing
513210	Software Publishers
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services
541380	Testing Laboratories and Services
541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541690	Other Scientific and Technical Consulting Services
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)
541990	All Other Professional, Scientific, and Technical Services



Appendix:

NAICS Codes for

Autonomous Systems

Industries

115116	Farm Management Services
333111	Farm Machinery and Equipment Manufacturing
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing
336110	Automobile and Light Duty Motor Vehicle Manufacturing
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing
336411	Aircraft Manufacturing
336412	Aircraft Engine and Engine Parts Manufacturing
336414	Guided Missile and Space Vehicle Manufacturing
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing
423120	Motor Vehicle Supplies and New Parts Merchant Wholesalers
488111	Air Traffic Control
513210	Software Publishers
541330	Engineering Services
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

