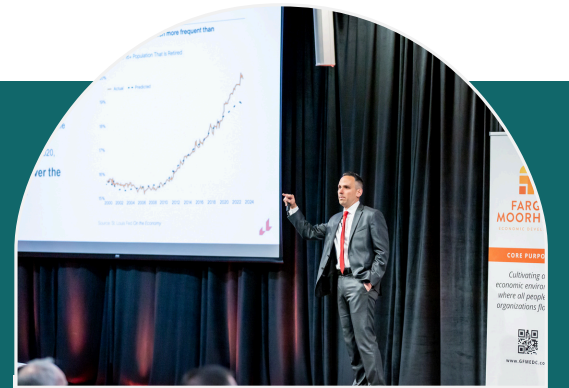


DATA & ANALYTICS WORKING GROUP

The Regional Data & Analytics Working Group provides structured feedback to ensure the GFMEC's data and analytics products are relevant, usable, trusted, and actionable for regional economic development decision-making.



PURPOSE *Why we're doing it*

The Regional Data & Analytics Working Group provides structured feedback to ensure the GFMEC's data and analytics products are relevant, usable, trusted, and actionable for regional economic development decision-making.

The working group serves as an advisory body to GFMEC staff by:

- Stress-testing data products and analytical tools
- Identifying data gaps and opportunities for improvement
- Improving clarity, consistency, and usability of outputs
- Helping prioritize analytics investments and capacity building

The working group does not manage projects, produce original data, select software, or set organizational strategy.

FOCUS *What we will do*

The working group provides feedback on:

- Regional dashboards and performance indicators
- Industry, labor market, and workforce data
- GIS tools and spatial analysis
- Regional economic trend analysis and forecasting

Out of scope:

- Day-to-day data production
- Internal administrative analytics
- Software procurement or vendor selection

This work supports and aligns with the Innovate28 goals and timeline, ensuring data efforts are directly tied to regional strategy.

COMPOSITION

Who will be involved

The task force will consist of members representing organizations engaged in data collection and the purchase of data-sets used to support business development, including a mix of internal staff and external regional data users who actively apply data in decision-making. This group will also be open to investors in the GFMEC who can provide expertise and support to the efforts of the working group.

Representation may include:

- GFMEC Investors
- North Dakota Department of Commerce
- Minnesota Department of Employment and Economic Development (DEED)
- Metropolitan Council of Governments (Metro COG)
- Workforce and entrepreneurship partners (e.g., Job Service)
- Innovative Partners for Collaboration

Members will be selected based on:

- Practical experience using data for regional decisions
- Willingness to provide candid, constructive feedback
- Ability to represent broader stakeholder perspectives

STRUCTURE AND OPERATIONS

How we do our work

The working group will meet at least twice annually, with additional meetings as needed for major initiatives or product reviews.

Meetings are considered **open meetings** under North Dakota law.

- A pre-set agenda will be publicly noticed and provided to the media in advance.
- Meeting materials may include dashboards, draft reports, mockups, or prototypes for review.
- Meeting minutes and supporting materials will be documented and archived in accordance with public meeting requirements.

Meetings will be structured to emphasize:

- Focused review of specific data products
- Clear questions for feedback
- Actionable recommendations rather than general discussion.

Data & Analytics Lead



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OUTCOMES

What we will accomplish

A well-run FM Data and Analytics Working Group will result in:

- Clearer, more trusted regional data products
- Improved alignment between data outputs and user needs
- Better prioritization of analytics capacity and investments
- Increased consistency across regional indicators and reporting
- Stronger adoption and use of GFMEDC data by partners

REPORTING

How we will track success

Because this is a **public advisory body**:

- Public meeting notices, agendas, and minutes will be produced and archived.
- Key recommendations will be summarized for staff and leadership.
- Reporting will follow the existing structure of GFMEDC's Plan of Work, Innovate28 documentation, and related accountability frameworks.

IMPLEMENTATION

Timeline

Phase 1: Formation (Q2-Q3 2026)

- Identify and invite working group members
- Solidify member participation
- Hold introductory virtual working group meeting

Phase 2: Strategic Planning (Q3-Q4)

- Inventory existing data products amongst working group members
- Identify priority gaps and improvement areas

LEARNING OPPORTUNITIES IDENTIFIED

How we could expand our knowledge

Ashley Romo, Enterprise Account Executive at Perceptyx (Ex-LinkedIn and Zoom) (virtual)

Josh Wright, Head of Growth at Lightcast—virtual meeting on updates on the Rising Storm