

WORKFORCE DEVELOPMENT WORKING GROUP

The working group will provide input to ensure GFMEDC's recruitment tools, outreach efforts, and events are aligned with current labor market demands and effectively meet the needs of regional primary sector employers and HR professionals.



PURPOSE *Why we're doing it*

The working group will provide input to ensure GFMEDC's recruitment tools, outreach efforts, and events are aligned with current labor market demands and effectively meet the needs of regional employers and HR professionals. Additionally, the group will help guide workforce development data and initiatives to ensure they are employer-driven, and support the development of a Company Culture Program that employers can actively engage with to strengthen workplace culture, recognizing culture as a critical driver of both talent attraction and retention.

FOCUS *What we will do*

The Workforce Development Working Group will serve as an employer-driven advisory body that provides practical feedback and insights to strengthen GFMEDC's workforce strategies and tools. **The group's focus areas include:**

Regional Branding & Talent Attraction Tools: Provide feedback on regional branding and marketing tools to ensure they accurately reflect the region, resonate with target talent audiences, and meet the real-world needs of employers using them.

Employer Recruitment Tools & Resources: Review and advise on recruitment tools and programs to ensure they deliver clear value, are easy for employers to use, and effectively support employers in attracting and hiring talent aligned with current market demand.

Workforce Data & Development Efforts: Advise on workforce data, research, and events to ensure they are employer-driven, relevant, and support the identification of workforce gaps

Company Culture Program Development: Contribute guidance on the development of the Company Culture Program to ensure it is a meaningful, employer-engaged initiative that supports one of employers' most critical priorities—building strong company culture—and reinforces culture as a key driver of talent attraction and retention.

COMPOSITION

Who will be involved

The working group will be volunteer in nature and formed at the invitation of GFMEDC staff to stakeholders including:

- GFMEDC Investors
- North Dakota Department of Commerce and Job Service
- MN Deed
- Higher education and workforce partners
- Primary sector employers who engage in external hiring
- Local Workforce Partners
- Major Employers

Workforce Development Lead



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STRUCTURE AND OPERATIONS *How we do our work*

This group will meet at least twice annually, with additional meetings as needed for major initiatives or product reviews. Meetings will be facilitated by the GFMEDC.

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:

- Review regional branding tools (such as LiveinFargo.com), recruitment tools and programs (including Lightning Recruitment), workforce data, and HR-focused events.
- Open dialogue and clear, candid feedback, with the goal of identifying what is working, what is not, and where gaps or opportunities exist.
- Prioritize actionable recommendations and practical insights that can be implemented

OUTCOMES *What we will accomplish*

A well-run Workforce Development Group:

- Ensures the quality, relevance, and usefulness of workforce branding tools, recruitment tools, workforce development initiatives, and the Company Culture Program.
- Strengthens alignment between employer needs and the workforce tools, data, events, and resources available across the region.
- Produces actionable, employer-driven recommendations that inform continuous improvement of GFMEDC programs and initiatives.
- Increases employer awareness, adoption, and engagement with existing recruitment, branding, and workforce development tools.
- Helps identify gaps or emerging needs in the workforce landscape, guiding future tool development and program enhancements.

GOALS

70

Companies Using
Recruitment Tools

40

Companies Engaged
in Company Culture
Program

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 recruit a diverse group of employers and HR leaders representing key industries, organization sizes, and workforce needs across the region.
- Clearly articulate the working group's purpose, focus areas, structure, and expected outcomes.
- Orient members to existing workforce branding tools, recruitment tools, and the Company Culture Program.
- Establish meeting cadence

Phase 2: Strategic Planning (Q3-Q4)

- Facilitate working group discussions to gather focused feedback on branding tools, recruitment tools, workforce data, HR events, and development initiatives.
- Identify gaps, opportunities, and alignment issues between employer needs and the tools/programs currently available.
- Prioritize next steps based on employer value, feasibility, and potential impact on talent attraction and retention.
- Identify clear, actionable next steps to guide program enhancements, pilot initiatives, and ongoing engagement with employers.