

**Category: Attraction of Workforce**

**Group Members: Karen Elliott, Forrest Maisells, Paula Buckman, Beth Walton-Brockette at 3/5/10 meeting: Beverly Simone and Sherry Zeller**

*Keep in mind: What are the most important things that need to be done (within this particular category) to have a trained, skilled workforce?*

Action Needed	Who will do?	Resources Required	Timeline (later)	How will we know we succeeded? (later)
<p><b>Promotion of area to young workers who have left</b></p> <ul style="list-style-type: none"> <li>Facebook, internet to promote attractiveness of area</li> </ul>	<p>Include tourism, school, industry on team</p> <ul style="list-style-type: none"> <li>YP's through Chamber</li> </ul>	<p>Knowledge of names and addresses of people who have left; may be very difficult ; Marketing Plan including promotion messages that would be sent out at each of the 4 seasons focused on season specific activities such as biking, concerts, art fairs, cross country skiing, etc.</p> <p>Students writing personal messages</p>		<p><b>% of young employees increases</b></p>

<ul style="list-style-type: none"> <li>• Reaching out to former residents, middle and high school students to tell the story of the region and invite back to Great River Region</li> <li>• Sharing the story—share “best kept secrets”</li> </ul>	<p>K-12 identification of some middle and high school students</p>	<p>about the quality of life and education of the Great River Region</p>	<p>By January 2011</p>	<p>Certain number of communications going to the people who have left.</p>

Action Needed	Who will do?	Resources Required	Timeline (later)	How will we know we succeeded? (later)
<p>Encourage Entrepreneurship</p> <p>a) Business Plan Contest (in place now)</p> <ul style="list-style-type: none"> <li>• Expand to include high school/middle schools</li> </ul> <p>b) Incubator</p>	<p>Chambers and/or schools</p> <p>College</p>	<p>School liaison</p> <p>Facility, money, administrative support</p>		

<p>c) <b>Entrepreneurial exploration in school</b></p> <p>d) <b>Regional Entrepreneurial Resource Center (access to resources – money, info, mentoring) classes, networking events</b></p>	<p><b>Expose to:</b></p> <ul style="list-style-type: none"> <li>• <b>Business mgrs.</b></li> <li>• <b>Entrepreneurs in assemblies</b></li> <li>• <b>Jr. Achievement</b></li> <li>• <b>Promote success stories</b></li> </ul> <p><b>Area development groups</b></p>	<p><b>Connected counselor, entrepreneur/school partnership to develop programs, JA entrepreneurship component</b></p> <p><b>Money; grants</b></p>		
<p><b>Quality of Life Initiative for Young Workforce</b></p> <p>a) <b>Downtown development</b></p> <ul style="list-style-type: none"> <li>• <b>Attractive housing/lofts</b></li> <li>• <b>Diverse restaurants and cultural activities</b></li> </ul> <p>b) <b>Natural Resources/Recreation</b></p> <ul style="list-style-type: none"> <li>• <b>Bicycle and running trails</b></li> <li>• <b>Camping/boating</b></li> <li>• <b>Rec Center &amp; sporting</b></li> </ul>	<p><b>Downtown Partners</b></p> <ul style="list-style-type: none"> <li>• <b>Tourism</b></li> <li>• <b>County/Regional</b></li> <li>• <b>Partnership</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Strategic Plan</b></li> <li>• <b>Fiscal Incentives</b></li> </ul>		

<b>events</b>				
<b>Promotion of area to retain young workers</b>	<b>YP's; Chambers; Business Career Fair</b>			