

North Dakota[®]

LEGENDARY

RECRUITER NETWORK

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Find the Good Life in North Dakota

- A private/public sector funded program designed to help solve the greatest challenge facing our business community: workforce development, recruitment and retention.
- The need to recruit and retain a permanent workforce is evident.
- The campaign uses a variety of traditional, digital and non-traditional marketing tactics to reach each of the target audiences identified for this campaign.



Recruiter Network History

- **September 2014, Focus Group**
 - 25 individuals, representing various industry across state
- **Started with a basic questionnaire asking about company practices**
 - Designated Recruiter?
 - Biggest draw to recruit talent?
 - Where are jobs posted?
- **Conversation starter to gauge interest in this type of collaboration**
- **Second survey on pragmatics**
 - Goals?
 - Preferred Meeting style? frequency, location
- **First meeting held in December 2014**
- **Continue to recruit new members to the Network**

Network Goals

- **Share best recruitment and retention practices**
- **Work collaboratively to attract people to North Dakota**
- **Sounding board for retention/hiring issues**

Membership Benefits

- **Networking with other HR professionals/recruiters**
- **Resumes received from individuals who have skillsets relevant to North Dakota positions**
- **Best practices sharing among major industries in ND**
- **Resources and information provided to help in recruiting**
- **Serve as a sounding board among professionals to help recruiting efforts**
- **Quarterly meetings and 1 annual event at the Governor's Workforce and HR Conference**

Additional Deliverables

- Showcasing positions/company at events
- Highlighting opportunities as they are presented (social media, news highlights)
- First knowledge of initiative information
 - Survey reported back, members got actual responses
- Out of state WARN Notice work

The Department of Commerce manages the organizational framework and resources while members are able to be present and participate in the network goals.

Recruiter Network Events

- **First meeting: December 2014**
 - Hosted by Basin Electric Power Cooperative: Bismarck
- **Second meeting: March 2015**
 - Hosted by Steffes Corporation: Grand Forks
- **Third meeting: June 2015**
 - Hosted by Hess Corporation: Minot
- **Annual event at Governor's Workforce and HR Conference**
 - September 15th
- **Final meeting of 2015: November 2015**
 - Will be hosted by Eventide: West Fargo

For more information:

- Visit the Department of Commerce – Workforce site
<http://www.workforce.nd.gov/workforce/RecruiterNetwork/>
- Contact Amanda Remyse (aremynse@nd.gov) or
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