

Making an impact in Grand Forks.

A proposal for corporate support of the Greater Grand Forks Young Professionals.

The Greater Grand Forks Young Professionals are taking an active role in strengthening and growing our community's workforce through the attraction and retention of young talented adults.

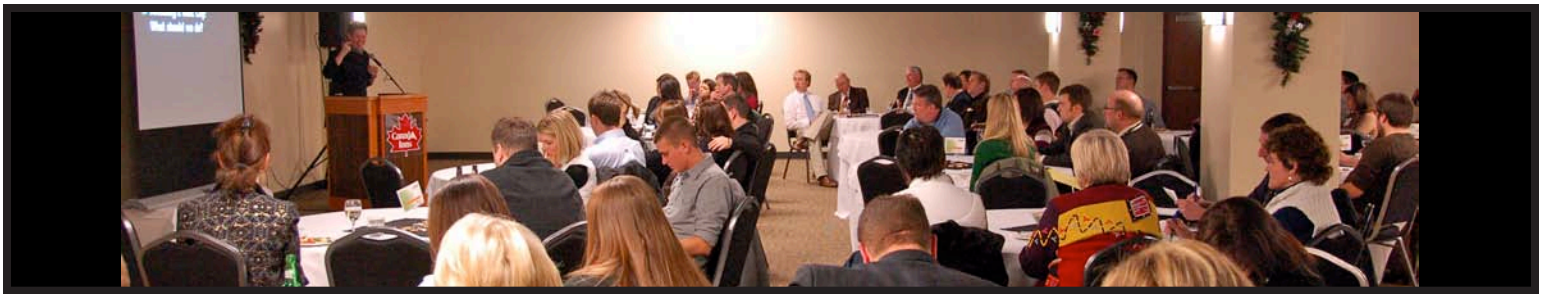
With the support of community businesses and organizations, the YPs will hire an Executive Director to lead initiatives that will make our community an attractive place to live, work, and grow.

The following proposal outlines the workforce issues our community is facing and how the YP organization will help create solutions.



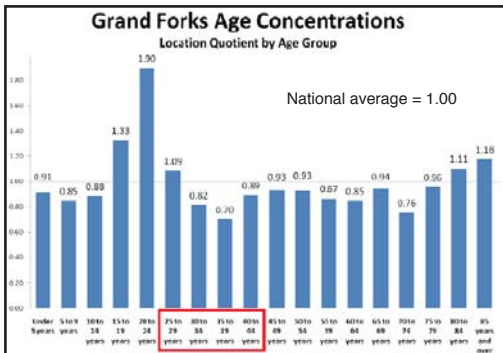
*We enhance the community,
create connections,
and invest in each other.*





A Preview

There is a clear lack of adults in their late 20s to early 40s in Grand Forks...
 ... and it's costing your business and our community.



When Grand Forks' young talent leaves, it means...

- Fewer clients and customers for your business
- Lack of mid-career professionals in your company
- Less community spirit, pride, and involvement
- More costs, less continuity for your company

What is the demographic of your customer today? In five years? Ten?

Who will replace your current managers, team leaders, and executives when they are promoted, retire, or leave?

Are you investing in the young professionals in your company as "pass-throughs?" Have you asked your HR Department: What is my cost of rehiring and retraining?

If young adults are not ambassadors of the community, how much of an ambassador are they for your company?

What can we all do?

Attraction and Retention of Young Professionals

- Bring young adults back to GF/EGF and keep graduates in the community
- Create a vibrant YP organization, which creates a vibrant community
- Implement "Next Company Awards"

Development of YP Skills and Experience

- Professional Development Skills and Training Seminars
- YP Executive Briefings with Experienced Professionals
- Mentorship Program with Experienced Professionals and YP Advisory Board

Connect and Engage Young Professionals

- Connect community and university
- Collaborate with local companies and organizations
- Community engagement, involvement, and leadership



Supporting Information

The following additional supporting data and information is available. If you are interested in viewing any of the following, please contact Michaela Schell.

- Launch Grand Forks Key Findings & Recommendations by Next Generation Consulting
- Enhancing the Upper Red river Valley Workforce Ecosystem report by Praxis Strategy Group
- GGFYP Vision and Goals
- YP Executive Director Position Description and Work Plan

Supporting Team

The following are members of the Launch Grand Forks Executive Committee that have worked to move forward the initiatives recommended by the Launch Grand Forks project.

Amanda Bentow
UND Wellness Center
GGFYP President
amanda.bentow@mail.und.nodak.edu

Pete Haga
City of Grand Forks
GGFYP Member
phaga@grandforksgov.com

Keith Lund
Grand Forks Region EDC
keithl@grandforks.org

Josh Reidy
UND Outreach Programs
joshuareidy@mail.und.nodak.edu

Michaela Schell
Grand Forks Region EDC
GGFYP Board Member
michaelas@grandforks.org

Barry Wilfahrt
The Chamber
barry@gochamber.org

*Additional support from Launch Grand Forks committee members:
Jenny Arel, Steve Burian, Rick Duquette, Jeff Erickson, Kent Hanson, Tricia Linnell,
Lindsay Naylor, Judi Paukert, Amy Rowan, and Chris Semrau.*



*We enhance the community,
create connections,
and invest in each other.*



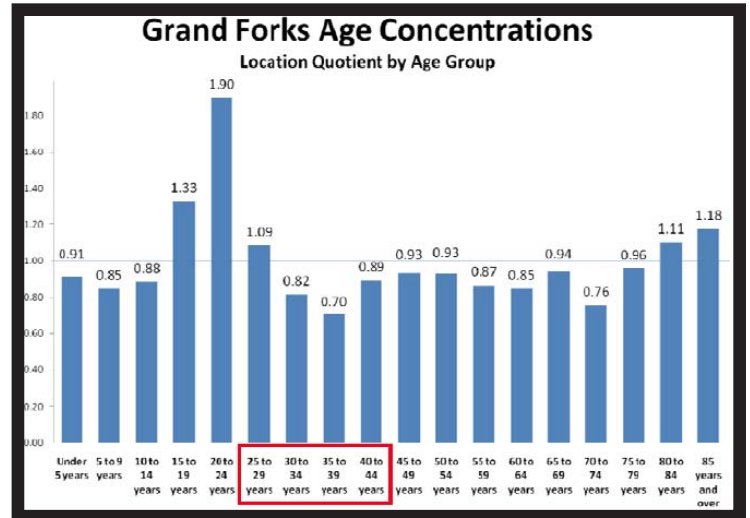


The Issues: Our Community, Your Company

According to the recent Praxis Strategy Group study “Enhancing the Upper Red River Valley Workforce Ecosystem,” the Grand Forks Region shows a clear lack of individuals in the early 30s to early 40s age group. Grand Forks has only 80 percent of a typical US city’s population of 30-35 year olds, and only 70 percent of 35-40 year olds. This missing demographic is consistent with employer reports of recruitment problems of mid-career professionals.

When our young talent leaves Grand Forks, what does this mean for our community and your company? It means slower population growth and less clients and customers to utilize your product or service. It means difficulty recruiting mid-career professionals to keep your company well rounded and growing in all areas.

This same study also found that the 30-45 year old employees our community *has* retained do not always possess the key skill sets an employer needs. Our young workforce has a first-rate education, but often lacks training and experience.

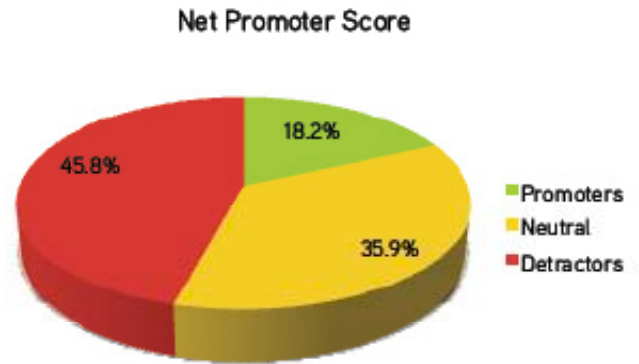


*If it is difficult to find **qualified**, mid-career employees in the 30-45 age range, **who will replace** your current managers, team **leaders**, executives and CEO’s when they are promoted, retire, or leave?*

***Who will** come up with your company’s **next innovative idea** or saving solution?*

The “Launch Grand Forks” report by Next Generation Consulting found that young adults in our region are not ambassadors of our community. Why? Because they are not engaged, they don’t feel vested, and as a result they are not excited about living in Grand Forks.

Our community and businesses need young talented adults that are ambassadors. Ambassadors have new ideas, work to grow professionally and personally, get involved, are active and positive... they are the kind of employee you want, someone who is out in the community promoting themselves, their career with your company, and always striving to be the best.



*Are the **young adults** working for your company **skilled**, are they **engaged**, are they going to **stay with your company** and become **irreplaceable assets**? What kind of **young employees** do you want... an engaged, **positive ambassador** or the opposite?*

The University of North Dakota has had over 24,000 graduates in the past 10 years, and only about 12% - 2,893 alumni - currently live in GF/EGF. Grand Forks is 90% higher than the national “norm” for 20-25 year olds, but 18% lower than the norm for 30-34 year olds. That’s a 108 point swing! We have thousands of new college grads at our fingertips; if they don’t stay we lose the young talent that will be the next leaders of our companies and community.

*If we don’t have fresh 20-25 year old **talent** in our community, **who will** you hire to **fill your entry level positions**? Who will take on new **volunteer** and **community involvement** roles when the 40 year olds get too busy and the 50 year olds begin to retire?*



How the YPs can make an impact

The YPs have begun to develop the following solutions addressing our region's current issues. By hiring a YP Executive Director, the YPs will be able to most effectively partner, coordinate and implement the below solutions.

Workforce Development *Attraction and Retention of Young Professionals*

In order to keep the 20-40 year old talented adults in our community and bring in new talent, the GGFYP organization, along with community partners, must create a region that has the lifelong career opportunities, competitive wages, opportunities to get involved, and fun activities young adults want and need.

1. Convince the “convincibles” to call GF/EGF home

Convincibles Marketing Campaign

- Bring young adults back to GF/EGF by providing resources for careers, opportunities to get involved, and creating a community that is a fun place for young talent to live.

Keep New Grads

- Engage UND and NCTC students in the community through social activities, community involvement initiatives, and leadership and professional development opportunities.
- Partner with UND Emerging Leaders and develop connections with graduate students.
- Help facilitate internships and connections between students and businesses.

2. Vibrant YP Organization = Vibrant Community

Energized Community

- YPs have new ideas, take risks, and have time, energy, and excitement to lead our community. By growing our organization and creating fun social opportunities, community events, and taking on leadership roles, YPs carry that energy into and throughout the community.

3. Recognition of local businesses

YP Best Place to Work Award

- Recognize a company that provides a “best place to work” for young talented adults
- Engage the business community in attracting and retaining young talent through a “What it means to be a Next Company” awareness campaign.

Professional Development

Develop Skills and Experience

The young professionals in our community have talent, drive, and often a top quality education, but need to continue to develop professionally in order to best serve their employer and our community.

1. Professional Skills and Training

Educational and Leadership Seminars

- YP Board Training Seminar
- Professional Development Series
ie: Entrepreneurship Session, Business Etiquette Session, etc.
- Serve on YP Committees - facilitating meetings, planning events, developing programs, partnering with other entities, leading projects, etc.



2. Resources and Learning Opportunities

Executive Briefings

- Speaking seminar by local experienced professionals who share their knowledge and expertise in a specific field, giving advice to YPs to help them excel in their careers
- Past briefings include Hal Gershman of Happy Harry's Bottle Shops and GF City Council, Randy Newman of Alerus Financial, and Matt Winjum and Aaron Hendricks of Rhombus Guys



EP Advisory Bank

- Develop an online pool of experienced professionals willing to communicate with YPs offering advice and resources
- Mentorship Program - create connections between YPs and community leaders and professionals developing mentoring relationships

Community Involvement

Connect and Engage Young Professionals

The best employees are those that are active, continually learning and growing, generating ideas, engaged in their companies, and connected to their community.

1. Connect Community and University

YP Mentorship

- Develop partnering/mentoring relationship with UND Emerging Leaders Program

Internship Program

- Facilitate an internship program between UND and NCTC students and regional businesses

Engage UND/NCTC

- YP membership campaign to students - get students engaged in YP organization and involved in the community at an early age

2. Company Collaboration

Warming Up to Grand Forks

- A program that allows companies to “hire” YPs to introduce their new employee recruits to the community and show them the great opportunities and fun activities our community has to offer young adults.
- This gives future employees a great first impression of the community and gets them engaged and involved.



3. Community Engagement & Leadership

Support, Partner, Lead

- The YP organization gets involved on three levels: Support, Partner, or Lead. Support other companies or organizations on their initiatives, partner in creating new initiatives, or lead community initiatives
- Current YP involvement: ArtSee, Extreme North Dakota Iceman Triathlon, Professional Development Series, Executive Briefings

Volunteer Opportunities

- Partner with community organizations to provide YP volunteers.

Leadership Opportunities

- Support YPs in running for public office, service on community boards and committees, and involvement on YP Committees (Professional Development, Social, Community Involvement, Marketing, and Programs)





How you can support YP initiatives

In order for the YPs to implement the initiatives, projects, and programs for our community, we need your support. Through your corporate sponsorship of the YPs you will support the hiring of a YP Executive Director and fund operating and program expenses for the YP organization.

YP Visionary

\$10,000+

Sponsorship includes

10 free
YP memberships for
your employees

Participation
on YP Advisory
Board

4 Free Warming Up
to Grand Forks
Sessions

Listed as
Event Sponsor for
all YP events

YP Partner

\$5,000+

Sponsorship includes

8 free
YP memberships for
your employees

Participation
on YP Advisory
Board

2 Free Warming Up
to Grand Forks
Sessions

Listed as
Event Sponsor for 3
YP events

YP Collaborator

\$2,500+

Sponsorship includes

6 free
YP memberships for
your employees

Participation
on YP Advisory
Board

1 Free Warming Up
to Grand Forks
Session

Listed as
Event Sponsor for 2
YP events

YP Investor

\$1000+

Sponsorship includes

5 free
YP memberships for
your employees

1 Free Warming Up
to Grand Forks
Session

Listed as
Event Sponsor for
1 YP events

YP Advocate

\$500+

Sponsorship includes

2 free
YP memberships for
your employees

Listed as
Event Sponsor for
1 YP event

YP Supporter

\$100+

Sponsorship includes

1 free
YP memberships for
your employees

Listed as
Event Sponsor for
1 YP event

Each Free Warming Up to Grand Forks session allows for an unlimited number of attendees from your company. YP contributes \$15 per person up to 5 people. Sponsor contributes any additional expenses.

All Corporate Sponsors will be listed with logo on YP website.