We are all aware of the war for talent that is occurring around the globe. In many respects, fighting for talent is the new normal. A company’s success depends on the strength of the people it employs, retaining its best leaders, and its ability to help them be more productive, more innovative, and more inspired.

Our region has been very fortunate to have had a strong talent pool for many years. It is our strength and a key asset to help businesses and our economy grow. Our state places a high value on education and workforce preparation. Our businesses have developed a class of managers and workers unlike any other in the country. We have demonstrated that a region that offers great jobs in a diverse and rich business environment, provides affordable housing and delivers a great quality of life will succeed. The business community has created a virtuous circle with its employees: invest in them, their community, their families, and they will work hard to make sure the company succeeds.

But current performance is not a predictor of future success and so we need to constantly work to strengthen our talent pool. The world has the best educated population in history, and yet the move to “all things digital” has created real and urgent gaps in talent. These gaps are growing because of political, locational and generational issues. Additionally, with our region’s challenges with inclusion and providing access to strong career paths for professionals of color, we see that the battle for talent will continue for the near future.

Therefore, we are excited to provide this report about the talent in our region. We know that the days of talent attraction and retention activities being done exclusively by workplaces are behind us. We will be stronger by working together, as a region, to bring and keep talent here. This report is designed to provide you with key insights into how we can do to help attract and retain workers. We need ideas, passion and action. Together we will win the battle.

I hope you find the report informative. Share it with leaders and peers in your organization. Use it to stimulate conversation about what you can do to help attract and retain workers. We need ideas, passion and action. Together we will win the battle.

All the best,
Richard Davis
Executive Chairman, U.S. Bancorp
The Greater MSP region performs in the middle of the pack today, but is trending upward with opportunity for significant improvement.

The Midwest is a tough neighborhood when it comes to net migration of talent. Fortunately, from 2012 through 2016 the Greater MSP region performed positively at attracting and retaining professionals, with an average domestic net migration of 2,432 working professionals per year, even as Midwest peers such as Chicago and Cincinnati fell behind.

The tide could be turning. 2016 was the region’s best performing year in a decade—more than 3x better than its performance in recent years at net migration. Strong performance among 25-34 year olds and higher retention rates were among the primary factors.

However, it is too early to call this a trend. Domestic migration data throughout this report is presented in five-year averages to identify trends in migration patterns. Either way, the Greater MSP region has room for improvement.

It is important to note that net migration totals and rates can look different depending on demographics, whether age, race and ethnicity, educational attainment, or occupation. This report broadly examines individuals with an Associate’s Degree or above, ages 23+ who are in the workforce.

To land within the top 10 U.S. metros, the region is working together through Make It. MSP.

Greater MSP competitor regions like Atlanta and Houston not only topped the Greater MSP region at net migration over the past five years, but these regions launched and scaled talent attraction and retention initiatives that are spending millions of dollars per year and leveraging local partners.

In 2014, the GREATER MSP Partnership introduced the region’s first economic development strategy with three pillars that include Prioritizing Talent. A Talent Task Force of cross-sector, cross-generational leaders set out to design what is now Make It. MSP.

New talent attraction and retention initiatives are launching around the country each quarter. They feature different assets and take different approaches. Make It. MSP is specifically designed as a platform that local employers and other partners can stand on to together to innovate and achieve greater scale. Today, more than 100 organizations already directly participate in the Make It. MSP initiative.

After two years of implementation, the GREATER MSP Partnership included acceleration of Make It. MSP among its goals and objectives for 2018. This acceleration includes a specific new ambition for the initiative—making MSP one of the country’s top 10 performing regions. Top 10 performance between 2012 and 2016 would have represented a nearly 5x improvement, so the current momentum indicates this ambition is within reach.

To move from its current rank of 17 to among the top 10 migration destinations, the Greater MSP region would have to improve 450%.
Greater MSP talent leaders say it’s getting harder to both attract and retain talent.

During 2017 the Make It. MSP. Talent Tips network grew to more than 700 talent and HR leaders who work each day to attract and retain talent. Nearly 100 employers completed the annual MSP Talent Tips survey to share their perceptions on the talent market. Not a single respondent in this group reported that it is much easier to attract or retain talent today than it was five years ago.

In fact, 78% perceive that it is slightly harder or much harder to attract and retain talent than it was five years ago. As compared to other markets, local talent leaders also perceive it is harder to attract and retain talent in MSP. However, the majority of respondents said it is “About the Same” or “Slightly Harder” than other markets rather than “Much Harder.” National labor market analysis shows the talent crunch is having a major impact across the country — not just in MSP.

The survey also asked local talent leaders to share their perceptions of the region’s strengths and challenges in addition to the challenges faced by their own organizations. Strengths of the Greater MSP region that were cited included the employers themselves, the local schools, the opportunity to have not just a job but a career, the quality of life, and the cost of living. By far the greatest challenge cited by talent leaders was the weather, followed by inclusion and perceptions that MSP can be unwelcoming or passive aggressive.

Other sections in this report reveal areas where employer perceptions and talent perceptions both align and diverge. This report explores opportunities to address key challenges mentioned by talent leaders as well as ways organizations can leverage the region’s existing strengths.

Now more than ever employers are partnering to take on talent attraction and retention challenges.

By applying a customer focus — or in this case an employee focus — employers are increasingly looking at talent attraction and retention not as separate strategies but along a continuum, from job candidate to new employee to seasoned team member. People’s interactions and experiences in one part of the journey have a significant impact at subsequent stages.

Much as the region cannot achieve its ambition without a combination of talent attraction, onboarding, and retention strategies, employers need all of the above. Increasingly, Make It. MSP. partners are looking to engagement and inclusion strategies to help drive their attraction efforts as well.

A candidate or employee’s experience considering, preparing and onboarding to MSP — as well as experience once settled in the region — is impacted by forces beyond an employer’s control. Neighbors, family members, schools, civic and faith organizations, a partner’s employer, and countless other stakeholders directly influence the decision to stay or leave an organization and a region. As talent attraction and retention becomes even more difficult, these partners become even more important.

However, navigating the talent crunch requires focus. As opportunities to partner grow, it becomes increasingly important to align and deepen engagement in the most important areas. During 2017 the leading enterprise partners of Make It. MSP. began tracking key metrics that are indicating the potential power of partnership. These metrics include items like the size of the network partnership, the usage of shared recruiter tools, the generation of new talent leads and pipelines, and the creation of greater visibility for the region.

Based on these learnings, enterprise partners are refining and prioritizing metrics and leveraging the Make It. MSP. platform to benchmark against each other as appropriate in this highly competitive space.

Join hundreds of talent leaders from throughout the Greater MSP region by receiving free, twice monthly updates with tools, insights, and events you can put to use. Sign up at makeitmsp.org.

**Make It. MSP. Talent Tips Survey**

MSP talent leaders are focused on both attraction and retention.

**Compared to 5 years ago, attracting and retaining talent today is...**

<table>
<thead>
<tr>
<th>Much Easier</th>
<th>Slightly Easier</th>
<th>About the Same</th>
<th>Slightly Harder</th>
<th>Much Harder</th>
</tr>
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<tbody>
<tr>
<td>6%</td>
<td>11%</td>
<td>11%</td>
<td>44%</td>
<td>34%</td>
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**Do you believe it is easier or harder to attract talent in the Greater MSP region compared to other markets?**

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<tr>
<th>Much Easier</th>
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<th>Much Harder</th>
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<tr>
<td>0%</td>
<td>14%</td>
<td>23%</td>
<td>47%</td>
<td>11%</td>
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**Do you believe it is easier or harder to retain talent in the Greater MSP region compared to other markets?**

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<thead>
<tr>
<th>Much Easier</th>
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<th>Much Harder</th>
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<tr>
<td>0%</td>
<td>22%</td>
<td>23%</td>
<td>15%</td>
<td>16%</td>
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</table>

**Greater MSP Region’s Strengths According to Talent Leaders**

- Economy
- Outdoors
- Companies
- Quality
- Schools
- Cost of Living
- Industries
- Family
- Culture
- Restaurants
- Career

**Greater MSP Region’s Challenges According to Talent Leaders**

- Unwelcoming
- Weather
- Inclusion
- Awareness
- Salary Taxes
- Passive aggressive
- Riots

With major challenges ahead, there are multiple opportunities for employers to partner.

The MSP Talent Tips survey asked talent and HR leaders to share their interest in partnering on specific talent attraction and retention challenges, including current strategies in the Make It. MSP initiative. A majority of respondents indicated interest in multiple strategies from retaining professionals of color to attracting tech talent and more.

The survey also revealed additional opportunities for greater regional collaboration, from attracting and retaining specific types of workers to strategies that may involve stronger partnerships with colleges and universities, government, visitors’ bureaus, media outlets, and other partners. Some talent leaders suggested a narrow focus on just one area while others recommended greater expansion.

From a retention standpoint, the majority of talent leaders shared their motivation to prioritize workplace inclusion, including a focus on professionals of color. Nearly half of talent leaders say their workplace diversity and inclusion efforts are not yet mature. Local talent leaders were also asked to share their own perceptions on issues raised by MSP professionals of color through Make It. MSP, including whether diversity is reflected in organization leadership and whether cultural norms make it challenging for professionals of color to fit in at the organization.

From an attraction perspective, talent leaders were asked to cite the areas where they are experiencing the greatest difficulty recruiting top talent. Nearly two-thirds of respondents selected Information Technology (IT) among their most difficult areas. While other functions like engineering, finance, sales, accounting, and health care were cited by many, IT clearly resonated as a top need.

Talent leaders also identified the importance of welcoming and onboarding talent, including the summer interns they hope to convert to full-time roles as well as the newly relocated residents that have moved to or back to the MSP region for an opportunity at their organization. The survey also revealed major differences across regions when it comes to available capacity and which functions of color to attract tech talent and more.

**The power of a platform**

During the second year of Make It. MSP implementation, Jenna Johnston, an intern program leader at Target, brought an opportunity to her peers. What if employers worked together during the summer to jointly welcome their interns, introduce them to the region as professionals, and connect them with other interns? The long-term goal would be to increase each company’s intern conversion rate.

The Make It. MSP platform provided Jenna and her peers with a neutral ground to work on this opportunity. But it also presented other benefits. The employers at the table could immediately achieve scale, as they were planning to welcome nearly 1,000 interns that summer. Additionally, the Make It. MSP platform provided a regional approach that would appeal to interns who might live or play in neighborhoods and cities beyond the location of their summer internship.

Quickly, a team of 11 employers assembled through the Make It. MSP platform. The project had not been included in prior strategic plans or budgets, but employers were able to share costs, find efficiencies by working together, and pull in other partners to plan the project and volunteer at the team’s signature event in U.S. Bank Stadium, which connected more than 700 interns to each other and leaders from across the MSP region.

The results led these partners to collectively agree to scale the project in year two by inviting support and investment from additional employers and expanding the plans to include graduate students. No matter where each individual employer’s interns go full time, the message they are sending together is that they hope interns will find a job in the Greater MSP region. Each employer is determining how this impacts conversion rates while benchmarking against peers.

What started as an idea quickly became a pilot project and is now transforming into a regional strategy. But this only became possible because 10 other partners said yes. This is what it means to truly partner to seize a talent opportunity.

**Local Content**

In addition to events, content features Greater MSP regional attributes like the local startup community and festivals like Twin Cities Startup Week.

**Social Events**

As the joint intern strategy grows, Make It. MSP partners will host expanded events to forge connections among interns.

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**MSP TALENT TIPS NETWORK PERCEPTIONS ON WORKPLACE INCLUSION**

- Diversity is reflected in leadership
  - Strongly agree: 14%
  - Agree: 19%
  - Neither agree nor disagree: 27%
  - Disagree: 11%
  - Strongly disagree: 6%

- Cultural norms/systems make it challenging to fit in
  - Strongly agree: 6%
  - Agree: 13%
  - Neither agree nor disagree: 13%
  - Disagree: 30%
  - Strongly disagree: 6%

**MSP TALENT TIPS USERS CITE INFORMATION TECHNOLOGY AS TOP RECRUITING CHALLENGE**

65% of talent leaders felt Information Technology as the most difficult function to recruit.

- Engineering: 29%
- Finance: 20%
- Sales: 16%
- Accounting: 16%
- Healthcare: 16%
- Product Management: 13%
- Marketing: 13%
- Program and Project Management: 13%
- Operations: 13%
- Risk Management: 11%
- Production Workers: 10%
DISCOVER MSP INTERN EVENT | The Discover MSP intern event welcomed more than 700 summer interns to the MSP region during a June 2017 event at U.S. Bank Stadium. The event is part of a larger strategy to connect interns across organizations throughout the summer and encourage them to build their career in the MSP region. Employers are working to expand the project in 2018 and beyond.

MSP HELLO NEWCOMER EVENTS | Each quarter, the MSP Hello team of Make It. MSP, hosts a seasonal celebration for the region’s newest residents. This quarterly event brings together hundreds of newcomers to celebrate the best of the coming season in signature spaces like the Minnesota History Center and Minneapolis Institute of Art. Between these events, the MSP Hello team hosts monthly meetups for newcomers to connect.

“These are our future leaders, and I felt like the event was a great opportunity for all of us, interns and business representatives alike.”
Melissa Bakeberg, Director of Compensation, Pohlad Companies

“Moving to a new place is not easy. When I moved here 20 years ago, I had so many questions. The MSP Hello event offered a safe space to meet friendly faces, make meaningful connections, and find resources. It helps people feel like they can belong here.”
Sheryl Vaz, Securian
The Greater MSP region already attracts more than 30,000 working professionals each year. But there is major room for improvement.

Second-best in the Midwest is certainly notable. But the Greater MSP region traits many of its peers, especially in the South and West, including fast-growing metros like Charlotte and Denver. The Greater MSP region also underperforms based on its size.

The next section of this report explores the number of working professionals that leave the Greater MSP region each year. Fortunately, the region is attracting more talent than it is losing. Part of that success has to do with strong performance attracting talent from nearby markets. Monthly workforce reports among LinkedIn users show the Greater MSP region does well attracting talent from Midwest markets such as Chicago, Des Moines, La Crosse, and Fargo.

This geographic pull from nearby markets is true for most large U.S. metros. Chicago, for example, sees disproportionately large gains from regions in Illinois and nearby Indiana.

One of the reasons that large metro regions in fast-growing parts of the country like Texas are attracting talent at higher rates is due to the organic population growth within close distance of the metro area. In much of the Midwest, that population growth is approaching zero.

However, some regions are outperforming expectations and drawing talent from parts of the country with little geographic proximity. According to LinkedIn user analysis and other workforce reports these regions include places like Denver and Austin as well as smaller U.S. metros such as Nashville.

People know it’s cold here. But people outside Minnesota are willing to learn much more than that – including why they should relocate.

As employers described in the MSP Talent Tips survey, the weather is an issue when recruiting people to the Greater MSP region. In fact, a national perception study of 1,852 professionals across 20 U.S. markets revealed that the cold weather is the region’s most well-known attribute.

However, the study revealed that general lack of awareness is a bigger challenge than the weather. Despite knowledge that winter happens in the Greater MSP region, nearly half of survey respondents indicated they would be willing to consider a move for the right opportunity. That percentage goes up among young professionals, households with kids, professionals of color, and individuals in specific markets such as Detroit, Chicago, and Washington, DC.
There is no single message to attract talent. Improvement starts with understanding the customer.

There are millions of potential customers – or in this case candidates to recruit. One challenge is where to start. Another, of course, is understanding what these candidates care about. The decision to relocate is one of the most important life decisions a person makes. That raises the stakes.

Rather than starting by selling all of the region’s attributes, Make It. MSP. partners first worked to understand what problems the Greater MSP region might solve for these potential recruits. Some problems are universal – people want to have an amazing career. They want available housing that they can afford. They care about their family and friends.

But specific segments have specific problems – from parents of young children to people of color to working professionals with a spouse seeking employment or a parent battling illness. Starting by better understanding people’s circumstances allows for leading not with all the tremendous assets of the Greater MSP region, but the right ones.

And perhaps more important than the message is the messenger. People value sources they can trust – starting with themselves. If they don’t have an opportunity to visit they want to dig in themselves to detailed packages and online searches or have conversations with family members, friends, and peers. General marketing materials are less influential – even more so among younger candidates.

As a result of this effort, the team learned what problems the Greater MSP region could solve for tech talent in other markets. The team used its findings to design two executions. First, a group of employers visited Chicago to begin connecting with local tech professionals and recruiting candidates with specific messages about living and working in Greater MSP. Thousands of Chicago tech professionals learned more about the region and dozens came out to meet with employers.

The team also used its digital campaign to inform recruitment for the Twin Cities Startup Week fly-in program. The team worked with Beta.MN to source and fly in more than 20 candidates to learn about job opportunities in the Greater MSP region.

During 2018, the MSP Tech Team will scale these efforts while focusing on attracting software developers and other technology talent to the Greater MSP region. The team is comprised of recruiting leaders at many of the region’s largest employers of tech talent as well as startup community groups, education partners, and other local tech allies.

During 2017 the team put the insights in this report to use, working with local tech professionals to identify the reasons they live and work in the Greater MSP region. The team used that feedback to reach more than 330,000 tech professionals living and working in 10 U.S. markets in and beyond the Midwest. Thousands of these tech professionals visited makeitmsp.org to learn more.

### Ideas
The Make It. MSP. Tech Team went to the community for ideas to kick off 2017. Roughly 100 people gathered at the Make It. MSP. Tech Team city tour, hosted by Make It. MSP. at the University of Minnesota’s Hubert H. Humphrey Institute of Public Affairs. The event featured panel discussions with local tech professionals and startups, as well as an opportunity to meet with Twin Cities startup community members.

### Fly-in
The team recruited more than 20 jobseekers to fly in to Twin Cities Startup Week, a festival that attracted more than 12,000 attendees during October 2017.

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**After Career, These Are The Most Important Considerations Influencing The Decision To Move To A Region, Rated On A 1 To 5 Scale**

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Costs</td>
<td>4.3</td>
</tr>
<tr>
<td>Housing Availability</td>
<td>4.0</td>
</tr>
<tr>
<td>Proximity to Family/Friends</td>
<td>3.9</td>
</tr>
</tbody>
</table>

**The Highest Percentage of Respondents Say Visiting The Location Is Most Helpful When Considering A Move**

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting and experiencing the location first hand</td>
<td>80.6%</td>
</tr>
<tr>
<td>Relocation packages and information</td>
<td>60.5%</td>
</tr>
<tr>
<td>Talking with someone in the industry</td>
<td>59.7%</td>
</tr>
<tr>
<td>Location website</td>
<td>38.6%</td>
</tr>
<tr>
<td>Brochures</td>
<td>22.0%</td>
</tr>
</tbody>
</table>

ConnextMSP allows alumni from top career readiness programs to network with employers, search for jobs, learn about local career fairs and professional development opportunities, and stay connected with their former youth programs. The ConnextMSP team, including the Minneapolis Foundation, Itasca Project, and Xcel Energy, leveraged the Make It. MSP. platform to build a beta cohort of 10 public and private sector employers that worked to test ConnextMSP.

“ConnextMSP means, unlike any other community, we can now direct the thousands of graduates of our high performing youth groups directly into our companies seeking talent. Talent + diversity = global success.”

R.T. Rybak, President & CEO, Minneapolis Foundation

The Make It. MSP. team has partnered with students at Michigan State University both on their own campus and in the Greater MSP region. Following tours of Greater MSP companies and a community service event, a group of Michigan State students learned all about the benefits of living and working in the Greater MSP region. Local partners came out to answer students’ questions and offer their own diverse perspectives.

“I think it was as inspiring for Make It. MSP. partners as it was for the students to be in the Mill City Museum learning how the entrepreneurs that fueled our region’s growth shaped the innovation that’s happening today. They started clapping after watching a video on our startup scene. It was great.”

Matt Lewis, Director of Make It. MSP.
Professionals are more likely to stay in the Greater MSP region, but that’s less true among our fastest growing populations.

There is no single moment when retention happens. It’s all of the moments. That makes it a bit trickier to analyze than attraction, but perhaps even more important.

In fact, the Greater MSP region’s stronger than usual performance during 2016 had more to do with improvements retaining talent than attracting it. Over the past five years, an average of 27,927 working professionals left the Greater MSP region each year. Retaining more of this talent in the region is often more effective and less expensive than recruiting and relocating new hires.

For instance, take the 30,000+ newcomers moving to the Greater MSP region on average each year. Make It. MSP. research shows these newcomers are at higher risk of leaving the region, especially if they are not satisfied and connected within their first year or two in Greater MSP. Yet they are already in the region, easier to reach, and more likely to influence others. This is why the Make It. MSP. initiative launched the MSP Hello project to welcome and onboard newcomers.

The good news is the Greater MSP region already performs quite well retaining overall professional talent. Its overall per capita retention rate is good enough for third place among major U.S. metros. Judged this way, only New York and Detroit experienced a smaller percentage of their professional residents leaving the region each year – though that percentage represents a much larger number of people in a region the size of New York.

Given regions that attract more people have a larger population of newcomers at risk of leaving, another important way to analyze retention is to see how many professionals are leaving as compared to those attracted. Put this way, the MSP region performs well — better than some regions like Pittsburgh. But Greater MSP does not perform as well as a region like Charlotte, which relative to its strong performance attracting talent is losing fewer professionals.

Professionals of color are significantly more likely to leave the region than their white professional counterparts.

Performance put the region at #29 among large U.S. metros at retaining professionals of color. The immigration rates were different as well, as the Greater MSP region actually attracted professionals of color at higher rates than it attracted white professionals.

In fact, many U.S. regions experience different migration performance among professionals of color. Regions including Atlanta, Houston, and San Francisco-Oakland led the nation at migration among professionals of color. The list is different among white professionals, with regions such as Boston and Austin performing better. Some regions such as Dallas showed strong performance across all races and ethnicities.

It is important to recognize that these results, as well as perception data, include all non-white professionals, including Black, Latina, Asian, and Native American professionals. There are many important distinctions among demographics when it comes to both economic and social outcomes. It is important to recognize that these results, as well as perception data, include all non-white professionals, including Black, Latina, Asian, and Native American professionals. There are many important distinctions among demographics when it comes to both economic and social outcomes.


25-29 45%
30-39 28%
40-49 28%
50+ 3%

28% Asian/Pacific Islander
29% Black/African American
29% Hispanic/Latino
40% American Indian
The most frequently cited reason professionals of color have for considering a relocation is a perceived lack of diversity and cultural awareness in the Greater MSP region.

Asked to choose among a variety of issues, professionals of color were most likely to cite this over other issues—especially the weather. While some differences exist in the data across race and ethnicity as well as age, a number of themes consistently emerge in the perception data.

These results have been shared and interpreted by MSP-based professionals of color in forums and workshops with hundreds of local leaders across all sectors. The results reveal six key themes that stretch both in and out of the workplace.

For example, while more than three-quarters of professionals of color in Greater MSP reported satisfaction with the region’s overall events and amenities, a large share of professionals of color were dissatisfied with culturally specific offerings. Additionally, half of survey respondents report they find it difficult to connect with new people in the region beyond their co-workers.

Diversity is dimly reflected in leadership according to a majority of survey respondents, both in the community as well as in the workplace, where just 35% of respondents agreed that diversity is reflected in their leadership team. Younger respondents were even less likely to agree.

Discrimination and bias are more commonly experienced in the community as opposed to the workplace, according to survey respondents. However, local culture more frequently creates subtle experiences with bias and discrimination.

And within the workplace, professionals of color reported a gap between intention and impact on Diversity & Inclusion programming as well as unclear pathways to career advancement. In total, 43% of survey respondents report a lack of cultural competence in their workplace. Just 50% agree that they see a path for diverse people to advance within their organization.

Additional survey results are available at makeitmsp.org.

During 2017, the Make It. MSP. Professionals of Color Team shared its research findings with hundreds of local leaders including through partnerships with the University of St. Thomas, the Minneapolis-Saint Paul Business Journal, Minnesota Public Radio, and major local employers.

By revealing insights shared by local professionals of color, the team was able to bring the data to life and draw new insights. However, to get these insights into the hands of other employers and empower them to use the research to drive dialogue and action, the team built a digital, multimedia toolkit that is available to local employers. During 2018, a cohort of employers is committing to put the toolkit to use internally and helping to enhance it.

In addition to putting this workplace inclusion toolkit to use, the team has expanded to grow other Make It. MSP. projects as well as propose others. Some of these projects include:

- Signature local events. Led by GREATER MSP, the Saint Paul Area Chamber of Commerce, and the Minneapolis Regional Chamber of Commerce with founding support from the Bush Foundation, the MSP Mingle series is regularly hosted by top local employers from Fortune 500 companies to state government. This series connects the region’s employee resource groups, associations, and other professionals of color to build connections across organizations.
- Storytelling to elevate people and issues. By working with local media outlets and expanding efforts on the Make It. MSP. website, the team is working to highlight stories and share the work of the region’s professionals of color. A newsletter coordinated with leading support from the Saint Paul Area Chamber of Commerce highlights professional and community events for professionals of color throughout the region.
- Partnerships to drive action at scale. Whether it’s working with the globally leading Forum on Workplace Inclusion or partnering with a foundation or company on a signature event, the Make It. MSP. team is hard at work to study the ecosystem of local efforts to drive inclusion and better retain professionals of color in order to identify partnership opportunities and highlight existing efforts in the region that are helping achieve the mission.

To learn more about the team and its work please contact info@makeitmsp.org.
GET INVOLVED

At this critical time, it is more important than ever that our region come together in ways we never have before. Connect to the Make It. MSP platform by signing up for the latest tools and updates and putting them to use. Collaborate by inviting your colleagues and employees to join a Make It. MSP team or project. Or lead the initiative forward by joining other organizations on the Make It. MSP Enterprise Team. To learn more and take action, contact us at info@makeitmsp.org
Make It. MSP. is a partnership of individuals and organizations working together to make the Minneapolis-Saint Paul region the best place in the world for talented people to come, stay, and thrive.