MSP Campus Recruiter Guide

August 2019

PREPARED BY

MAKE IT. MSP.
BACKGROUND

Make It. MSP. is a strategic initiative of the greater MSP Partnership, led by hundreds of partners working together to make the Greater Minneapolis-Saint Paul region the best place in the world to come, stay and thrive.

Our ambition is for the Greater MSP region to be one of the country’s Top 10 performers at attracting and retaining talent. We do this by piloting and implementing joint strategies to attract, on-board, and retain people to Greater MSP.

This guide is a living document. It is designed for campus recruiters and their allies working to attract students to intern, work, and live in Greater MSP. It was informed by research and input from campus recruiters. The guide is one step towards creating a longer-term strategy for campus recruiting.

Our goal is to spark a conversation using this guide while also collecting feedback, ideas, and case studies from recruiters in the field.

We want to hear directly from you: What more do you want to share about Greater MSP? What tools can we build? What questions are you being asked that you can’t answer today?

VISIT US ONLINE AT MAKEITMSP.ORG
THE MAIN IDEA

TAKE A CANDIDATE-CENTERED APPROACH TO SHARING INFORMATION ABOUT MSP

This guide is designed to help you talk to students about living & working in the Greater Minneapolis-Saint Paul (MSP) region.

You don’t need to become an expert on the Greater MSP region to talk to students about living and working here. And in a dynamic community, things are always changing, including destinations and rankings.

Instead, by becoming an expert in your candidate’s experience you’ll be in a position to help. That mostly comes from listening and asking questions. By considering your candidate’s hopes and challenges, you’ll be equipped to share why being in Greater MSP can help them thrive.
On a scale from 1 to 10, other than jobs how important are the following factors when choosing where you’d like to live?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing/rent</td>
<td>8.4</td>
</tr>
<tr>
<td>Overall cost of living</td>
<td>8.3</td>
</tr>
<tr>
<td>Crime rate</td>
<td>7.8</td>
</tr>
<tr>
<td>Avoiding a long commute</td>
<td>7.7</td>
</tr>
<tr>
<td>Availability/quality health care</td>
<td>7.4</td>
</tr>
<tr>
<td>Diverse economy</td>
<td>7.4</td>
</tr>
<tr>
<td>&quot;Cool Factor&quot;</td>
<td>5.3</td>
</tr>
<tr>
<td>Good nightlife</td>
<td>5.2</td>
</tr>
<tr>
<td>Pro sports teams</td>
<td>3.8</td>
</tr>
</tbody>
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Source: Go Fish: How to Reel in Tomorrow’s Talent, Development Counsellors International, 2018. To learn more, visit aboutDCI.com

So, what’s important to a candidate considering a place to live? One survey conducted by Development Counsellors International (DCI) reached 1,000 college students and recent grads (ages 19-25) on choosing a location. See some of the answers in the chart at left.

When choosing a place to live, people prioritize different things. But surveys like this one and others conducted by Make It. MSP. find that the most common concerns include items like economic opportunity, affordability, and proximity to friends and family. While local amenities like nightlife do matter, they usually pale in comparison to these critical items that help people find purpose.

DCI also worked with Make It. MSP. in 2016 to survey 1,800+ professionals around the United States. The firm found that more people than you might expect, 49% of all survey respondents, were at least willing to consider a move to the Greater MSP region for the right opportunity.
CONTEXT MATTERS

While it is safe to assume that everyone cares about cost of living and economic opportunity, it is true that different candidates will prioritize different attributes in the communities where they live and work.

Taking a candidate-centered approach means considering the perspective of each individual. Differing priorities for each candidate may mean the Greater MSP region will look a little different to that candidate.

Consider the context. Someone with a strong community of friends in the Greater MSP region may care most about their commute while someone with no friends here could be more concerned with making friends.

Despite all the region’s jobs, someone looking to build a career in a specific industry like health care may find the longer-term career opportunities in Greater MSP more attractive than someone looking to enter the auto industry.

GEOGRAPHIC CONTEXT

When getting to know a potential campus recruit, consider location-based context like which markets they are comparing to Greater MSP. That frame will determine a great deal.

Is the candidate from a small town? A big city? Where do they want to be?

Is the candidate already living far away from home? Do they want to?
CONVERSATIONS

PEOPLE WANT TO KNOW THEY WILL THRIVE IN MSP. EVERY CONVERSATION WILL BE DIFFERENT, BUT THESE FOUR THEMES CAN HELP GUIDE YOU.

START BY ASKING QUESTIONS TO GET A SENSE OF THE CANDIDATE’S PRIORITIES. AS HELPFUL CONSIDER SHARING THEMES SUCH AS THESE:

THEME 1: YOU CAN SOLVE THE WORLD’S BIGGEST PROBLEMS HERE
If you want to make an impact in the world, MSP is a best kept secret. We build globally leading inventions and companies.

THEME 2: YOU CAN GET THE BEST ALL AROUND VALUE HERE
The Greater MSP region isn’t the most or least expensive place to live. But you won’t need to choose between career and cost.

THEME 3: YOU CAN ACCESS EVERYTHING HERE
Whatever your interest, you can find it in Greater MSP. Unlike other areas, it’s easier to access things and participate here.

THEME 4: YOU CAN HELP BUILD A MORE INCLUSIVE COMMUNITY
Make It. MSP. partners are actively working to build a more welcoming and inclusive region. You can help us get there.
DIVE DEEPER

The following pages explore the four conversation themes in greater detail.

Each theme includes potential discussion points and links to resources you can use including articles, videos, digital tools, lists, and more.
Theme: BEST PLACE TO SOLVE PROBLEMS

YOU MIGHT WANT TO CONSIDER SUPPORTING POINTS THAT DRIVE BACK TO THE MAIN THEME

You can work with & among globally leading organizations

Did you know Minnesota has created 50 Fortune 500 companies? Many of the world’s top companies are here in industries like food, health, water, retail, and finance. These companies work with startups, non-profits, and government to tackle global issues.

You can make an impact early in your career

The Greater MSP region has as many major headquarters as top global cities, but it’s less crowded. Unlike most places, you can get involved early and find thousands of local opportunities to advance and develop your career.

You can pursue your purpose both in & out of the workplace

People and organizations are more involved in their communities here. Locals volunteer, donate, and vote at some of the country’s highest rates and our organizations have a legacy of giving more to their local communities. You can take part in this legacy.
TOOLS TO USE

SHARING THAT THIS IS THE BEST PLACE TO SOLVE PROBLEMS? CLICK THE TEXT TO BE LINKED TO A RESOURCE YOU CAN PUT TO WORK.

MSP JOB PORTAL  MSP TECH PAGE  MSP FOOD & AG PAGE  MSP FINANCE PAGE

BEST CITIES TO START CAREER  BEST FOR TECH JOBS  VOLUNTEER PORTAL  INFOGRAPHIC ON PURPOSE

Discover more tools and resources (and provide feedback) using the MSP Recruiter Toolkit at recruiters.makeitmsp.org.
Theme: BEST ALL-AROUND VALUE

You might want to consider supporting points that drive back to the main theme.

Consider both your salary and the cost of living

If you compare Greater MSP to Seattle, Chicago, New York, or even Denver, it’s likely more affordable. But it’s less affordable than places like Sioux Falls. Encourage candidates to consider cost and salary opportunities in combination.

It's not just housing or transportation alone

Housing in Chicago, Denver and Seattle is more expensive, but it is also less expensive in some other markets. Encourage candidates to consider these top two costs and the fact that the Greater MSP region has reliable, affordable public transportation options.

You don't need to go far to find the right amenities

Other costs include things related to hobbies and interests. The quality of the Greater MSP region’s restaurants, theaters, sports facilities, parks and other items is as good as top markets but costs less. Again, you’ll find the best value here.
TOOLS TO USE

SHARING THAT THIS IS THE BEST ALL-AROUND VALUE? CLICK THE TEXT TO BE LINKED TO A RESOURCE YOU CAN PUT TO WORK.

COST OF LIVING CALCULATOR  BEST CITIES TO SAVE MONEY  INFOGRAPHIC ON COST  INFOGRAPHIC ON COMMUTE

THOUSANDS OF RENTALS  NEIGHBORHOOD GUIDE  COMPARE COMMUTES  MSP TRANSIT GUIDE

Discover more tools and resources (and provide feedback) using the MSP Recruiter Toolkit at recruiters.makeitmsp.org.
Theme: ACCESS EVERYTHING HERE

YOU MIGHT WANT TO CONSIDER SUPPORTING POINTS THAT DRIVE BACK TO THE MAIN THEME

You can actually get a ticket to all the best events

Every professional sports team plays in a modern facility. Every musical act or play comes through the city. Every major museum show comes here. But unlike the other places where that’s true, here you can actually land a ticket to the big event.

You can pull up a seat in the best of our food & drink scene

The Greater MSP region is a top foodie city and a top beer city according to the biggest media publications. But even the hottest spots are places where you can get a table reservation, bring your out-of-town guests, or go back to every week.

You can explore the outdoors while still in a big city

Minneapolis and Saint Paul consistently rank at the top of the country’s best parks systems. And many of the country’s best lake towns and parks are a short visit away. You don’t have to choose between getting outside & the city. You have both here every day.
TOOLS TO USE

SHARING THAT YOU’LL ENJOY AN ALL-ACCESS PASS? CLICK THE TEXT TO BE LINKED TO A RESOURCE YOU CAN PUT TO WORK.

FIND MUSEUMS, TRAILS & MORE

MSP FOOD & DRINK LISTS

MSP WELCOME AMBASSADORS

CITY PAGES CALENDAR

NEIGHBORHOOD GUIDE

TOP RATED PARKS

VISITORS GUIDE TO MSP

MSP WINTER GUIDE & VIDEOS

Discover more tools and resources (and provide feedback) using the MSP Recruiter Toolkit at recruiters.makeitmsp.org.
Theme: BUILD A MORE INCLUSIVE REGION

YOU MIGHT WANT TO CONSIDER SUPPORTING POINTS THAT DRIVE BACK TO THE MAIN THEME

You can help our efforts to connect people of color

The BE MSP team of Make It. MSP. works to connect and elevate people of color by following their voices. The team works to provide workplace inclusion tools to local employers, culturally specific events to strengthen connections, and much more.

You can help us welcome people from around the world

The MSP HELLO team of Make It. MSP. works to welcome the region’s newest residents by helping them find a local ambassador, connect through events like MSP Welcome Week, and train organizations on inclusive welcoming practices.

You can help us set goals, track progress & deliver results

The GREATER MSP Partnership’s vision is a region that leads the world in inclusive economic growth. The Partnership is working to set goals & define success along with partners dedicated to driving inclusive growth throughout the region.
TOOLS TO USE

SHARING THAT YOU CAN PLUG IN BY HELPING OUT? CLICK THE TEXT TO BE LINKED TO A RESOURCE YOU CAN PUT TO WORK.

MSP HELLO WELCOME TOOLS
BE MSP NETWORK
CONNEXT MSP PROJECT
BE MSP TOOLKIT
MSP REGIONAL INDICATORS
CEI INCLUSION INDICATORS
FORUM AT AUGSBURG
WILDER EQUITY SUPPORT

Discover more tools and resources (and provide feedback) using the MSP Recruiter Toolkit at recruiters.makeitmsp.org.
This guide is a work in progress. Pitch in and help us learn together.

This guide will be updated in 2020 and we need your input. Share your recruiter case studies, ideas for new tools, and questions about working in partnership.

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