



## TALENT ATTRACTION

**15K**

POSTED JOBS IN  
NORTH DAKOTA

**80%**

OF LEADS ARE PEOPLE  
THAT HAVE NEVER  
VISITED ND

**63%**

OF LEADS ARE  
INTERESTED IN MOVING  
WITHIN 6 MONTHS

**100.6%**

INCREASE IN LEADS  
FROM 2023 TO 2024



## FIND THE GOOD LIFE

The North Dakota Department of Commerce implemented a national talent attraction program, Find the Good Life (FTGL), in June 2022. Since its launch, over 5,000 individuals interested in relocating to North Dakota have entered the pipeline designed to connect leads with local community champions. The community champions provide these individuals with additional materials to improve awareness and showcase the best of life in North Dakota, with the goal of motivating jobseekers to relocate to the state.

Research identified four primary personas likely to relocate to North Dakota. National media was placed to attract those personas: boomerangs (previous North Dakotans), young families, recent college graduates, and veterans, and to drive traffic to [findthegoodlife.com](https://findthegoodlife.com). The website includes a relocation help desk that connects prospective residents with locals eager to share resources and real-life experiences about life in North Dakota. The relocation help desk utilizes three forms to collect information on career aspirations and lifestyle to help community champions personalize the conversation regarding the individual's relocation journey. Additionally, prospective residents who provide career information now enter the Candidate Marketplace, a tool for employers to directly access individuals with skills that could fill their open positions.

Find the Good Life is continuing to innovate and provide new ways to connect prospective residents with opportunities across North Dakota and to collaborate with communities and employers to leverage the state and its local talent attraction initiatives.

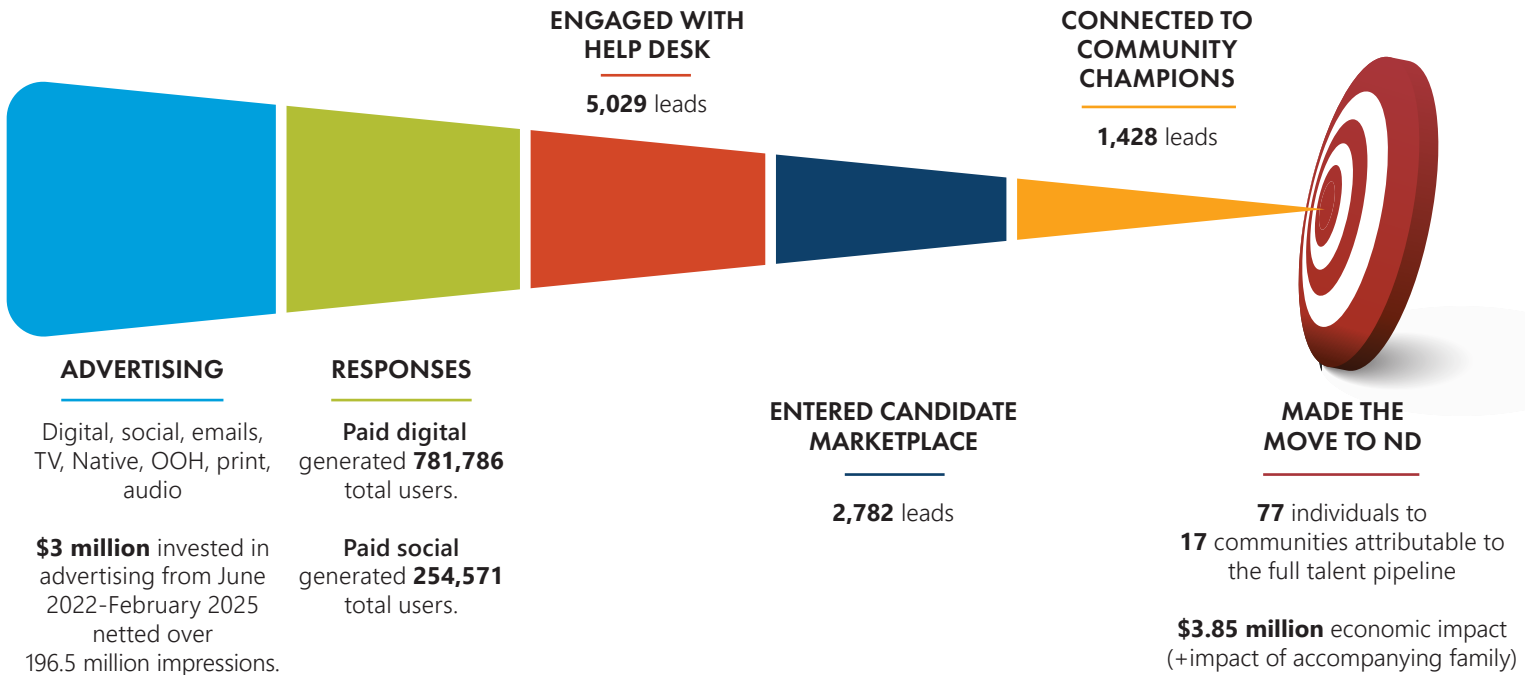


"I believe North Dakota is a gold mine of opportunity for people to find their fit and connect with their community."

—Charles, Mover from NC to Valley City

# MARKETING CAMPAIGN EFFECTIVENESS

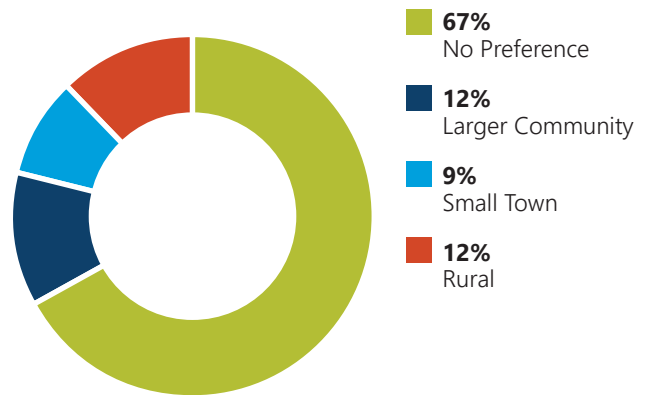
Marketing improves awareness and positions North Dakota as a potential new state for workers to consider. Advertising has been shown to increase the national perception of North Dakota and influence relocation even when the audience does not utilize the Help Desk and relocater tools.



## TOP INTERESTS OF RELOCATORS

- 1 Things to do, Festivals & Events
- 2 Outdoor Recreation
- 3 Remote Work & Entrepreneurial Opportunities
- 4 Food Scene
- 5 Arts & Entertainment

## TOP RELOCATION INTEREST



## TOP STATES FOR RELOCATOR INTEREST

California	Minnesota
Florida	Arizona
Texas	

## TOP INDUSTRIES RELOCATORS WORK IN

Business Mgt & Admin	Skilled Trades
Healthcare	Retail & Food Services
Manufacturing	

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