

FIND THE
goodlife
in North Dakota

NATIONAL WORKFORCE

Recruitment Initiative

What are we doing here?

The state of North Dakota has embarked on an innovative initiative to attract more people to live and work in the state. A key part of this project hinges on connecting newcomers to real, welcoming North Dakotans that live and work in YOUR community!

How does it work?

STEP 1: Marketing campaign targeting people all around the country looking for new opportunities and better quality of life.

STEP 2: Marketing drives them to www.findthegoodlife.com which showcases the best of life in North Dakota, including our vibrant communities and variety of job opportunities.

STEP 3: Interested future residents can visit the relocation help desk to fill out a series of short forms to provide information about:

- What kind of job and industry they're interested in
- Community and lifestyle preferences
- Hobbies and interests

STEP 4: We then review the information provided and assign them to the right Community Champion with local knowledge to answer their questions.

What can YOU do to get your community on the map?

Become a Community Champion!

Identify other champions in your community.

Assemble resources that new residents might need.

Share your love of your community with your new potential neighbors!



Interested in joining us?

Contact Sara Sperling at ssperling@nd.gov to learn more!