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Dakota Roots continues to recruit workers to South Dakota

PIERRE, S.D. – Dakota Roots has helped 557 individuals secure employment and bring their families to South Dakota. The main objective of this worker recruitment program is to grow the South Dakota workforce by encouraging those with ties to the state to return to *live, grow and build*.

“The Dakota Roots program is a tremendous success,” said Secretary of Labor Pam Roberts. “Our South Dakota Department of Labor staff have been working hard to match participants’ desired fields of interest with current job openings. It is incredible to realize that people have moved here from 45 states, Washington D.C. and Puerto Rico.” The average age of those entering employment is 36-years-old.

Dakota Roots has sparked the interest of a total of 2,693 individuals across the nation. These are workers who have moved or indicated plans to move to South Dakota when they find the right career opportunity. Of this total, 1,276 are actively searching with intentions to relocate within the next six to 12 months.

Dakota Roots is not only helping job seekers, but businesses as well. “Over 300 South Dakota employers are featured on our recently enhanced Web site as business partners,” said Roberts. “Being a Dakota Roots partner gives them additional exposure to job seekers at no cost to them.” The Governor’s Office of Economic Development has also provided business start-up and expansion details to 44 businesses through Dakota Roots.

“We continue to promote Dakota Roots through grassroots efforts and word of mouth,” said Roberts. “Alumni associations across the state have been especially helpful in sharing information.” Since the October 2006 launch, it is estimated almost 173,000 alumni and friends have been reached through newsletters, magazines and e-mail blasts.

Dakota Roots is one program of the state’s Workforce 2025 initiative. It is a joint partnership between the South Dakota Department of Labor, South Dakota Department of Tourism and State Development, and Office of Governor Mike Rounds. For more information including updated statistics, relocation information and cost of living index calculators, visit www.DakotaRoots.com.