

South Dakota Department of Labor
700 Governors Drive
Pierre, SD 57501
www.sdjobs.org
www.DakotaRoots.com

Media Contact: Dawn Dovre, 605.773.3094
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Dakota Roots celebrates two years of growing South Dakota's workforce

PIERRE, S.D. –The South Dakota Department of Labor (DOL) helps all in-state and out-of-state residents needing job placement and career transition services. The Dakota Roots worker recruitment program launched on October 20, 2006, and continues to help grow the workforce. DOL is currently assisting 1,614 active out-of-state job seekers who have expressed interest in moving to South Dakota given the right career opportunity. In the last two years, DOL has provided staff assisted service to over 89,700 job seekers.

“The number of Dakota Roots participants wanting to join our workforce has seen tremendous growth. They truly recognize South Dakota is a great place to live, grow and build,” said Gov. Mike Rounds. “Through one-on-one service, DOL representatives have helped 766 individuals move to South Dakota, making their dream a reality.”

Dakota Roots has 3,340 participants registered from all 50 states, the District of Columbia and Puerto Rico. Those entering employment have come to South Dakota from 44 states and the District of Columbia, and are on average 36-years-old. “It’s important to remember we aren’t just gaining one individual in each placement. People are moving here with their significant others and families as well,” said Secretary of Labor Pam Roberts. “In the first six months, we had one family move here about every two weeks. Now, we average over one per day. We anticipate this exponential growth to continue and are extremely excited about the successful results.”

Sara McGregor of Sisseton found Dakota Roots useful when her and her husband, a South Dakota native, decided to return home. “The representative I worked with introduced herself and was very welcoming,” McGregor said. “It was nice to feel like there was someone looking out for you. I would definitely recommend Dakota Roots.”

All South Dakota businesses may become partners and have the opportunity to post their employment listings on www.DakotaRoots.com at no charge. Their logo and Web site are also featured so potential employees can learn more about their company. DOL representatives take the time to individually search for and refer candidates who would be a good fit for their openings. Confidentiality is guaranteed throughout the entire process.

Molded Fiber Glass Companies of Aberdeen is a Dakota Roots business partner. Rhonda May, Human Resources Manager, said she has found the resume referrals from Dakota Roots beneficial. “We have found some candidates that have been great additions to our staff,” she said.

Dakota Roots also assists businesses looking to move to the state. “Forty-seven companies have expressed interest in expanding or relocating to South Dakota,” said Roberts. These businesses are now working with the Governor’s Office of Economic Development to receive assistance and more information.

Dakota Roots is part of the Workforce 2025 initiative which aims to ensure South Dakota has a competent and qualified workforce to allow for economic growth and expansion. To learn more, visit www.DakotaRoots.com or call 1.800.592.1882.