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People Urged to Move Back to South Dakota

PIERRE, S.D. – The South Dakota Department of Labor (DOL) has been working to reverse the brain drain through a worker recruitment program called Dakota Roots.

The effort was launched four years ago and connects out-of-state residents who formerly lived in South Dakota to career opportunities with South Dakota's leading businesses.

“We are approaching the time of year that draws many former South Dakotans back to our state – pheasant hunting season,” said State Labor Secretary Pam Roberts. “This is the perfect opportunity to remind returning family members and friends about our jobs and sign them up with Dakota Roots.”

Family and friends can be referred through www.DakotaRoots.com; information will then be shared with their referral by mail, e-mail or phone. Once registered, Dakota Roots will begin matching participants with available career openings that match their skills.

“The Department of Labor has employment representatives working one-on-one with each participant,” said Secretary Roberts. “In order to answer questions about relocating, they are knowledgeable about the available jobs and the communities that have those jobs.”

Another option for those seeking to return to South Dakota is to do a Dakota Roots self-referral, register and immediately begin searching the online database of almost 10,000 job listings.

“If they are interested, the participants can pursue the opportunities directly with the employers,” said Secretary Roberts.

Dakota Roots is a joint partnership among DOL, the Department of Tourism and State Development and the Governor's Office. For more information, visit www.DakotaRoots.com or call 1-800-592-1882.