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Dakota Roots Day Proclaimed to Recognize Worker Recruitment Efforts

PIERRE, S.D. – Gov. Mike Rounds has proclaimed today as Dakota Roots Day in South Dakota and encourages all South Dakotans to recognize the importance of recruiting a qualified and competent workforce to help meet the state’s economic potential. [View proclamation.](#)

Dakota Roots was launched four years ago as a worker recruitment program to bring former South Dakotans home.

“We invite people to return to South Dakota to work, prosper and raise their families in our communities,” said Gov. Rounds. “Our low unemployment rate and excellent quality of life are great reasons for people to sink their roots here.”

The online website www.DakotaRoots.com connects job seekers with career opportunities offered by the state’s leading businesses. Confidentiality is guaranteed throughout the process.

Almost 2,000 out-of-state job seekers are actively using Dakota Roots to find employment. Each registered participant receives one-on-one assistance from a Department of Labor employment representative to find job openings matching their skills, career options and in-demand occupations, and relocation information.

“Over 1,500 Dakota Roots participants have entered employment in a wide range of occupations as a direct result of our help. That’s more than one worker moving back to South Dakota every day,” said State Labor Secretary Pam Roberts. “Some of the hard-to-fill positions we are now recruiting for include CPAs, engineers, software developers and registered nurses.”

Businesses benefit from Dakota Roots by becoming recognized business partners. The logo, homepage and job listings of each business are featured on the Dakota Roots website at no cost. The additional exposure attracts skilled candidates.

“We screen applications and provide a list of the most-qualified applicants to our Dakota Roots partners,” said Secretary Roberts. “To become a partner, businesses should contact their local Department of Labor office.”

Through Dakota Roots, 57 out-of-state businesses have also expressed interest in starting up or expanding in South Dakota. These prospects are now working with the Governor's Office of Economic Development.

Dakota Roots is a joint partnership among the Department of Labor, 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.