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Gov. Daugaard: Follow Your Roots Back to South Dakota

PIERRE, S.D. – Most people would never expect a personal email or voice message from the Governor of South Dakota. But what would you think if you received them?

What if Gov. Dennis Daugaard was asking you to move home?

A new online feature at www.DakotaRoots.com allows family and friends to request just such messages to out-of-state loved ones, urging them to return to their South Dakota roots.

The recorded messages and emails from Gov. Daugaard focus on job openings, quality of life, recreational opportunities and a friendly tax structure.

“Our reinvigorated Dakota Roots program encourages the return of those who have left South Dakota by letting them know that the grass is truly greener here,” the Governor said. “I am excited to personally invite our family members and friends to move back to their home state.”

The new recruiting function became available earlier this month. To send an email or recorded message from Gov. Daugaard, visit www.DakotaRoots.com and select “Family and Friend Referral.” Complete the form and submit the information to get your referral started with the services available through Dakota Roots.

Dakota Roots grows the South Dakota workforce by connecting out-of-state individuals with in-state employment opportunities. More than 11,000 job listings are available, and employment representatives work one-on-one with job seekers to appropriately match them.

“We need to increase our labor force to fulfill the staffing needs of South Dakota businesses,” said State Labor and Regulation Secretary Pam Roberts. “Dakota Roots offers an additional labor pool. Currently 3,750 people are actively looking to relocate to South Dakota through Dakota Roots.”

Dakota Roots is part of South Dakota Workforce Initiatives (SD WINS), Gov. Daugaard’s 20-point plan to address short- and long-term workforce needs. SD WINS is a collaborative effort of business, education, health and labor leaders to create a well-trained and well-educated workforce for the job market of today and tomorrow.