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## **Dakota Roots Site Improves Job Seeker Experience**

PIERRE, S.D. – Dakota Roots, the state’s longest running worker recruitment program, has launched a redesigned website aimed at connecting out-of-state job seekers to South Dakota jobs.

The new website at [www.DakotaRoots.com](http://www.DakotaRoots.com) continues to use the SDWORKS jobs database which has nearly 14,000 openings. It also features the experiences of real job seekers who have used Dakota Roots to find a job and move to South Dakota.

“We have some great stories to share,” said state Labor and Regulation Secretary Marcia Hultman. “People have moved back for a variety of occupations to communities of all sizes. The personalized, one-on-one job services we offer are unique, and job seekers appreciate the extra attention.”

Other features available on the website include career exploration tools, quality of life facts, a real wage calculator, relocation tips and information about doing business in South Dakota.

Over 4,100 individuals have moved to South Dakota through Dakota Roots from all 50 states and several countries since 2006.

“That’s more than one per day, and the average age is 36 years old,” said Secretary Hultman. “Our primary audience is 25- to 44-year-olds, as we’d love to have trailing spouses and family members help grow our workforce too.”

Dakota Roots has also been successful in helping hundreds of businesses recruit candidates for hard-to-fill positions.

“If employers are listing their job openings with the Department of Labor and Regulation, those openings are showing up in the Dakota Roots job search,” said Secretary Hultman. “Dakota Roots essentially provides an additional labor pool from which to select qualified applicants.”

To request a Dakota Roots representative, search jobs or refer a family member or friend, visit [www.DakotaRoots.com](http://www.DakotaRoots.com) or call 1-800-592-1882.