

RECRUITMENT-- NEED IDENTIFIED & MARKET IDENTIFIED

From the "Brain Gain" Report:

BY BEN WINCHESTER, U OF M

WHAT FACTORS WERE IMPORTANT IN THE NEWCOMER'S DECISION TO MOVE?

- Less congested place to live, 77%
- Better environment to raise kids, 75%
- Better quality local schools, 69%
- Safer place to live, 69%
- Lower cost of housing, 66%
- Simpler pace of life, 66%
- Outdoor recreational activities, 63%
- Closer to relatives, 62%
- Desirable natural environment, 60%
- Lower cost of living, 53%

DECISION MAKING TOOLS USED (IN ORDER) (WHO DID THEY CONSULT OR HOW DID THEY FIND)

- Family
- Internet
- Friends & acquaintances
- Current community residents
- Employer or co-workers
- Recruitment info from Employer
- Travel or vacation to new location
- Attended school in new location
- TV, magazines, newspapers, Business publications

Regional Recruitment Priority

Minnesota DEED: From the State of the Cities Report...

"Indeed, the search for workers **will be one of the big economic stories in Minnesota** and the rest of the country over the next 15 years. With baby boomers leaving the workforce, companies will have to scramble to find replacements. In some industries, they are already scrambling."

University of Minnesota, Extension:

Populations projections for 2010 to 2025 show that Big Stone County is 1 of only 9 counties projected to lose population during that timeframe. -- **How can we change that?**

Ben Winchester of the U of M Extension has solid research that identified that there is an age cohort (30 to 49 years old) that are in search of a rural place to live. The research has been named "Brain Gain" and those who have made the move are identified as "newcomers".

MNbump marketing uses tourism assets to pull "newcomers" to our website and social media outlets for a view into what life is like in Big Stone County – **which is already what the research shows these "newcomers" are looking for.**

Our website – MNbump.com - is used to host all of our foundational data with periodic blog posts which highlight an event, tourist attraction, business, etc. in Big Stone County.

Social Media tools are used with Facebook being the tool that obtains the greatest reach.

We have two community assistants who are in charge of posting information on Facebook from their communities and they also provide information for blogging articles. We've created the "County Connect" which periodically meets to help form the next steps for MNbump and community outreach.

How do people find us?

The majority find us through Facebook. We use pictures and video in the posts which draw our locals to check out what is going on. Once they click on the post, comment and/or share the post is then spread to their friends and family from their Facebook feed. So, if you look to the left on the decision making tools, we are spreading the "word" on Big Stone County through the **internet**, through **family**, **friends**, and **current community residents**. As you can see from the data on the back of this sheet, we reach from 30,000 to 70,000 people in a 28-day period on Facebook depending on the events and activities that happen. That is the current "opportunity reach" we are obtaining. Of course not all are planning to move in the next month or two; however, they will hopefully have us on their radar.



MNbump was developed through the assistance from the following:

- The University of Minnesota Regional Sustainable Development Partnerships & the University of Minnesota Tourism Center
- Blandin Foundation through the Minnesota Intelligent Rural Communities Program(MIRC) & also the Blandin Foundation's Broadband Innovation Grant
- University of Minnesota Extension
- Upper Minnesota Valley Regional Development Commission

December & November stats for posts over 1,000 people Reach (other posts range 200 to 800)

1.7k	Pictures on Christmas Eve day submitted to MNbump by IMPACT – gift donations in Big Stone County	12-24
1.7k	Pop Tabs News Story	12-26
2.2K	Fishing the Midwest – Arties Perchin' Video – Big Stone Lake	12-22
1.2k	Hartman's basket fundraiser video	12-15
1.6k	CGB Holiday Concert	12-14
1.3K	Santa Day in Clinton – Pictures	12-10
3.1k	Drone Video – UMVRDC – shared on our FB	12-9
1.4k	Hartman's basket fundraiser video	12-6
1.8k	FWV – Church Window is installed	12-6
2.0k	Ortonville Community Hymn Sing	12-5
1.3k	Few Pictures from Graceville Santa Day	12-3
1.3k	Few pics from Ortonville Santa Day	12-3
963	Pictures from Beardsley Santa Day (w/watch for video) post	12-3
1.8k	Pictures from Little Spoon – blogger starting travel around Big Stone county	12-3
1.7k	Hartman's basket fundraiser video	12-2
1.2k	First Hartman's basket fundraiser video	11-30
2.7K	Video – a few MNbump business video (of those who commented on earlier MNbump FB post (request)	11-29
3.1k	Take a walk with Ortonville EDA – tour nursing home portion of FWV	11-22
3.2k	Inadvertent Café – Charlie Stattelman – making Cider video	11-18
1.3k	City of Clinton – added photos to MNbump.com's community page	11-18
2.7k	Post requesting businesses to add their name if they'd like more customers	11-16
1.2k	Graphic with upcoming events in MNbump	11-15
1.1k	Bingo post – come to Clinton – Saturday night	11-16
1.4k	Graphic – list of Veterans Day Programs in the area	11-10
1.4k	At Courthouse – voting post	11-9
2.5k	Video of the Ortonville Treat Street	11-1

Results from Jul 25, 2016 - Aug 21, 2016

 Organic  Paid

Actions on Page

July 24 - August 20

3

Total Actions on Page ▼ 25%



People

July 24 - August 20

Women 35-44

Largest Audience (15%)

Mobile Devices

Most Common Device (67%)



Page Views

July 24 - August 20

1,013

Total Page Views ▲ 54%



Page Likes

July 24 - August 20

107

Page Likes ▲ 155%



Reach

July 24 - August 20

70,553

People Reached ▲ 103%



Post Engagements

July 24 - August 20

32,459

Post Engagement ▲ 87%



Videos

July 24 - August 20

2,164

Total Video Views ▲ 589%





Patrick W. Buttke

Page Summary

Last 28 days

Export Data

Results from Nov 11, 2016 - Dec 08, 2016

 Organic  Paid

Actions on Page

November 10 - December 7

1

Total Actions on Page ▲ 100%



Page Views

November 10 - December 7

163

Total Page Views ▲ 318%

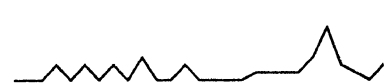


Page Likes

November 10 - December 7

30

Page Likes ▲ 30%



Reach

November 10 - December 7

37,021

People Reached ▲ 30%



Post Engagements

November 10 - December 7

12,723

Post Engagement ▲ 5%



Videos

November 10 - December 7

1,322

Total Video Views ▲ 284%

