



2020 Talent Attraction Plan – Kick-Off Year

Approved 1/2/20

As we start a new effort doing something we have not done before, we plan to make little bets, trying what produces results and what doesn't. Whatever we start out doing is likely to evolve. Based on our research of what has been producing results in other communities, this is an outline of our initial plan.

1) Digital Marketing

- Continue Livability Media project, including magazine, articles and Livability.com web pages.
- Update and keep Choose Great Falls website current.
- Produce targeted relocation content and post to Choose Great Falls social media apps.
- Use of Social Toaster to spread content through Great Falls Champions.
- Engage community to produce locally generated content.
- Engage partners, clubs and interest groups to generate and distribute content.
- Include rural partners and content.

2) Services & Tools

- Engage employer recruiters to share tactics, increase cooperative efforts and refer candidates and discharges.
- Create online job board system for employers and candidates.
- Provide confidential phone assistance to trailing partners/spouses.

3) Face-to-Face Marketing

- Host Get Back to Great Falls events and support similar events with partners in rural communities.
- Launch new Great Falls Young Professionals group.
- Coordinate partner and employer presence pitching the Great Falls region at Montana universities.
- Engage Accelerate Montana and other state organizations to boost efforts,

4) Training

- Supplement Talent Attraction Plan with targeted employer roundtables and trainings in recruitment, retention, development and overall talent management best practices.