**DATA-DRIVEN STRATEGY**

“Make It. MSP’s data-based approach enables development of sound strategies grounded in regional facts vs. individual company anecdotes. The data insight that connectivity is essential for retention aligns with the rich network of partner organizations offering events for employees of all backgrounds to get connected to groups/events matching their specific interests. Access to such quality regional data and extensive network opportunities is not something our company could achieve in isolation.”

Amy Wilson, Director of Talent Acquisition, Medtronic

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**CRITICAL RESEARCH**

“As an HR Diversity & Inclusion Consultant focusing on diverse talent recruitment for the University of Minnesota, I look to Make It. MSP for survey results. The metrics and insights these survey results offer help shed light as to why talent comes, stays, and leaves the Twin Cities community. The information helps to provide clarity when informing and consulting with our various colleges and units as they recruit talent.”

Patricia Izek, Diversity & Inclusion Recruiter, University of Minnesota, Office of Human Resources

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**PARTNERSHIP IN ACTION**

“Cross-company collaboration makes us all stronger. General Mills remains committed to partner with other Make It. MSP companies, meeting regularly and sharing best practices to attract superior talent.”

Scott Swayne, Director, Talent Acquisition, General Mills

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**MAKE IT. MSP.**

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Human Resources Leaders Back WHAT YOU CAN DO  
SIGN UP for Talent Tips at talent.tips@makeitmsp.org.  
WELCOME newcomers by encouraging new employees to attend networking events.  
CHECK the newcomer calendar for upcoming events at makeitmsp.org/msp-hello.  
SUPPORT DIVERSITY AND INCLUSION by hiring and developing diverse employees and by developing a culture where diverse talent thrives.  
LEVERAGE RECRUITING TOOLS at recruiters.makeitmsp.org.  

MAKE IT. MSP. WEBSITE Presents the region to talented workers around the world, helps them get connected to the community, and provides job listings to connect employers and workers.  
The site attracts thousands of new visitors every month and nearly 50,000 visitors each year.  
RECRUITER SUPPORT The Recruiter Toolkit on the website provides tools to help recruiters present the region to talent prospects. Photos, tours, fact sheets and a neighborhood guide help familiarize prospects with what the region offers and how to find their way.  
INTERN EVENTS Interns provide a rich resource to fill the talent pipelines. Employers from around the region hold joint intern events giving students visibility to future opportunities across the region.  

FIRST-OF-ITS-KIND RESEARCH We have conducted research on behalf of our investors and clients on the needs of newcomer talent, professionals of color and tech talent. Research findings have been presented to more than 1000 public, private and institutional leaders.  
PROFESSIONAL COMMUNITY BUILDING We’ve begun the work of connecting ERGs and interns across companies to build communities in different professions. Employers have found that helping build employees’ networks in the region, results in higher retention, stronger engagement and a better overall talent pool.  
NEWCOMER WELCOMES MSP Hello and MSP Mingle are two programs to welcome talent to the region in an effort to boost retention. MSP Hello has welcomed over 10,000 newcomers to the region, and MSP Mingle have allowed over 2,000 professionals of color to become connected.  

“There are so many things to do and places to eat that don’t make it into the tourist brochures that really make Twin Cities one of the best places to live in the United States.”  
Mariano Garcia, Break the Bubble  

“At Best Buy, we’re developing new talent strategies. Make It. MSP. is providing the support and tools to help implement those strategies.”  
Kathleen Gullickson, Best Buy  

“We... want to elevate and showcase our local [tech] scene so it can begin to have the appreciation it deserves.”  
Conner O’Brien, Healthcare.MN

Since 2011, the GREATER MSP partnership has developed strategies and executed initiatives that have accelerated job growth and capital investment in the 16-county region surrounding the Minneapolis-Saint Paul metropolitan area.