



## news release

### FOR IMMEDIATE RELEASE

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### **Greater Mankato Growth releases Talent Supply & Demand Report**

Mankato, MN (May 2, 2012) - Greater Mankato Growth, together with the South Central Workforce Council and the Minnesota Department of Employment and Economic Development (DEED), is today releasing the results of the area's first comprehensive workforce "Talent Supply & Demand Study."

The organizations' goal in conducting the study was to capitalize on the talent in our region. The study compared anticipated employer demand to the region's talent supply in order to identify increased business and talent development opportunities. The "Talent Supply & Demand Report" includes workforce and employment data, as well as student data from our region's five higher education institutions: Bethany Lutheran College, Gustavus Adolphus College, Minnesota State University, Mankato, Rasmussen College and South Central College.

"Increasing evidence suggests that Talent will be the number one asset for successful communities and regions moving forward. Fortunately, with five higher education institutions and progressive civic and business leaders, Greater Mankato is well positioned to take advantage of this trend, if we stay committed as a community to capitalizing on this asset," said Jonathan Zierdt, President & CEO of Greater Mankato Growth.

The report serves as a springboard for future discussion on optimizing talent in our region – a discussion that began today at the Greater Mankato Talent Supply & Demand Symposium, attended by approximately 100 educators, civic and business leaders. Initial key findings being released and discussed at the symposium include:

- Greater Mankato has a surplus of talent in certain areas, which could provide opportunities for current and future employers in the area. These areas with a surplus of talent include: Corporate/Business Support Services, Accounting, Market Research and Financial Operations, Bio Businesses and Industries, Computer /Information Technology, Technical Writing, Arts and Communications, Automotive Engineering and numerous types of Engineering and Sciences (Chemistry, Physics and Biology).
- Enhancing entrepreneurship opportunities in Greater Mankato may encourage the surplus of graduates in certain career fields to stay and build a business here.
- Talent can be marketed as a key asset in Greater Mankato and a pivotal component of the region's development strategy.
- Educators can explore options for addressing projected talent shortages in the region in the following career areas: Production Occupations, Truck and Equipment Drivers, Diesel Mechanics and Home Health Aides and Personal Care Aids.
- Educators can share information gleaned from the study with career counselors to ensure that students and job seekers are aware of the job market when choosing education/training programs.

“The information in this report is by no means complete, but it provides us with a starting point for the study and planning of our talent needs and opportunities important to our success as a marketplace,” said Zierdt. “Our vision is that, our education, civic and business leaders, will be able to work together to capitalize on the abundance of talent opportunities in Greater Mankato.”

The entire report is available at [greatermankato.com/business-talentstats.php](http://greatermankato.com/business-talentstats.php).

### **About Greater Mankato Growth**

Greater Mankato Growth (GMG) is committed to advancing business for a stronger community. As the Chamber of Commerce and Economic Development organization serving the regional marketplace, GMG advances business through: existing business support, new business growth, business promotion, talent development, public affairs, community marketing, visitor attraction and servicing and civic engagement.

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