



# Recruiting & Retention Through Community Building



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# Job Fairs – Employer Tips



ALL INDUSTRIES

NW  
NORTH  
DAKOTA

## SEMI-ANNUAL JOB FAIR

MARCH  
**24**  
2022

[jobsnd.com/JobFair](http://jobsnd.com/JobFair)

Williston State College  
**Williston, ND**  
**2:00 - 6:00 PM**

Employer Registration  
Deadline: 3/17/22  
Register Early for a Booth in The Well!  
Contact: Job Service North Dakota  
701-774-7900 infojswl@nd.gov

**SPONSORS** Job Service North Dakota / Williston State College / TrainND-NW / Cherry Creek Media  
Western Region Economic Development / McKenzie County Job Development Authority

- Prior to Job Fair – Be Visible! Build excitement via social media.
- Inform employees about positions you are seeking to fill – encourage them to send referrals.
- While at Job Fair – Engage! Engage! Engage!
- Consider bringing an employee to share why they like working for your company – with job seekers.
- Poll job seekers, “Have you heard of us?” Invite qualified job seekers to your business for a tour – no commitments!
- Network with other companies – help each other!

— JOIN THE TEAM —

*We're hiring!*





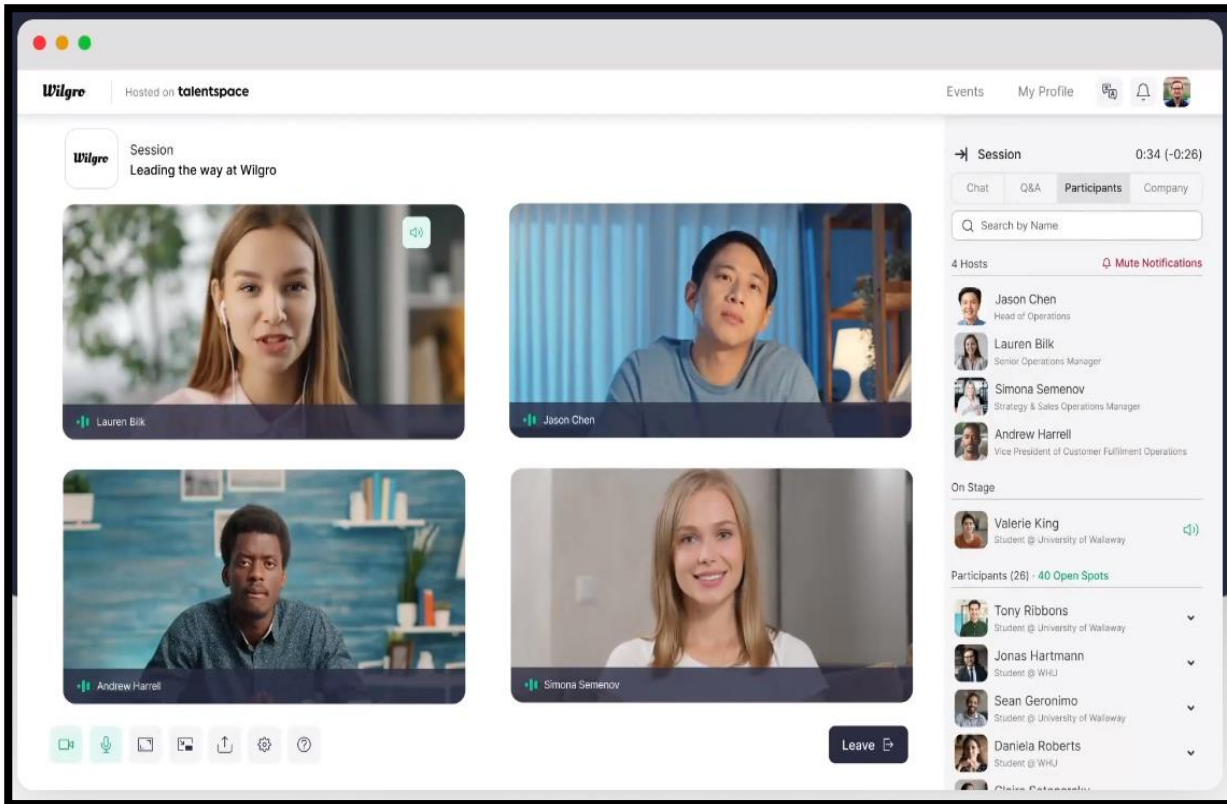
# Contact Job Service ND For More Info!

# talentspace

EVENT MANAGEMENT

Run recruiting events like a pro.

The most complete recruiting event platform



Do it all in one place.



**Registration Controls**  
Have full control over registration processes and event entry rules



**Program Management**  
Easily build and customize your event program and schedule



**Attendee Management**  
Add, edit and export attendees and manage their access rights



**Event Gallery**  
Let others see all your events at a glance on your very own branded event page



**Landing Pages**  
Automatically generate beautiful landing pages for your event



**Announcements**  
Schedule and post timely and personalized event announcements



**Auto-reminder Emails**  
Maximize attendance with automated event reminders



**Document Hosting**  
Add unlimited resources to your event such as event guides and materials



**Job Listing Management**  
Post and manage job posts displayed for every recruiting event.



# Job Service Locations

**Bismarck Workforce Center contact information**

Office	Details
Address	1601 E Century Ave, Bismarck, ND 58503
Office Hours	Monday-Wednesday 8 am - 5 pm Thursday 9 am - 5 pm Friday 8 am - 5 pm
Contact	Amy Arenz, Workforce Center Manager
Phone	701-328-5000
Fax	701-328-5050
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-328-5000

Contact your Veterans' Employment Team Member

**Dickinson Workforce Center contact information**

Office	Details
Address	66 Osborn Dr, Dickinson, ND 58601-3934
Office Hours	M-F 8 am - 5pm
Contact	Mary Urlacher, Workforce Center Manager
Phone	701-227-3100
Fax	701-227-3111
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-227-3100

Contact your Veterans' Employment Team Member

**Grand Forks Workforce Center contact information**

Office	Details
Address	1501 28th Ave South, Grand Forks, ND 58201
Office Hours	M-F 8 am - 5pm
Contact	Dustin Hillebrand, Workforce Center Manager
Phone	701-795-3700
Fax	701-795-3750
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-795-3700

Contact your Veterans' Employment Team Member

**Devils Lake Workforce Center contact information**

Office	Details
Address	301 S College Drive, Devils Lake, ND 58301-3511
Office Hours	M-F 8 am - 5pm
Contact	Beatrice Manson, Workforce Center Manager
Phone	701-662-9300
Fax	701-662-9310
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-662-9300

Contact your Veterans' Employment Team Member

**Minot Workforce Center contact information**

Office	Details
Address	3416 N Broadway, Minot, ND 58703
Office Hours	M-F 8 am - 5pm
Contact	Susan Ogurek, Workforce Center Manager
Phone	701-857-7500
Fax	701-857-7550
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-857-7500

Contact your Veterans' Employment Team Member

**Fargo Workforce Center contact information**

Fargo Workforce Center contact information

Office	Details
Address	1350 32nd St. S, Fargo, ND 58103
Office Hours	M-F 8 am - 5pm
Contact	Carey Fry, Workforce Center Manager
Phone	701-239-7300
Fax	701-239-7350
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-239-7300

Contact your Veterans' Employment Team Member

**Jamestown Workforce Center contact information**

Office	Details
Address	1307 12th Ave NE, Suite 3, Jamestown, ND 58401
Office Hours	M-F 8 am - 5pm
Contact	Danica Chaput, Workforce Center Manager
Phone	701-253-6200
Fax	701-253-6222
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-253-6200

Contact your Veterans' Employment Team Member

**Wahpeton Workforce Center contact information**

Office	Details
Address	524 2nd Ave N, Wahpeton, ND 58075
Office Hours	M-F 8 am - 5pm
Contact	Becky Lankow, Workforce Center Manager
Phone	701-671-1550
Fax	701-671-1575
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-671-1550

Contact your Veterans' Employment Team Member

**Williston Workforce Center contact information**

Office	Details
Address	422 1st Ave W, Williston, ND 58801
Office Hours	M-F 8 am - 5pm
Contact	Paula Hickel, Workforce Center Manager
Phone	701-774-7900
Fax	701-774-7925
TTY	800-366-6888
Contact	<a href="#">Contact Office</a>
Facebook	<a href="#">Follow us on Facebook</a>

**Veterans' Employment Team Contact**

701-774-7900

Contact your Veterans' Employment Team Member

# Coming Soon – Talent Attraction Agency



RoleCall is a talent attraction agency. Our work goes beyond traditional talent attraction marketing and focuses on talent attraction infrastructure: the systems, content, and connections to attract and retain qualified talent. We are so excited to partner with the state of North Dakota to build new talent pipelines and help the state grow and prosper.

## SO, WHAT'S HAPPENING HERE?



### Project Overview

The state of North Dakota is in the process of creating new marketing campaigns highlighting quality of life and job opportunities, with the goal of attracting outside talent. RoleCall will create and implement the infrastructure to capture talent leads, connect them with employers, and convert them to new residents.

### Details of the Process

Using the state's marketing campaigns as a jumping-off point, RoleCall will build infrastructure behind the scenes to make sure that prospective talent has a "Path to Yes," AKA a clear path to **inform**, **support**, and **track** their decision to move. Our work includes:

- Translating website clicks into a centralized talent pipeline
- Distributing talent leads from the state level to the local level
- Building a framework for local leaders to meaningfully and efficiently engage with new residents
- Delivering dynamic, recruitable talent to North Dakota employers
- Tracking success every step of the way

## WHERE DO YOU FIT IN THE PROCESS?

Our work is most successful when every key player in the talent attraction ecosystem is included and engaged. We want to know your needs, ideas, challenges, and opportunities so we can help construct effective solutions. Our work is guided by effusive honesty and curiosity: we welcome it from you at every step of the process.

### The Key Players

- ★ **RoleCall** - We're the builders of talent attraction strategy and infrastructure.
  - Success for us is delivering candidate leads to local and regional economic developers.
- ★ **Department of Commerce** - The Department of Commerce is the convener. They have brought us together and are investing in a statewide talent marketing campaign.
  - Success for them is providing a new talent pipeline to meet the needs of their constituents and partners.
- ★ **Local Economic Developers** - Local economic developers are distributors. You have relationships with local and regional employers.
  - Success for you is delivering talent to the people in your community who need it.
- ★ **Employers** - Employers are the hirers. You have the jobs, and you need the talent.
  - Success for you is finding the talent you need to grow and prosper.
- ★ **Talent** - The talent is our real client.
  - Success for them is living in a place they cherish with a job they love. Together, we'll make sure that's North Dakota.

### Deliverables

1. RoleCall will deliver an organized Talent Roster to regional and local leaders, complete with compiled information on each individual candidate: Resume, Industry, Location, Intent, etc.
2. Local Economic Developers will deliver the Talent Rosters to their coalition of employers, which we call the Talent Task Force.

### Contacts

Tim Carty, Chief Strategy Officer, RoleCall (Main Contact) - [tim@rolecall.pro](mailto:tim@rolecall.pro); 563-542-2463  
 Winona Dimeo-Ediger, Chief Creative Officer, RoleCall — [winona@rolecall.pro](mailto:winona@rolecall.pro); 971-255-3724  
 Emily Wenzel, Director of Operations, RoleCall — [emily@rolecall.pro](mailto:emily@rolecall.pro)  
 Katie Ralston, Director, Workforce Division, Department of Commerce — [kralston@nd.gov](mailto:kralston@nd.gov); 701.328.5313



# Be Visible – Share Your Story JSND FB Live...



8:26

Julie, Matthew and Sam from McKenzie County Healthcare Systems, Inc. talkin...



4:00

E Services LLC is hiring Winch Truck Drivers and Hot Shot Drivers in Watfor...



4:15

Ally from Watford City, North Dakota i talking about their current open...



4:08

Angie from Six Shooters here to talk about all their openings at: Outlaws' B...



4:47

Dr Petersen at Watford City Veterinary C...



5:56

Harlow's School Bus Service is hiring School Bus Drivers for McKenzie Coun...



10:40

Jeff from Watford City Police Department talks about how we keep...



5:29

at @ Wolf Pup Daycare with their actor, Tessa, and Pat from the Roug...



4:43

Ashley tells us about housing options available in Watford, as well as current...



9:36

Jim and Noelle Green, principals at McKenzie County Public School Distric...



6:19

Iver Fox Pipeline and Facility Services an Energy Infrastructure Company...



6:21

Josh, Recreation Manager @ Rough Rider Center touches base on their...



3:10

Chris from First International Bank & Trust discusses their job positions ope...



4:45

Nuverra Environmental Solutions is hiring for CDL Drivers - all location...



8:58

Kevin from New Leaf Hospitality, Inc. discusses the openings at their...



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North Dakota is a small state that is thinking big. Like, *really* big. As we see in nearly every corner of the country, the state has a large number of jobs open and not enough people to fill them. So, they've partnered with RoleCall to launch a statewide talent attraction program to invite new North Dakotans to join the party. The team is led by Katie Ralston, and she has built a squad of regional champions. Her team is mighty and amazingly well-connected to one another, despite their geographical distance. And this isn't new, the state has been running a wildly successful Personal Relocation Assistance Program under the watchful eye of Melyssa Diebold. Now, they're ready to expand it and carve out their rightful place as a national innovator in talent attraction. We couldn't be happier or more excited to be along for the ride.



New Deputy Clerk of Court in Watford City  
(he's from Massachusetts – he inquired about ND jobs using link below)

<https://www.experience.nd.gov/work/>



# Recruiter Network



**NORTH Dakota**  
Be Legendary.

**RECRUITER NETWORK**

The goal of the Recruiter Network is to target out-of-state jobseekers in an attempt to invite them to North Dakota to fill needed positions available within every sector of business while improving North Dakota's image.

The current network is made of human resources professionals and recruiters who have joined because they are interested in collaborating to fill open positions within their company and the many other industries across North Dakota.

Specific benefits include:

- Networking with other human resources professionals and recruiters.
- Best practice sharing among major industries in North Dakota.
- Resources and information provided to help in recruiting.
- Serve as a sounding board among professionals to help recruiting efforts.
- Regular quarterly meetings.

**GOALS OF THE RECRUITER NETWORK**

Through partnership and education, we have created a Recruiter Network, which will allow collaboration among businesses and recruiters to serve as a resource network. The Recruiter Network identified three major goals:

1. Share best practices.
2. Help attract people to North Dakota.
3. Provide guidance for retention/hiring issues.

**MEMBERSHIP DETAILS OF THE RECRUITER NETWORK**

We encourage companies to have up to two representatives that can use the resources and attend meetings. Industries that are represented include higher education, manufacturing, agriculture, healthcare, energy, technology, state/government, retail, and human services. Meetings are on the second Wednesday of January, April, July and October. Meetings are delivered in two ways, either conference calls or hosted by members. The agenda will include round table discussions on current issues, best practices, education, recruitment, retention plans, and more.

**NORTH Dakota | Commerce**  
Be Legendary.

For more information or to join the Recruiter Network, go to <https://www.workforce.nd.gov/workforce/RecruiterNetwork/> or contact Melyssa Diebold at (701) 328-5382 or [mndiebold@nd.gov](mailto:mndiebold@nd.gov)

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# Creating Awareness – For Those Not Selected

## Providing Guidance

With high quality work available for those who are new-to-industry or are developing their careers, we encourage you to visit [www.jobsnd.com](http://www.jobsnd.com) to learn more about the many job opportunities available across the great state of North Dakota. If you are looking for local training programs to help you get a leg up in the industry, we work closely with TrainND on the campus of Williston State College. To learn more about their workforce safety and training programs, including CDL and Workover Rig courses, send a note to: [safety.training@willistonstate.edu](mailto:safety.training@willistonstate.edu).

If not a fit for YOU – Educate & Redirect!

## Applicant Responses

Thank you for taking the time to get back with me regarding my application. I know in this fast-paced world how easy it is to ignore an application that doesn't fit. I appreciate a company like you sending me this. Thank you and the best to you always.

Sincerely,  
Chase

Thank you for your time and consideration and I will look into the training at Williston State college. Sincerely, Kenny

You are to be commended for putting such valuable info in this email. Thanks. MKH.



# We Want your Input!



## Tell us what you think!

Name: \_\_\_\_\_ Location: \_\_\_\_\_ Phone: \_\_\_\_\_

*Name, Location and Phone Number are not required, but helpful, should we have follow-up questions about any of your responses.*

**Please list 3 things that you like about (organization):**

- 1.
- 2.
- 3.

**Please list your top 3 concerns as an employee of (organization):**

- 1.
- 2.
- 3.

**You are critical to our success and growth! What would motivate you to be more active in recruiting and referring needed personnel to our team to help fill our open positions?**

- 1.
- 2.
- 3.

**Other comments, suggestions or innovative ideas?**

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*Thank you for your feedback – much appreciated!*