



Brandt Richardson
County Administrator
www.dakotacounty.us

Mary Beth Schubert
Director of Communications
651-438-8179

Troy Mallat
Web Communications Specialist
651-438-8396

News Release

FOR IMMEDIATE RELEASE

Contact: Mark Jacobs, mark.jacobs@co.dakota.mn.us, 651-554-5622

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With the unemployment rates in Dakota and Scott counties extremely low, employers are finding it difficult to create a workplace environment that will attract and retain good employees.

The Dakota-Scott Workforce Development Board (WDB) will be recruiting employers to participate in the “Employers of Excellence” Awards program. The program will recognize the best employers in the two-county area and overall provides an overview of employment data, and trends and practices on what employers are doing to maintain an engaged workforce. The program collects data from area employers and produces a 20-page report on employment trends and practices in Dakota and Scott counties. From the data received the WDB will recognize the businesses that are experiencing the best results in employee retention efforts and providing the best work environments in the area. Additionally, participating employers will receive a confidential report including their individual metrics.

“Employers throughout our business community are looking for the best ways to retain and attract talent. We want to know who is doing a great job and what are they doing to keep their workforce engaged.” says Mark Lofthus, chairperson of the WDB’s Business Services committee.

“This project will benefit employees and employers alike. In a time when everyone is trying to keep employees engaged, this program will provide the opportunity for all of the businesses in our community to learn new ways to provide a quality place to work and reduce their turnover.”

The Dakota-Scott WDB is working with Personnel Dynamics Consulting in Florida to collect the data from area businesses. Personnel Dynamics will analyze the data and calculate the turnover rates, growth percentages, promotion percentages, and benefit packages for each company. A total of 37 different measurements are analyzed. Every participating company will receive a personalized report detailing how they compared with other companies in the area and suggestions for improving the work environment. All costs are being covered by the WDB and area sponsors including Dakota County Technical College, Inver Hills Community College, Dakota County Community Development Agency (CDA) and Scott County CDA.

Winners will be announced May 25 at the Employers of Excellence Awards Banquet to be held at the Eagan Community Center.

The WDB is encouraging all employers to participate. You may contact WDB Director Mark Jacobs at 651-554-5622 for more information or go to <http://mn.gov/deed/excellence>, which includes a link to the survey. Please click on the “Employers of Excellence” tab. Deadline for consideration for this program — available this year at no cost to employers — is April 1.

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