

Springfield, Missouri's Talent Attraction Initiative

LIVE • WORK • PLAY • LEARN

BACKGROUND & NEED

Whether it is an existing company in the Springfield region looking to expand or a company considering a new location in the Springfield area, one of the most important factors in that decision is the quality and quantity of the workforce. Our region MUST be able to not only develop our own workforce with the skillset companies need now and into the future, but we also must be able to attract the best and the brightest to consider relocating to our community. Education and talent attraction are paramount to economic development success.

One challenge facing many companies in our region is the ability to provide information to a potential recruits on what it is like to live and work in Springfield and the surrounding area. After identifying this trend through our Existing Business Support Program, which actively seeks to overcome barriers to companies' continued growth, the Chamber and SBDC set out to develop a set of tools to complement talent recruitment efforts of our local companies. The resources had be designed to provide a one-stop shop for HR professionals. To do this, we asked our SBDC investors to step up and help fund this important initiative.

APPROACH & RESEARCH

In order to develop a top quality campaign, the SBDC engaged Springfield-based marketing firm, Creativore, to assist with our Talent Attraction Initiative. The first step was to conduct research on what job seekers consider when evaluating a community as well as what their impressions of Springfield are. It was focused on areas of high need for our region—IT, health care, engineering, and professional services. This research proved insightful in developing the message for the campaign.

Top 5 Considerations for Relocation



Safe City



Low Cost Housing



Vibrant Economy



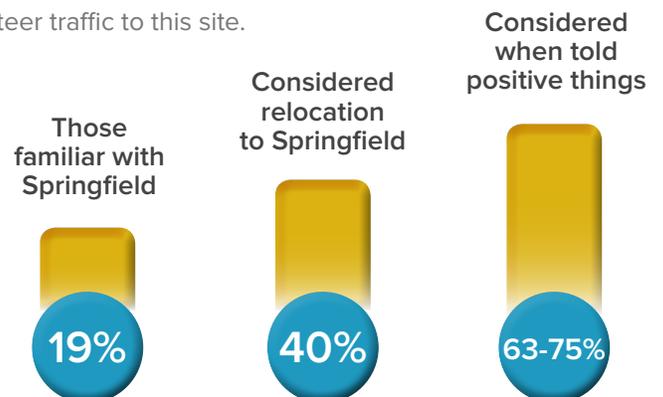
Ease of Getting Around



High Quality Medical Care

SURVEY & FOCUS GROUP RESPONSES

In addition to considerations for relocation, the research also indicated that as potential candidates evaluate a community, 78% will turn to a general web search. Common responses included websites of the CVB, Chamber of Commerce, and local news media. As a result of these findings, a website was the first focus of the campaign and LiveInSpringfieldMO.com was developed. This site serves as a comprehensive resource to compliment existing marketing efforts of HR personnel and recruiters. Search engine optimization was critical in the development to help drive visitors to the site. Additionally, we worked with local organizations and media outlets to distribute the resource locally and steer traffic to this site.



DESIGN & MESSAGING

Through the research process we learned while people are looking for economic advancement and career opportunity, they also seek work-life balance – or an environment where you can *have it all*. From these results we were challenged to communicate Springfield’s story as a vibrant, family friendly community.

Design Concept and Elements

The site needed to be rich in information, yet simple as to not overwhelm visitors by providing too much information at once. In addition, it was important that we communicate with the audience a sense of flexibility and openness. As viewers go through the site they will experience:

- Clean, white space
- High use of Springfield imagery
- Graphical presentations of information through crisp, clean, and simple graphics and icons
- The use of drop down menus to allow viewers to choose what information they would like to see.
- Responsive design, making the site viewable across platforms such as smartphone, tablet, laptop, desktop, etc.

Messaging and Tone

The messaging and tone throughout the site is approachable and personal, giving the Springfield region a warm and inviting personality. This will help to communicate Springfield as an open, positive, optimistic, and flexible place to live, work, play, and learn. The tone for the copy is written to be welcoming and conversational so the viewer experiences our region as a community of real people that is relatable to a variety of individuals.

NEXT PHASES

While this website launched near the end of January, it is a constant work in progress. Additional feedback from those using the tool will be integrated in continual improvements. Chamber staff will work with those using the tool to develop custom applications for the design and messaging as well as develop printed material. It is designed to be a one-stop shop for talent attraction.

Throughout 2014 the focus will turn to developing video content to complement what is already on the website and creating an effective social media strategy. The SBDC will also develop a plan to utilize the Talent Attraction Initiative in more proactive ways to aggressively

recruit workers in high-demand fields within our region’s targeted growth industries.

FOR MORE INFORMATION

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