What's Your Community's Story?

ALIVIA METTS | ECONOMIST, DIRECTOR OF CONSULTING

“The availability of an available workforce is the biggest location driver.”

-Josh Bays, Site Selection Group

6 Data Visualization Tips to Tell Your Local Story

1. Uncover the workforce variables companies care about

2. Don't ignore overlooked data points

3. Build off of your regional strengths and driver industries

4. When visualizing data, less is more

5. Provide context and make data comparative

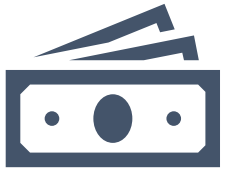
6. Remember the limitations of data

Tip #1

Uncover the workforce variables companies care about

Supply

Demand



Compensation

Tip #2

Don’t ignore the overlooked data points

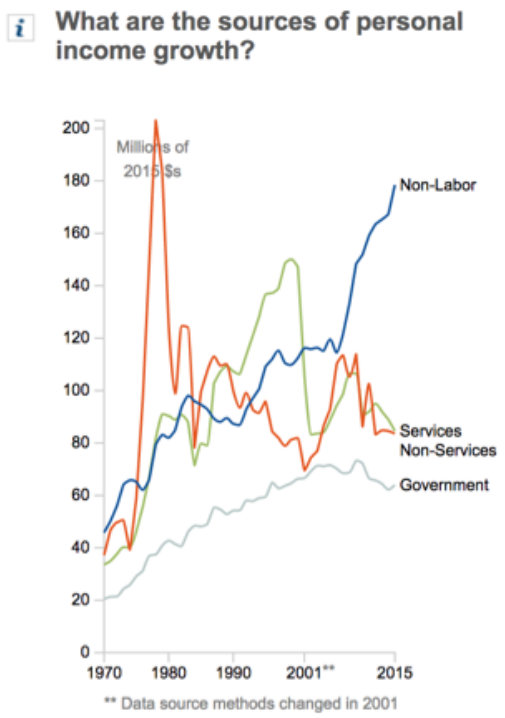
Tip #3

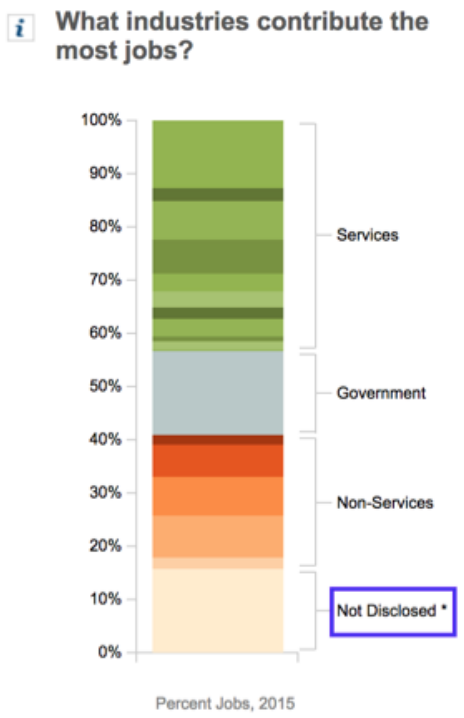
Build off of your regional strengths and driver industries

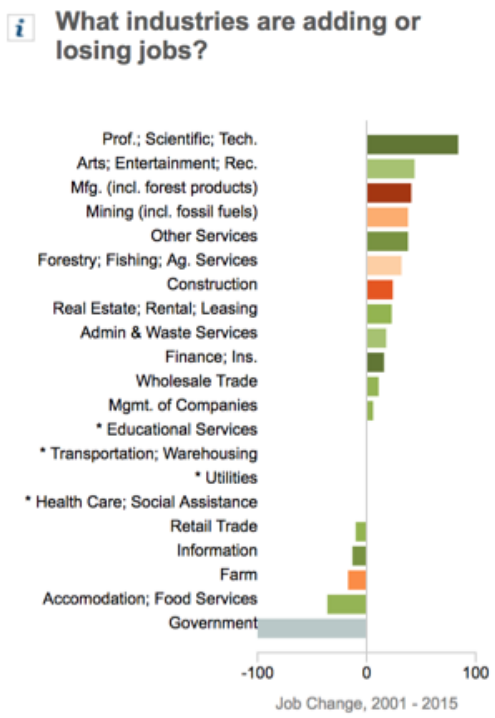
Visual of Macomb County's Targeted Industry

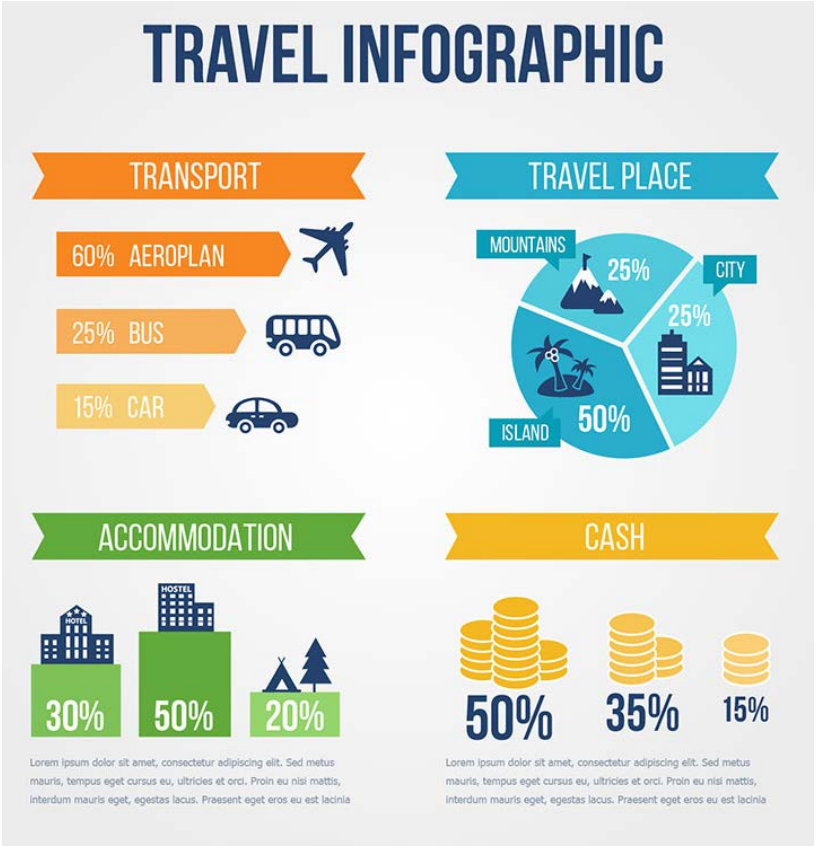
Tip #4

When visualizing data, less is more









Tip #5

Provide context and make data comparative

GREATER NEW ORLEANS INC
REGIONAL ECONOMIC DEVELOPMENT

Tip #6

Remember the limitations of data

- When data lies
- Demonstrate community challenges
- Show, don’t tell

Rural Best Practices

Talent Attraction

Strategies for recruitment

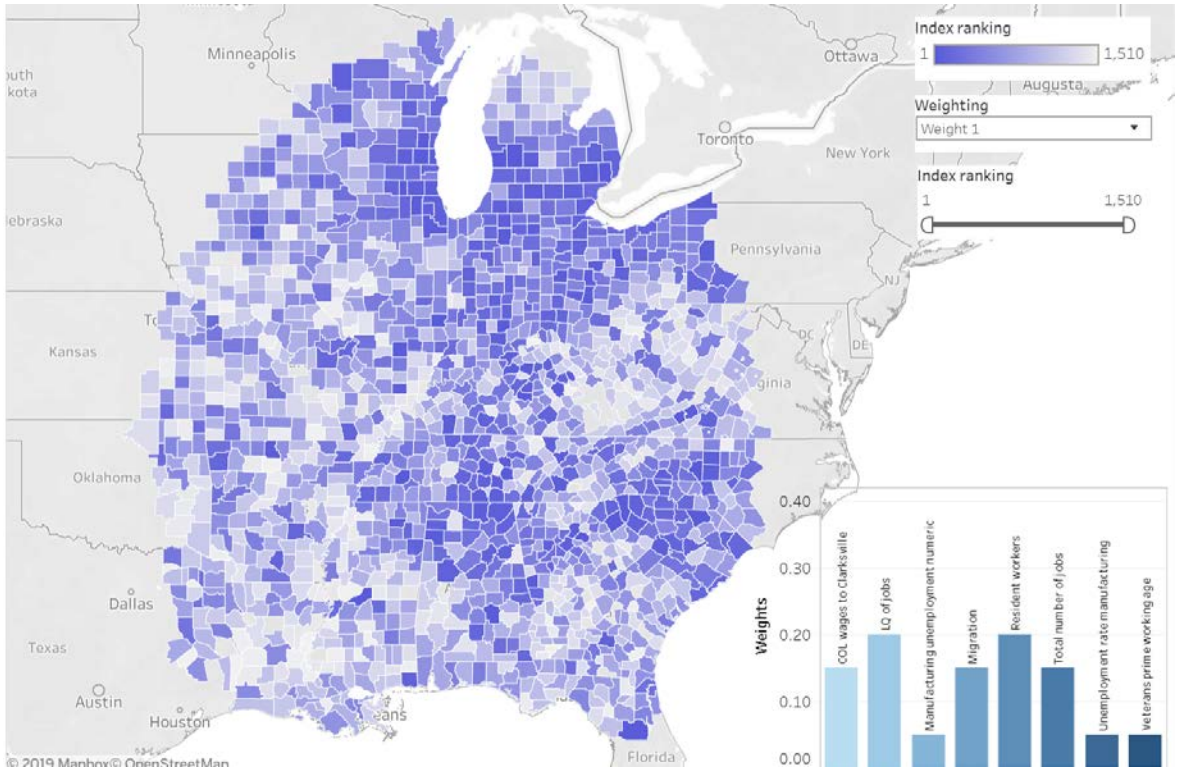
- Target career fairs
- Attract talent that has some connection to the area (import for rural areas)/ Alumni data
- Profile level
- Build trusts with business
- Leverage and share resources/ collaboration

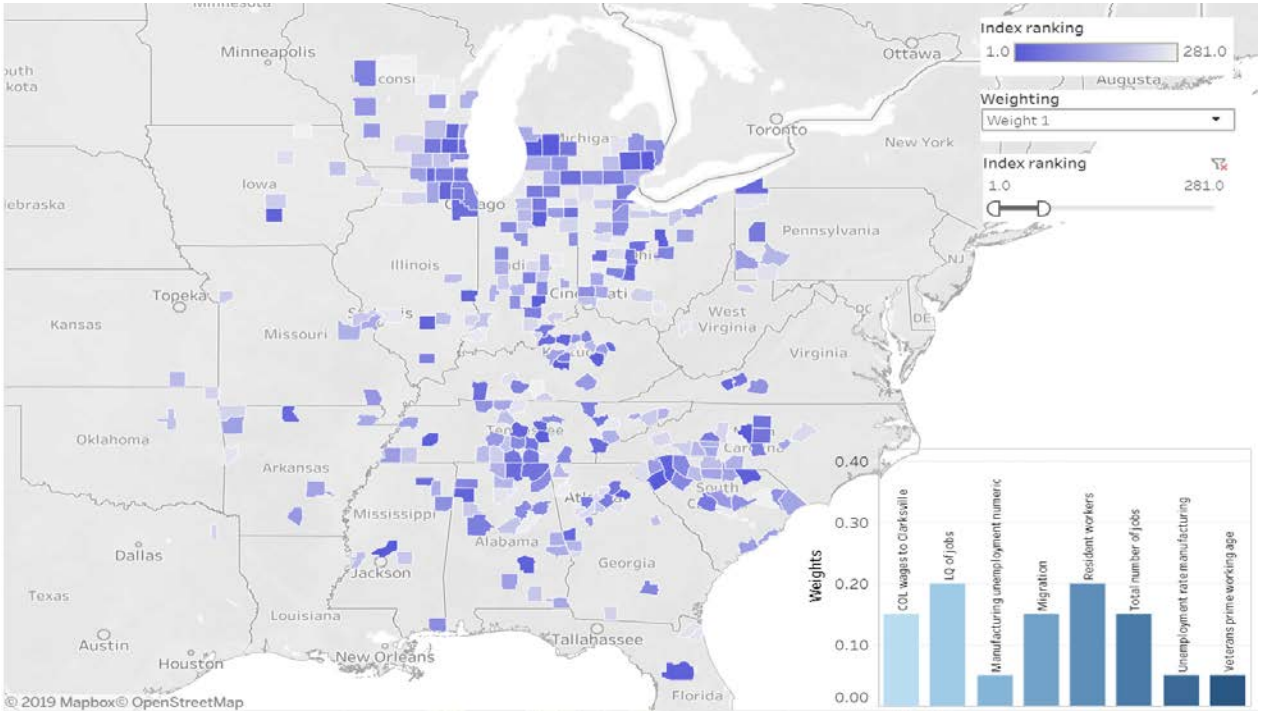
“ We do know being in a rural area that our best bet is to attract talent that has some connection to the 906 area code, which is the upper peninsula.”

-AMY CLICKNER,

LAKE SUPERIOR COMMUNITY PARTNERSHIP (MI)

Clarksville-Montgomery Economic Development Council





Takeaways

- Every area is unique so it’s important to tell your story
- Find nuggets to tell your story and build and implement a strategy around that story
- Ground truth
- Keep it clean and simple
- Harness relationships and cultivate partnerships to tackle challenges

Thank You!

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