



Workforce Diversity in Southwest Minnesota

We surveyed over 1,000 Minnesota employers to see what diversity means to them. Here's what employers in the Southwest part of the state told us.

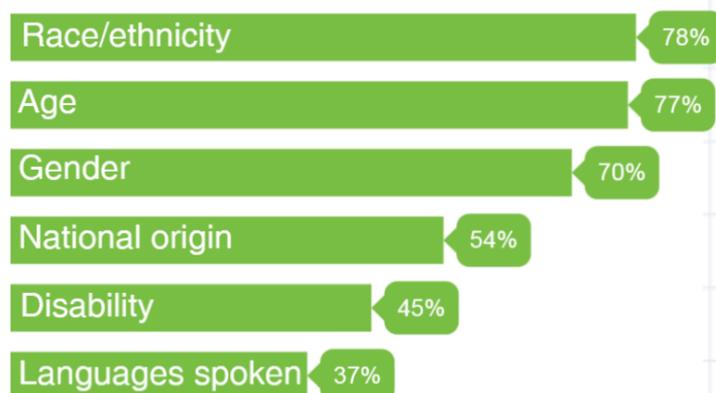
What is diversity?

Employers use the term "diversity" to refer to many different things. Survey respondents in Southwest Minnesota say they talk about...

So, are businesses diverse?

64% of Southwest Minnesota employers report that their workforce is diverse, according to their own definition of diversity.

Percent of regional employers agreeing that they include the following in their definition of diversity:

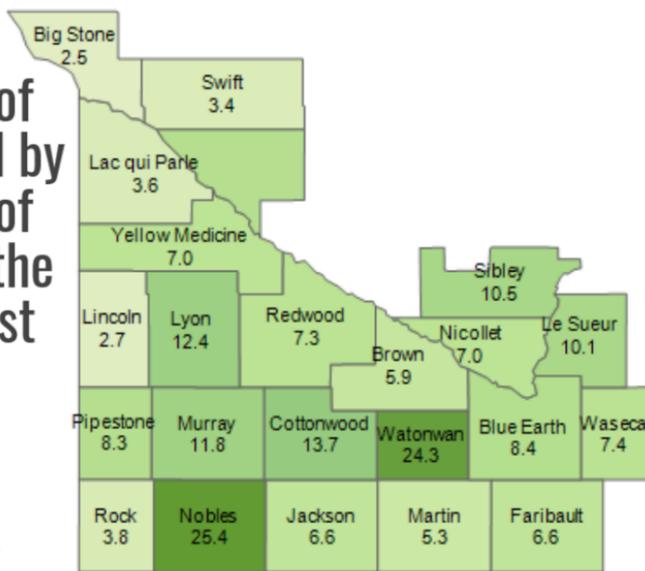


Did You Know? In Southwest Minnesota...

- The region saw its population decrease by 2,700 residents from 2000 to 2015, a 1% decline, as compared to a 12% rise statewide.
- The region is projected to add 23,000 residents in the next 20 years, a 6% growth rate, which is below the state's 11% average projected growth.
- The region's largest communities of color are Hispanic or Latino (22,830), Asian (6,090), Black or African American (5,980), and residents of some other race (5,220).

How diverse is the workforce in Southwest Minnesota?

Percent of jobs held by persons of color in the Southwest region...



When asked about racial diversity...

37% of regional employers say they do not employ workers who identify with a community of color.

The good news is...

Four in 10 regional employers are actively trying to increase the racial diversity of their workforce.

Are businesses as racially diverse as their communities?

The population in Southwest Minnesota is less diverse than the state overall, but is becoming more diverse over time.

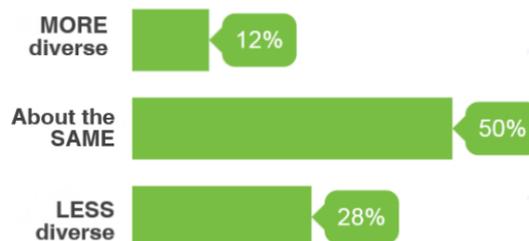
The fastest growing segment of the region's population are people from communities of color. Residents from the Black or African American (121%), Hispanic or Latino (83%), two or more races (52%), and Asian (41%) communities grew the fastest between 2000 and 2014.

We asked businesses to think about the racial diversity of their workforce as compared to the diversity of their community.

- One in four businesses in Southwest Minnesota report that their workforce is less diverse than their customer base.

Southwest Minnesota is expected to face a declining labor force between 2015 and 2025. This means the region will face a tight labor market in the future, with employers needing to respond to changing labor force availability in the region.

Compared to their CITY or TOWN, their workforce is...



Compared to their CUSTOMER BASE, their workforce is...

