

Aberdeen's Game Plan for Workforce Success with New Residents



aberdeen
CHANGING THE GAME



Introduction

Dear Valued Employer,

Even if you are not directly facilitating employee relocations, new residents impact the entire community in one way or another, including your business.

Often times we think that once a family has made the physical move into a new community, that it is easy sailing and the hard part of the relocation is over. Unfortunately, that is not the case.

In fact, it is in the weeks and months after a relocation that the real struggles and challenges present themselves.

Relocation support typically focuses on the physical move and there is not a lot of formal support to aid in their transition into a new community.

Within a community, *everybody* has a part to play in the success of new residents.

The purpose of this employer support guide is to provide you with a baseline of education, ideas, and tools that you can easily incorporate into your employee resources, geared specifically for those employees that are newer to the Aberdeen community.

Not only do we want new residents to have a successful transition into the community, we want our businesses to benefit and thrive as well.

All the best,
The Aberdeen Area Chamber of Commerce



Understanding Relocations

Relocation is when somebody **MOVES TO A NEW PLACE**, usually in a new state or region, to establish their home.

There are many reasons why people relocate but **PERSONAL and LIFESTYLE PREFERENCES** are driving more moves these days. This means people are being more thoughtful about where they choose to live.

Relocating is being recognized as one of **LIFE'S MOST STRESSFUL EVENTS**, because it disrupts every aspect in one's life.

12 to 18 MONTHS is the amount of time it takes for new residents to get fully transitioned into a new community.

The top reason relocations fail, is because there is **LACK OF SUPPORT**. These failures affect the entire community.

New residents can often feel **STRESSED, FRUSTRATED, OVERWHELMED, DISENGAGED and LONELY**, as they reestablish themselves and start over somewhere new.



Types of Relocation Support

A variety of support is necessary for relocations to be successful. The level to which different individuals and families utilize each support type will vary based on their particular circumstances.

Which of the following support types can you provide, or contribute to, as new residents transition into Aberdeen?

1. Orientation into Community
2. Personalized Support
3. Practical Support (utilities, DMV, etc...)
4. Social Support
5. Community Engagement
6. Peer Support and Mentoring
7. Emotional Support
8. Employment Support
9. Educational Support
10. Housing Assistance
11. Language and Cultural Support
12. Follow-Up and Ongoing Support

There is no need to reinvent the wheel. Review the relocation support resources (on page 5) that we have readily available in the Aberdeen community.

**What can you easily incorporate into your onboarding process?
Where are there gaps that you could easily fill?
What do you need additional guidance on?**



Aberdeen Community Resources

Here is a look at the many different resources available for our families moving into Aberdeen.

Aberdeen Area Events:

A Facebook group and website (AberdeenAreaEvents.com) that shares many of the great events we have going on in the community for new residents to learn about, explore and enjoy.

Email List:

To provide regular communication about the great things going on in our community and some extra encouragement as new residents make Aberdeen home.

Hub City Link:

Provides a listing of local groups, clubs and organizations for new residents to get involved in.

Your 57401 Game Plan:

A relocation guidance and support workbook that new residents can personalize for their move and transition into Aberdeen.

New Employee Welcome:

This is a small, informal round table event that we encourage our new resident workforce to partake in. This is a nice welcome into the community and a great way to connect with a few friendly faces.



Employer Support Checklist

Even if you are not directly relocating employees, there are some really easy ways to provide support to help your employees, who are new residents, feel more welcomed, included, connected and supported in the workplace and larger community.

Share local favorites. Create a space, like a bulletin board, where all employees can share their favorite parts of the community. Provide a few examples to get them started. Think about restaurants, radio stations, events, parks, etc...

Involvement. Encourage employees to get involved in additional opportunities at work, such as teambuilding activities, committees, social events, lunch groups, etc... A simple invitation to such opportunities is a welcoming gesture but also educates them on what is available.

Mentorship or Peer Program. Pair your new resident new hires with mentors or peers in your organization who can offer guidance, support and insights into the local work culture. This helps employees integrate more quickly and feel supported within the company.

Ongoing communication. Regular communication with relocated employees can help address any concerns or challenges they may face. Check in on their progress, provide a platform for feedback and offer additional assistance as needed.



Employer Support Checklist

Professional development opportunities. Provide access to professional development programs, training or networking events relevant to their job. This not only helps employees enhance their skills but also facilitates their integration into the local professional community.

Employee Assistance Programs (EAP). If you offer EAP services that provide counseling, mental health support and resources for employees and their families, remind them of this benefit. Relocating is one of the most stressful life events people go through, and having access to professional assistance can greatly benefit employees during the transition.

Onboarding. Include relocation specific resources, like the *New to Town* and *Things to Do in Aberdeen* pages (provided with this guide), in your new hire onboarding materials. Even people who may not consider themselves new residents, might still be trying to find their place in the community.

Website. Put our QR code on your website to show you support new residents. This also allows them easy access to these relocation resources.

Print. Be sure to print the *New to Town* and *Things to Do in Aberdeen* pages, from this guide, and post in your employee breakroom for them to see throughout the year.

By implementing strategies from the checklist, you can show your commitment to supporting your relocated employees and new residents, and help to facilitate a successful transition into their new job.



Changing the Game...Relocations



Aberdeen Area Chamber of Commerce
516 S Main Street
Aberdeen, SD 57401
AberdeenSD.com



The Relocation Companion

The Relocation Companion
PO Box 2441
Candler, NC 28715
TheRelocationCompanion.com



Printable Resources

*THE BELOW PAGES
ARE TO BE
PRINTED SEPARATE
FOR EMPLOYERS
TO POST
IN BREAKROOMS,
OR INCLUDE
IN NEW EMPLOYEE
ONBOARDING PACKETS*



ABERDEEN'S RELOCATION SUPPORT

New to Town?

Scan this QR code to share about your experience moving to Aberdeen, and to get connected to our community's relocation support resources.

Don't be shy, you will be glad you did!



We are dedicated to ensuring we provide the support you need for a successful relocation and life in Aberdeen.

You are also invite you to stop by and visit us at the chamber office!



ABERDEEN'S RELOCATION SUPPORT

Things To Do

Aberdeen Aquatic Center (seasonal)
Aberdeen University/Civic Symphony
Aberdeen Wings Hockey (seasonal)
Aqua Addicts Water Ski Shows (seasonal)
Allevity Entertainment
Art Galleries
Arts in the Park (June)
Brown County Fair (August)
Brown County Speedway Dirt Track Races (seasonal)
Capitol Cinema & Theatre
Centennial Village
Colorful Creations
Dacotah Prairie Museum
Disc Golf Courses (seasonal) – Melgaard Park, Richmond Lake
Free Downtown Summer Concert Series (June-August)
Mina Lake State Rec Area (kayak/canoe/paddleboard/water mat rentals)
Richmond Lake State Rec Area (hiking, disc golf, beach, canoe/kayak/paddleboard rental)

Easton Castle Tour
Hub City Axe Throwing
Kuhnert Arboretum
Oktoberfest (October)
Pinned Workshop
Recreation Trails (32+ miles)
Retrocade
Sand Lake National Wildlife Refuge
Sizzlin' Summer Nights (August)
Skateaway (Seasonal)
South Dakota Film Festival (September)
Storybook Land/Wylie Park
Unraveled Escape Room
Village Bowl

