

The Brain Gain: Trends in Rural Migration

- Who are the “newcomers” migrating to rural Minnesota communities?
- What attracts them? What will make them stay?
- How can communities tap into this potential new leadership?



Please Pre Register

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When: Thursday, November 19

Time: 1:00 - 3:30 p.m.

**Where: Silver Lake Auditorium
320 Main Street West**

Between 1990 and 1999, over 2.2 million Americans moved from metropolitan counties to non-metropolitan counties. Looking closer at the demographics of population change, research at the University of Minnesota showed an unexpected in-migration of adults into rural areas.

Examination of this age group showed that it is composed of adults aged 30-49 in their prime earning years. Given this refreshed view of changing demographics, rural America needs to rethink its future. If rural America is losing high-school educated youth (the brain drain) and replacing them with those with higher degrees and experience, shouldn't this be described as a “brain gain”?

Learn who these “newcomers” are and why they would move to a community in McLeod County.

Presenter:

Ben Winchester
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*Empowering McLeod County communities to
build a better tomorrow through communication,
education and networking*

