

Attract & Retain Talent

In 2007, the Columbus Chamber, in partnership with Mayor Coleman, Columbus City Council, Franklin County, Chase Bank, Experience Columbus and the Greater Columbus Arts Council, as well as the Ohio Department of Development, launched an initiative to attract and retain the workforce needed by our businesses today and tomorrow. This initiative includes strategies that target college age students, young professionals and employers.

*Our nation
will face a
workforce
shortage in
the next 10
years.*

>College internships

Research shows that connecting college students with meaningful internship opportunities heightens the chance that they will stay in our community. Connecting our 20 colleges and universities and the Columbus business community, we are creating a mechanism where college students can obtain *meaningful* internships with local employers via a robust, web-based internship "marketplace." *Internships connect graduates to local businesses, provide valuable work experience that employers demand, and strengthen the relationship between the academic community and the business community. Check out www.ColumbusInternships.com to get started.*

*Columbus
will be
ready.*

>Young professionals

Young professionals are the future of our workforce. This coveted demographic has specific desires from the community in which they live and the companies with whom they work. We are developing strategies to attract, retain and engage this energetic, educated and highly mobile workforce. *Engaging young professionals now ensures future workforce development needs will be met—despite the retirement of baby boomers. When completed, www.liveworkplayColumbus.com/YP will be the single source for YP-related information.*

>Company support

Companies tell us they need assistance in communicating the assets of Columbus to prospective employees. Working with the human resource and recruitment community, we are developing tools, messages and resources to provide this information and "sell" Columbus. *HR professionals, corporate recruiters and site location specialists are more knowledgeable about the region and better equipped to sell the community's assets to attract new employees and retain existing employees. Anyone can learn more about the Columbus Region at www.liveworkplayColumbus.com. DVDs promoting the strengths and attributes of the region are also available.*

>Get involved

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