

Attract & Retain Talent

Summary of 2008 Strategies & Tactics "Young Professionals" Component

The Columbus Region is in a race with cities across the country to attract and retain a solid base of younger workers to ensure our future workforce will meet the needs of our local employers. By 2017, as Baby Boomer retirements are in full swing, demographic trends predict that in the Columbus Region there will be 16,700 fewer 35- to 45-year-olds—the "sweet spot" of those able to serve in mid- to upper-level management and leadership roles—than we have today. To reverse this trend, the Columbus Chamber is leading an initiative called Attract & Retain Talent, which includes targeted strategies and tactics focused on young and talented artists, entrepreneurs and professionals (YPs). We will *convince* YPs to move here and stay here; we will *connect* them to each other, to the community and to the more than 40 YP organizations already existing in Columbus; and we will pursue issues that are important to YPs and, if addressed, will make *Columbus* a more attractive place for them to live and work. Through these efforts, Columbus will increasingly be recognized as a preferred place for YPs to call home. Indeed, through this initiative, we are building an environment in Columbus that engages and inspires YPs. Ultimately, our goal is to cultivate a community where YPs know they can thrive and make a difference.

CONVINCE

>**Viral Video Campaign** | *Young professionals are encouraged to create videos, from conception through production, explaining what they love about Columbus and why they live here. Videos are posted on YouTube for a worldwide audience interested in learning about why the Columbus Region is a cool place to live and work. Videos will be harvested to the LiveWorkPlayColumbus.com/YP or other relevant sites at a later time.*

CONNECT

>**YP Presidents Council** | *Unites presidents of all local YP organizations to share best practices, collaborate on problem-solving, and leverage economies of scale to facilitate stronger and more effective organizations for young professionals. Stronger and more vibrant organizations for young professionals will bridge connections between them and build affinity to Columbus.*

>**liveworkplayColumbus.com/yp** | *Create a single web portal that leverages Web 2.0 technologies (e.g., social networking, streaming video and podcasts) and provides links to information regarding Columbus from a YP perspective and in language that is authentic to YPs. Website offers a clearinghouse of YP organizations, including links to join, etc.; a calendar of YP-focused events and activities; and generates a weekly "what's happening" e-mail.*

>**YP Events for Employers** | *As requested by employers, bring their YPs together in forums or events to share information about how they can get connected to other YPs, YP organizations and YP-focused events and activities in the city.*

COLUMBUS

> **Create Columbus Commission (Columbus' Young Professionals Commission)** | *The 35 member commission, appointed by Mayor Coleman, responds to and elevates issues of importance to the younger demographic; and represents its peer young professionals regarding issues that will make the Columbus Region a more appealing place for young and talented artists, entrepreneurs and professionals to live and work.*

>**YP Exchange** | *Through ad hoc issue-oriented forums, young people—a demographic whose input and opinion is not traditionally considered—are invited to dialogue with, receive information from and respond to leaders of established organizations regarding issues that impact the future of our community. Process builds a sense of responsibility, interdependence and mutual respect.*

>**Get Involved** | Contact Robbie Banks, Manager, Young Professionals at 614.225.6944 or email robbie_banks@columbus.org

www.columbus.org