



ColumbusChamber
go>ahead

2007

attract and retain talent
mid-year milestones

THE COLUMBUS
CHAMBER LEADS
AND SUPPORTS
ECONOMIC GROWTH
AND DEVELOPMENT
IN THE GREATER
COLUMBUS
COMMUNITY.

In fall 2006, The Columbus Chamber, in partnership with Mayor Coleman, Columbus City Council, Franklin County, Chase Bank, Experience Columbus, the Greater Columbus Arts Council, and the Ohio Department of Development, launched a three-part strategy to Attract and Retain Talent in the Columbus area. The strategy focused on building the area's local workforce through internships, attracting and retaining young professionals, and assisting area companies in marketing Columbus to potential employees.

- 1 College internships** Establish a mechanism where college students can obtain meaningful internships with local employers via a robust, Web-based internship "marketplace."
Outcome 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.
- 2 Young professionals** Facilitate a dialogue with young professionals to learn from them strategies to attract, retain and engage this energetic, educated and highly mobile workforce. Develop strategies to connect them in positive ways to business, to the community and to each other in order to foster commitment, a sense of belonging, and opportunities for leadership development.
Outcome Engaging young professionals now ensures future workforce development needs will be met—despite the demographic shifts in the workplace.
- 3 Business support** Assist employers in their efforts to recruit prospective employees and retain those we already have through strategic resources and tools.
Outcome Human resource 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.

Each strategy has its own plan of action and timeline. This document provides a summary of our progress to date.

First, some background on why we feel it's so important to attract and retain talent.

ATTRACTING AND RETAINING TALENT

The Columbus area workforce is changing. Baby boomers are retiring, the addition of women to the workforce has leveled, and college graduation rates nationally have hit a plateau. Our community boasts 18 institutions of higher learning with a total of more than 100,000 enrolled students. We graduate approximately 20,000 people annually, yet roughly two-thirds of these new graduates leave our state. Our workforce is a key to the future economic prosperity of our region and Ohio. Successful communities and states will attract and keep skilled workers.

WE HAVE WHAT IT TAKES

The Columbus region boasts 18 institutions of higher learning.
WE GROW TALENT.

The Columbus region has six Fortune 500 corporations and a strong entrepreneurial spirit.

WE HAVE ACCESS TO INTERNSHIPS AND JOBS.

The Columbus region has a strong quality of life.

WE'RE AN ATTRACTIVE PLACE TO LIVE AND WORK.



Let's get to work

Retain graduates by linking them to jobs through internships.

Attract and retain our young professionals—the future of our workforce.

Support our employers as they recruit workers into our region.

YOUNG PROFESSIONALS

ATTRACT AND RETAIN YOUNG PROFESSIONALS—THE FUTURE OF OUR WORKFORCE

WHAT'S HAPPENED

- ♦ **Research:** Online surveys completed by current and former residents of Columbus (in the YP demographic); peer-to-peer interviews with nearly 60 local young professionals; review of community assets and opportunities (arts, entertainment, culture, downtown living); review of young professional communication networks (blogs, Internet, media, YP organizations)
- ♦ **Chamber Annual Meeting**
- ♦ **The State of the Young Professional:** Unveiling of survey findings and recommendations including Columbus' handprint (see www.columbus.org for full report)
- ♦ **Work on strategies:** Convince, Connect, City
- ♦ **Appointment of 45-member YP Commission**
- ♦ **Posting of new staff position:** Manager, Young Professionals
- ♦ **Joint meeting between Commissioners and presidents** of the nearly 40 local young professional organizations
- ♦ **Community education:** Presentations to Circle of Business, TechColumbus, Columbus Foundation, Greater Columbus Arts Council and Columbus Metropolitan Club, plus numerous small group meetings

- ♦ **Attention from** *The Wall Street Journal*, *MyMidwest*, the *Boston Globe*, *Columbus Monthly*, *Columbus CEO*, the *Columbus Dispatch*, *Business First*, *The Other Paper*, the *Daily Reporter*, *Suburban News Publications*, *ALIVE*, broadcast media and bloggers

WHAT'S NEXT

- ♦ **Hire Manager, Young Professionals**
- ♦ **Continued dialogue about Connect, Convince, City;** implementation of strategies
- ♦ **Marketing campaign to reach “convincibles”**—those who indicated interest in returning to Columbus
- ♦ **First statewide Young Professionals Summit** in Columbus, spring 2008

INTERNSHIPS

LINK AREA COLLEGE AND UNIVERSITY STUDENTS AND THE BUSINESS COMMUNITY THROUGH A COMMUNITY-WIDE INTERNSHIP PORTAL

WHAT'S HAPPENED

- ♦ **Kick-off meeting** with college presidents and academic deans and Mayor Coleman
- ♦ **Interviews with area colleges and universities** to determine requirements of tool
- ♦ **Partnership with The Ohio State University (OSU) and the OSU Alumni Association** to reach current and former students
- ♦ **Employer focus groups**
- ♦ **Evaluation of eight potential technology providers**

WHAT'S NEXT

- ♦ **Soft launch of portal**, fall 2007
- ♦ **Marketing to college and universities:** students, faculty, staff
- ♦ **Marketing to businesses:** human resources representatives, internship hosts, department directors, presidents
- ♦ **Identify metrics and tracking to evaluate progress**

BUSINESS SUPPORT

SUPPORT AREA BUSINESSES AS THEY RECRUIT WORKERS INTO OUR REGION

WHAT'S HAPPENED

- ♦ **Five focus groups** with human resource representatives and recruiters from local employers
- ♦ **Identification of 13 criteria** that individuals use to evaluate a new community
- ♦ **Review of “lessons learned”** through previous HR programs

WHAT'S NEXT

- ♦ **Data collection for 13 criteria**
- ♦ **Develop materials and tools** (Web site, DVD, brochures, talking points)
- ♦ **Marketing campaign**
- ♦ **Launch program** fall 2007
- ♦ **Secure additional sponsorships/funding**

