



Growing Tallahassee's College Educated Workforce

Tallahassee's potential for future talent is significantly above the national average ... however, its current ability to attract and retain talent lags significantly behind the rest of the nation.

Knight Creative Communities Institute

Tallahassee is a case of a high quality research university that has no local industry to absorb its research.

CMU – EDA Study



Select Goals of KCCI Tallahassee

- Build a stronger economy that is authentic to the Tallahassee region and is sustainable through economic ups and downs.
- Leverage key learnings from the Richard Florida strategic work to help the Tallahassee region attract creative people, generate innovation, and stimulate economic growth.

If Tallahassee had more to offer as far as job opportunities and nightlife for the 25-30 age group then I would be willing to stay.

Graduate :: FAMU

I would like Tallahassee so much more if there was actually something fun to do.

Student :: TCC

Staying in Tallahassee would be like starting all over again.

Hilary O'Neil :: FSU



John S. and James L. Knight Foundation | LEADERSHIP TALLAHASSEE collegia

Select Goals of this Project:

- Identify a baseline college graduate retention figure for the Tallahassee region.
- Better understanding of graduates why they choose to stay or don't.
- Integrate recommendations with existing community projects to leverage and enhance Tallahassee's creative economy.



151 current students
 128 recent graduates
 150 '04-'06 graduates
 5 students in-person



157 current students
 57 recent graduates
 1,039 '04-'06 graduates
 4 students in-person



472 current students
 132 recent graduates
 228 '04-'06 graduates
 4 students in-person

1. Where are they now

- Overall graduate retention rates
- Retention by non/native, school & race
- Where do they live now
- What are those who stayed doing now
- Getting them to move back

2. Current student perceptions

- Top Takeaways
- Perceptions of Tallahassee
- Future plans: Stay or leave?
- Linking affinity with future plans
- Influence of internships

3. Bringing it all together

- Connecting with students
- Involving the community
- Partnering with the colleges
- Role for city and state government
- Connecting students & employers

4. Connecting the dots

- Local stakeholders & related efforts
- Funding models: 1-year & 3-year
- Sample budgets: 1-year & 3-year
- Measuring & monitoring impact



DECISIONS HAPPEN BEFORE THEY OCCUR

We view the progression from talented teen to new professional as a continuum.

Each stage represents an important opportunity to develop deep personal and professional connections.

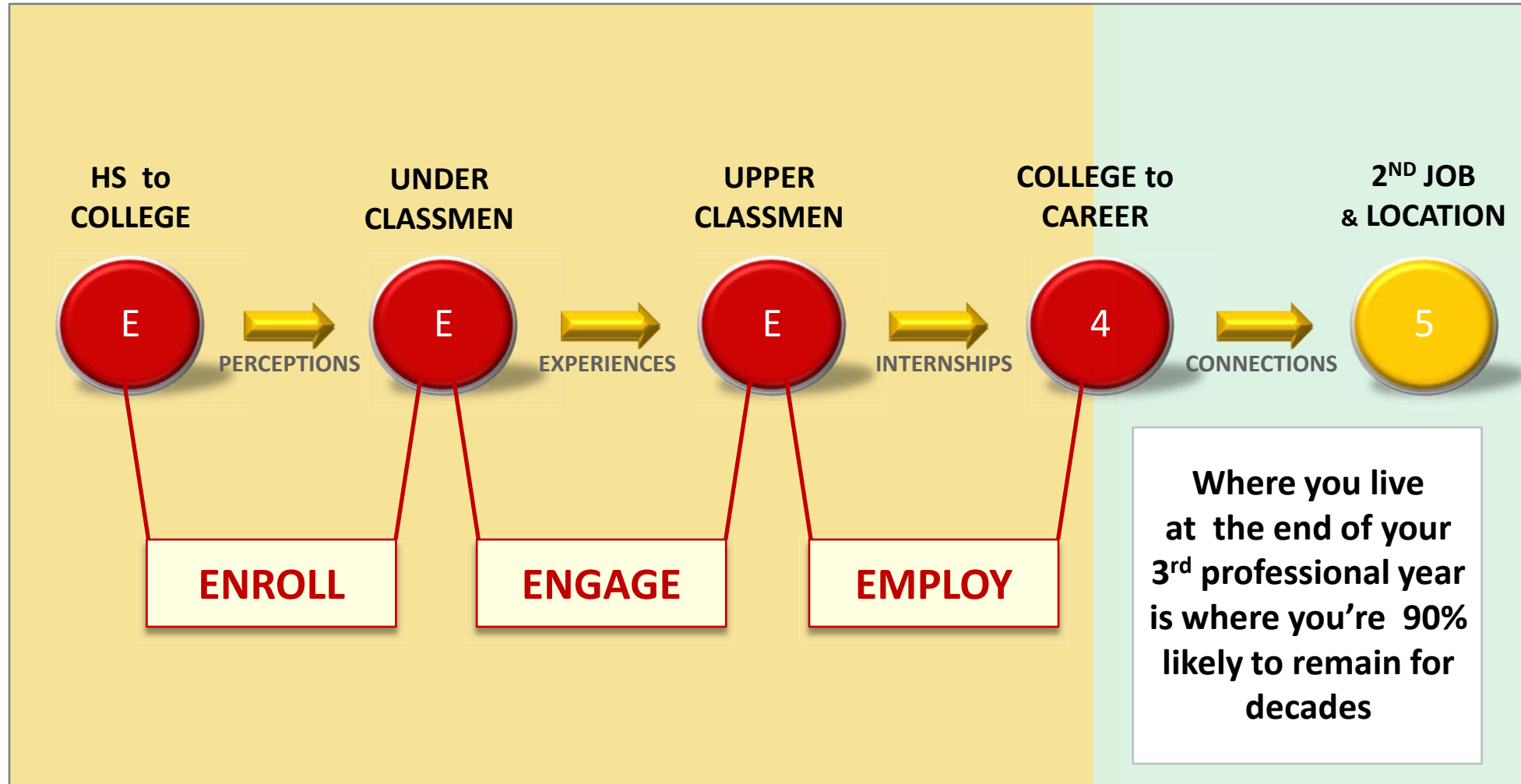
Beliefs, ultimately drive behavior.

Those living in a community 3-6 years are the most engaged resident population.

Soul of the City Survey

COLLEGE STUDENT LIFE-CYCLE

NEW PROFESSIONAL



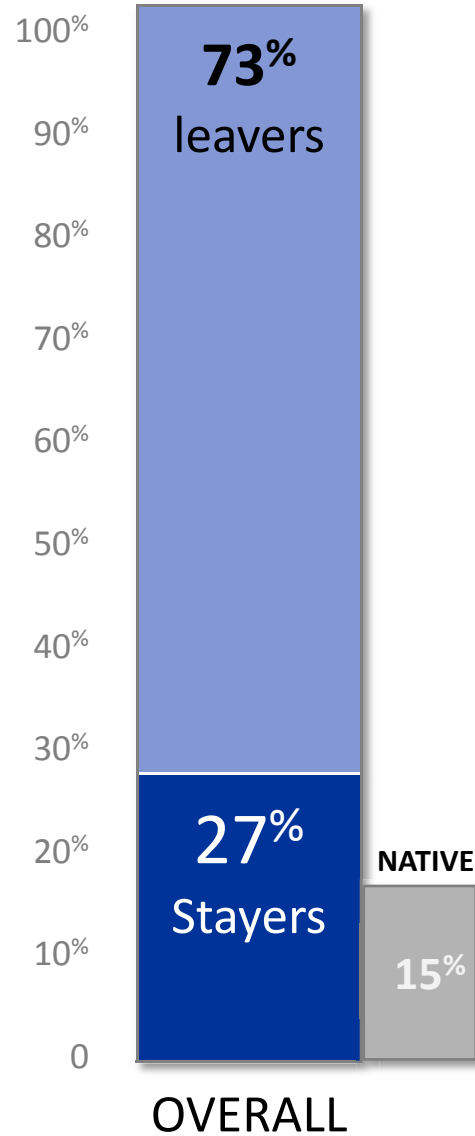
MAJOR FINDINGS

27% of all graduates from 2004-06 are still living in the Tallahassee area.

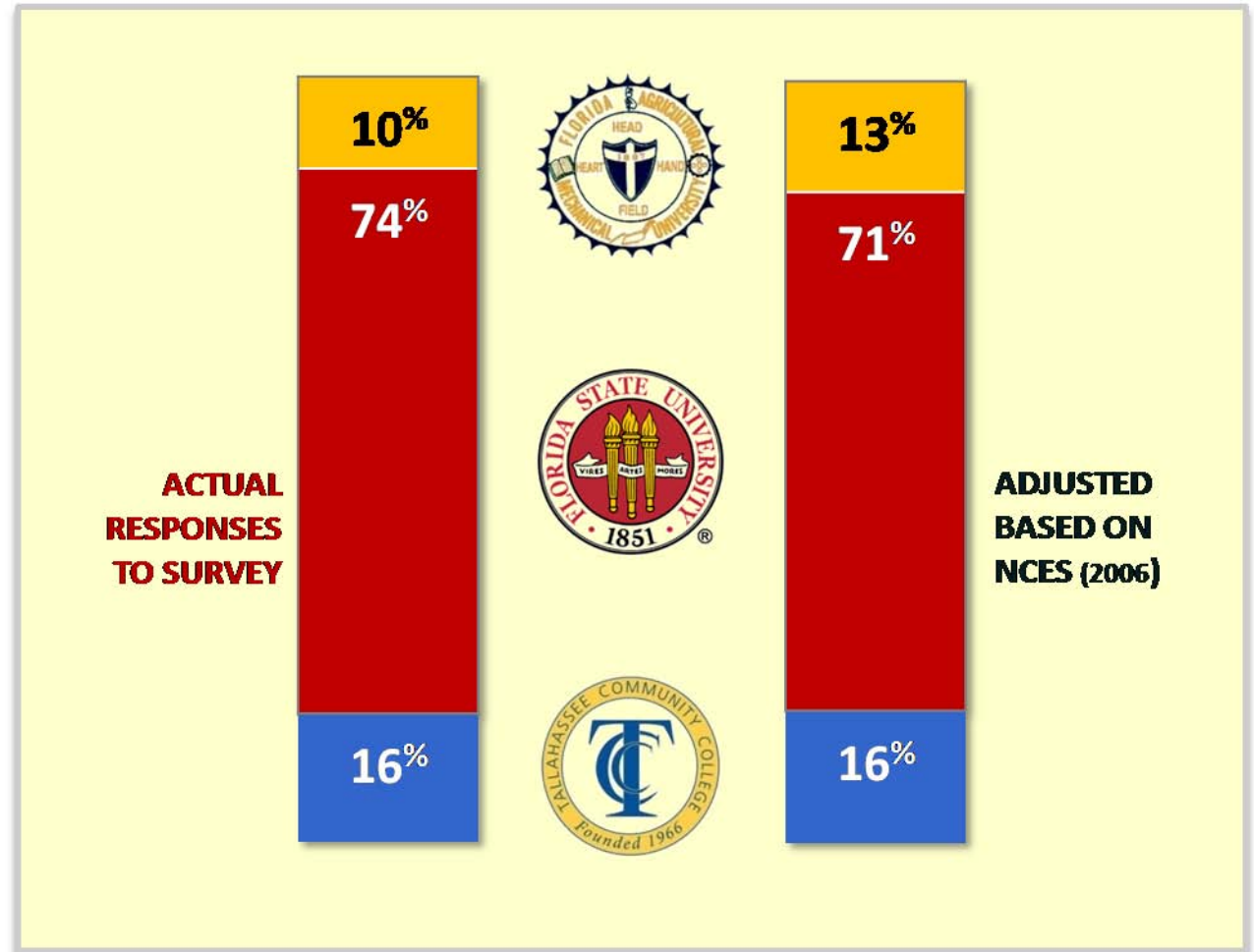
Yet, only 15% were originally from here.

Assuming 14,000¹ annual completions, 3,700 local grads choose to remain in TLH.

¹ Source: National Center for Education Statistics



UNWEIGHTED vs. WEIGHTED



BASED ON 1,417 RESPONSES FROM 2004-06 GRADUATES

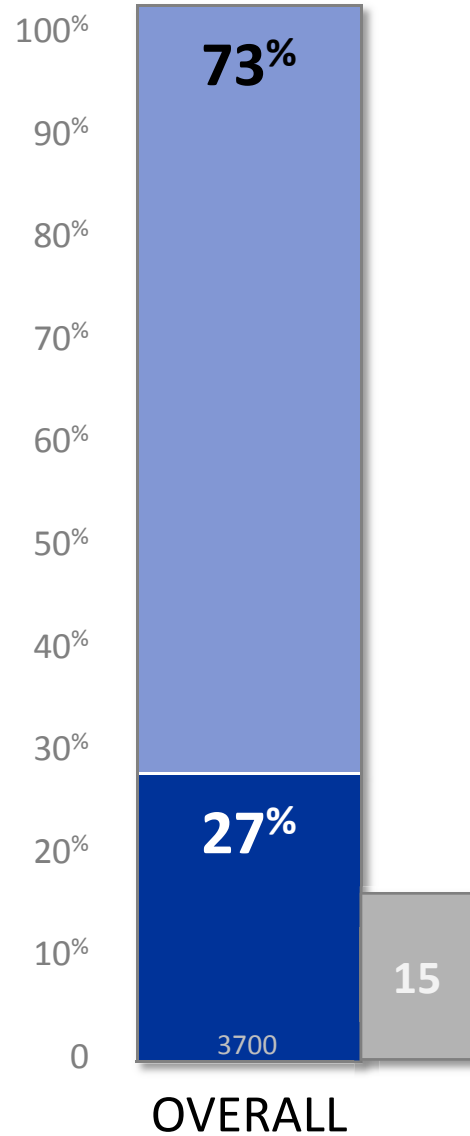
TCC graduates, including transfers to FSU and FAMU, are on the strongest retention track.

If Tallahassee had more to offer as far as job opportunities and nightlife for the 25-30 age group then I would be willing to stay.

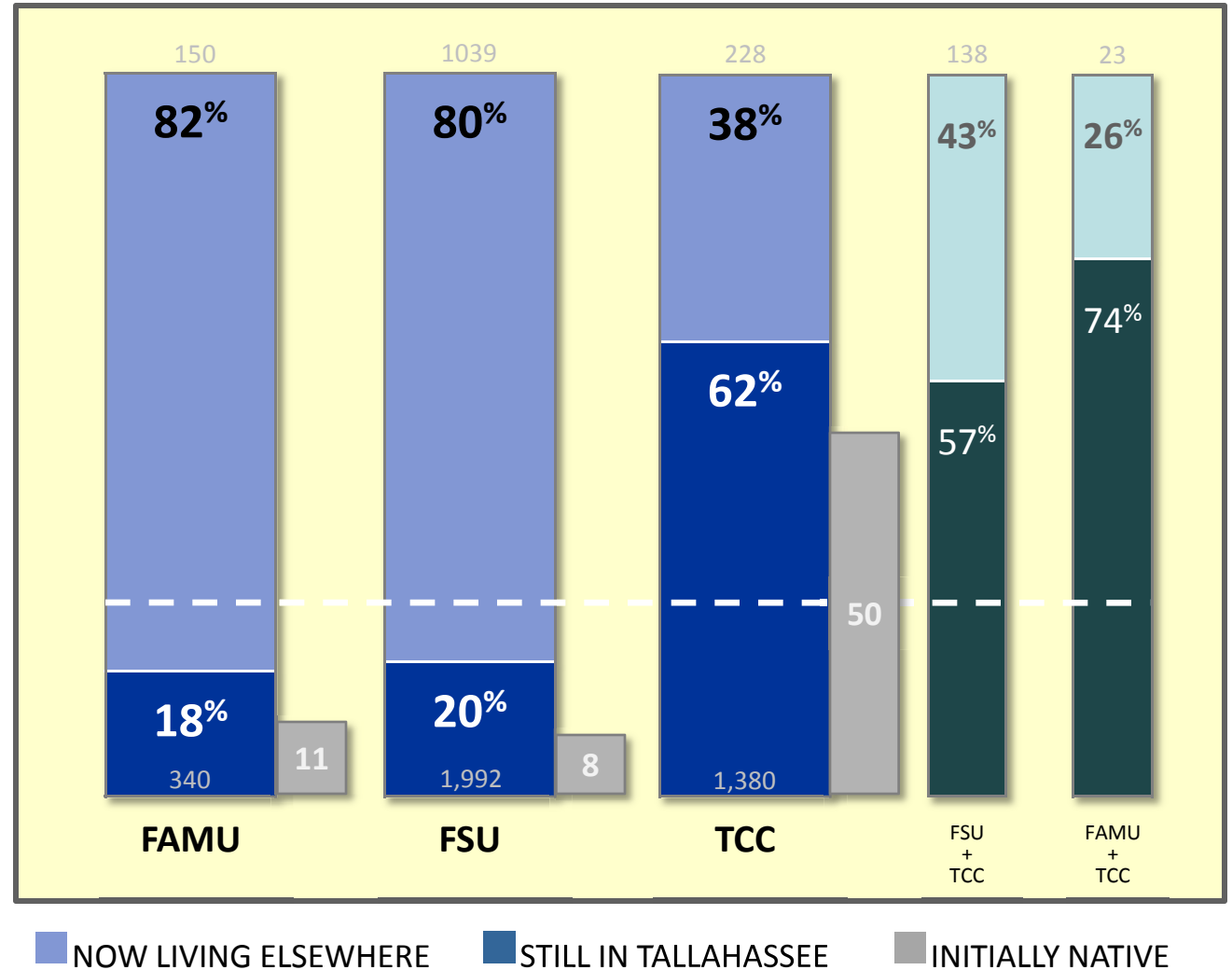
Graduate :: FAMU

I left my heart behind in Tallahassee and plan to reclaim it one day.

Katie Tavieso :: FSU grad



RETENTION :: BY SCHOOL



Tallahassee can be, but overall is not, a very exciting place to live.

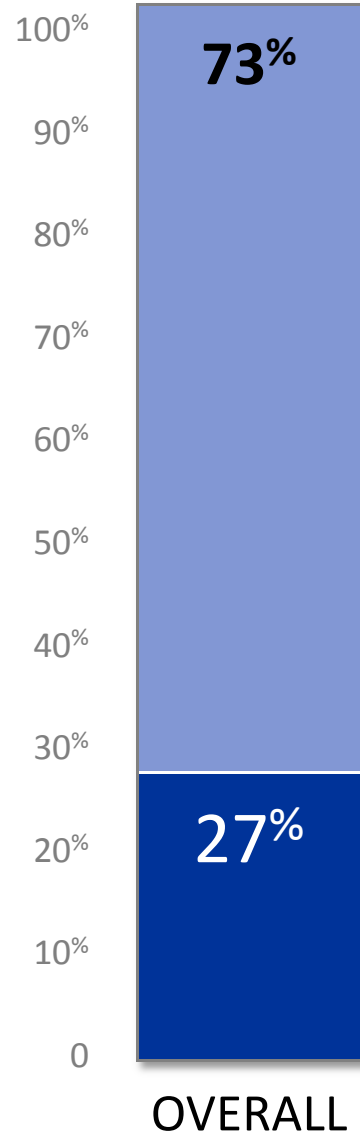
Student :: TCC

For graduate students it is difficult to stay because of the social scene.

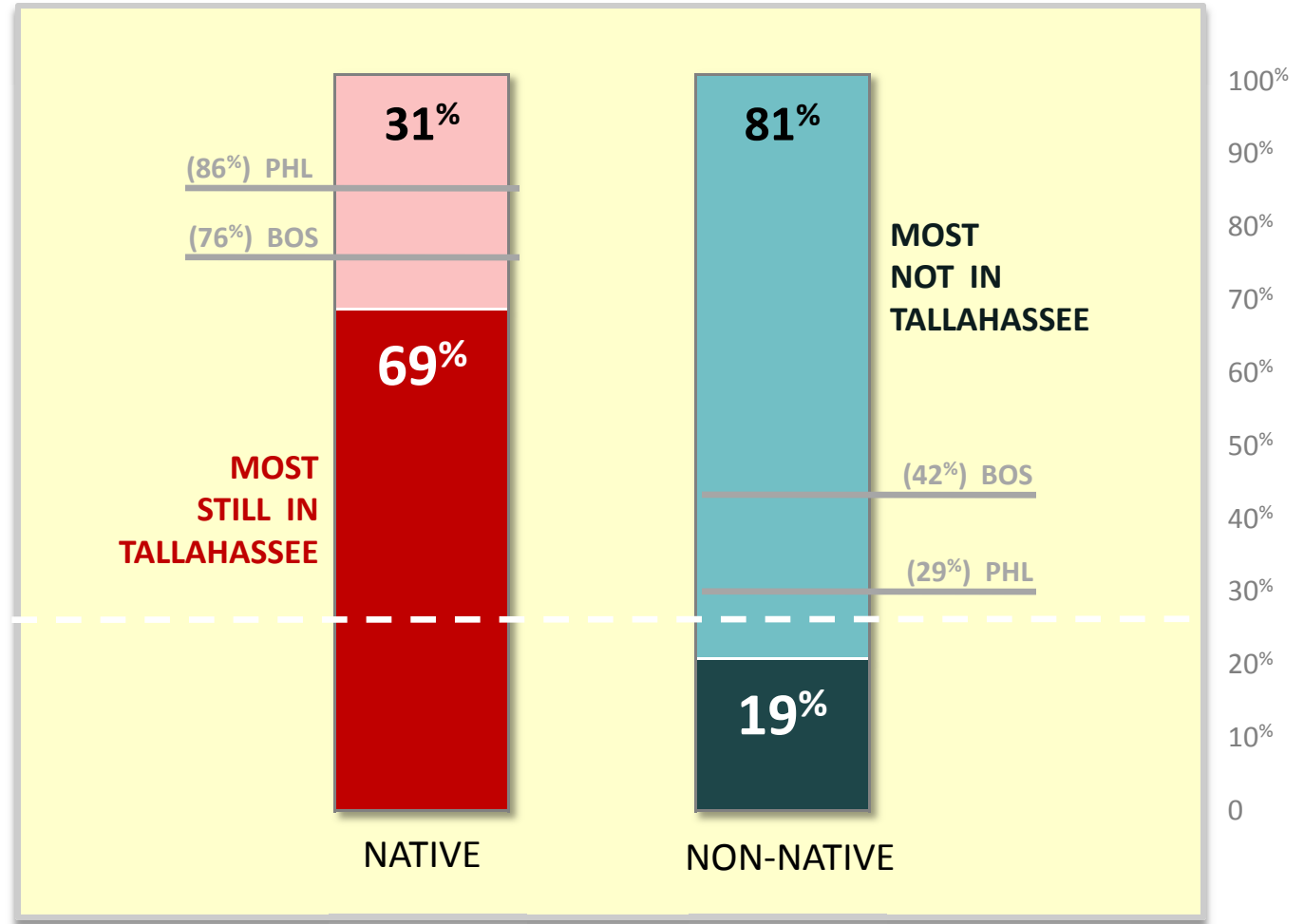
Graduate :: FAMU

We don't hear about Tallahassee as a place to be a junior executive.

Gino: Butler :: TCC



NATIVE vs. NON-NATIVE



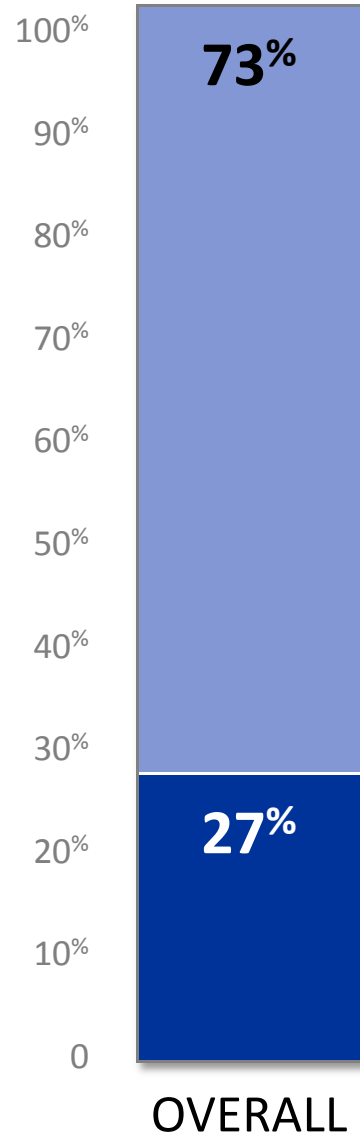
African Americans have the highest relative net gain -- 31% currently live in TLH, compared with only 8% who were originally from TLH.

I don't see Tallahassee reaching out to minorities. Nothing is black-oriented unless it happens on campus.

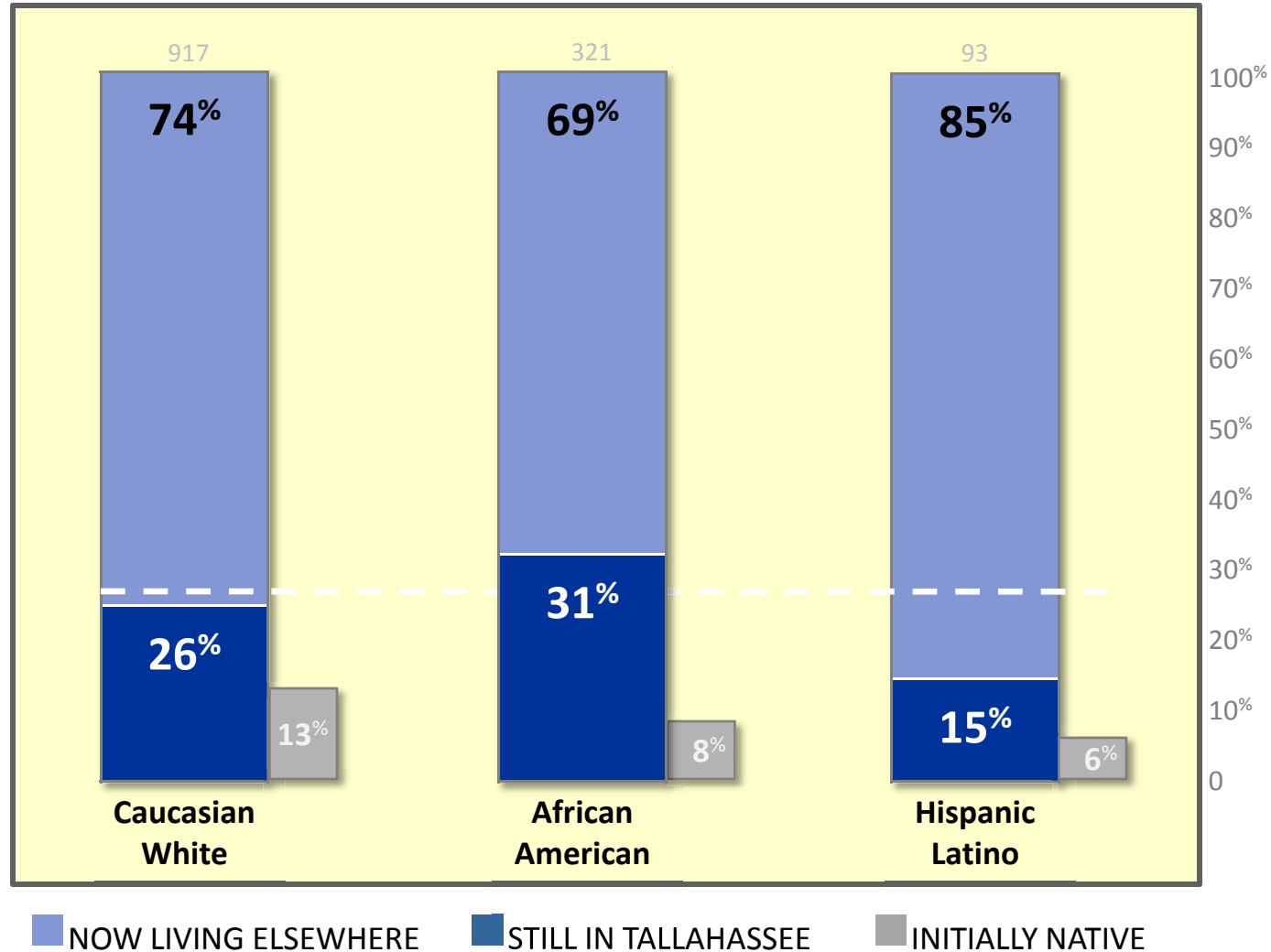
Kendall Johnson :: FAMU

I'm multi-racial and faced much prejudice due to not being exclusively black or white.

Shaun Lui :: FSU grad



RETENTION :: BY RACE / ETHNICITY



69% are still in Florida.

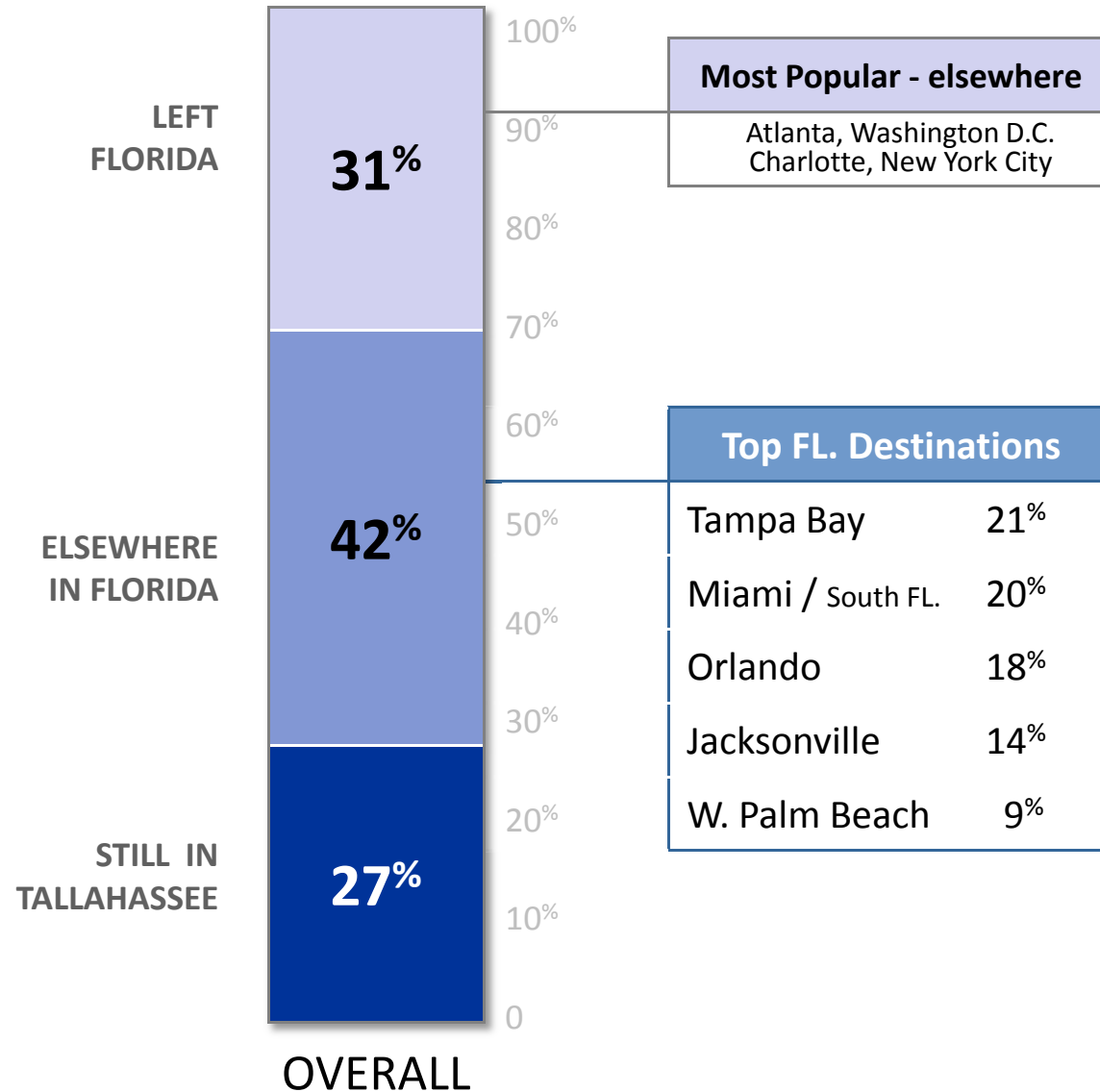
40% of them are still living in Tallahassee.

New Orleans has Mardi Gras. Orlando has Disney. Miami has shopping. But Tallahassee is undefined..

Gino: Butler :: TCC

I enjoy Tampa because it is a larger, more diverse city.

Christine Weber :: FSU grad



- Most popular destinations for
- COLLEGE STUDENTS**
1. Miami / South FL.
 2. Atlanta
 3. Orlando
 4. Tampa / St. Pete
 5. New York City

BASED ON 980 RESPONSES

**3 out of 4
who stayed are
employed.**

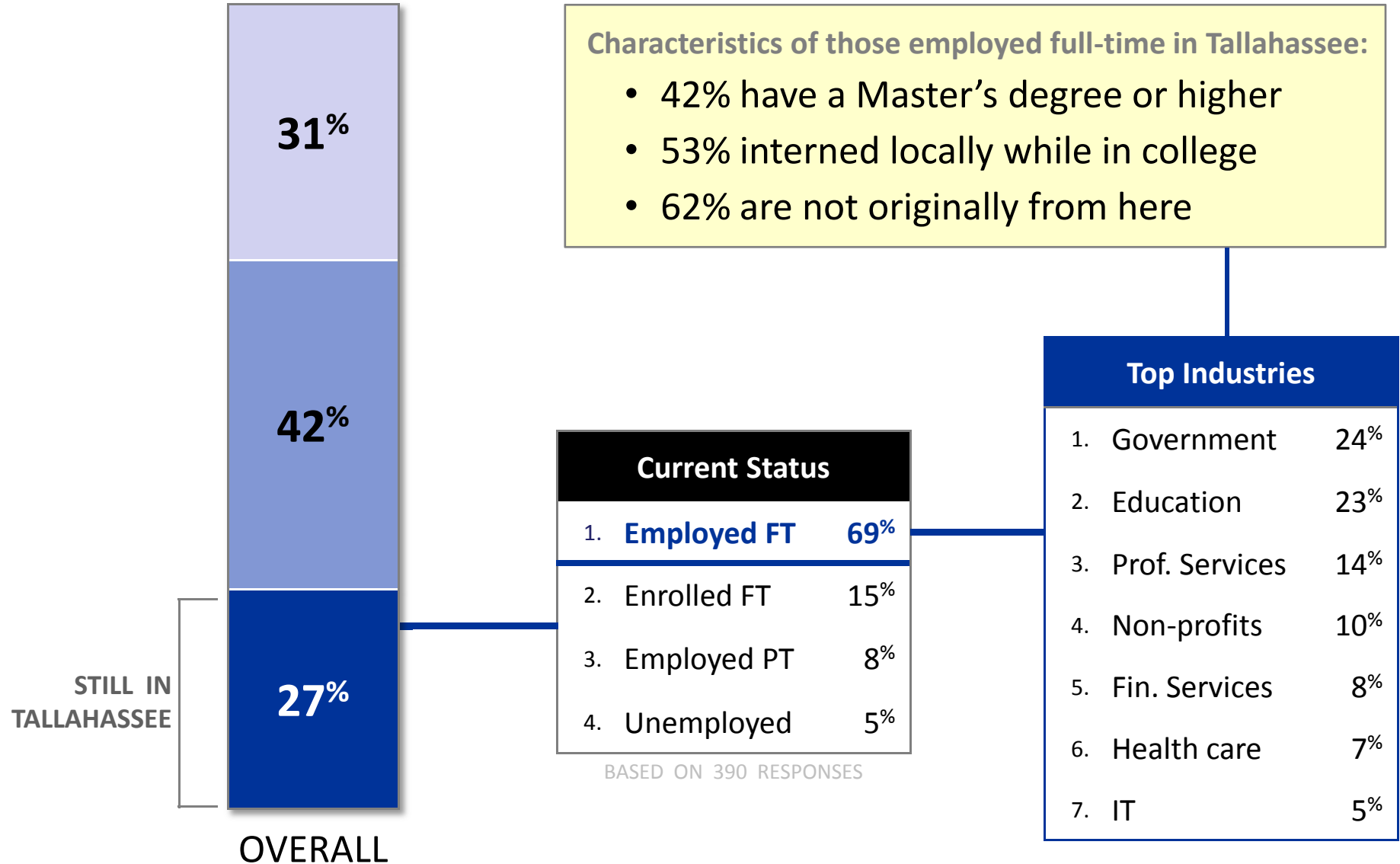
**Almost half
are working in
government or
education.**

While education opportunities may draw students, communities need to focus on keeping them.

Soul of the Community Survey

I don't need my extra wallet here.

Gino Butler :: TCC



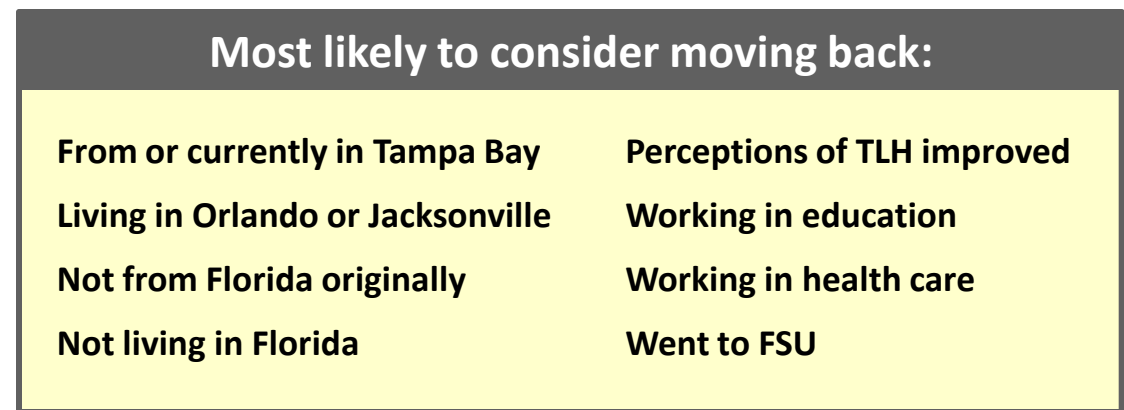
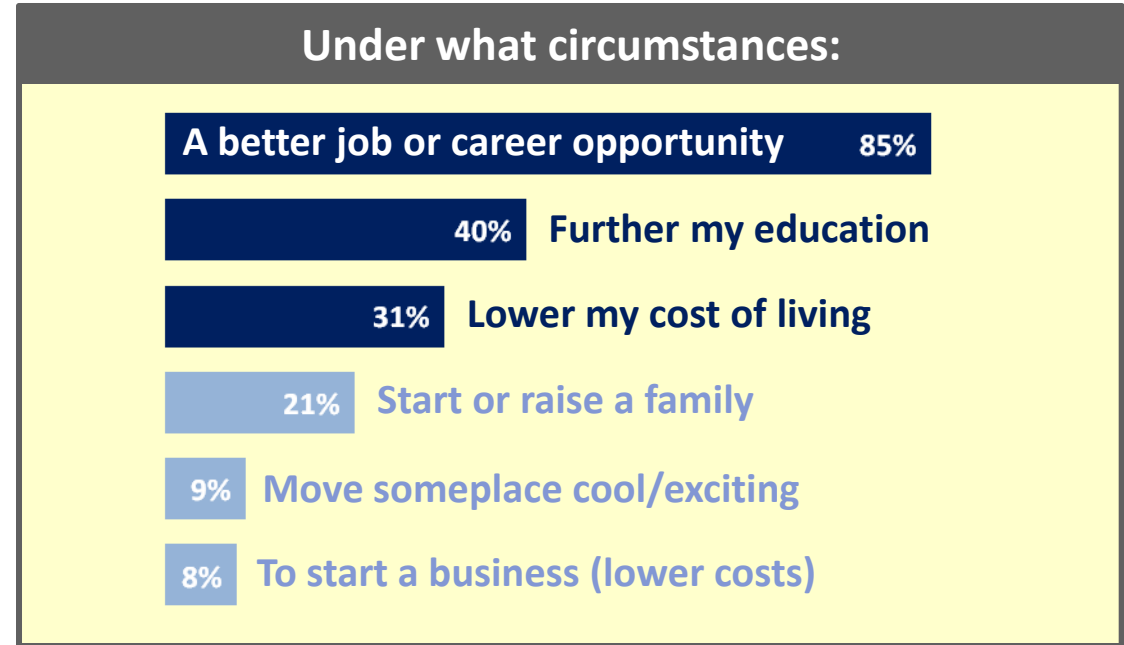
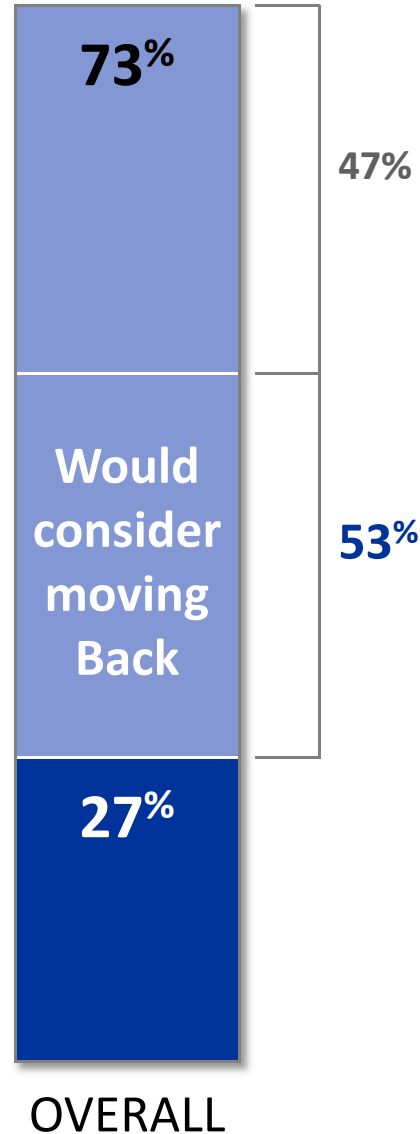
53% of the graduates living elsewhere would consider moving back.

If Tallahassee had more to offer as far as job opportunities and nightlife for the 25-30 age group then I would be willing to stay.

Graduate :: FAMU

I very much enjoyed Tallahassee and plan to return as soon as job opportunities for my husband allow or we retire.

Jennifer Oister :: FSU grad



Explorers represent a key opportunity for Tallahassee to improve on its graduate retention rate.

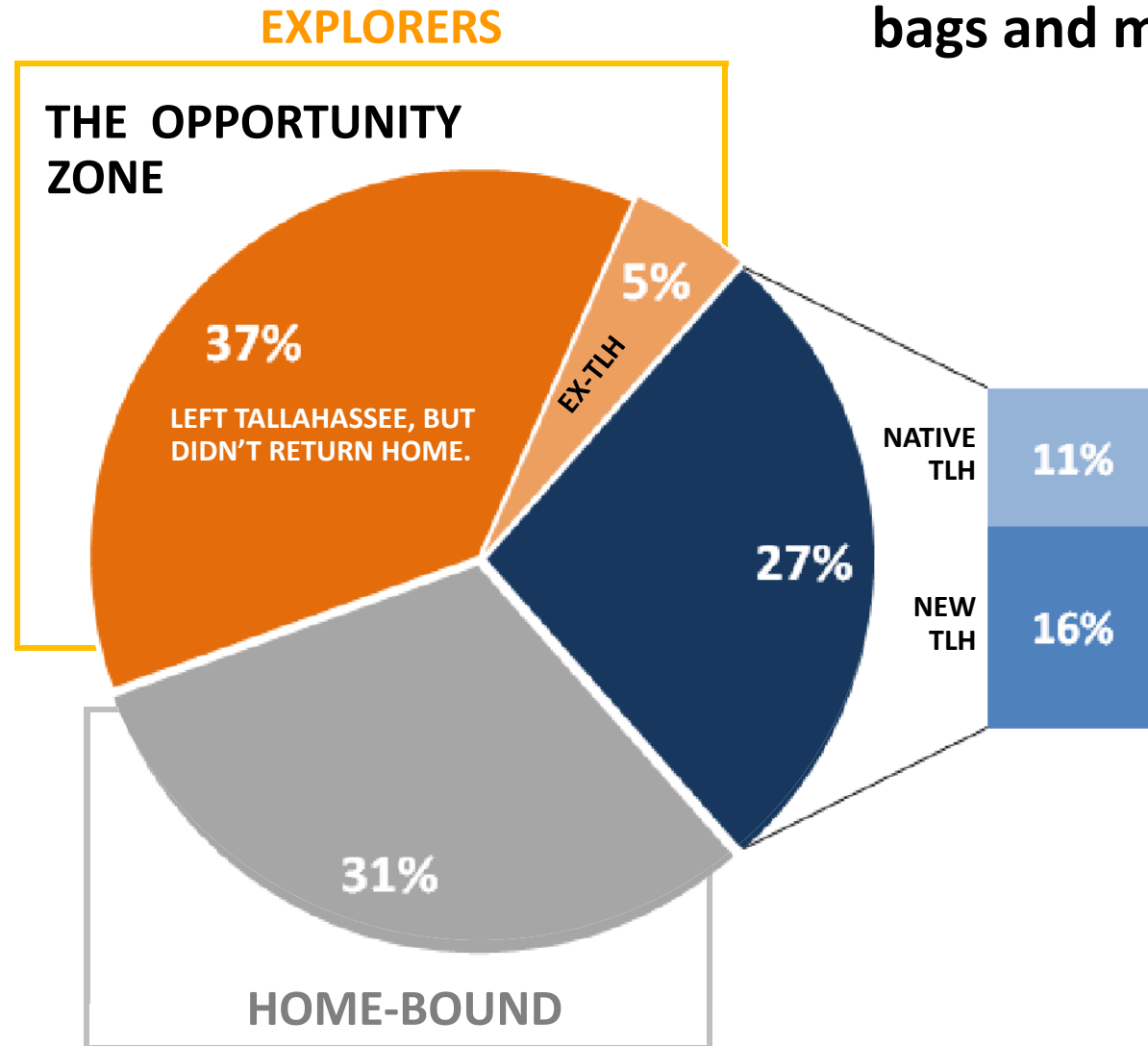
56% would consider moving back to the area.

But only 36% considered TLH when they were still in school.

Tallahassee can be, but overall is not, a very exciting place to live.

Student :: TCC

42% of the graduates packed their bags and moved somewhere new.



Who are these explorers?

- From another state
- No longer live in Florida
- Have a BA/BS
- Went to Florida State U.
- Didn't transfer from TCC
- Didn't do an internship
- Are employed full-time
- Work in healthcare, gov., financial services or edu..
- Studied business admin., education or soc. sciences
- Are Caucasian/white

Current students don't necessarily see TLH as a great post-college option.

Only one in five are planning to stay.

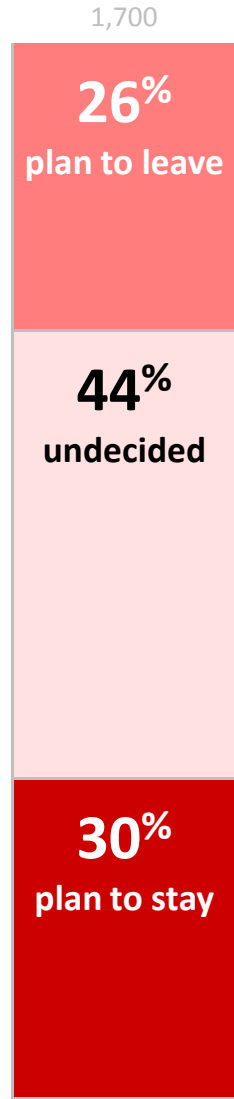
More concerning is the low percentage who even seem open to it.

They pay more for talent in larger cities.

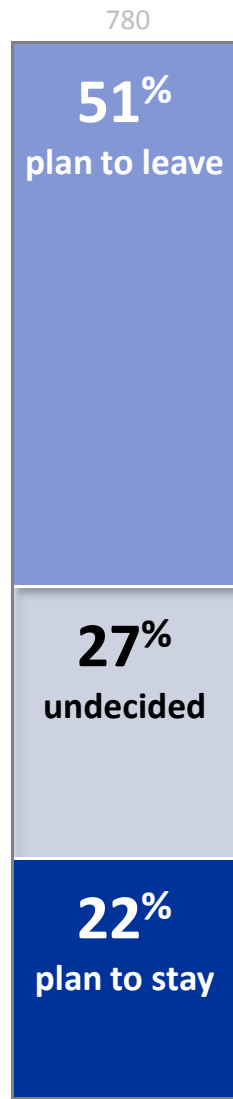
Kendall Johnson :: FAMU

We don't stick around because we don't know.

Hilary O'Neil :: FSU



Columbus Ohio



ENROLLED STUDENTS

Plans to stay or leave.



2004-06 GRADUATES

Where they live now.

I was originally worried that people would be backwards. However, I found the people of Tallahassee to be cultured and progressive.

Gdave Padley :: FSU grad

I didn't get a good idea of the good areas beyond campus until my final two years.

Dave Mullin :: FSU grad

There was a very distinct difference in the way the community treated students from FAMU vs. Florida State vs. TCC

Devika Howard :: FAMU grad

1. Great place for college, but ...

- It's where you "get your degree and go."
- Stigma associated with staying in Tallahassee.
- Very family-oriented, so "not for me."
- "FSU just happens to be in Tallahassee."
- Students have much more positive perceptions of Atlanta, Miami, and Orlando.

2. Interested in doing more off-campus, but ...

- Don't know where to go or what to do.
- Very low perceptions of shopping options.
- No established means of getting local info.
- Little association with Tallahassee as a capital city.

3. Feel little connection to area

- Not a major factor in decision to enroll
- State capital has little perceived value
- No strong connection to downtown
- "We don't stick around because we don't know Tallahassee."
- Believe Tallahassee is probably better than it appears, but there's currently little evidence.



Great learning experiences on and off campus helped me grow as a person.

Steve Tucker :: FAMU grad

As a college student all you know is Tennessee Street.

Christina Jackson :: FAMU

Once you're beyond Capital Circle, you feel like you've dropped off the radar

Andrea Panzeca :: FSU grad

4. Largely unaware of local career opportunities

- Business community has no presence on campus.
- Very little interaction with local employers.
- "We don't stick around because we don't know.
- Big interest in networking with community leaders
- "Access to capital should be incredible, but isn't."
- Strong sense opportunities are better elsewhere.

5. "Word of mouth" stands alone

- 80% learn what's happening from friends
- No clear resource for local information or events
- If students knew more they would do more
- Word of mouth, Web, and flyers are key
- Network of on-campus connectors a must

6. Other

- "Black FAMU and black FSU don't mix."
- High cost of air travel is an issue for some.
- Only FSU wants more inter-campus activities
- "It's a benefit to have a capital here, but we don't capitalize on it."



Housing - availability, value

Geographic location

Arts and cultural offerings

Overall perceptions

Diversity

Acceptance of minorities

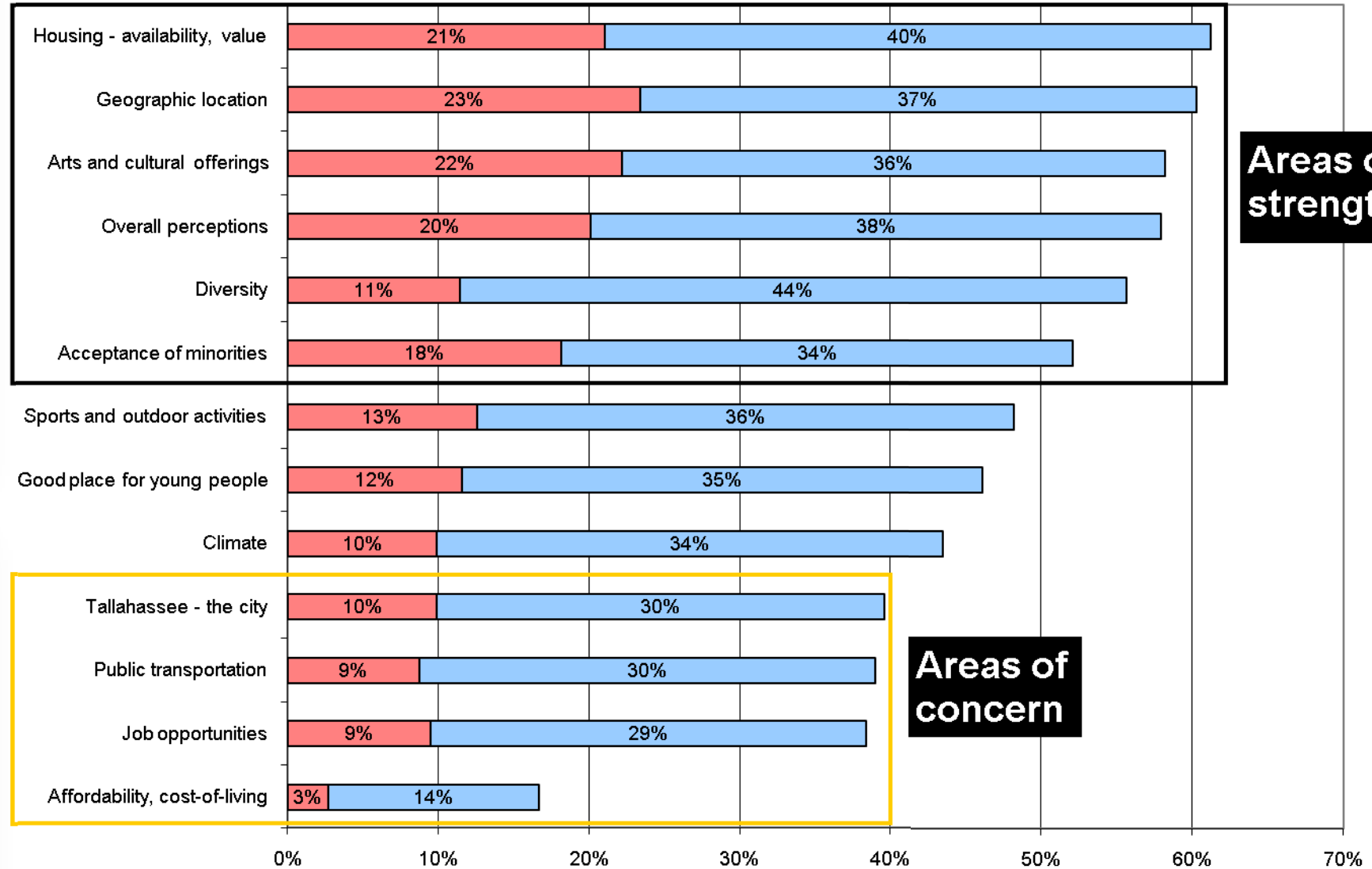
Tallahassee - the city

Public transportation

Job opportunities

Affordability, cost-of-living

% rating specific aspect "excellent" or "good"



Areas of strength

Areas of concern

The write-in responses from all 6 groups were quite consistent.

“Fun” was a top response for all audiences except FAMU students.

I love the nature that Tallahassee holds on to.

Student :: TCC

Coming from a fast city like Miami, Florida, Tallahassee takes time getting used to.

Graduate :: FAMU

FSU

S	fun beautiful friendly busy diverse boring
	college town pretty nice quiet interesting dirty historical hot quaint southern hilly warm active exciting historic party political city clean dangerous green lively
G	fun town friendly beautiful diverse southern
	college lively cultured quaint charming cultural exciting oriented football full interesting unsafe party pretty quiet rural young abandoned active adventurous aesthetical aesthetic

FAMU

S	boring quiet country town college fun busy
	friendly exciting beautiful lively slow crowded diverse quaint calm cold dull hilly historical old educational interesting clean collegiate conservative easy expensive family oriented historic
G	fun boring quiet town slow friendly
	college crowded safe clean country rural collegiate easy exciting growing hot interesting peaceful beautiful calm different diverse students good historic adventurous times

TCC

S	fun friendly busy beautiful town boring
	college quiet diverse great crowded exciting nice clean pretty hilly safe slow big good interesting comfortable helpful hot family cold easy green southern
G	beautiful friendly fun boring town
	quiet busy great interesting safe college diverse exciting family nice educational oriented hot peaceful good clean comfortable convenient slow awesome calm

Most Frequent Responses

- Fun** ... enjoyable, great, awesome, amazing
- Small** ... small, small town feel
- Quiet** ... quiet, calm
- College town** ... school, scholarly, youthful
- Friendly** ... friendly, welcoming, helpful, nice
- Beautiful** ... pretty, attractive, charming, quaint
- Boring** ... boring, dull, slow
- Exciting** ... adventurous, interesting
- Crowded** ... big, congested, loud, noisy,
- Busy** ... busy, active, fast-paced

65% of all students leave campus for “fun” at least weekly;

31% do so 4+ times a week.

I feel there’s a lot going on. We just don’t know about it.

Hilary O’Neil :: FSU

As a college student all you really know is Tennessee Street.

Christina Jackson :: FAMU

FAMU	FSU	TCC	ACTIVITY	SPECIFIC LOCATIONS GIVEN
2.	1.	1.	Bars, night life	A.J.’s; Baja’s; Bullwinkles; Chubby’s, Club Rayn, Stetsons; Pockets/pool; The Strip, Warehouse; Moon; Atlantis
1.	3.	3.	Shopping, malls	Governor’s Square Mall, Tallahassee Mall, Walmart
4.	4.	2.	Movies	AMC Theatre; Dollar Theatre
5.	2.	4.	Restaurants	All Saints Café; Applebees; Po Boys; cafes; coffee houses, Starbucks
3.	6.	6.	Friends, parties	Nothing more specific
8.	5.	5.	Parks, outdoors	Lake Ella; Maclay Gardens, St. Marks, Tom Brown Park, Wakulla Springs, The Cody Scarp
6.	7.	7.	Sports	Basketball courts; bowling, fitness clubs, golfing, sporting events; cycling, FSU sports, TLH Rock Gym
9.	9.	8.	Out of town	Atlanta; Gainesville; Jacksonville; Orlando; Panama City; St. George Island; Tampa
7.	--	9.	Religious activities	“Church”
--	8.	--	Beach	Nothing more specific

Other answers given: Tennessee Street; First Fridays; Havana; Railroad Square; Civic Center; The Rez; hookah bars

“Word of mouth” stands alone. This was confirmed in all three input sessions.

Any effort to reach current students should include a “connector” strategy.

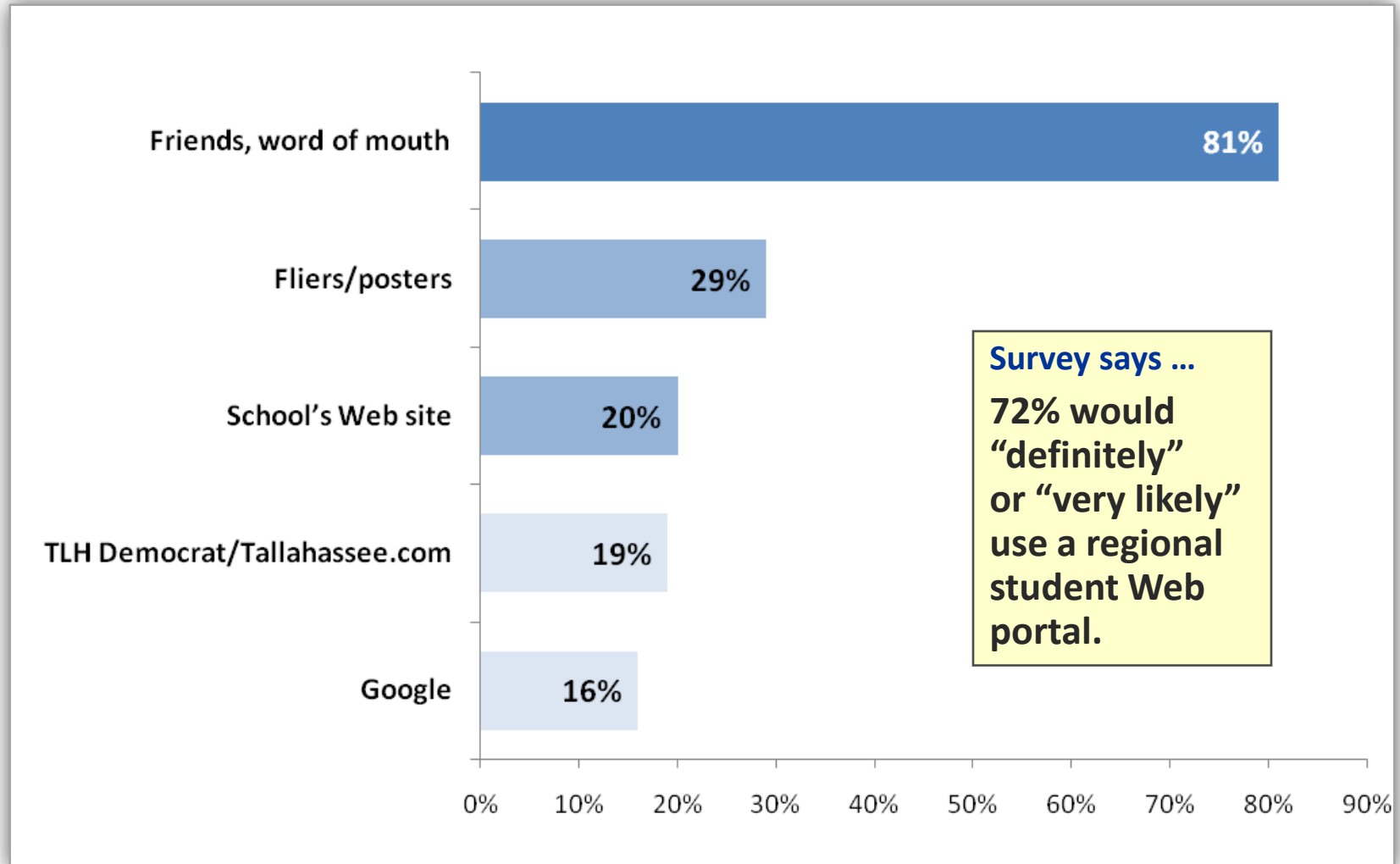
As long as you know someone who knows Tallahassee you'll go and do stuff.

Fernita Mayhew :: TCC

You need to work at it if you want us to venture into Tallahassee.

Christina Jackson :: FAMU

“Where do you get your information on Tallahassee and things to do off-campus?”



Survey says ...
72% would “definitely” or “very likely” use a regional student Web portal.

Current students don't necessarily see Tallahassee as a great post-college option.

I felt it was in my best career and personal interest to move to a larger market.

Graduate :: FSU

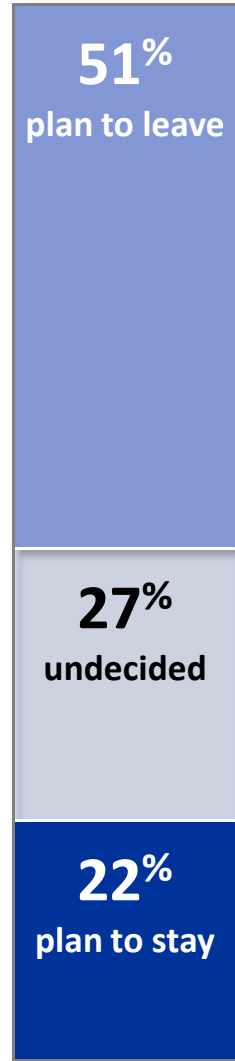
They pay more for talent in larger cities.

Kendall Johnson :: FAMU

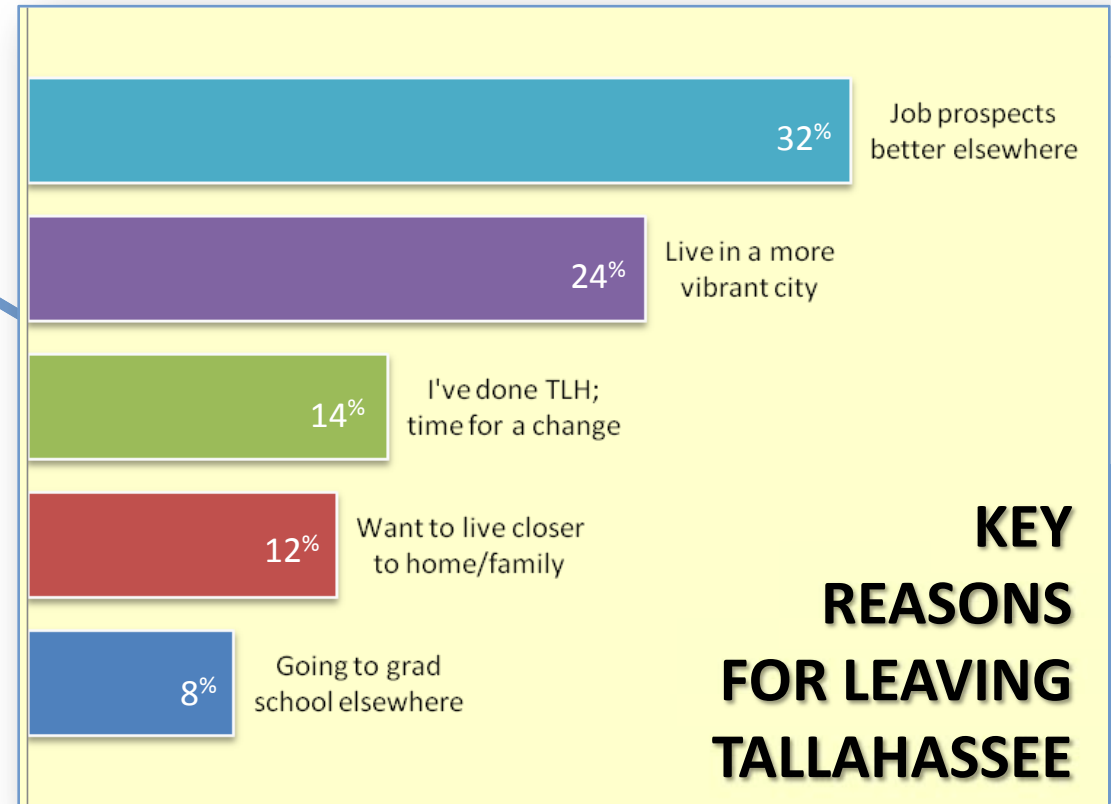
We don't stick around because we don't know.

Hilary O'Neil :: FSU

ENROLLED STUDENTS



weighted



KEY REASONS FOR LEAVING TALLAHASSEE

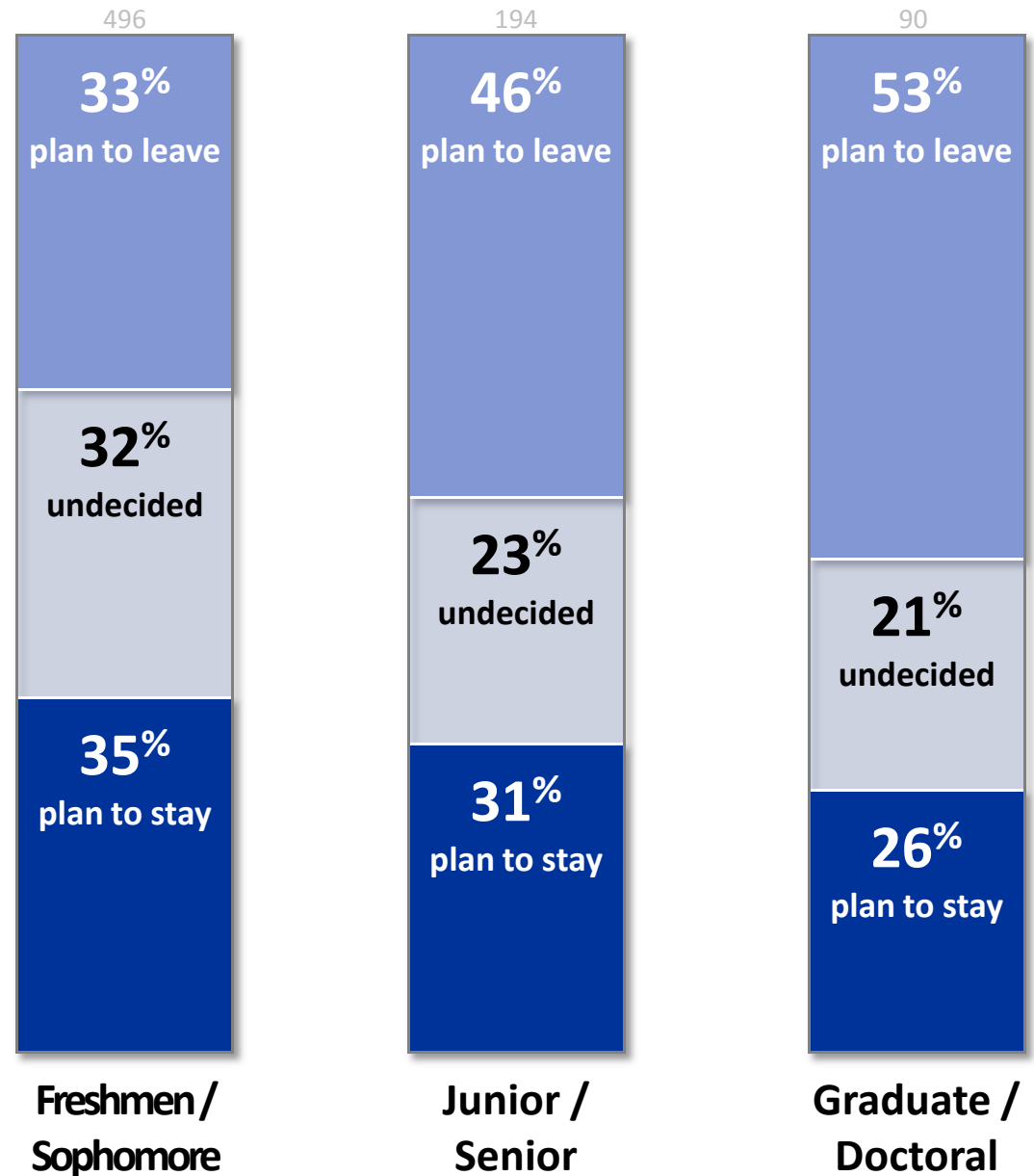
Two factors are in play here.

One ... students become more career-focused as they mature and don't have a sense that Tallahassee has good jobs for them.

The other ... that they fail to develop a real sense of Tallahassee – the city.

Introducing students early in their college career to off-campus Tallahassee (work and play) will pay big dividends later on.

FINDING:
The older a student is, the less likely he/she is to consider remaining in Tallahassee.



Here, as in other Collegia regions, it's the non-native students who represent both the biggest opportunity and the greatest challenge.

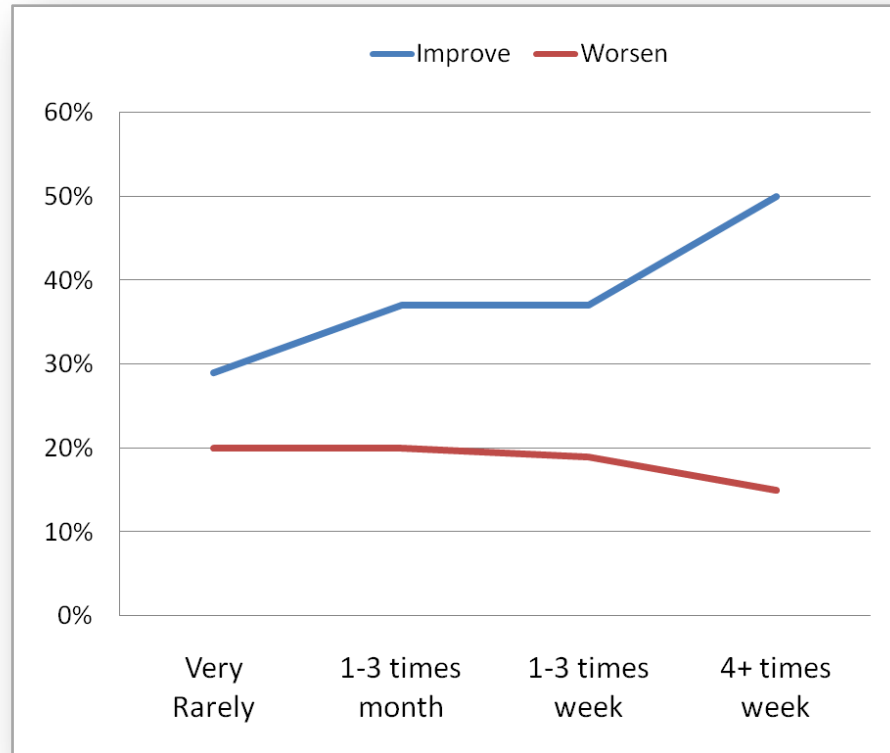
If we can get this 18-hour downtown going, what a joy this city would be.

Tallahassee Democrat
Op Ed – Jan. 12, 2008

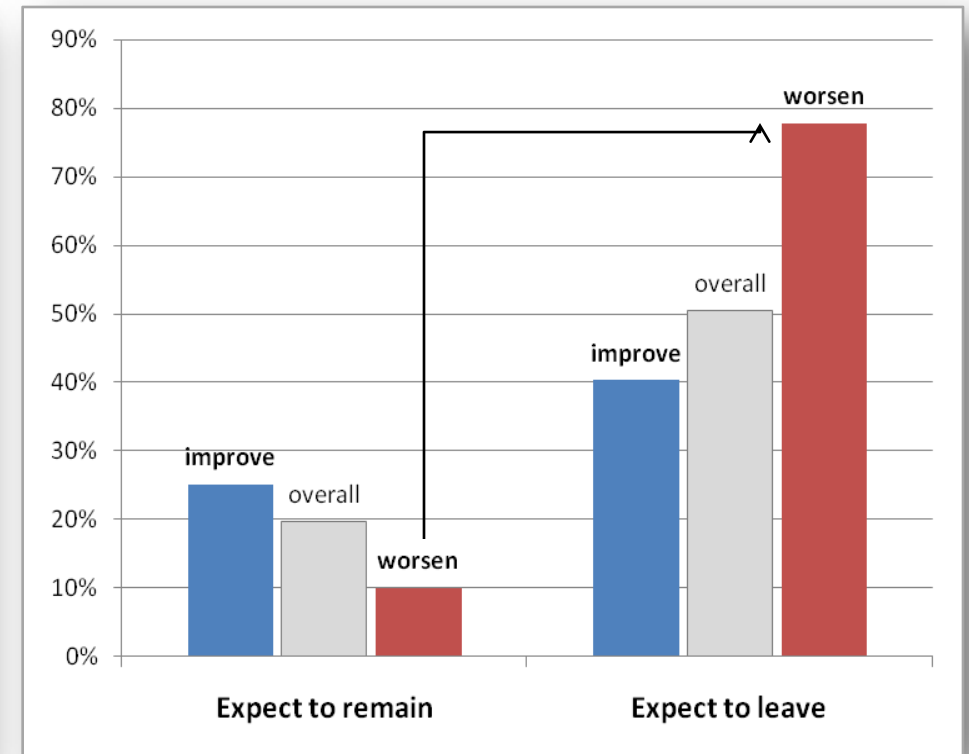
I am just ready to be out of Florida and onto new places.

Recent Grad :: FSU

AS THE FREQUENCY OF OFF-CAMPUS EXPERIENCES INCREASES, PERCEPTIONS ALSO INCREASE.



AND AS PERCEPTIONS IMPROVE, PLANS TO REMAIN ALSO INCREASE. BUT THE OPPOSITE IS TRUE TO AN EVEN GREATER DEGREE.

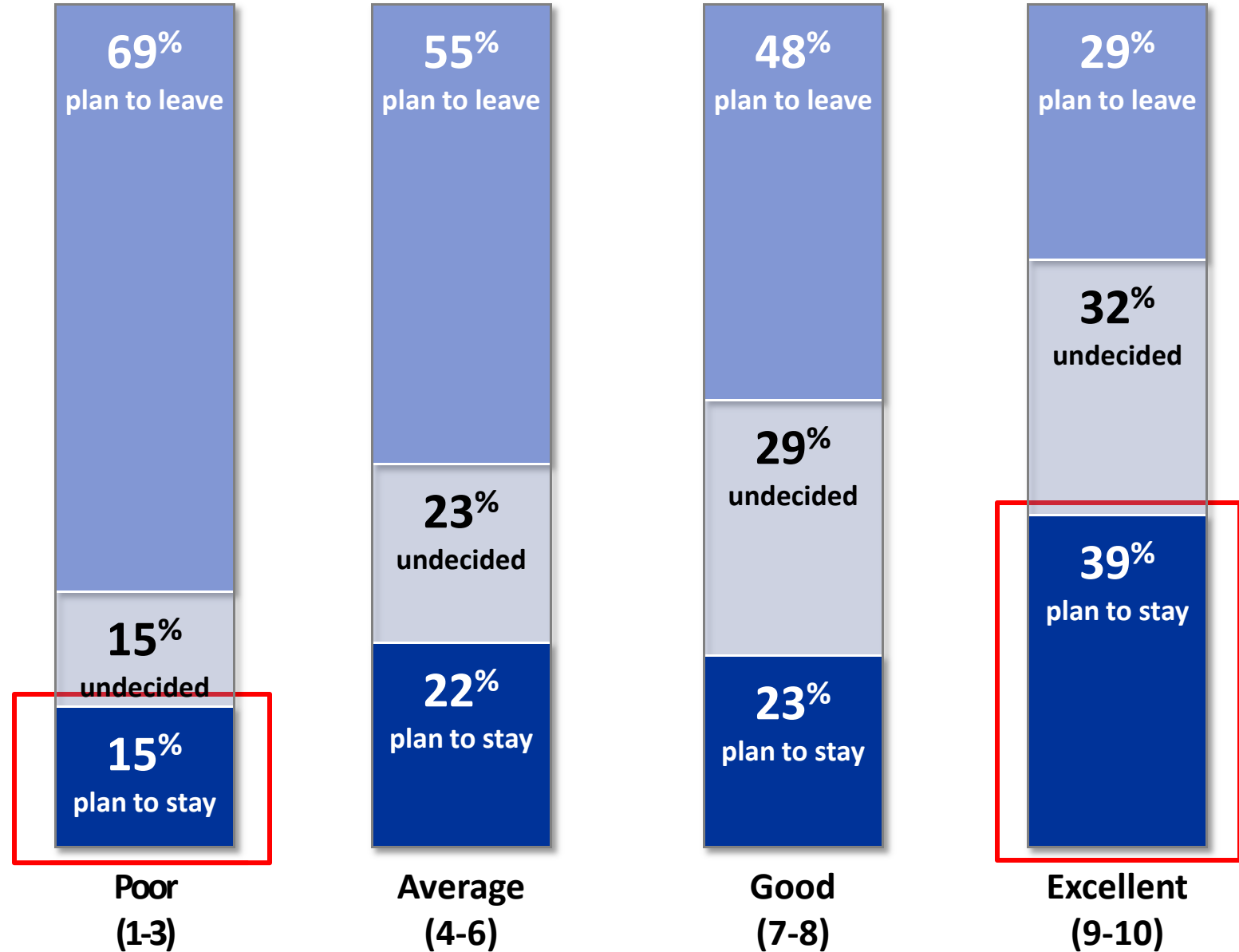


NON-NATIVE

As affinity for Tallahassee increases, so does interest in staying here after they graduate.

Those who rate TLH as “excellent” are 2.5x as likely to plan to remain as those who give TLH a low score.

However, many who rate Tallahassee 7+ are still undecided. Therein lies the opportunity.



The better strategy may be to focus not on industry sectors, but on fields of study and select occupations.

I am still working in Tallahassee after graduation because my job (government) demands it, but I don't not enjoy being

Graduate :: FSU

I'm planning to stay a couple of years and see how it goes.

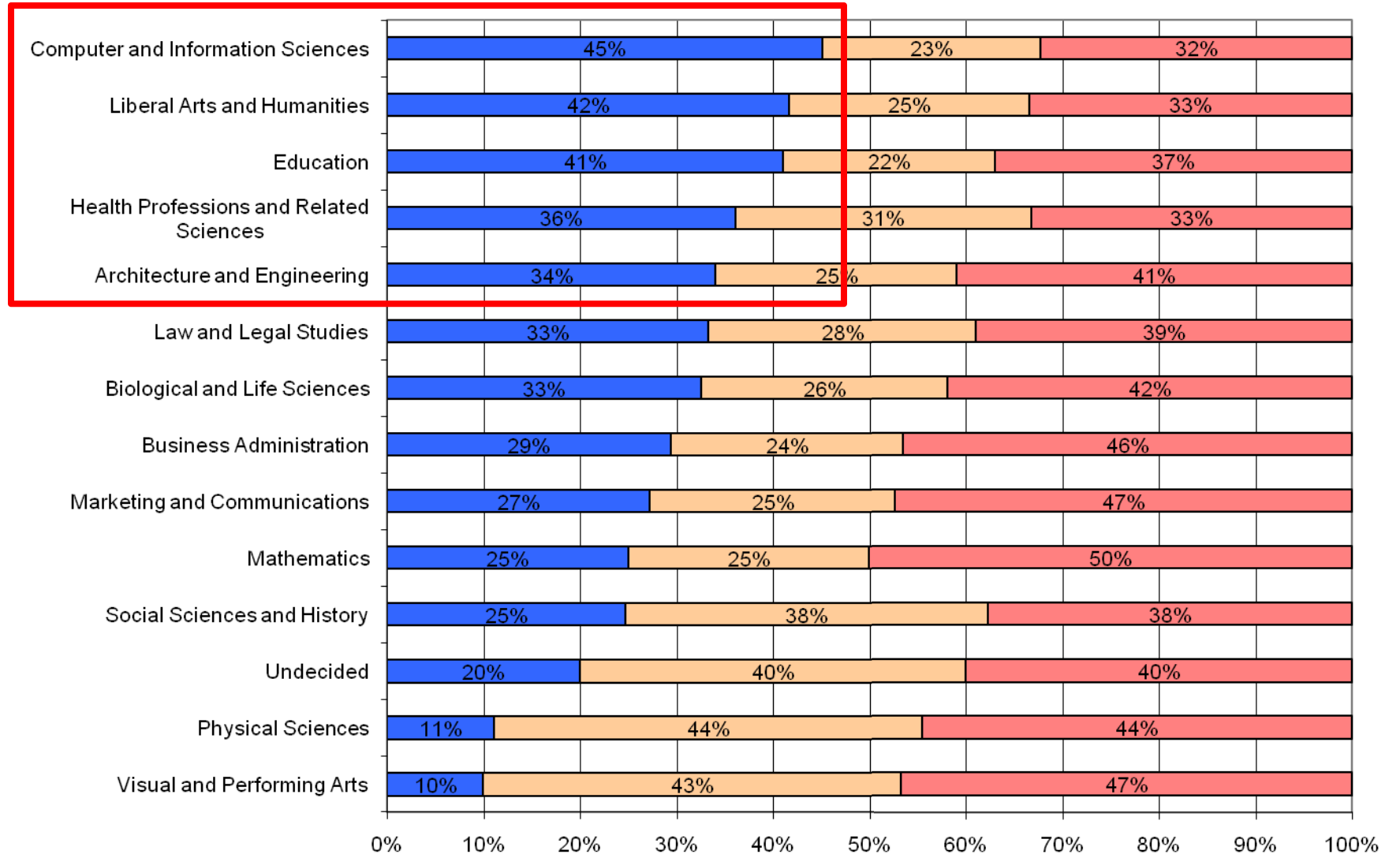
Student :: TCC

All CSS Respondents: Do you expect to remain in the Tallahassee region upon graduation?

YES

UNDECIDED

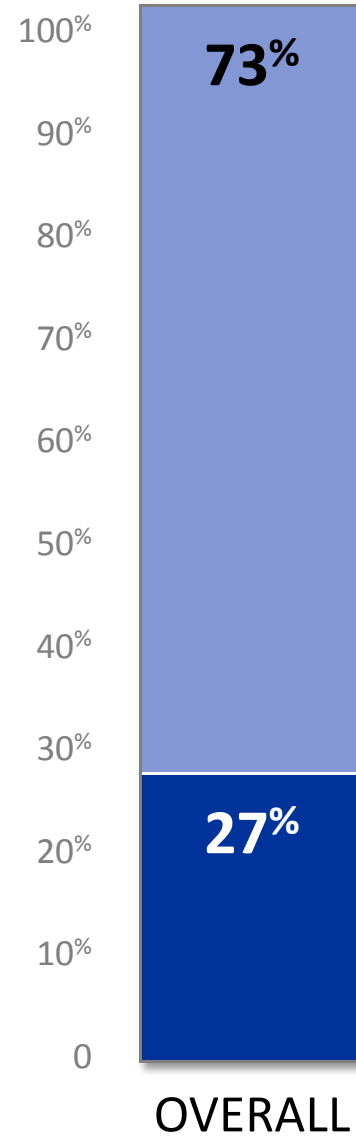
NO



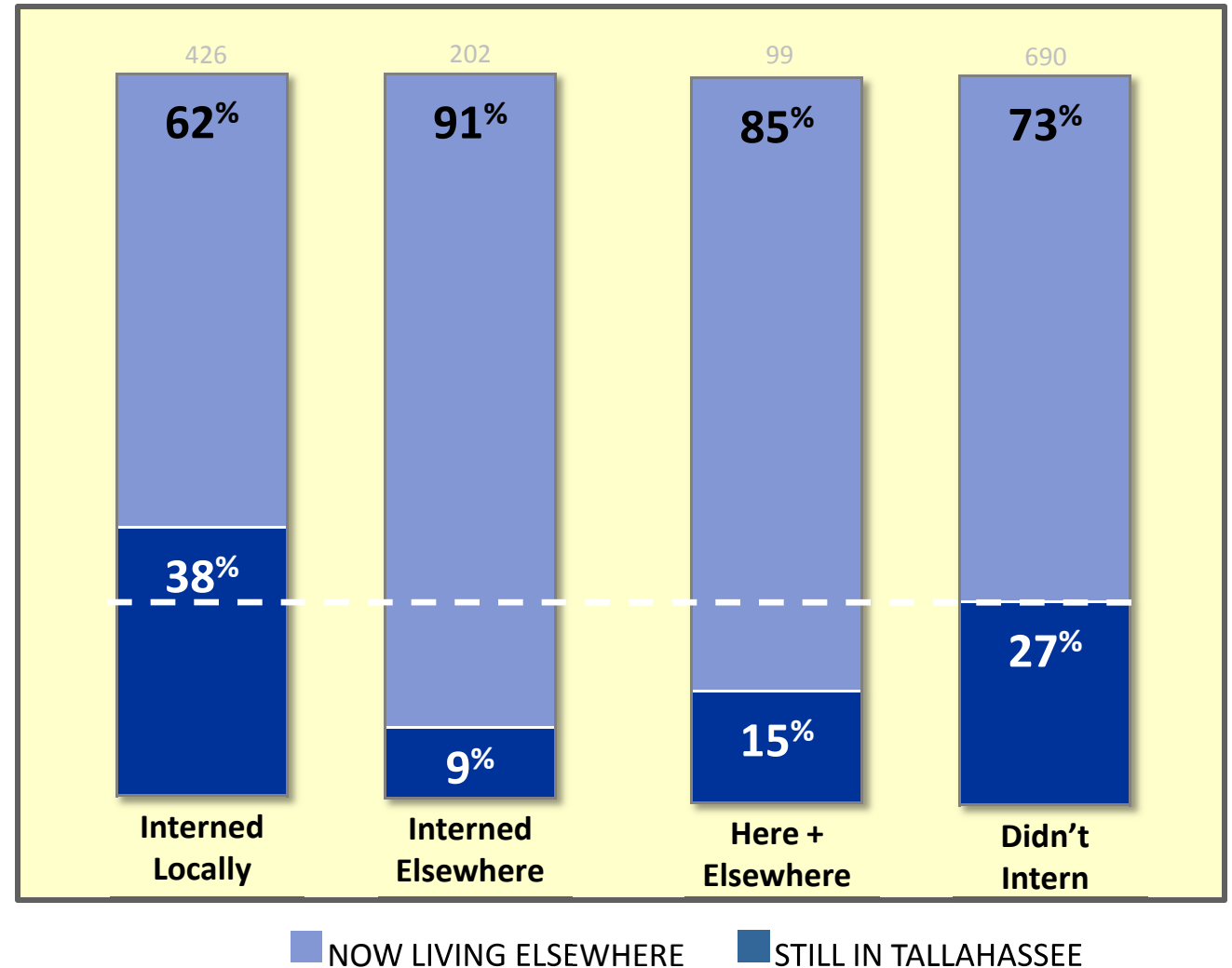
Linking students with local internships is a great way to increase retention ... but only 1 in 3 grads did so.

Those who interned locally are 4x more likely to stay than those who interned elsewhere.

Half of all grads who both interned locally and stayed are now employed in government, education, or for a non-profit organization.



IMPACT of INTERNSHIPS



Local internships are the best way for students to get a taste of what the city would be like as a young professional.

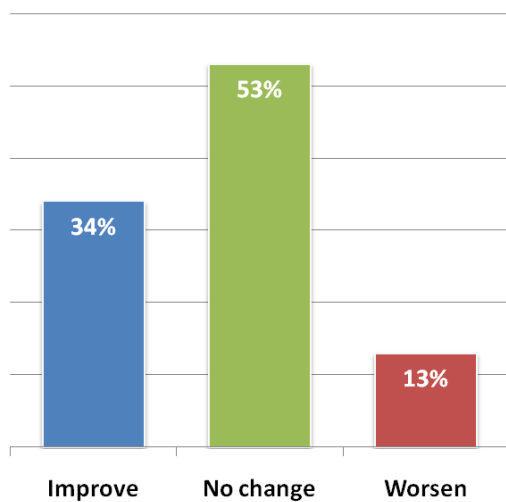
Local businesses should have intern days at school and talk about local opportunities.

Student :: TCC

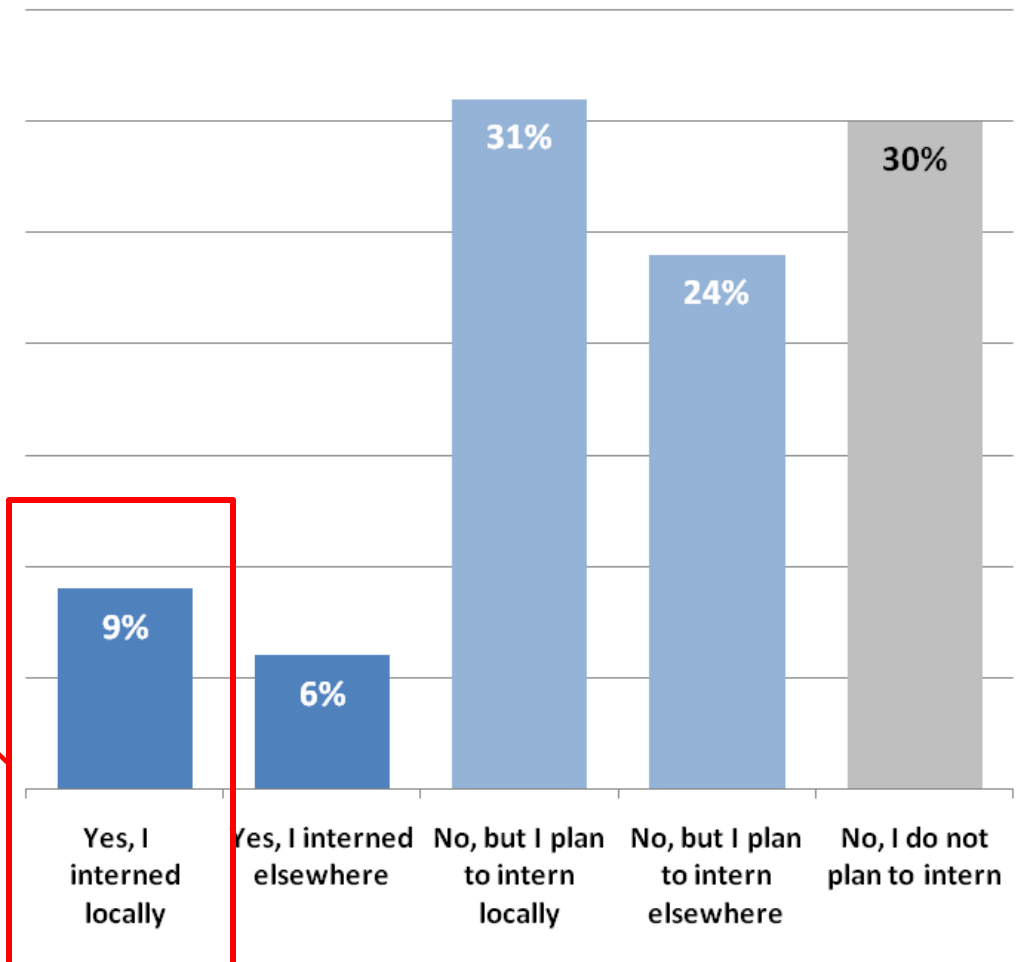
My internship at the statehouse made me want to get more involved in the community.

Hilary O'Neil :: FSU

Interning locally does improve perceptions ...



... but only 40% of the students polled have or plan to do a local internship.



Not having a beach may be a reality. But “more things to do” & “more and better restaurants are at least. In part, perception issue.

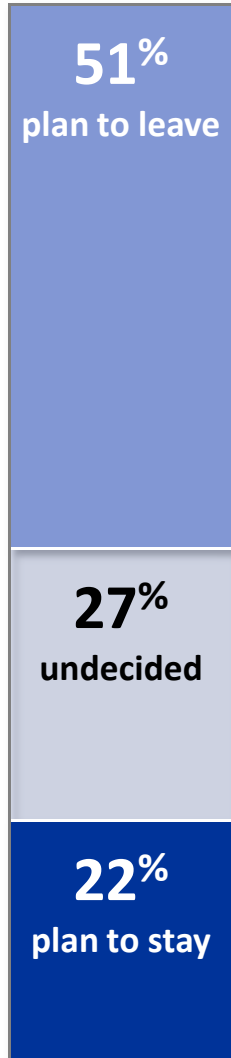
Coming from a fast city like Miami, Florida, Tallahassee takes time getting used to.

Graduate :: FAMU

If the city had more activities other than clubs and bars, I'd learn to love it.

Student :: FSU

ENROLLED STUDENTS



weighted

Planning to Leave

1. Beach
2. More things to do
3. Better, more restaurants
4. More professional sports
5. Better shopping/malls
6. Better parking, roads, traffic
7. Jobs, employment opportunities

Undecided

1. Amusement/theme parks
2. Better shopping/malls
3. More things to do
4. Better, more restaurants
5. Better parking, roads , traffic
6. More professional sports



FAMU Suggestions



- Connect students and local alumni
- Bring better shopping to Tallahassee
- Reschedule some summer events to take place during the school year
- Create a simple 2-page flyer
- Capitalize on “Be Out Day”



TCC Suggestions



- Local businesses should have intern days when they come to campus and talk about Tallahassee opportunities
- Create network of on-campus ambassadors, so someone tells me what’s happening and where
- More student discounts



FSU Suggestions



- Day-off rush tickets at the Civic Center
- Have College Leadership Tallahassee program take place during the semester over several weeks
- Bring back “Make a Difference Tallahassee” service event
- Lower the cost of airfare

Current students and recent grads agree that Tallahassee is a great place to go to college or to raise a family.



But the high college town rating is almost entirely based on their on-campus experiences and relationships.



Tallahassee – the city & state capital – has minimal impact on their initial college choice or eventual college career.



While enrolled, they do not develop a first-hand appreciation for Tallahassee's social and professional offerings.



As a result, they do not perceive Tallahassee as having the quality of life amenities or career opportunities available elsewhere.

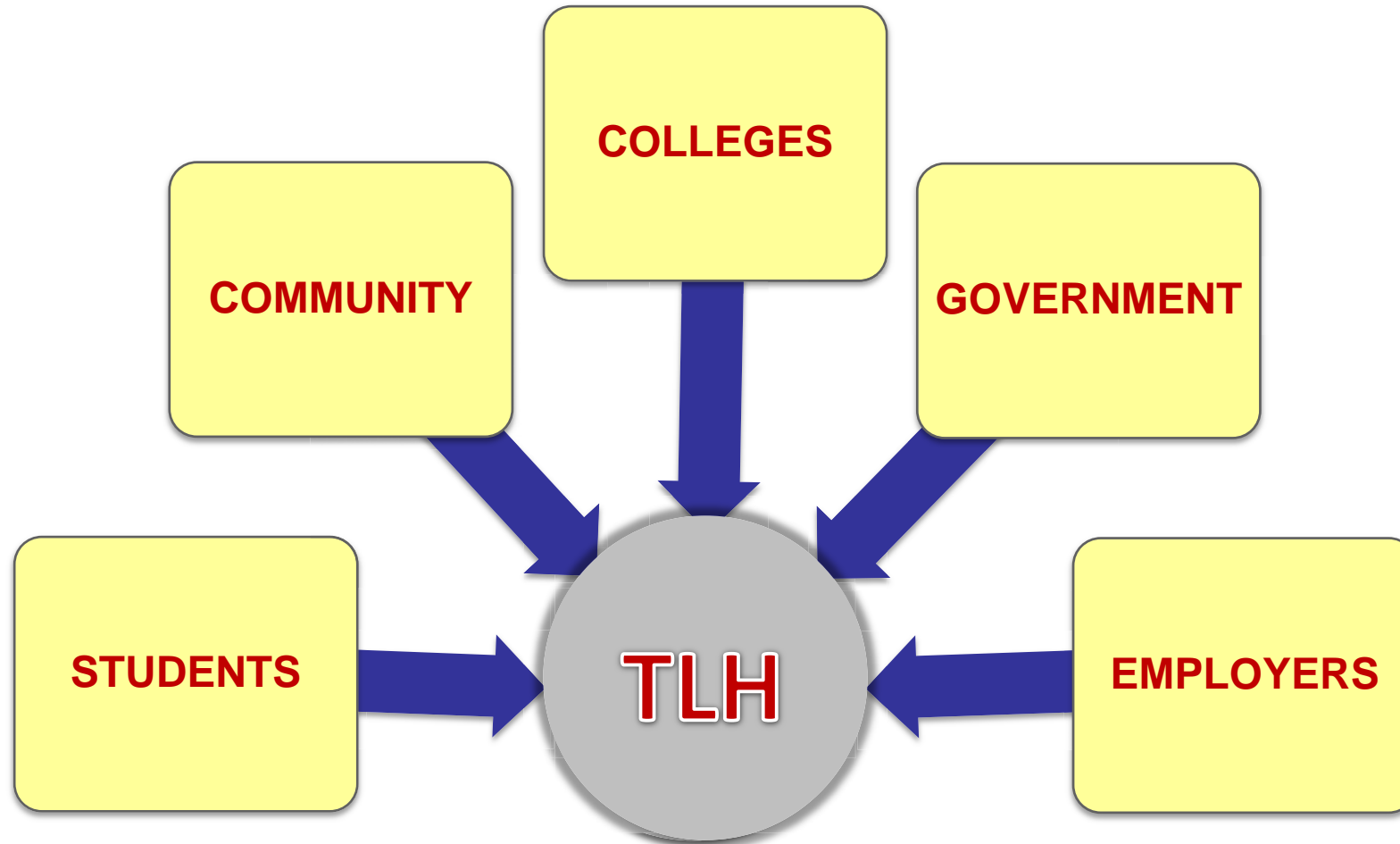


The result: They do not see Tallahassee as a good career choice.

Improve student perceptions of Tallahassee as much more than a college town ... a great place to launch your career.



1. **Build communications bridge**
Provide students with immediate, easy access to information on Tallahassee.
2. **Recruit student ambassadors**
Work with a team of students on each Campus who will spread the word.
3. **Enlist the community**
Encourage local leaders & organizations to involve students in their own efforts.
4. **Raise Capital City awareness**
Elevate awareness of capital city status and how to take full advantage of it.
5. **Talk up the local economy**
Increase student awareness of key local employers & cool career opportunities



**ELEVATE PERCEPTIONS OF TALLAHASSEE
AS A GREAT PLACE TO LAUNCH YOUR CAREER.**

Students need to be convinced that Tallahassee is more than a college town and place to raise a family.

They love the Tallahassee they experience on campus, but don't think there's much more to discover, so they don't try.

The school does a great job keeping students busy. However, I would have liked it more if they told us about what there was nearby to do.

Erin Hamilton-Mullin :: grad

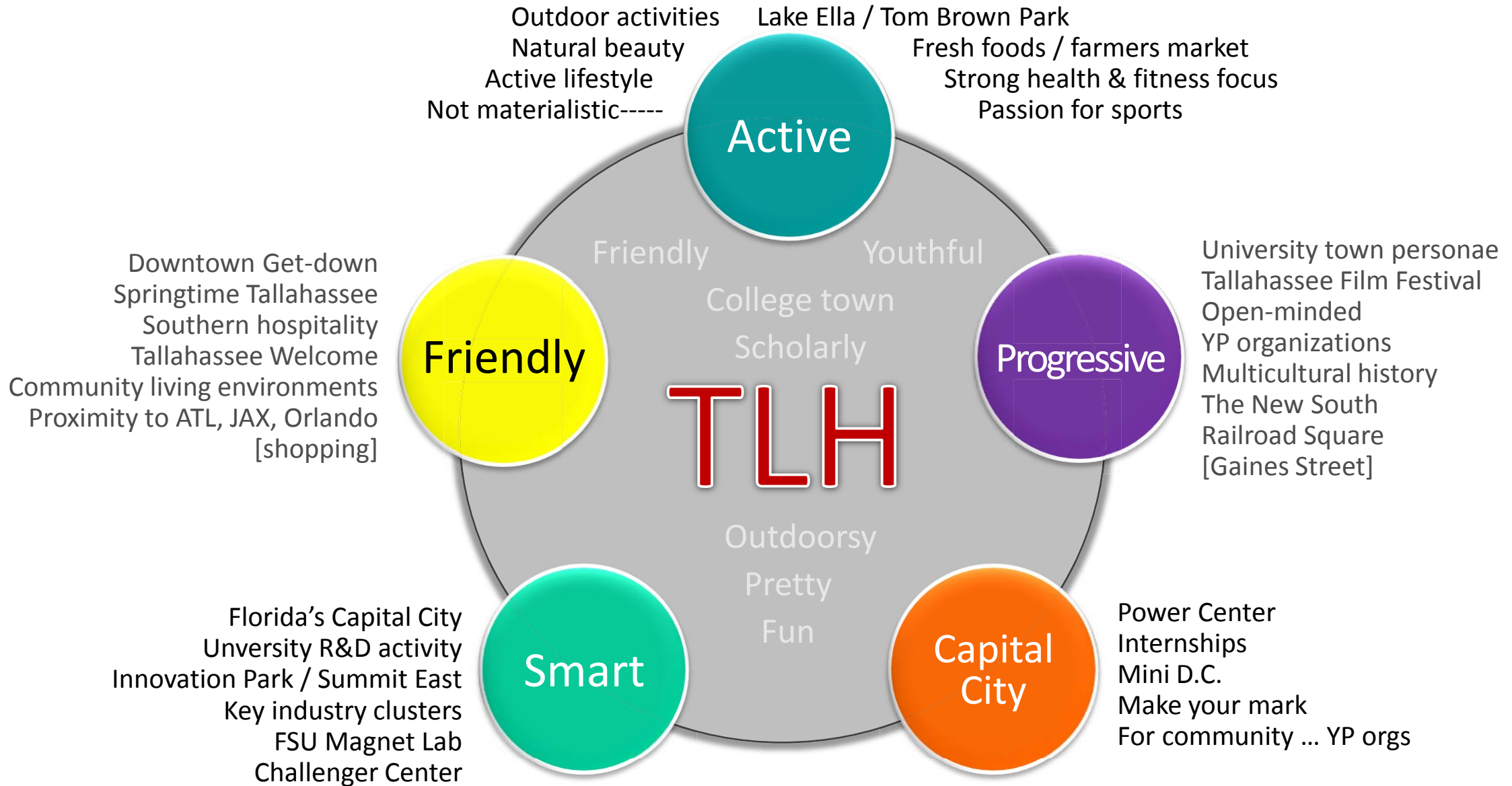
STUDENTS

Primary goals

- Help students sample life and see themselves as a Tallahassee young professional
- Develop a communications bridge that makes it easy for all students to access TLH throughout their college career

Activities for consideration

1. Create online resource that serves the specific needs of TLH college students
2. Facilitate student-generated content
3. Identify campus "champions" who will serve as connectors to the community
4. Convene inter-campus student council to help guide/expand this effort
5. Promote local graduate study options to extend their time in Tallahassee



TALLAHASSEE IS AN IDEAL PLACE TO LAUNCH MY CAREER.

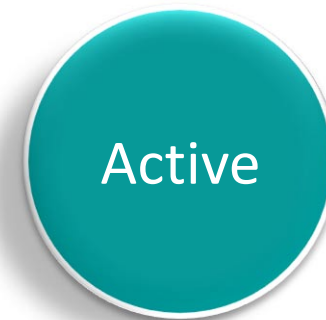
Tallahacity.com

Tallahacity.com

Good domain names are:

1. Short
2. Memorable
3. Distinct
4. Relates to core message
5. Sounds solid

Attributed to Jakob Neilson



Tallahacity.com

Tallahacity.com



Tallahacity.com

Tallahacity.com



Tallahacity.com



Tallahacity.com



Tallahacity.com

Tallahacity.com



Students are interested in doing more off-campus. But they aren't going to venture beyond their comfort zone without a clear destination or activity in mind.

In addition to word of mouth, students want their own go-to guide to the region and what's happening this minute, tonight, or tomorrow.

It's not what you have. It's getting the word out there."

Zan Washington :: TCC



Unique Content

Off-campus events

Top Student Zones

Special Discounts

Career Assistance

Student Content

Transportation

On-campus events

Exposing locally enrolled students to existing community resources early in their college career is the best way to help them convince themselves that their best move after graduation may well be no move at all.

FAMU is my networking opportunity of a lifetime. So if you could connect me with alumni in the city that would certainly appeal to me..”

Keontra Campbell :: FAMU

COMMUNITY

Primary goals

- Leverage existing community resources and events; avoid duplication
- Raise student awareness of these local resources; encourage involvement

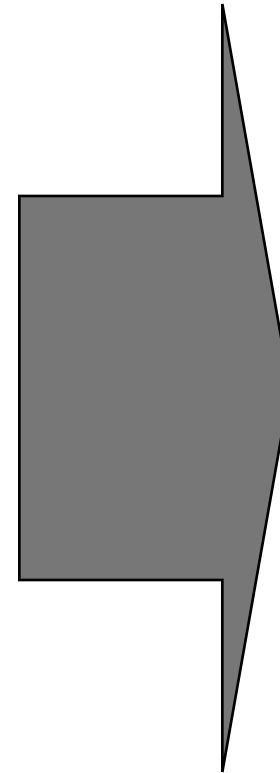
Activities for consideration

1. Work with local YPs to develop their version of a student guide to Tallahassee
2. Create an annual community orientation event for incoming freshmen
3. Develop student discount program built around unique local experiences/locations
4. Recruit local venues & YP organizations to host Tallahassee college nights
5. Bring back inter-campus service project like “Make a Difference Tallahassee”

Related Local Links

Provide by Barbara Boone

- Tallahassee.com
- Wayfm.com
- Morethanyouthought.com
- Everythingtally.com
- VisitTallahassee.com
- Hellotallahassee.com
- Reinvestlocal.com
- FSUnews.com
- Tallymarket.com
- Wtwc40.com
- Talchamber.com
- Networkyp.com
- Mrtlh.com/events
- Volunteerleon.org
- Wfsu.org
- Unitedpartnersforhuman services.org
- Bigbendhealth.com
- Wfplus.org



Network of Young Professionals

VolunteerLeon

College Leadership Tallahassee

Access Tallahassee

Sustainable Tallahassee

Knight Creative Communities Institute

WorkForce Plus

Those living in a community 3-6 years are the most engaged resident population.

Soul of the Community Survey

We need to reach students by getting them involved in what's already here.

Sharon Leggitt – TCVB

I think an effort to modernize and beautify the city would make it more competitive with places like Tampa and Orlando.

Graduate :: FAMU

GOVERNMENT

State Representative
Alan Williams

County Commissioner
Bryan Desloge

TDC
Lee Daniel

Workforce Plus
Kim Moore

City Commissioner
Andrew Gillum

Tallahassee EDC
Beth Kirkland (CEO)

Tallahassee EDC
Kim Williams (Chair)

Tallahassee / Downtown CRA
Roxanne Manning

Visit Florida Tourism
Chris Thompson

FLDOE
Trina Condo (Director FETPIP)

City Commissioner
Mark Mustian

COLLEGE

Florida A&M University
Carla Willis

Florida State University
Lee Hinkle

Florida State University
Laura Osteen

Tallahassee C.C.
Robin Johnston

Tallahassee C.C.
Bill Law (President)

Florida State University
Larry Abele (Provost)

Florida A&M University
Ed Willis (Student Life)

Florida A&M University
Dr. Dean (Career Center)

Florida State University
Mary Coburn (VP Student Aff.)

COMMUNITY & CIVIC

KCCI
Laurie Hartsfield (Exec. Dir.)

Knight Foundation
Mike Pate

Florida Campus Compact
Dee Dee Rasmussen

Tallahassee CVB
Sharon Leggitt

Sustainable Tallahassee
Kristin Dozier

Challenger Center
Michelle Personette

COCA/More than You Thought
Peggy Brady

Greater Tallahassee Chamber
Sue Dick (President)

Also,
Devoe Moore

CORPORATE

Infinity Software
Chapin Frazee

InSync Development
Will Butler

Bateman Harden, P.A.
Glenda Thornton (GTC Chair)

Tallahassee Magazine
Brian Roland (Publisher)

Cap City Bank
Tom Barron (President)

Cap. City Bank
Bill Smith (CEO)

Cap City Bank
Flecia Braswell (DOM)

Capital Health Plan
John Hogam (CEO)

Tallahassee Memorial Hospital
Mark O'Bryant (CEO)

Coloney Bell Engineering
Kathy Bell

Hotel Duval
Mark Bauer (GM)

MGT of America
Ken Boutwell

Those highlighted in red have been interviewed by Collegia.

WHO BENEFITS

- ACADEMIA** ⇒ enrollment, retention, faculty ++
- TOURISM** ⇒ visitor & student spending
- ECONOMIC DEVELOPMENT** ⇒ grad retention, new companies/jobs
- CIVIC/REGION** ⇒ perceptions, attitudes, revenue
- BUSINESS** ⇒ new hires, interns, revenue
- PHILANTHROPY** ⇒ workforce dev., edu. attainment

Different objectives.

A shared focal point.

Success and sustainability require the active support of individual department heads.

Each one must see direct benefit from participation in order to assign staff and/or resources.

The Tallahassee business community has no presence on campus. You need to get corporate Tallahassee to connect better.

Student :: TCC

COLLEGES

Primary goals

- Get buy-in from the college presidents; have them enlist staff support
- Enlighten and empower key department heads; get them involved with activities that align with their individual goals

Activities for consideration

1. Convene inter-campus student affairs working group to oversee/expand effort
2. Widely publicize and set up direct links to program's Web site
3. Incorporate community orientation event into student orientation schedules
4. Identify/recruit candidates to serve as student ambassadors
5. Bring back inter-campus service project

One of Tallahassee's most underleveraged assets is its status as Florida's capital city.

Not only does this set TLH apart from all other Florida cities, it enhances the aura of power and intellect evoked by higher ed.

Students, regardless of major, should be encouraged to take full advantage – both professionally and personally.

It's a benefit that we have the capital here, but we certainly don't capitalize on it.

Amanda Gonzales :: FSU

local & state GOVERNMENT

Primary goals

- Leverage status as state capital to enhance perceptions of TLH as post-college choice
- Leverage city resources to facilitate more and better off-campus experiences

Activities for consideration

1. Work with team of colleges to develop a student guide to FL state government
2. Dedicate a prominent section of student Web portal to state government content
3. Organize "field trips" to increase exposure to legislative, lobbying, and other aspects
4. Organize forum to address transportation-related issues and opportunities to create bus routes that go direct to select zones
5. Address negative police-student relations

Students are largely unaware of the local economic picture or good employment opportunities that are outside of healthcare, higher ed. & government.

As a result, most simply assume that job prospects are better elsewhere.

Tallahassee would be a great place to start up a career if it had more entry level opportunities and night life for the 25-35 demographic.

Graduate :: FAMU

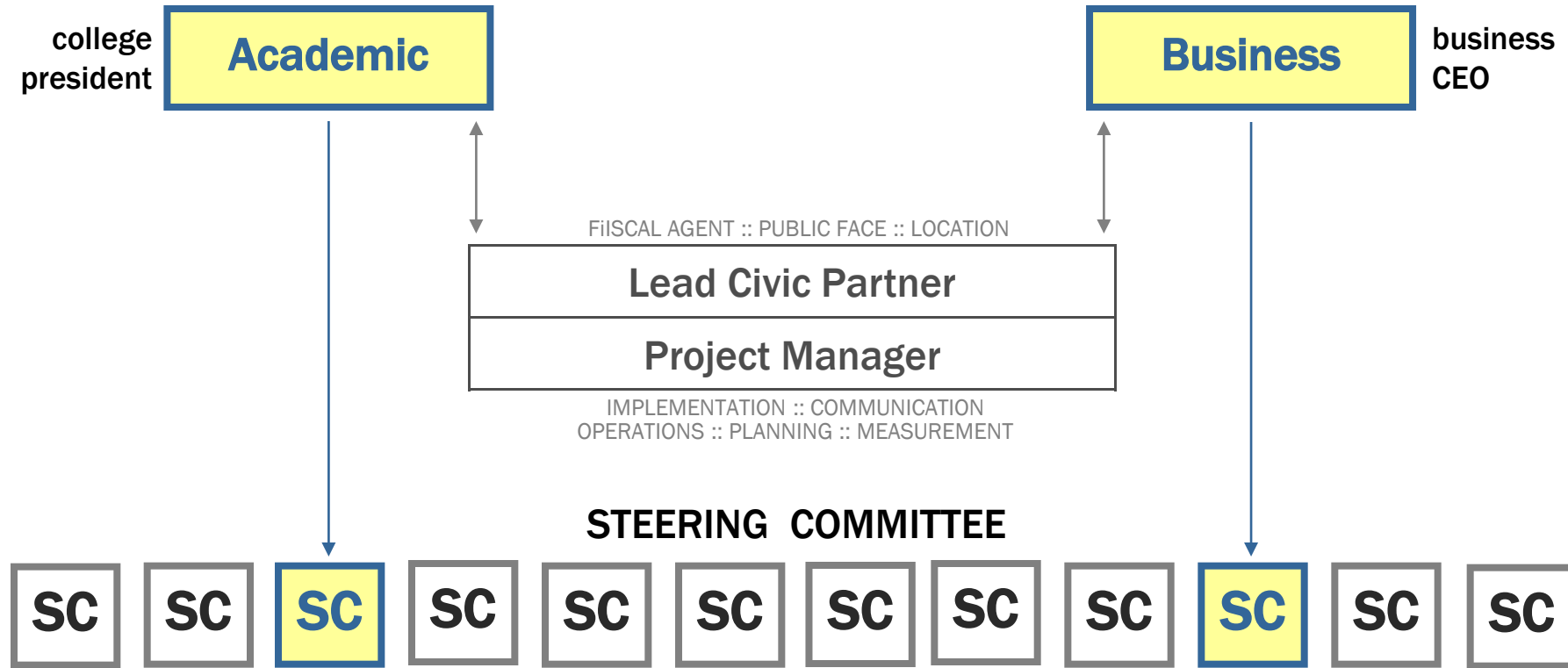
EMPLOYERS

Primary goals

- Increase on-campus visibility of region's economic story, key sectors & employers
- Increase number of local internships and students who intern locally

Activities for consideration

1. Refocus messaging on local high-demand occupations and not key industry clusters to better align with academic structure
2. Consider partnership with WorkforcePlus to create regional internship clearinghouse publicizing current opportunities & making it easier for employers to create new ones
3. Coordinate stronger Tallahassee presence at on-campus career fairs & events
4. Host regional internship orientations at the start of each semester



STEERING COMMITTEE PROSPECTS

STUDENTS	COLLEGE	COMMUNITY	EMPLOYERS
<ul style="list-style-type: none"> • FAMU student • FSU student • TCC student 	<ul style="list-style-type: none"> • FAMU executive • FSU executive • TCC executive 	<ul style="list-style-type: none"> • KCCI representative • Civic / tourism leader • Leadership TLH 	<ul style="list-style-type: none"> • Chamber executive • Corporate executive • Corporate executive

PROGRAM FUNDING	Participation	Launch Phase	
		Low est.	High est.
Colleges Partners	FAMU, FSU, TCC	\$ 60,000	\$ 75,000
Civic / Government	City; County; TDC, Chamber	60,000	100,000
Local Foundations	Knight Foundation, Cap City Foundation	60,000	75,000
Private Funding	Corporate sponsorships; advertising	20,000	50,000
©2009 Collegia, Inc. :: Revised 7/21/09		\$ 200,000	\$ 300,000



PROGRAM FUNDING	Launch Phase	Year I	Year II
	Oct. 09 – June, '10	July '10 – June '11	July '11 – June '12
Colleges Partners	\$ 60,000	\$ 60,000	\$ 60,000
Civic / Government	60,000	75,000	100,000
Foundations	60,000	75,000	75,000
Sponsorships & Advertising	20,000	40,000	65,000
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Tallahassee Student Retention Project	Launch Phase
Regional Student Web Portal	\$ 79,000
Web site :: Development & programming	70,000.00
Web site :: Monthly updates & maintenance	9,000.00
On-Campus Promotion	\$ 41,000
Print map/guide :: copy, design & printing (15m)	18,000.00
Poster shells :: design & initial printing (500)	3,000.00
Initial program launch event(s) :: students and/or community	10,000.00
Online promotion / SEO / Facebook / Twitter	5,000.00
Contingency	5,000.00
Administrative	\$ 80,000
Full-time program coordinator (9 months)	30,000.00
Project management / lead consultant*	45,000.00
Misc. out-of-pockets (meetings, travel, f&b)	5,000.00
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*Covers Collegia's involvement if we stay involved.

Tallahassee Student Retention Project	Launch Phase	Year I	Year II
	Oct '09– Jun '10	Jul '10 – Jun '10	Jul '10 – Jun '10
Core Program Components	\$ 79,000	\$ 40,000	\$ 35,000
TallahaCity.com :: Initial Web development	70,000	--	--
Develop new components and content	--	25,000	20,000
Site hosting, updates and maintenance	9,000.00	15,000	15,000
On-campus Promotion	\$ 41,000	\$ 120,000	\$ 165,000
TallahaCity map/guide (15m initial run, 16-panel)	18,000	25,000	25,000
Misc. print materials	3,000	10,000	10,000
Events and publicity (incl. YII/III community event)	15,000	40,000	60,000
Online promotion / SEO	5,000	10,000	15,000
Regional student discount program	--	20,000	25,000
Monitoring and measuring program impact	--	15,000	30,000
Administrative	\$ 80,000	\$ 100,000	\$ 100,000
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Tallahassee
College
Student
Engagement
Project



 LEADERSHIP TALLAHASSEE collegia

1. Enhance student experiences

- Shifts in overall student perceptions
- Semi-annual enrolled student surveys
- Monitor Web traffic @ TallahaCity.com
- Participation in off-campus events & discounts

2. Connect students & employers

- Monitor percentage who intern locally
(via follow-up student and graduate surveys, also local employer survey)
- Student participation in organized programs
- Changes in graduate retention rate
- Semi-annual graduated student survey

3. More and better college students

- Overall regional enrollment growth
- Data supplied annually by partner colleges

It's becoming ever clearer that the successful cities and metro areas of the 21st century will be those that appeal to young people – especially talented youth.

Neil Peirce :: Columnist
and Founder of the CitiStates Group



Eight Success Conditions

1. **Bold, cross-sector leadership**
2. **Shared focus** (e.g. brain drain)
3. **Rooted in higher ed, but not driven by higher ed**
4. **Timing matters**
5. **Embrace uniqueness**
6. **Ask students; don't assume**
7. **Align with other messaging**
8. **Choose your public face wisely**

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Connecting
Colleges & Communities

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**Growing
Tallahassee's
College
Educated
Workforce**



LEADERSHIP TALLAHASSEE

