



# Growing Tallahassee's College Educated Workforce



## Select Goals of this Project:

1. Identify a baseline college graduate retention figure for the Tallahassee region.
2. Better understand why students choose to stay or leave upon graduation.
3. Integrate recommendations with existing community projects to leverage and enhance Tallahassee's creative economy.

**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.**



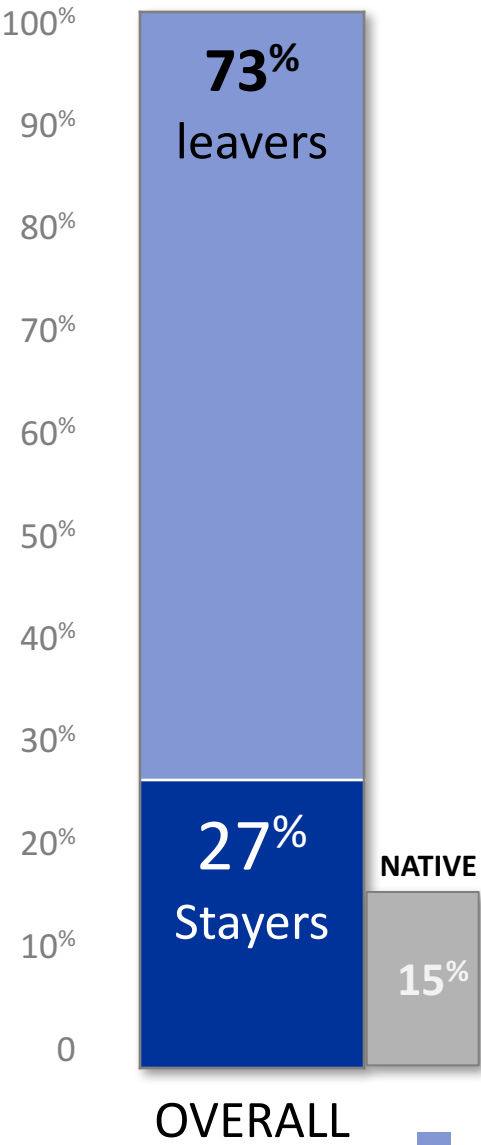
**While enrolled, they do not develop a first-hand appreciation for Tallahassee's social and professional offerings.**



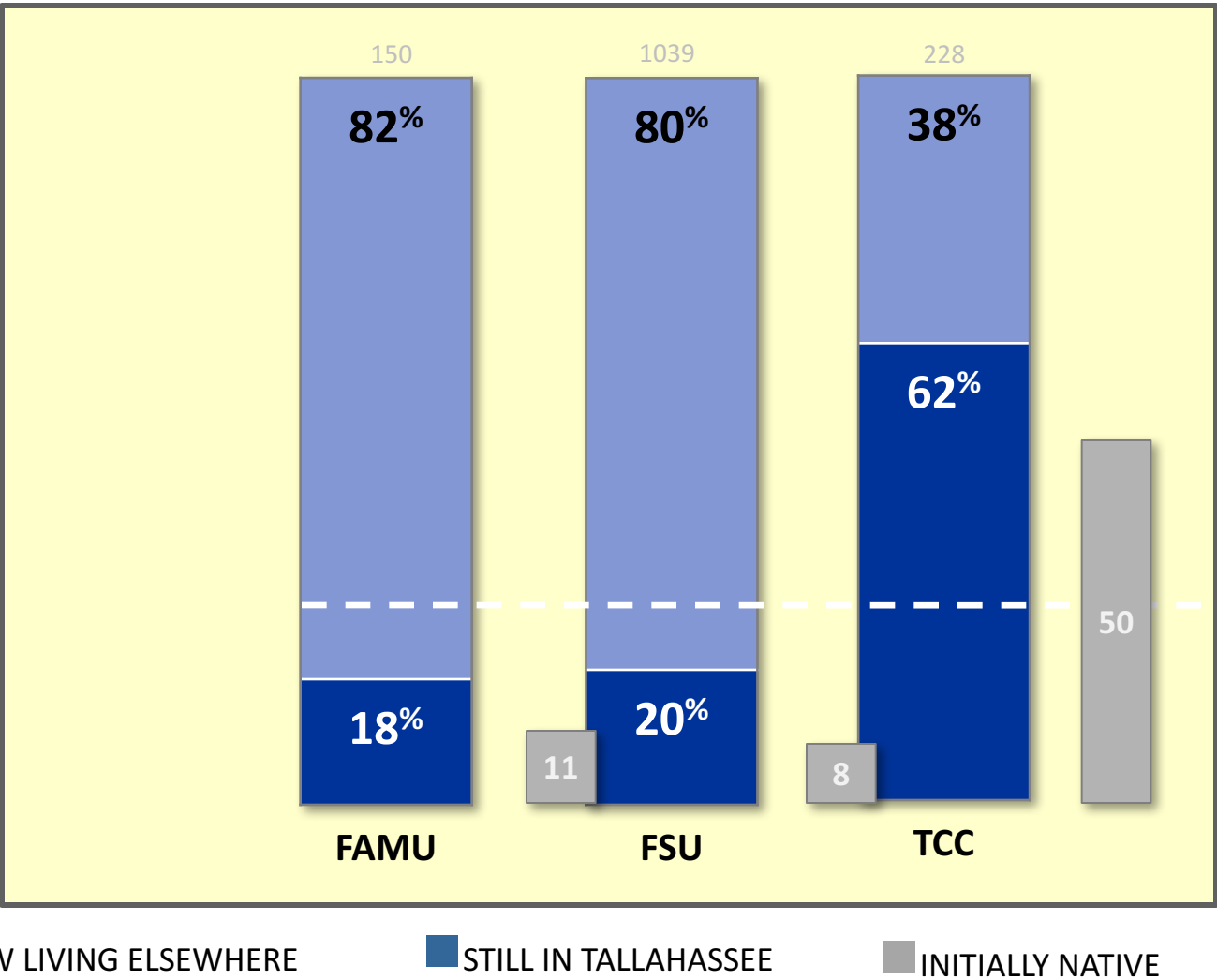
**As a result, they do not perceive Tallahassee as having the quality of life amenities or career opportunities available elsewhere.**

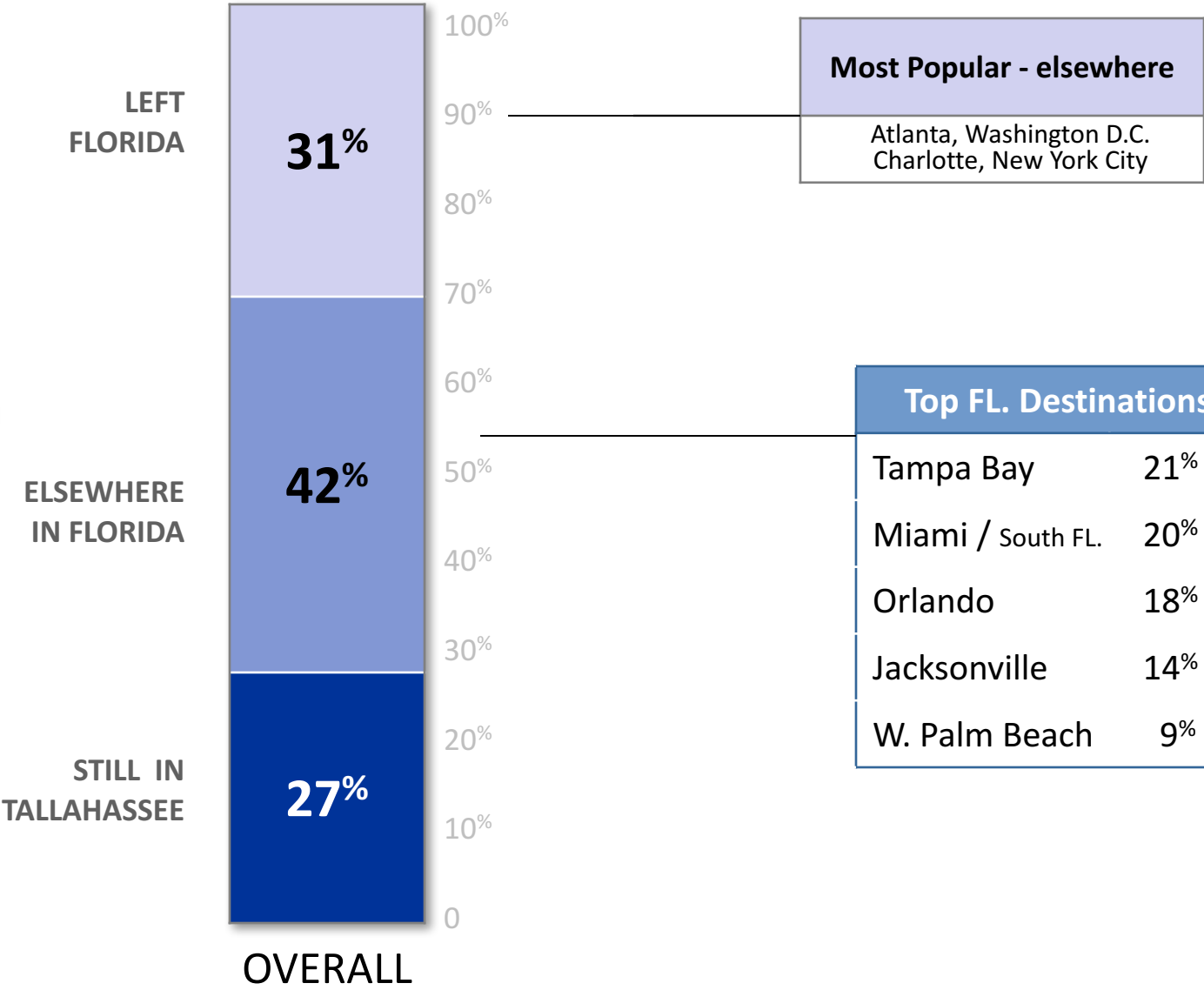


**The result: They do not see Tallahassee as a good career choice.**



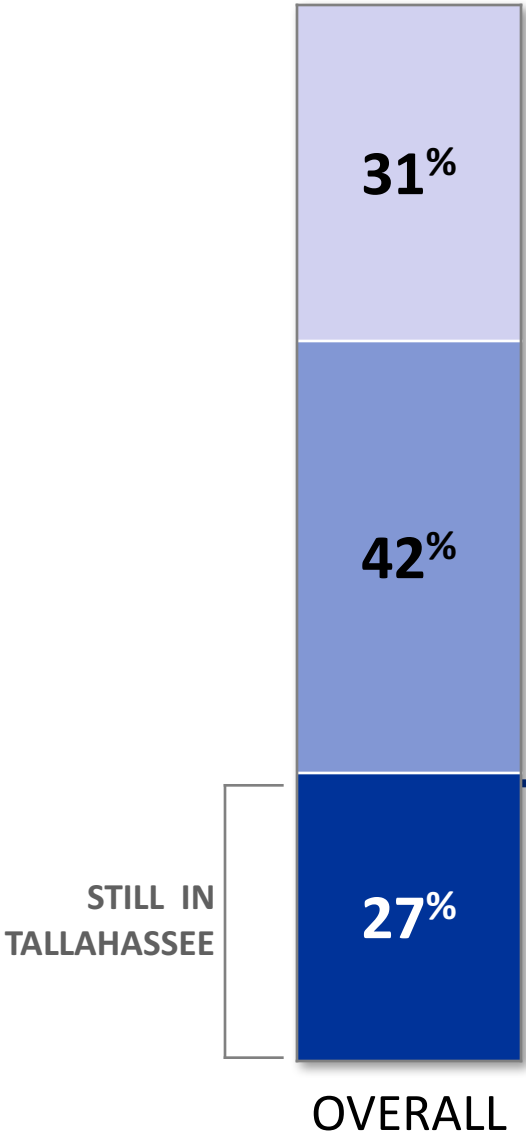
RETENTION :: BY SCHOOL





Top FL. Destinations	
Tampa Bay	21%
Miami / South FL.	20%
Orlando	18%
Jacksonville	14%
W. Palm Beach	9%

BASED ON 980 RESPONSES

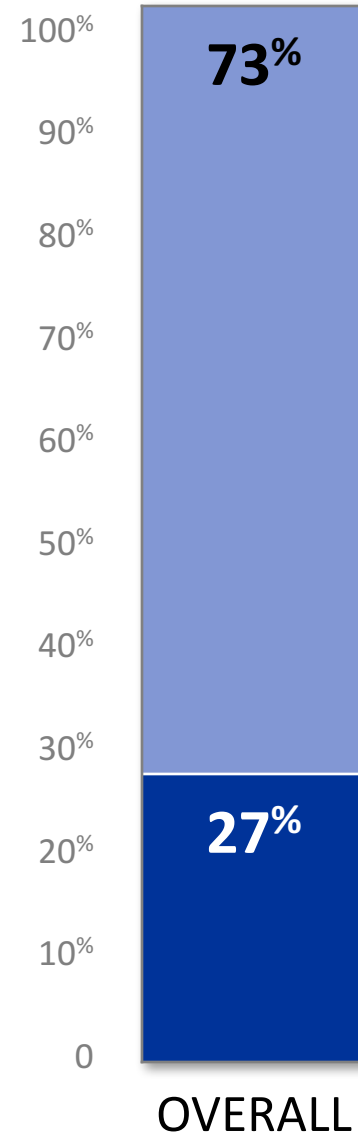


- Characteristics of those employed full-time in Tallahassee:
- 42% have a Master’s degree or higher
  - 53% interned locally while in college
  - 62% are not originally from here

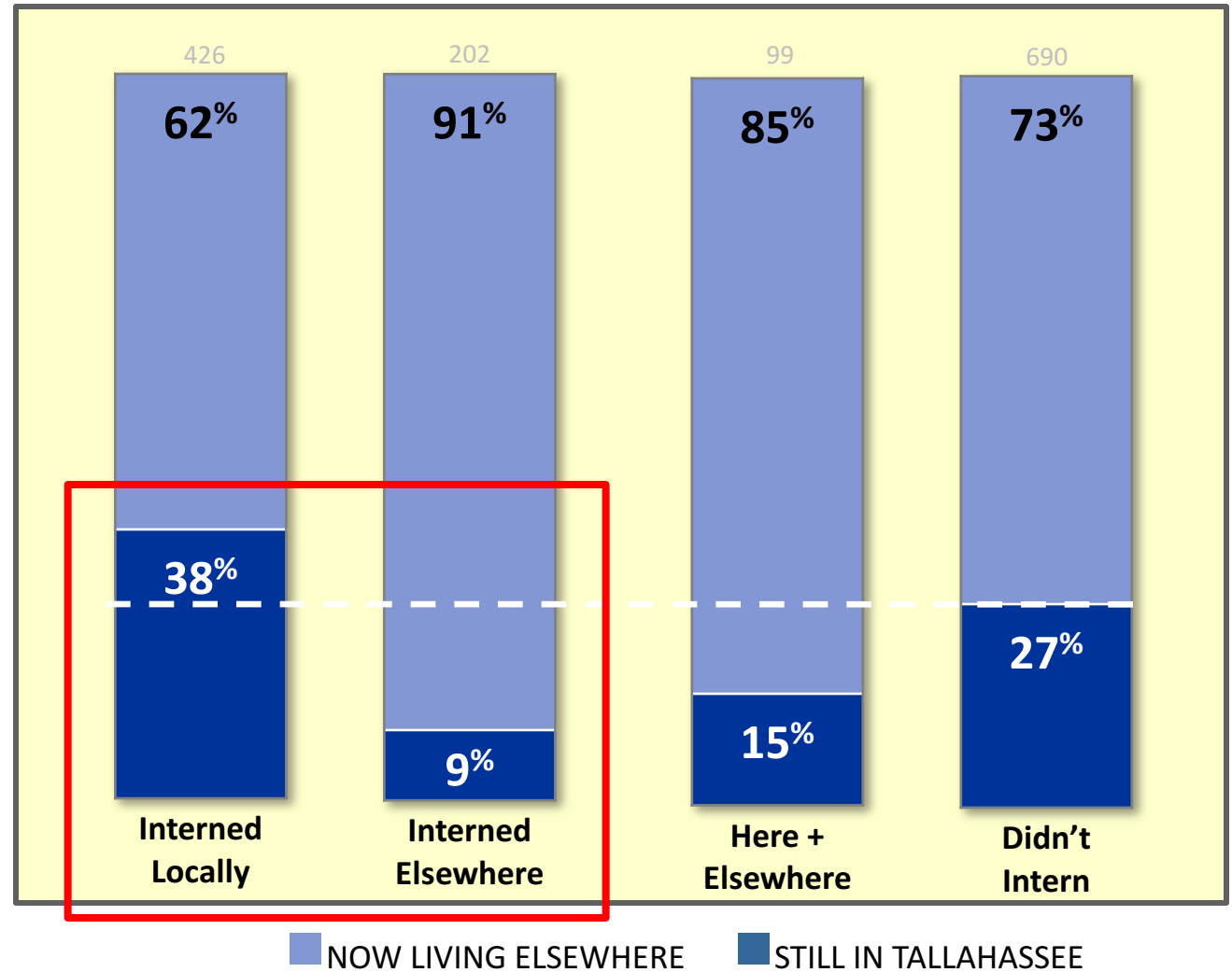
Current Status	
1. <b>Employed FT</b>	<b>69%</b>
2. Enrolled FT	15%
3. Employed PT	8%
4. Unemployed	5%

Top Industries	
1. Government	24%
2. Education	23%
3. Prof. Services	14%
4. Non-profits	10%
5. Fin. Services	8%
6. Health care	7%
7. IT	5%

BASED ON 390 RESPONSES



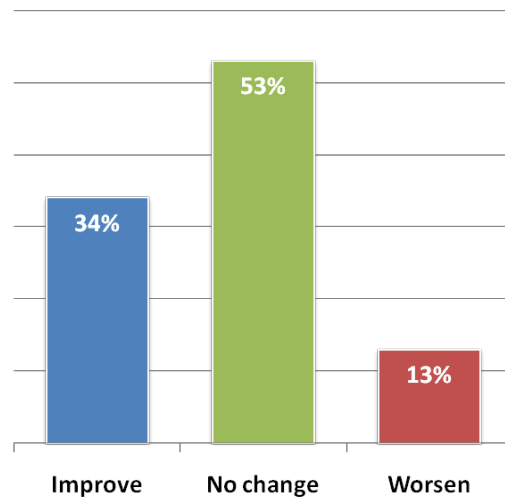
### IMPACT of INTERNSHIPS



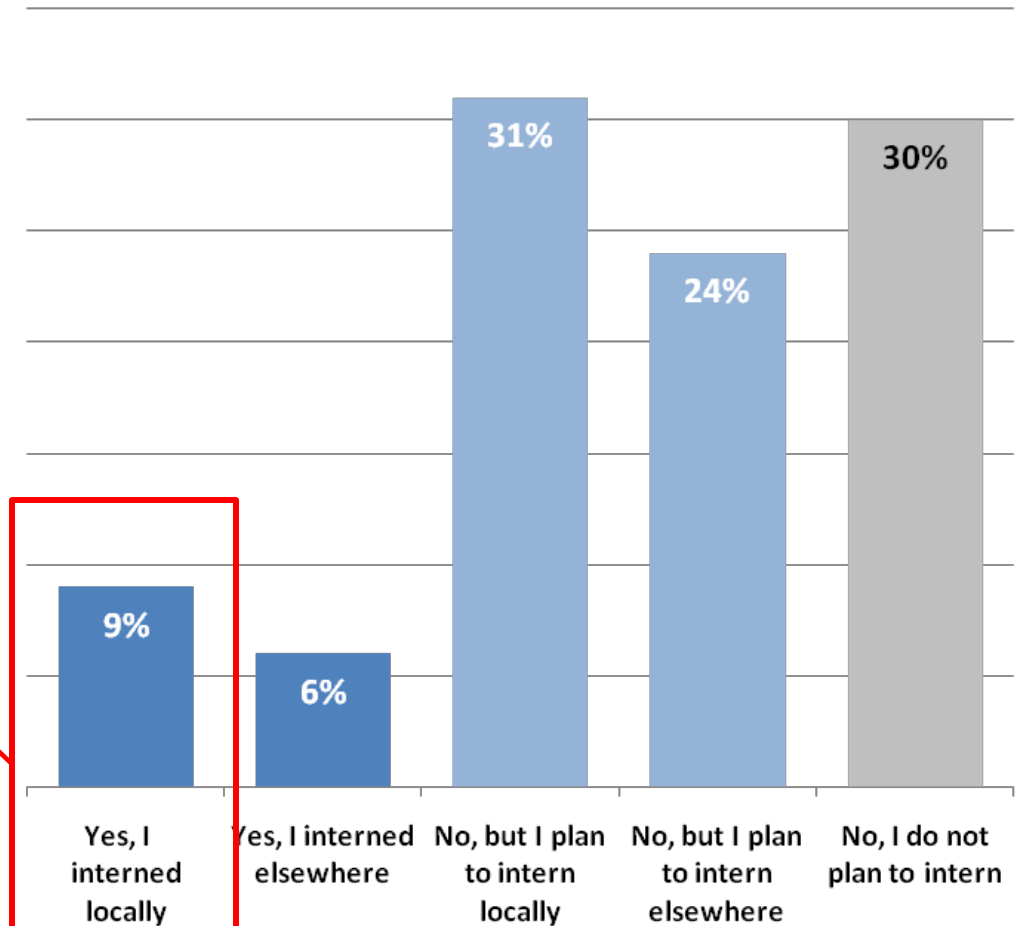




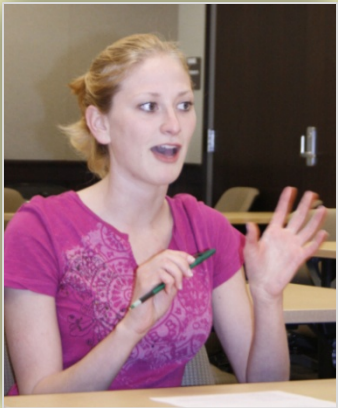
**Interning locally does improve perceptions ...**



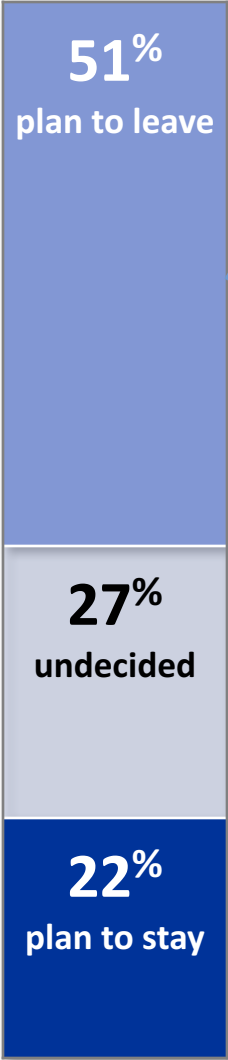
**... but only 40% of the students polled have or plan to do a local internship.**



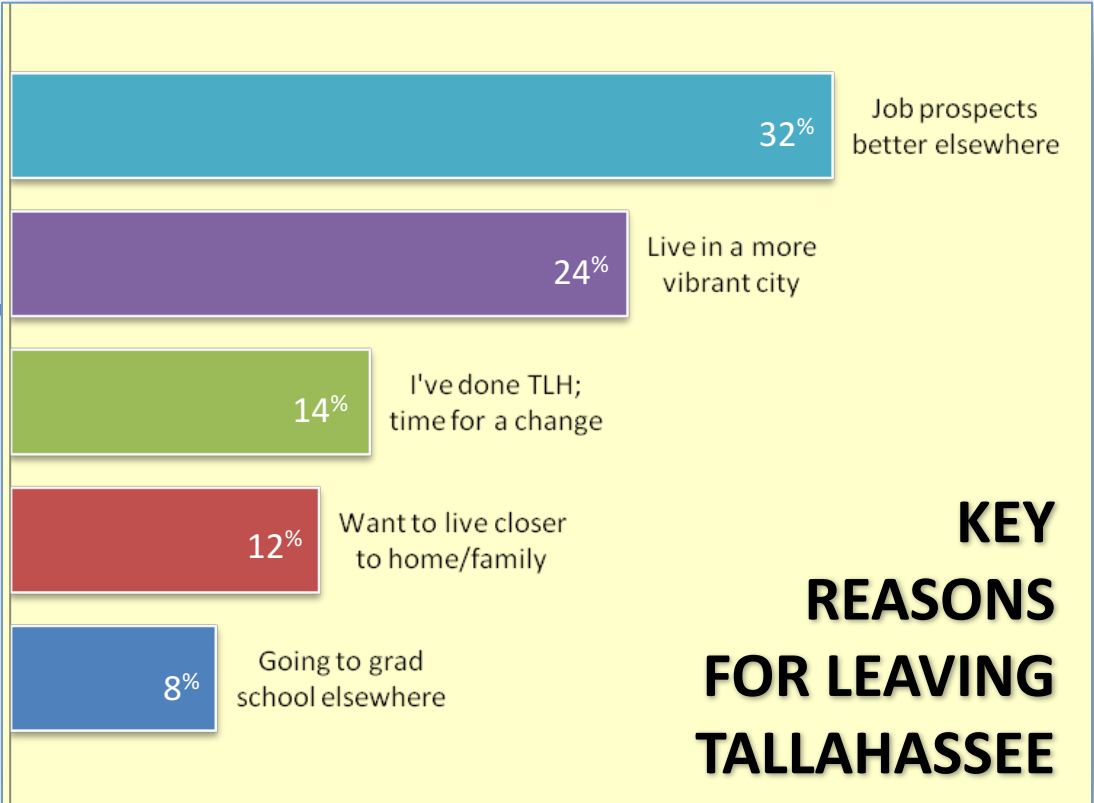




ENROLLED STUDENTS



weighted





## 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.



#### 4. Largely unaware of local career opportunities

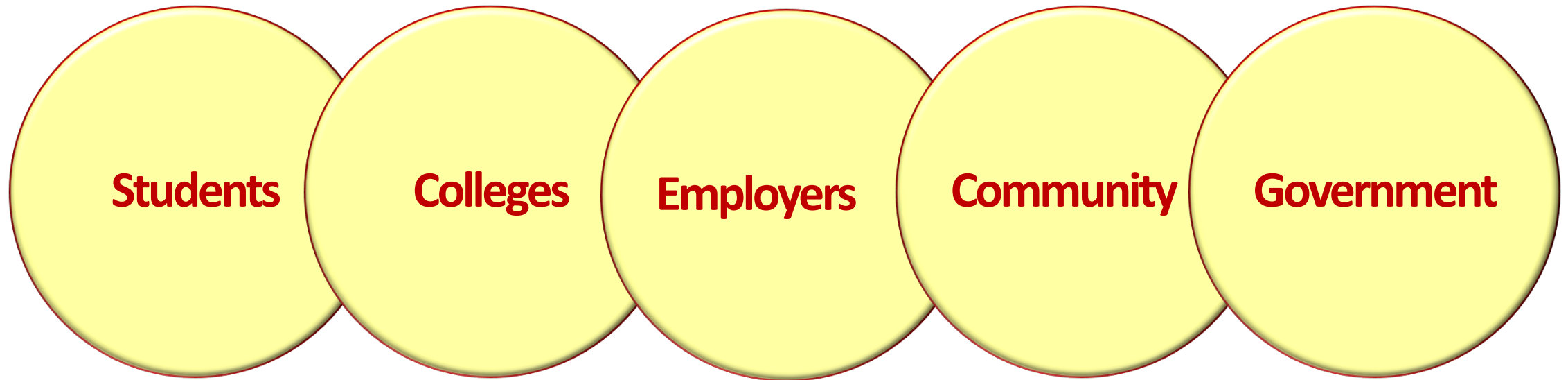
- Business community has no presence on campus.
- Very little interaction with local employers.
- “We don’t stick around because we don’t know.
- Big interest in networking with community leaders
- “Access to capital should be incredible, but isn’t.”
- Strong sense opportunities are better elsewhere.

#### 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

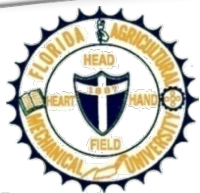
#### 6. Other

- “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.”

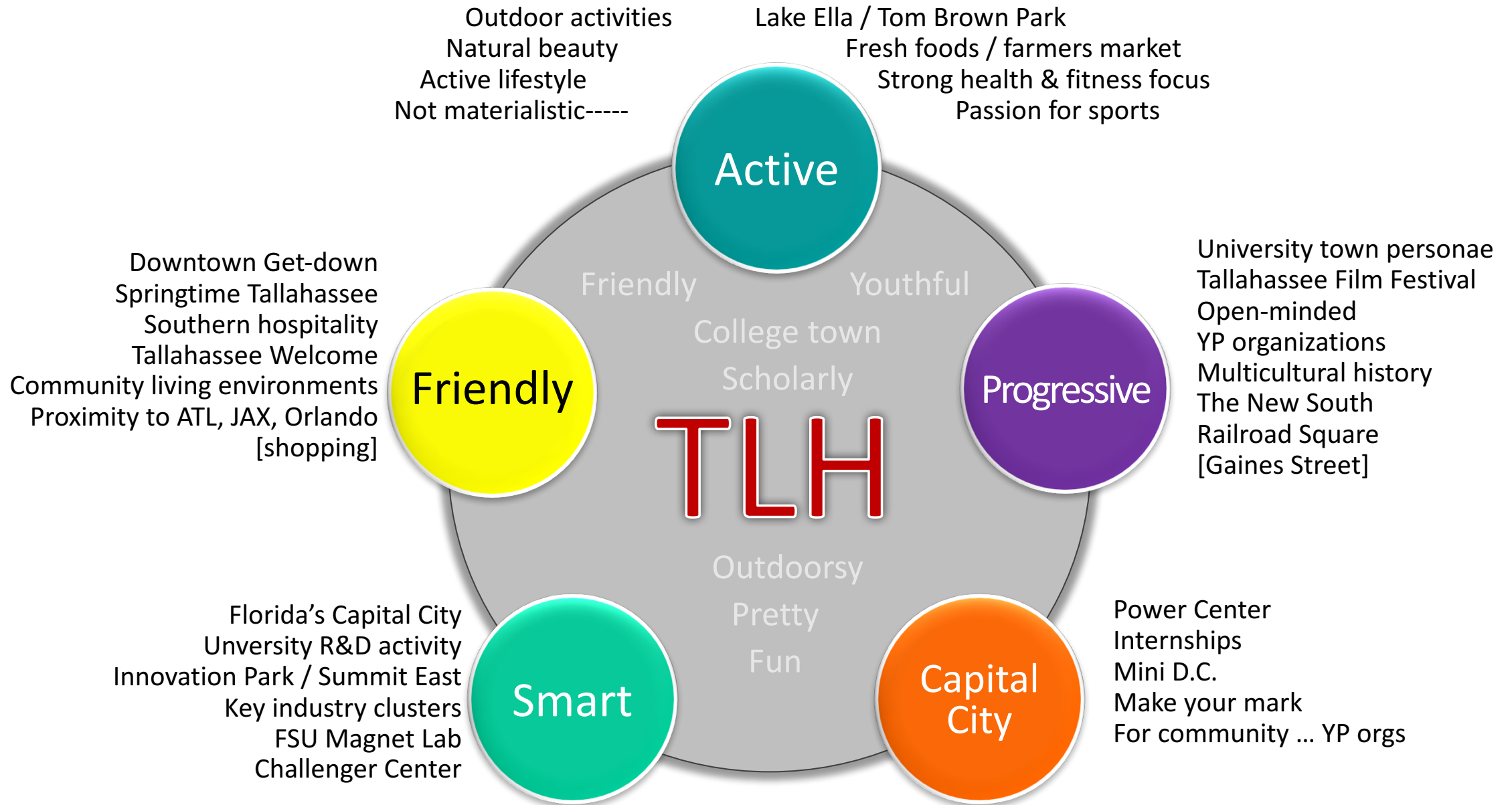


**WORK TOGETHER TO ELEVATE PERCEPTIONS OF TALLAHASSEE  
AS A GREAT PLACE TO LAUNCH YOUR CAREER.**

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



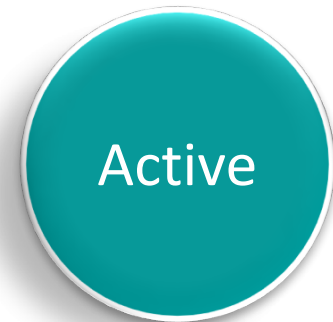
1. **Build communications bridge**  
Provide students with immediate, easy access to information on Tallahassee.
2. **Recruit student ambassadors**  
Work with a team of students on each Campus who will spread the word.
3. **Enlist the community**  
Encourage local leaders & organizations to involve 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



**TALLAHASSEE IS AN IDEAL PLACE TO LAUNCH MY CAREER.**

Tallahacity.com

Tallahacity.com



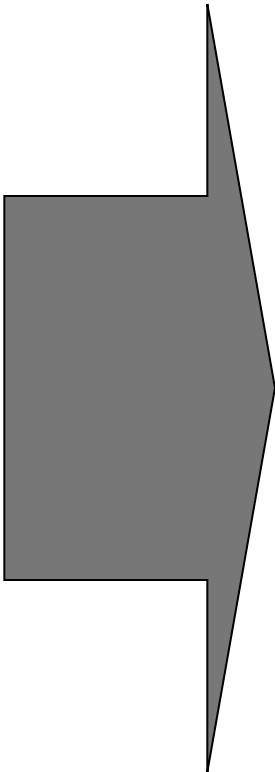


Related Local Links

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

Tallahacity.com



Related Efforts
Network of Young Professionals
VolunteerLEON
College Leadership Tallahassee
Access Tallahassee
Sustainable Tallahassee
KCCI
Workforce Plus

## WHO BENEFITS

<b>ACADEMIA</b>	≡	<b>enrollment, retention, faculty ++</b>
<b>TOURISM</b>	≡	<b>visitor &amp; student spending</b>
<b>ECONOMIC DEVELOPMENT</b>	≡	<b>grad retention, new companies/jobs</b>
<b>CIVIC/REGION</b>	≡	<b>perceptions, attitudes, revenue</b>
<b>BUSINESS</b>	≡	<b>new hires, interns, revenue</b>
<b>PHILANTHROPY</b>	≡	<b>workforce dev., edu. attainment</b>

**Tallahacity.com**