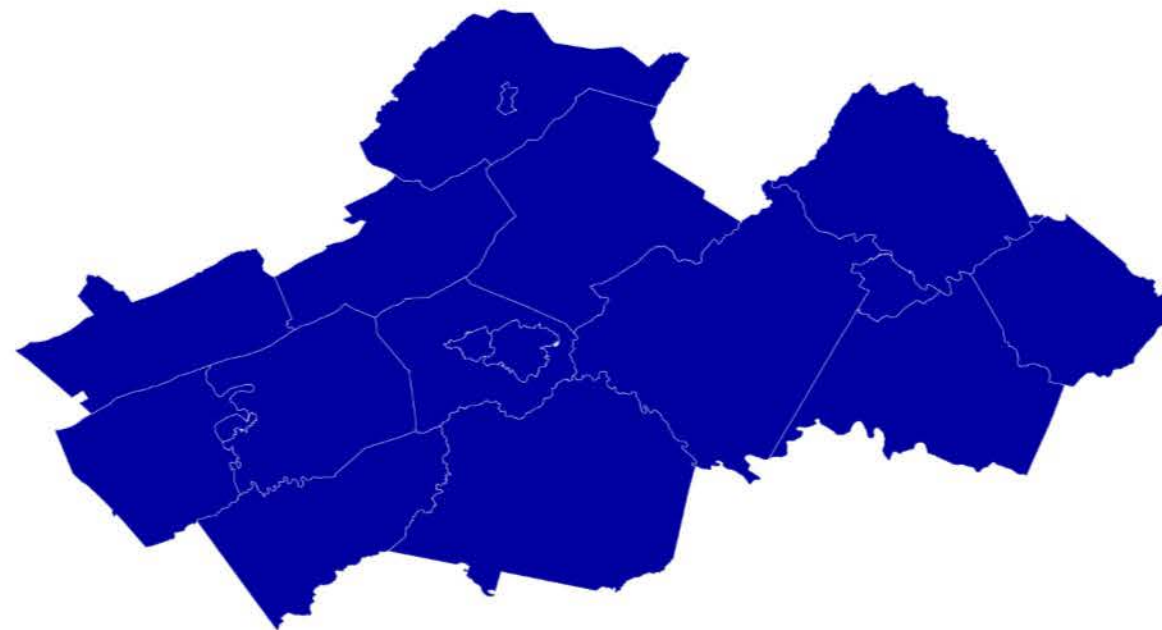


Stopping the Brain Drain Strategy Development

*Roanoke Regional Partnership
Onward NRV, Lynchburg Regional Business Alliance*



Boosting skilled occupational employment, retaining college student talent, increasing net migration, and retaining and attracting regional jobs.

The Roanoke Regional Partnership together with partners conducted a study and developed a complete talent attraction and retention program for the GO Virginia Region 2 service area. The project examined the challenges in attracting talent from the 25 colleges and universities in the region, retaining young professionals, challenges faced by regional employers in recruiting talent and other concerns in developing talent-focused programs of work.

PRODUCTS

-  Survey, interviews, and focus-group research
-  Formation of Talent Action Coalition
-  Talent Recruitment and Retention Action Plan

“The Stopping the Brain Drain project has led to professional development and networking opportunities being offered to students in our region by the three economic development organizations that support what higher education institutions are working to instill in students, to encourage their work-readiness upon graduation, and to better connect them within the region.” *Toni McLawhorn, M.S. College Director, NACE Board of Directors*

For more information, please contact:
Erin Burcham, erin@roanoke.org.

