Why do Young Professionals Stay in Greater Boston?

Emerging Leaders Program

November 8, 2007
Agenda

- Overview
- Research
- Common Themes
- Project Overviews
- Q&A
Why do Young Professionals Stay in Greater Boston?
Home of Champions: Past, Present and Future
<table>
<thead>
<tr>
<th>Team</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell Boston</td>
<td>A ‘front-end’ package to attract people to live and/or work in Boston</td>
</tr>
<tr>
<td>BackEnders</td>
<td>A ‘back end’ package to retain people who already live in Boston</td>
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<tr>
<td>Alumnet</td>
<td>Alumni network of leadership programs in Boston</td>
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<tr>
<td>Homegrown</td>
<td>Strengthen professional/educational pipeline for home grown talent</td>
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### Overview - 8 Project Teams

<table>
<thead>
<tr>
<th>Team</th>
<th>Project</th>
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<tbody>
<tr>
<td>WEBS Team</td>
<td>Strengthen student connections to Boston through internships programs</td>
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<tr>
<td>Global Fusion</td>
<td>Analyze programs in other cities that attract YPs</td>
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<tr>
<td>MAPS</td>
<td>Develop corporate strategies to retain/attract YPs</td>
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<tr>
<td>Giving Back</td>
<td>Corporate social responsibility for recruiting YPs</td>
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Collective Research Summary

- 6 different surveys with over 400 responses
- Over 80 different interviews conducting face-to-face and through email
- 20 different cities and 6 studies reviewed
- 14 different networking events attended for on the spot research
- 1 dedicated focus group conducted
Research – Programs from other cities

Topics: Diversity and Entrepreneurship

- African American Quality of Life Initiative - Austin, TX
  - Community Engagement

- Business Expansion, Attraction and Retention (BEAR) - San Diego, CA
  - Business Incentives

- Council on Entrepreneurial Development - Raleigh-Durham, NC
  - Aggressive marketing campaign to attract entrepreneurial college graduates
Research – Summary of Reports

“Monograph” – Portland, OR

“The Young and Restless” – Portland, OR

“The Young and Restless” – Philadelphia, PA

“Attracting and Retaining the Best Talent to Michigan” – Michigan

“Attracting and Retaining Talent to Columbus” – Columbus, OH

“Magnetic North” – Toronto, Canada
“Boston’s like a warm, down comforter on a cold winter night: secure, familiar, durable.”
Research – Boston is secure, comfortable

“Boston is like a close relationship that you have with a car, handbag, or computer...it’s fluid, ambiguous at times, tough yet resilient, and comfortable.”
Research – Boston is academic, unique

Is Boston a knife, spoon or fork? - “Spork, because more people are accepted for being themselves, even when they are different from the usual "utensils."
Research – Boston is academic, unique

“... the very nature of Boston's design attracts the young professional and academic minds...Personally, I think people just like a place that feels somewhat secure and is big enough to enjoy themselves.”
Common Themes

- Lifestyle
- Inclusion
- Recognition
- Incentives
- Connections
## Common Themes and Projects

<table>
<thead>
<tr>
<th>Common Themes</th>
<th>Teams/Projects</th>
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<tr>
<td></td>
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<tr>
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<td>Connections</td>
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## Alumnet

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Develop an alumni network of leadership programs in Boston.</th>
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<tbody>
<tr>
<td>Idea</td>
<td>Enhanced ELP Alumni website and database to ease communication and provide info on leadership programs.</td>
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<tr>
<td>Action Item/Next Step</td>
<td>Identified need with ELP office and assisted with initial action items for content and design.</td>
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## Mass Attraction Practices (MAPS)

<table>
<thead>
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<td>Refine/develop strategies for corporations and the local community to retain and attract young professionals.</td>
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<td>Community and Corporate Partnerships. Roundtable for Corporations to share best practices.</td>
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<td>Clearing House to match needs with resources. Leadership programs for students. UMASS Boston to host Roundtable.</td>
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<tr>
<td><strong>Challenge</strong></td>
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Boston Life Concierge

Team: Backenders
Objective: Create an appealing package of:

- Things YPs are interested in
- Resources available to YPs

Problem: YPs Need, Want, and Believe...

- Need to feel a sense of calm in the storm of over commitment
- Want assurance that they are on the right track as they make decisions
- Desire connections as they lay the foundation for their future
Boston Life Concierge - Solution

- An affordable Boston-based service that frees-up YPs time
- Takes care of daily tasks and daily decisions
- Provides more time for other activities
  - Volunteering
  - Time with family
  - Meeting new people in the city
- Fulfills needs, wants, and desires
# Boston Life Concierge - How it works

- **Membership**
- **Accessibility**
- **Customized**
- **Ownership**

## Chores
- Dry cleaning
- House cleaning / Yard work
- Utilities waiting (“cable guy”)
- Post Office

## Personal
- Day care
- Personal trainers
- Carpooling
- Appointment scheduling

## Projects
- Apartment finding
- General contracting quotes
- Car buying
- Expert-line connection

## Planning
- Travel planning
- Engagement/wedding planning
- Health
- Financial
Escape and let Boston’s Life Concierge take care of it
## Boston Life Concierge - Benefits

<table>
<thead>
<tr>
<th>For YPs:</th>
<th>For Boston:</th>
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<tbody>
<tr>
<td>▪ Time management</td>
<td>▪ Edge to retain YPs</td>
</tr>
<tr>
<td>▪ Local affordable services</td>
<td>▪ Local business support</td>
</tr>
<tr>
<td>▪ Central source of info</td>
<td>▪ Economic benefits</td>
</tr>
<tr>
<td>▪ Free time for personal development</td>
<td>▪ Organic development of “Boston Ambassadors”</td>
</tr>
<tr>
<td>▪ Stress reduction and corresponding health benefits</td>
<td>▪ More community involvement</td>
</tr>
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<td></td>
<td>▪ Regional Pride</td>
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Webternships
Webternships - Idea

- Cross-company and cross-industry network of interns
- Meet on a regular basis during the course of summer
- Broaden interns’ professional and social networks
- Increase exposure and connections to Boston
Webternships – How it works

**Webternship Summer Program**

Consists of two full-day sessions throughout the summer internship focused on:

- Professional Development
- Boston Immersion and Navigation
- Social Networking

The sessions could rotate across Webternship host sites

Social events could also be scheduled during the summer

**Post Summer**

- Alumni Events
- Informal gatherings
Typical Internship Experience
Web Evolution Over Time

[Diagram showing web evolution over time with images of people shaking hands and network connections, indicating growth and expansion.]

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## Benefits of Webternships

- Provides a shared cultural experience
- Provides a shared professional experience
- Requires minimal time away
- Promotes face-to-face interactions
- Establishes a partnerships amongst employers
- Enhances young professionals’ “webs” of contacts
Potential Program Structure

### Webternship Advisory Council
- Provides leadership, support, and guidance
- Comprised of senior leaders from Boston’s Public, Private, and Academic Sectors

### Webternship Organization Committee
- Designs and facilitates Summer Program Sessions
- Comprised of delegates representing the above leaders and organizations

### Webternship Administration Group
- Administers Webternship program; maintains records of participants
- 3rd party resource such as BRA or other city agency

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Webternship Next Steps

- Gain support from key stakeholders:
  - employers, undergraduate career development centers, city officials, etc.

- Establish a multi-disciplinary council to deliver the vision of the Webternship concept

- Plan and coordinate 2008 summer pilot program – Meeting scheduled for 11/15

- Conduct 2008 program, evaluate results, and update for 2009
In the palm of your hand...
Sell Boston

- Why would a YP or business choose to come to Boston?
- What actions do we need to take to execute the ideas developed?
- How do we “Sell Boston”...
  - locally to retain those already here
  - nationally and internationally to entice others to move here
## 2007 Emerging Leaders

### WEBS
- Andrea Hurwitz, Metropolitan Area Planning Council
- Samanda Morales, Mellon Trust
- Patti Quint, Citibank
- Michael Rawan, Sovereign Bank
- Craig Williams, Feeley & Driscoll, P.C.

### SellBoston
- Francois Fils-Aime, Uphams Corner Charter School
- Marlo Fogelman, marlo marketing / communications
- Sonal Gandhi, Boston Redevelopment Authority
- Maureen Shea Baker, Massachusetts Convention Center Authority
- Susan Soergel, NSTAR

### BackEnders
- David Connolly, Partners Community Healthcare, Inc.
- Meaghan Hooper-Berdi, Turner Construction Company
- Jamie Nee, The Boston Globe
- Amanda Trojan, EMC
- Sandra Bailly, Blue Cross Blue Shield of Massachusetts
- Raydiance Wise, Raytheon

### Alumnet
- Carmelle Bonhometre, Domestic Violence Coordination
- Perry Conrad, Raytheon
- Michael Crowley, Blue Cross Blue Shield of Massachusetts
- Renee LeFevre, Boston Redevelopment Authority
- Sidney Rodrigues, Raytheon

### Maps
- Erika Beer, Blue Cross Blue Shield of Massachusetts
- Trevor Dunwell, Raytheon
- Alta Fleming, Sovereign Bank
- Anne Muita, State Street Corporation
- Crispus Njogu, Blue Cross Blue Shield of Massachusetts
- David Bryant, The Trustees of Reservations

### Giving Back
- Jose Alberto Betances, Boston Medical Center
- Gabrielle Dorsey, Cone, Inc.
- Wendy Lement, Regis College; Theater Espresso
- Vanessa Matamoros, Vamtelco
- Leah McLean, Girl Scouts, Patriots’ Trail Council
- Constant Yu, Raytheon

### Global Fusion
- Kristen Almechatt, Brigham and Women’s Hospital
- Michael Henry, State Street Corporation
- Nelly Houston, Teradyne
- Darius McCroey, Elevated Media Group
- Jason Schupbach, ArtistLink: Massachusetts Cultural Council
- Martina Toponarski, Boston Redevelopment Authority
- Feng Yu, Federal Reserve Bank of Boston

### Maps
- Erika Beer, Blue Cross Blue Shield of Massachusetts
- Trevor Dunwell, Raytheon
- Alta Fleming, Sovereign Bank
- Anne Muita, State Street Corporation
- Crispus Njogu, Blue Cross Blue Shield of Massachusetts
- David Bryant, The Trustees of Reservations

### Homegrown
- Thomas Henderson, State Street Corporation
- Jonathan Horka, Government Relations Group
- Thomas Martin, AT&T
- Tamara Pitts, Harvard Pilgrim Health Care
- Teresa A. Rodriguez, Roxbury Preparatory Charter School

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2007 Emerging Leaders

We choose Boston.
Q&A

- Panel Introduction
- Panel Q&A
- Audience Q&A
- Closing Remarks
Panel Introductions

Moderator: Leroy Walker – LeWare Leadership Forum/BCBS

Panelists: J.D. Chesloff – Boston Business Roundtable
Jessica McWade – McWade Group, Inc.
Sam Tyler – Boston Municipal Research Bureau
Richard Walker III – Federal Reserve Bank