



*step into*  
**BLACKSBURG**

**Young Professionals**

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# Summary

Blacksburg is trying to become a "sticky" place – a place of interest that draws people and keeps them. They are trying to figure out how to make thousands of bright, innovative, young leaders graduating from Virginia Tech every year stick to Blacksburg. Business leaders looking out into the community, searching for tomorrow's leaders, see a small crowd looking back. One key strategy to make Blacksburg stickier is the Young Professionals Program.

The Blacksburg Young Professionals Program "strives to create a unified community of young professionals and become an advocate of this area's future leaders." It fulfills that mission by providing networking, professional development, and volunteer opportunities. Participants give the YP Program high marks for social meet-ups, volunteer opportunities, and professional networking. However, like many YP Programs, Blacksburg's program has seen waves and troughs, leaders come and go, and event interest cycle. The program needed a refresh if it was going to be a driver in Blacksburg's talent attraction, development, and retention efforts.

Based on surveys, interviews, leadership engagement, and best practices in YP programs, an action plan was developed. It recommends the program continue to focus on networking, education and professional development, and volunteering, with ways to shake up the program and keep it fresh. For example, social networking would continue much as it has given it is the most popular event. Education and professional development will be segmented into seminar series (high level for a large group), salon sessions with executives (more depth for a small group), and a leadership program (deep dive for a very small group). Volunteering opportunities would revolve around a selected "nonprofit for the year."

New to the Blacksburg Partnership are recommendations to increase business and community awareness around how to engage young professionals. Without employers and the community working jointly, the YP Program will not fulfill the part of mission to create future leaders in Blacksburg. The action plan also notes the importance of the community working collaboratively on issues that are important to young professionals such as housing, recreation, and dining/shopping/entertainment. Finally, there are recommendations in the action plan to give more structure to the YP Program and its leadership group. In order for the program to be sustainable, it must have an internal leadership development effort.

The action plan will take a few years to fully implement. We recommend prioritizing a few initiatives each year for implementation. We suggest starting with program basics like networking and volunteering, add in a few salon sessions, and work on board structure, marketing, and measurements.

With leader-champions, quality programming, and awareness, the YP Program will help Blacksburg become a sticky place.

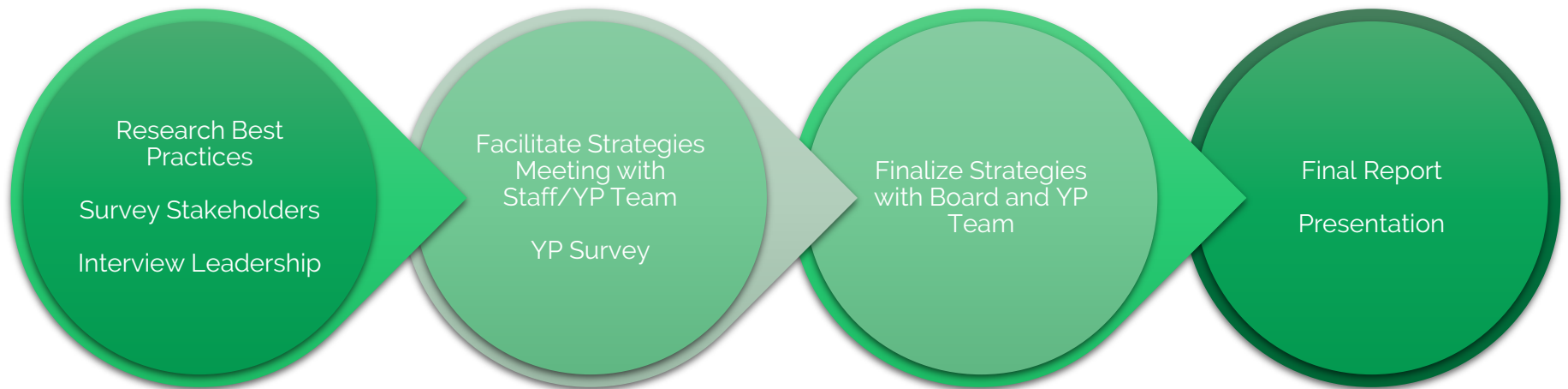
# Creative Give Back Project Overview

In 2014, Creative EDC decided to give away one consulting project a year, up to \$25,000 worth of our services, through a competitive proposal process. Every year since, we have worked on inspiring projects ranging from workforce development to downtown revitalization to start-up economic development organizations.

The Blacksburg Partnership won the 2018 Creative Give Back because they are passionately working to engage young people in business and the wider community. Their proposal to evaluate the Young Professionals Program and recruitment efforts, make tangible recommendations for improvements that can be phased in over the next few years, and support brand development can be applied to communities everywhere struggling with the recruitment and retention of young professionals.



## Project Scope of Work





# Action Plan for the Blacksburg Young Professionals Program



## YP Program

- Networking
- Education/Professional Development
- Volunteer/Community Engagement



## Raise Awareness with Existing Businesses

- Education
- Promotion



## Raise Community Awareness

- Education
- Promotion



## Economic Development Program

- Housing
- Recreation
- Dining/Shopping/Entertainment

# The Young Professionals Program

## Networking: Social and Professional

Social meet-ups ranked #1 in the YP survey. We learned from best practice programs that the way to keep a YP network vibrant is to mix up the events. YPs said they are more likely to attend social events related to wine/beer/alcohol, group activities, outdoor activities, volunteer events, and dining out. In the category of professional networking, YPs said they are more likely to attend events hosted by other organizations, like the chamber.

**Social Networking** – Mix it up by having different events, not the same meet-at-a-brewery every month. Consider occasionally structuring part of the networking time to ensure first-time attendees get introduced. A few minutes for speed-networking or a fun game can make sure someone isn't left out of cliquey groups. The best time to hold social networking is weekday evenings. Charge enough to cover the cost of the event or host Dutch treat. The following events received the highest rank in the YP survey:

- ⦿ Wine/beer/alcohol related events (Note: The best attended event was at the Wine Lab.)
- ⦿ Game nights – Tailgate as a group
- ⦿ Outdoor activities – Make some of these family-oriented as respondents to the survey wanted family activities, too.
- ⦿ Dine around – This could be a last minute GroupMe invitation for a group dinner or a structured event where YPs select one of four restaurants to join a small dinner group. Another option is a progressive dinner (appetizers at one restaurant, main course at a second restaurant, and dessert at a third).
- ⦿ Crash Events – YPs “crash” festivals, athletic events, Up on the Roof, as a group.

**Professional Networking** – Rather than the Partnership duplicating professional networking events, promote events of partners like the chamber and Roanoke-Blacksburg Technology Council. YPs could coordinate going as a group through GroupMe. Seek discounts for YPs with partner agencies.

- ⦿ Establish a liaison between the YP Program and partner agencies. The liaison could be a YP board or committee member. The purpose is for someone to be engaged with partners to learn of and promote their activities.

## Community Engagement and Volunteering

After social meet-ups, community engagement and volunteering ranked second. YPs prefer these activities be scheduled on weekends, during the day. Later in the report is a recommendation to encourage businesses to provide paid time off for volunteer service.

- ⦿ Adopt a nonprofit for the year, Habitat for Humanity for example. Then organize times to volunteer as a group.

- ◎ Create a schedule of volunteer opportunities for the year with the adopted nonprofit.
- ◎ Organize spur-of-the-moment opportunities with other nonprofits through GroupMe or a similar app.
- ◎ Select a YP volunteer of the year to be profiled in the newsletter.
- ◎ Sponsor a "how to serve on a nonprofit board" seminar for a YP audience (could be part of a YP program series recommended below).

## Education and Professional Development

Education and professional development ranked lower on YPs list of activities, but there is still interest. There is more interest from the Blacksburg business community to develop the next generation of leaders. In the category of education and professional development, YPs said they would attend regular programs of speakers and panels, leadership development program, and seminars.

- ◎ **Quarterly Salon Sessions with an Executive** – YPs listed speakers and panel discussions at the top of professional development. From best practices, we learned that some programs use a small group/intimate setting to encourage engagement between YPs and the executive speaker. YPs would attend events like these monthly or quarterly (we recommend quarterly), on a weekday evening. We recommend charging enough to cover the cost.
  - A YP team (could be the Education and Professional Development Committee) prepares questions in advance and sends them to the executive speaker.
  - A moderator interviews the executive and group interaction is encouraged.
  - Target YPs <5 years into their career.
  - Select a small, intimate location that promotes connections.
  - Limit the group to the first 20 registrants to keep it small.
  - Plan salon sessions for the year and look big picture at diversity, business sectors, career stage, entrepreneurs, motivating speakers, and other ways to ensure the program stays fresh.
- ◎ **Annual Cohort Leadership Program** – Chattanooga has an excellent leadership development program and this one is modeled loosely after it. The program is structured to take a small class of YPs through a leadership development curriculum. Schedule meetings on weekday evenings. Charge enough to cover the cost and/or suggest a cost share model with employee/employer.
  - Annual cohort of 12-15 YPs
  - Target people 5+/- years into their career.
  - Develop a structured curriculum on leadership development. The program could include speakers, workshops, readings, projects, etc.
    - Seek Virginia Tech's assistance with curriculum development.

- Meet monthly for 6-8 months.
  - Consider a “graduation” project or similar “capstone” project.
  - Post-program, engage alumni in leadership roles in the YP program and nominate for community boards and committees.
  - Develop a name that will attract attention: NextGen, LearnNLead, Blacksburg Future Leaders, Blacksburg Leadership Institute, Blacksburg NEXT, YP Blacksburg, Blacksburg CONNECT
- ◎ **Seminar Series** – This program could reach a large audience and be open to any YP. We recommend organizing one seminar series a year. Schedule weekday during lunch. Charge enough to cover the cost or recruit 2-5 corporate sponsors to reduce registration fee.
- Organize a series of three to four seminars on a related topic
    - Sample Topics: Entrepreneurship, women leaders, advancing your career, taking part in the gig economy, how to be an effective community leader, personal finance, “how to buy a house,” candidate forum.
      - Use eye-catching seminar titles such as Turn Your Side Hustle into Your Day Job

## Outreach

One key to a successful YP program is making YPs aware. Marketing and promotion will attract them, but to keep them the program must be strong. The recommendations below come from the surveys and also best practices.

- ◎ Consider using a meet-up app like GroupMe for last-minute communications. Have an opt-in process and survey YPs about the use of an app for meet-ups.
- ◎ The most used social sites are Facebook and Instagram.
  - Create a consistent brand/look on social profiles.
  - Use a tool like Hootsuite to post to platforms at the same time for efficiency.
  - Post pictures from events, of YPs volunteering, of a YP committee meeting.
- ◎ Continue the email newsletter with a consistent brand look.
- ◎ Link to a community calendar of events from the Partnership website.
- ◎ Create a YP calendar of major events (salon sessions, leadership program, seminar series, networking). Add crash and spur-of-the-moment events as they pop up.
- ◎ Website Updates
  - Break YP out of the “Work” tab into its own tab. It is a focal point of the Partnership's economic development efforts.
  - Consider creating a site within the site under the YP tab. See below – the color scheme should be the YP scheme, not the Partnership's. Could include menu choices:



- Overview detailing each program
  - Social networking – purpose, meeting schedule, how to get involved
  - Volunteering – profile adopted nonprofit for the year, schedule of volunteer activities, list organizations seeking young board/committee/volunteer members, have a form to input skills/expertise you are willing to donate to nonprofits then match with area nonprofits, how to get involved
  - Education and professional development – schedule for salon sessions and how to sign up, application for leadership program, schedule for seminar series
- 2019 calendar of major YP events and link to general community calendar of events
- Create a Hot Topics page to let YPs know the community is working on housing, recreation, dining/entertainment, transportation, etc. and post current status of related projects and how they can be involved.
- Connections to social media, connection to meet-up app, sign up for the newsletter
- Sign up for events online
- Create a library of materials such as presentations from seminar series

#### 🕒 Newsletter Recommendations

- Make the header image a bit smaller, so that more of the newsletter can be seen in the preview screens.
- More contrast for Section Title headers so that they will stand out, and separate sections. Use a different font for the titles.
- Maintain consistency across newsletters for section titles. The headers are not always the same.
- Make two headers; one for upcoming events and one for volunteer opportunities.
- Change over all fonts to a more modern-looking font that's a little easier to read.
- Change event/article titles to a larger font.
- Bold or bold-italic areas of the articles to call out important information or dates.
- Make Images a little bit larger, or maybe use a more modern layout. Mailchimp usually has some good templates with a more modern feel.

#### 🕒 Value Proposition – In all outreach reinforce the value proposition of the YP Program, what young professionals find valuable.

- Networking
- Connecting – Learning - Volunteering
- Wide range of activities (something for everyone)
- Meet people with similar interests

- The program has space for everyone – social (non-alcohol events too), volunteering, educational, leadership development, families, etc. – if this event is not for you, keep us on your radar for other types of events
- Make a difference in the community

## Design recommendations

The newsletter color scheme and design are attractive. It does not match the color scheme of the Partnership's website and that's okay. Thus, our recommendation for a website within the website to make the YP program stand out.



- Update parts of the YP logo. The basic YP in the circle goes well with the other elements of the brand.
  - The third leg of “economic” doesn’t speak to the YP; rather, it speaks to business. The logo should be about attracting YPs to the program rather than explaining why a YP program is important.
  - Change third leg to volunteer, since that ranked highest after social engagement.
  - Also, the logo appears to have a brown background which is different from the black/green color scheme of the newsletter.
- Using the stock image of the black and green attired professionals is good sometimes, but add in images of real YPs engaging. For example, in the November newsletter, the holiday mixer could have images from last year.
  - You’ll need to designate someone at YP events to take pictures.



## Funding

Based on feedback from surveys, we recommend no membership fees this year. Reevaluate the program in two years, after building more value, and survey about a small (<\$25) membership fee.

- ◎ Some Partnership investors responded that they would support the program. Seek sponsors for the whole YP program, not individual events, in order to maximize staff resources.
- ◎ For more expensive programs, like leadership development, ask companies to cost-share with employees.
- ◎ Between sponsors and event fees, cover the cost so it is not a revenue loss for the Partnership.

## Structure

The YP Core Team was awesome to work with on this project. Their passion for Blacksburg and developing young talent was obvious. They need more YPs like them, and they need a formal structure to ensure long-term success and leadership succession.

- ◎ Formalize the YP Core Team as a board under the Partnership Board. This will not only bring more structure to the program, it will give YPs exposure to how a board functions.
  - Develop bylaws for the board. You could use the Partnership bylaws as a starting point.
  - The board should include 7 – 10 people from diverse business sectors, talents, and interests. Initially populate the board with Core Team members and nominations from the Core Team. Set up staggered, three-year terms for board seats. Going forward, establish a process by which a nominating committee of the board makes nominations that are approved by the board. If a membership fee is ever implemented, the slate of board nominees should be sent out to the membership for vote.
  - Institute term lengths (e.g. no more than two, three-year consecutive terms) to encourage dynamic leadership.
  - The board should nominate and vote on officers (Chair, Vice Chair, Secretary, Treasurer) for one-year terms with the expectation of succession.
  - Create a succession plan when a board member is recruited (i.e. they are actively involved in recruiting their replacement).
  - Have a consistent meeting schedule and publish on the YP calendar.
  - Open board meetings to full YP network (not to vote, but for discussion) to encourage participation.
- ◎ Develop committees for Networking, Education/Professional Development, and Volunteering.

- Majority of committee members should not be board members to broaden leadership. A board member could chair the committee. If a board member is not the committee chair, ask the committee chair to participate ex-officio in board meetings.
- Make the YP Board Chair a Partnership board member.

## Tracking

The Partnership has done a good job surveying YPs and tracking the program, keep it up.

- Track event participation.
- Have registration forms at every event to continue to build the database.
- Send short feedback surveys after events. Use this data to inform not only the next year's program, but on-the-fly changes.
- Track outreach – clicks, likes, reposts, website analytics, digital ambassadors. Use to shape outreach.

Example Calendar

January	<ul style="list-style-type: none"><li>•Salon Session</li><li>•Leadership Program</li></ul>
February	<ul style="list-style-type: none"><li>•Social networking</li><li>•Leadership Program</li></ul>
March	<ul style="list-style-type: none"><li>•Volunteer</li></ul>
April	<ul style="list-style-type: none"><li>•Social networking</li><li>•Salon Session</li></ul>
May	<ul style="list-style-type: none"><li>•Seminar Series 1</li></ul>
June	<ul style="list-style-type: none"><li>•Social networking</li><li>•Seminar Series 2</li></ul>
July	<ul style="list-style-type: none"><li>•Volunteer</li><li>•Salon Session</li><li>•Seminar Series 3</li></ul>
August	<ul style="list-style-type: none"><li>•Social networking</li></ul>
September	<ul style="list-style-type: none"><li>•Leadership Program</li></ul>
October	<ul style="list-style-type: none"><li>•Social networking</li><li>•Salon Session</li><li>•Leadership Program</li></ul>
November	<ul style="list-style-type: none"><li>•Volunteer</li><li>•Leadership Program</li></ul>
December	<ul style="list-style-type: none"><li>•Social networking</li><li>•Leadership Program</li></ul>

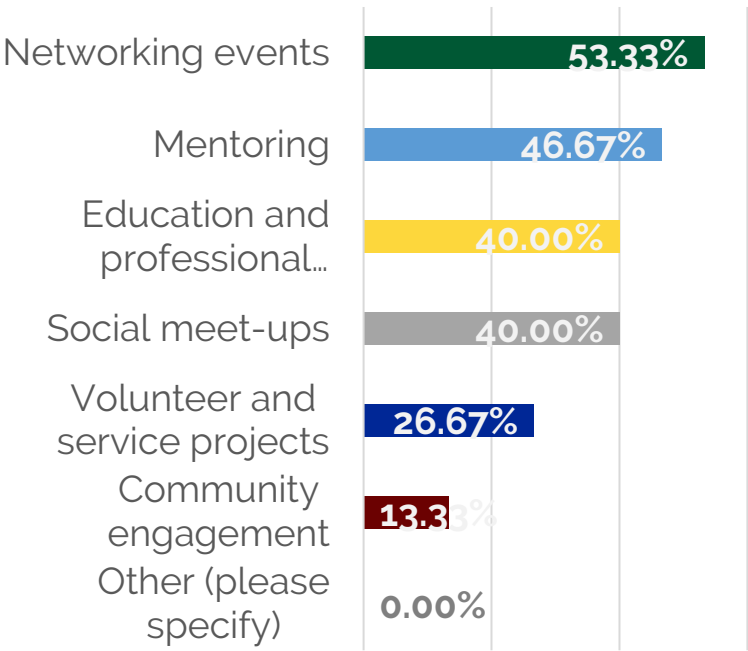


# Raise Awareness with Existing Businesses

It was evident in surveys of YPs and the business community that there is a disconnect between the two groups. For example, survey results show that businesses think YPs want professional networking, mentoring, and professional development; whereas, YPs ranked social meet-ups, community engagement, and volunteer opportunities ahead of those. This disconnect between the business community thinking it knows what YPs want and what YPs actually say they want is a communications issue that needs to be addressed.

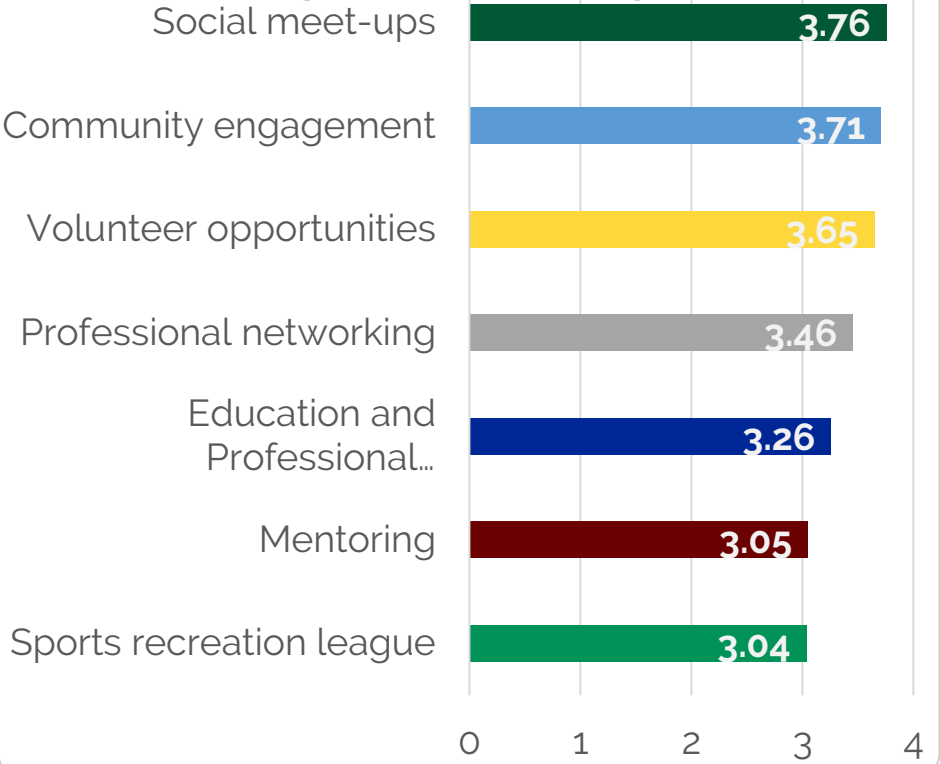
## Investor Survey

Based on experiences with YPs in your organization, the most important activities for the YP network are (Choose 2):



## YP Survey

3. How likely are you to attend one of these Young Professionals Programs?  
Social meet-ups



The Partnership is in a position to raise awareness in the business community about how to attract and retain young professionals. We recommend the Partnership launch a seminar series, which could be quarterly lunch-n-learns, targeting existing businesses. Example topics:

- ⦿ How to recruit young talent
- ⦿ Developing career pathways in your organization
- ⦿ Accessing education and professional development for young professionals
- ⦿ How to create a Millennial-friendly corporate culture
- ⦿ How to cultivate young leaders in your organization
- ⦿ How to mentor a Millennial

The Partnership can also showcase companies (newsletters, speakers at events) that are leading the way in attracting and retaining young talent. For example, is there a company paving the way with unusual recruitment and retention strategies like unlimited vacation, social engagement, encouraging side hustles, and training on age diversity in the workplace? Red Ventures in Fort Mill, S.C., is one example.

## Raise Community Awareness

In addition to raising awareness in the business community, the Partnership is in a prime position to lead the way raising awareness in the general community. Beyond career advancement opportunities, YPs want to feel welcomed and connected to the community.

### Young Professional Engagement

- ⦿ Start a campaign to encourage all organizations, boards, nonprofits, advisory commissions, government groups, etc. to pledge to recruit someone under the age of 30 to the board/committee.
- ⦿ Ask the business community to pledge to support time off from work to serve.

### Community Education

- ⦿ Sponsor community education/awareness seminars (with partner agencies)
  - How to recruit and retain young volunteers/board members
  - Is your organization Millennial friendly?
  - Showcase an organization that changed in order to be more attractive to young professionals (e.g. Rotary)

## Partnership Marketing

Integrate awareness of YPs in the Partnership marketing program.

- ⦿ Implement a digital ambassador program to amplify Partnership messages – An app like Social Toaster can turn the Partnership's network into ambassadors. With one click, someone can post Partnership messages to all of their entire social networks.
- ⦿ Promote the YP program in newsletters, annual reports, presentations, and other outreach.
- ⦿ Include young professionals in images on posts.
- ⦿ Profile YPs in blogs and news articles.
- ⦿ Create a YP presence at festivals and athletic events (example: YP booth/beer garden).

## Blacksburg Partnership Economic Development Program

The Blacksburg Partnership is an economic development partnership between town governments, Virginia Tech, and the local business community. The Partnership's mission is to “foster high quality of life, promote the Blacksburg area, attract retailers, assist in the planning and development of properties in Blacksburg's commercial and retail districts, facilitate the development process, and participate in commercial development projects.” As a leader in economic development, the Partnership should keep topics related to the retention, development, and recruitment of young professionals at the forefront. Outside of the YP Program activities, the following are top influencers of whether YPs stay in Blacksburg:

- ⦿ **Housing** – Keep affordable housing at the forefront of town, university, and economic development discussions.
- ⦿ **Recreation Amenities** – Ensure that recreation (connecting greenways, parks, open space, facilities, etc.) is part of long-range capital improvement plans of the town and region.
- ⦿ **Dining, Shopping, Entertainment** – Include commercial development and redevelopment in the recruitment and development plans of the Partnership and town.

# Implementation Guide

The implementation guide reflects that the Partnership has a small staff, already at capacity. Year 1 continues similar programming already in place and adds structure to the program. The one new program element recommended for Year 1 are the salon sessions. Year 2 builds upon the structure by adding committees and programs for the seminar series and business awareness. The big initiative slated for Year 3 is launch of the leadership development program.

01

- Monthly social networking
- Professional networking through partners
- Adopt a nonprofit for a year
- Quarterly salon sessions
- YP logo update
- YP board structure
- Tracking and measurement

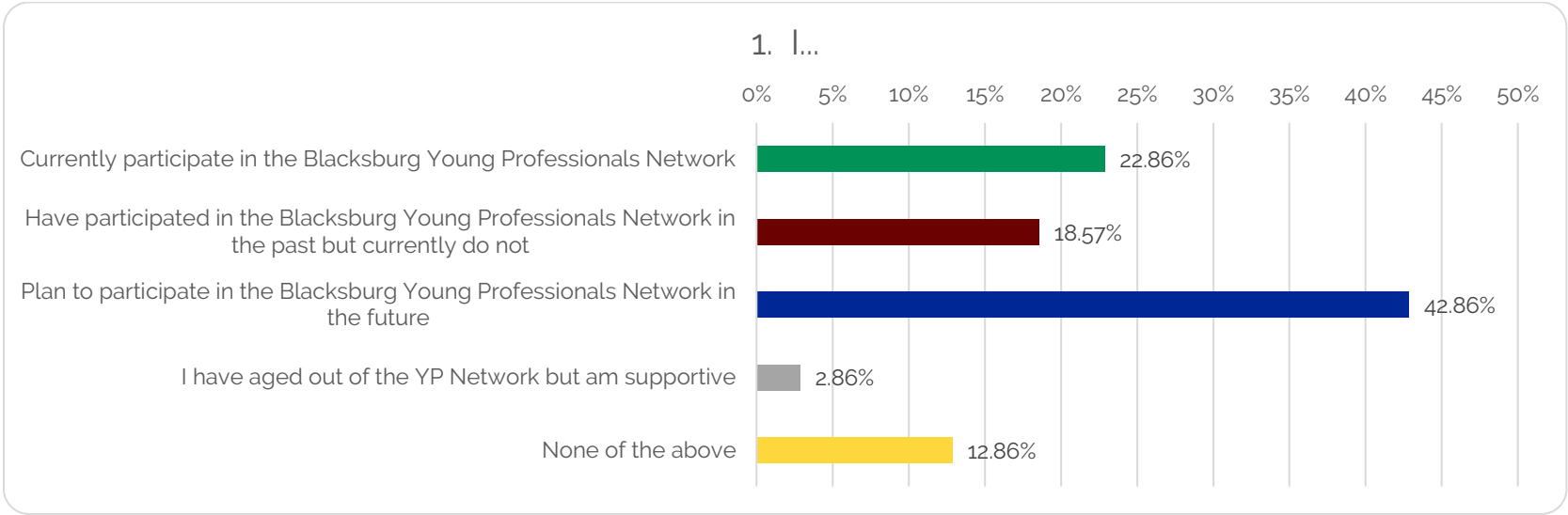
02

- Seminar series
- Website updates
- YP program committees
- Existing business seminars
- Leadership program curriculum development

03

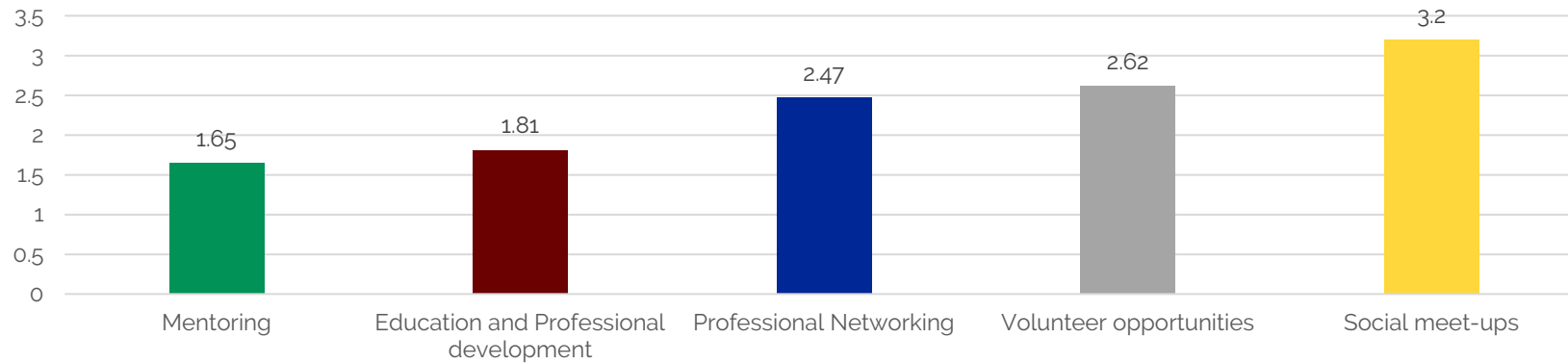
- Leadership development program
- Community seminars
- Reevaluate membership fee

# Appendix A: Blacksburg Partnership Young Professionals Survey - 70 responses

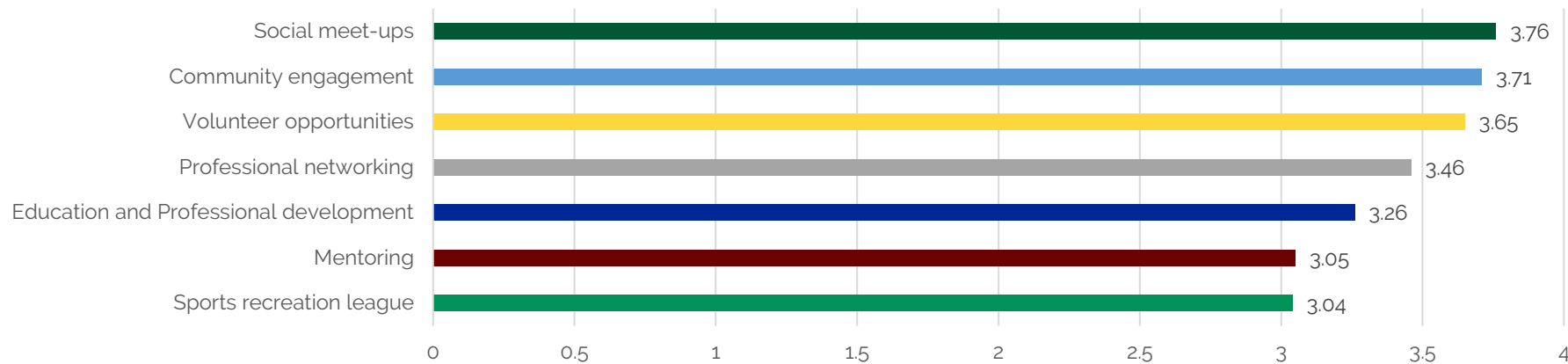




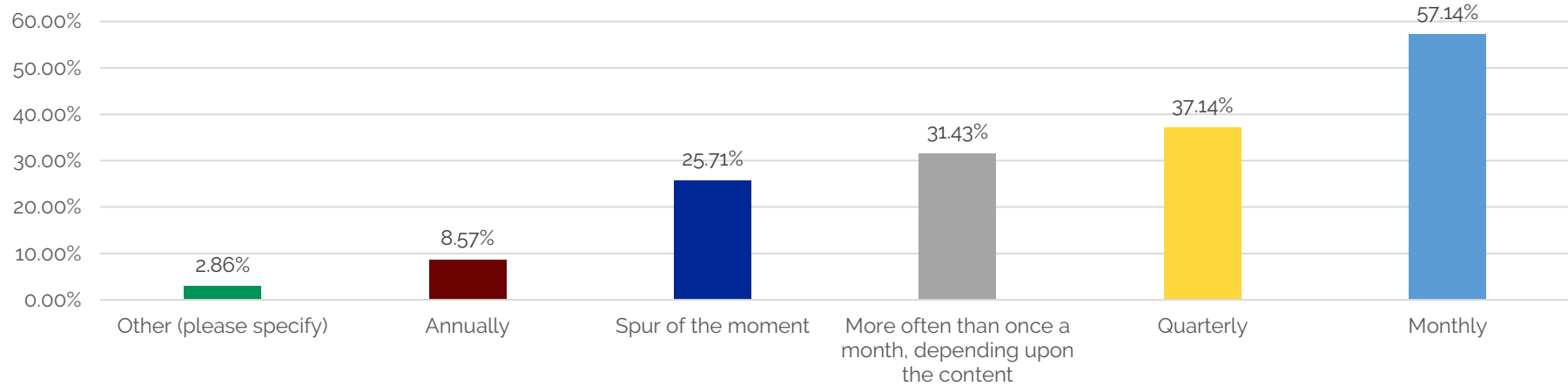
2. If you have participated in the Blacksburg Young Professionals Network, rate the following:



3. How likely are you to attend one of these Young Professionals Programs?



#### 4. I am most likely to attend events

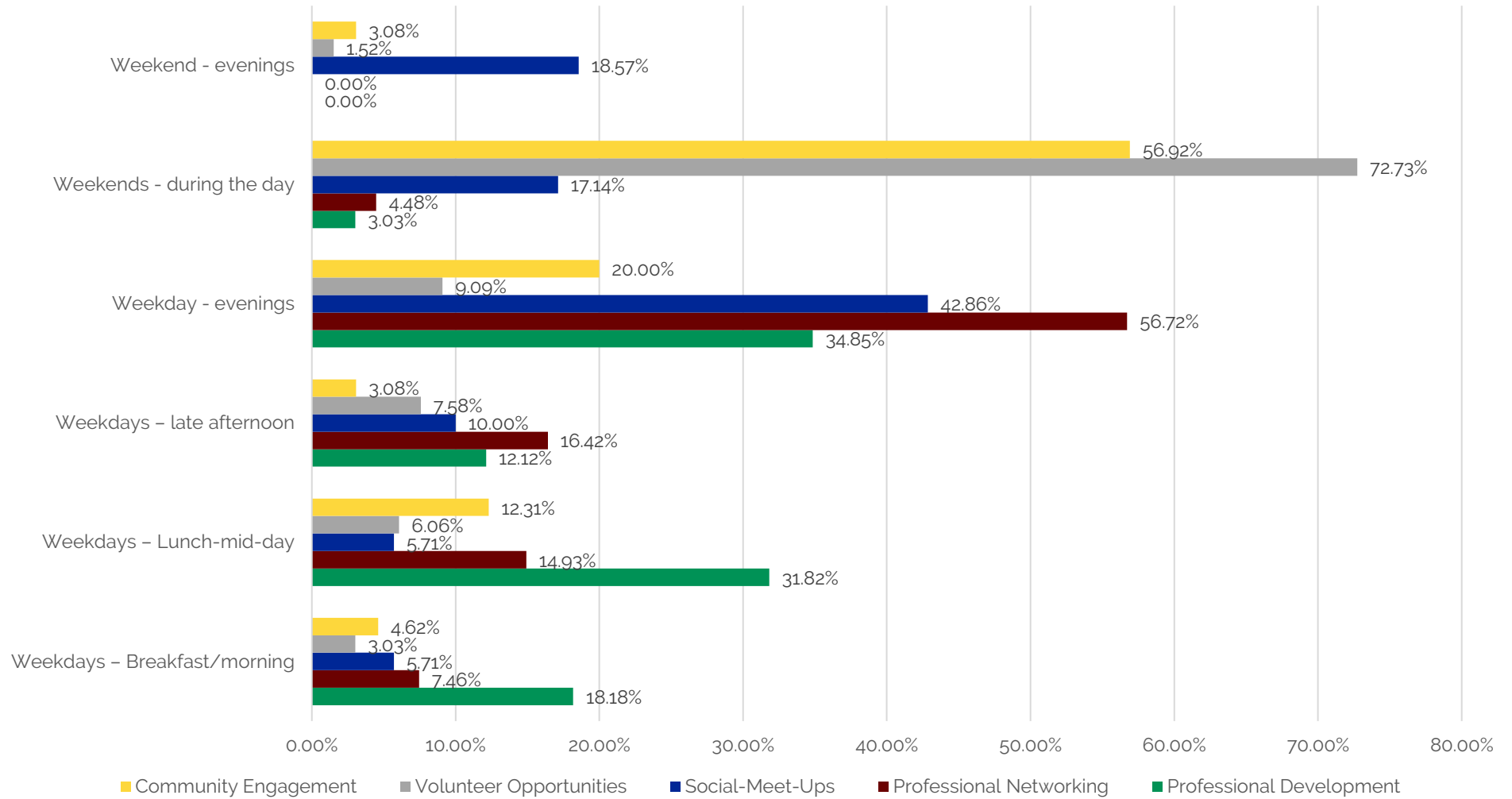


#### 4. Other (please specify)

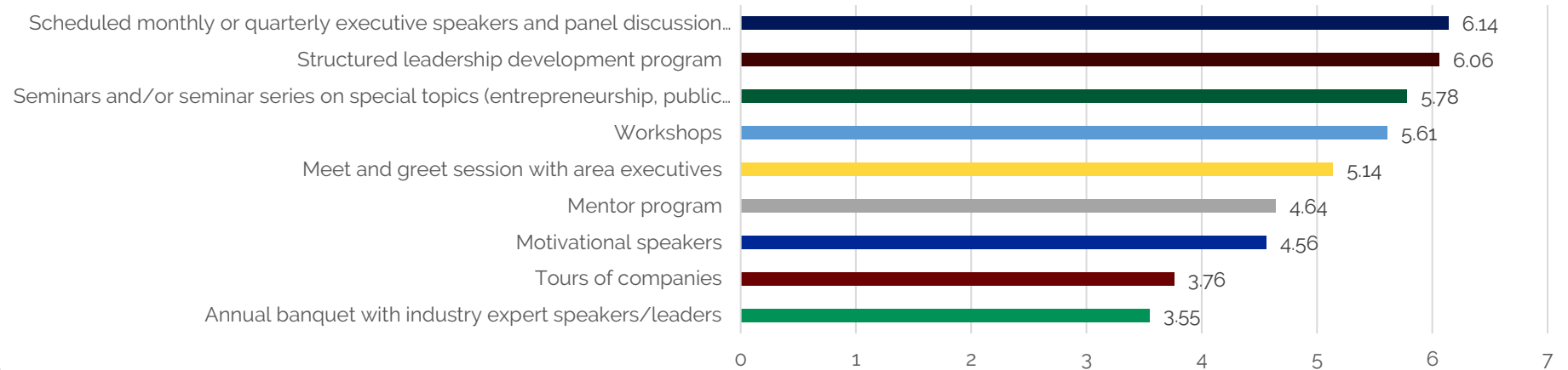
it would depend on content, time, and place

When the program is of interest to me.

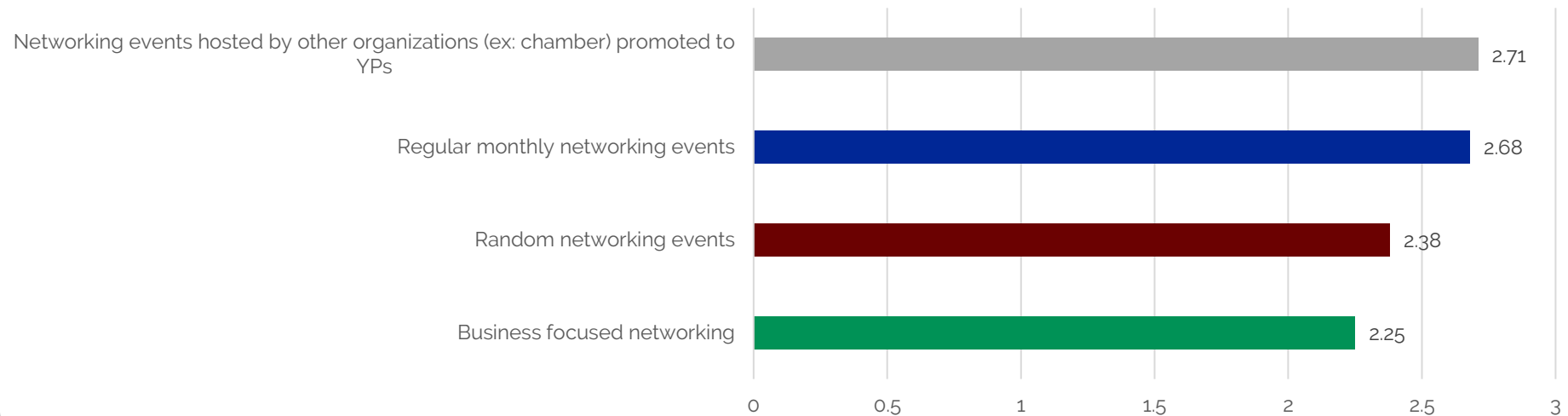
## 5. The best times and days for me to attend events



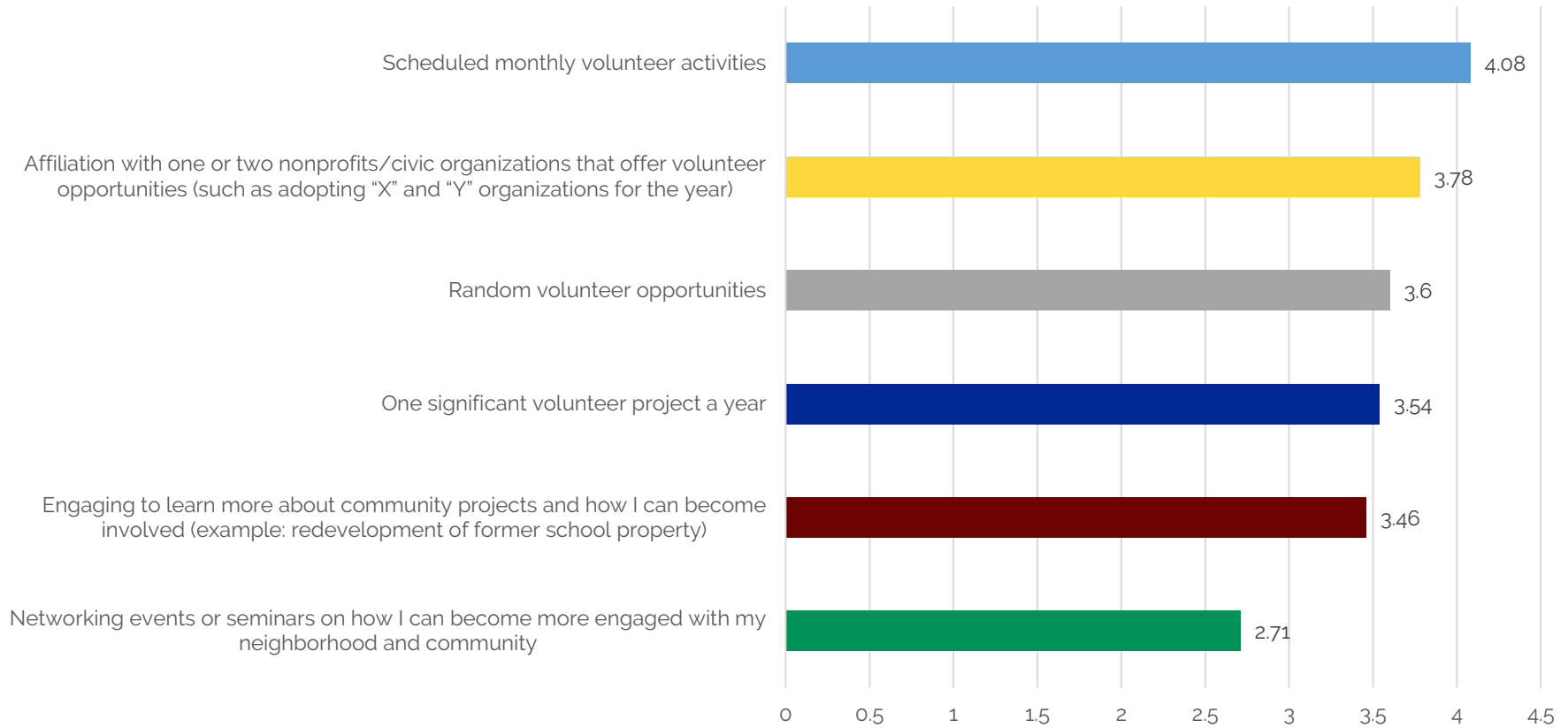
6. In the category of Education and Professional Development, what interests you most? Rank your selections.



7. In the category of Professional or Business Networking, what interests you most? Rank your selections.

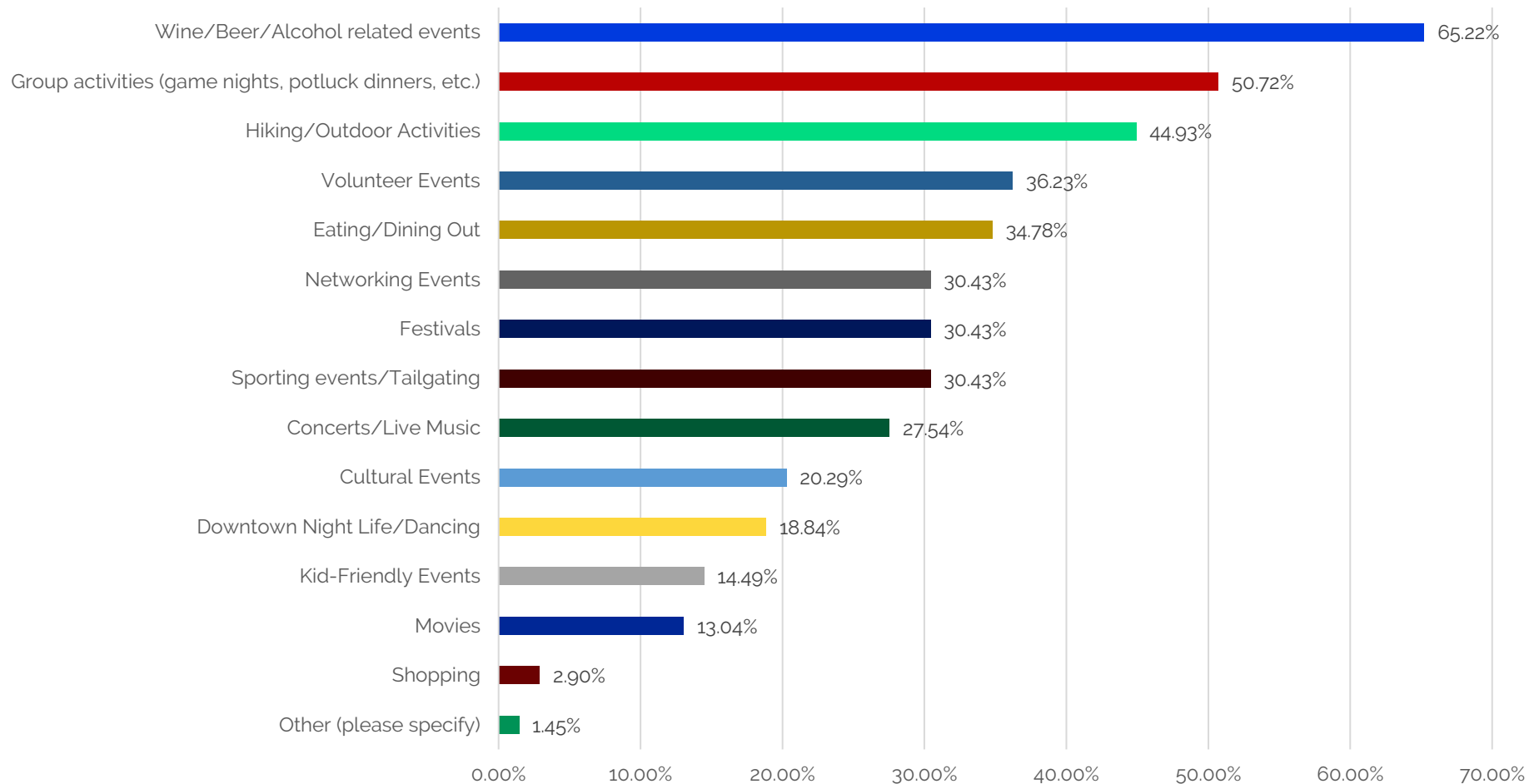


8. In the categories of Volunteer Opportunities and Community Engagement, what interests you most? Rank your selections.





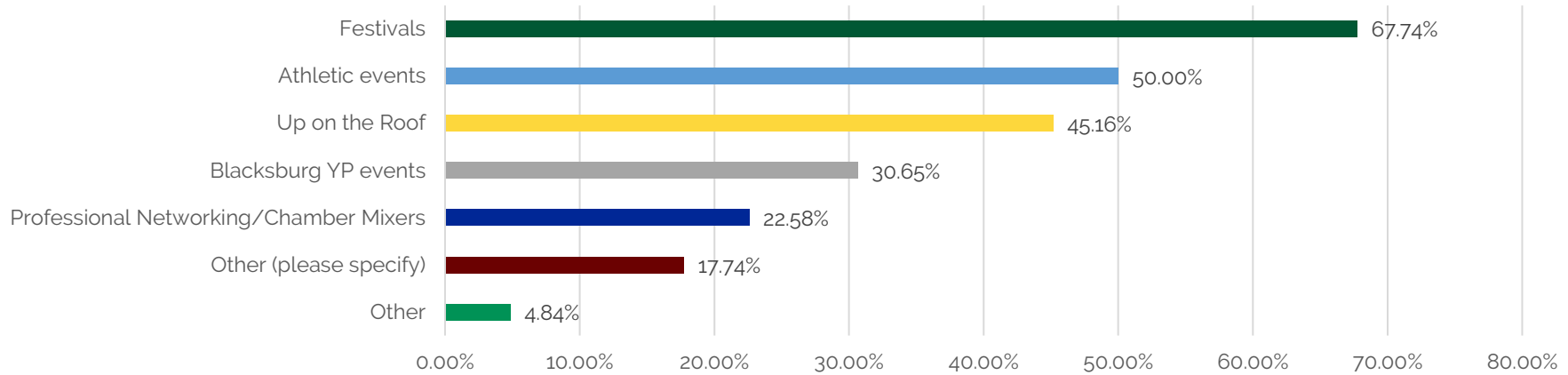
9. What types of social events do you most enjoy? Check the top 3 you are most interested in.



9. Other (please specify)

Free events!

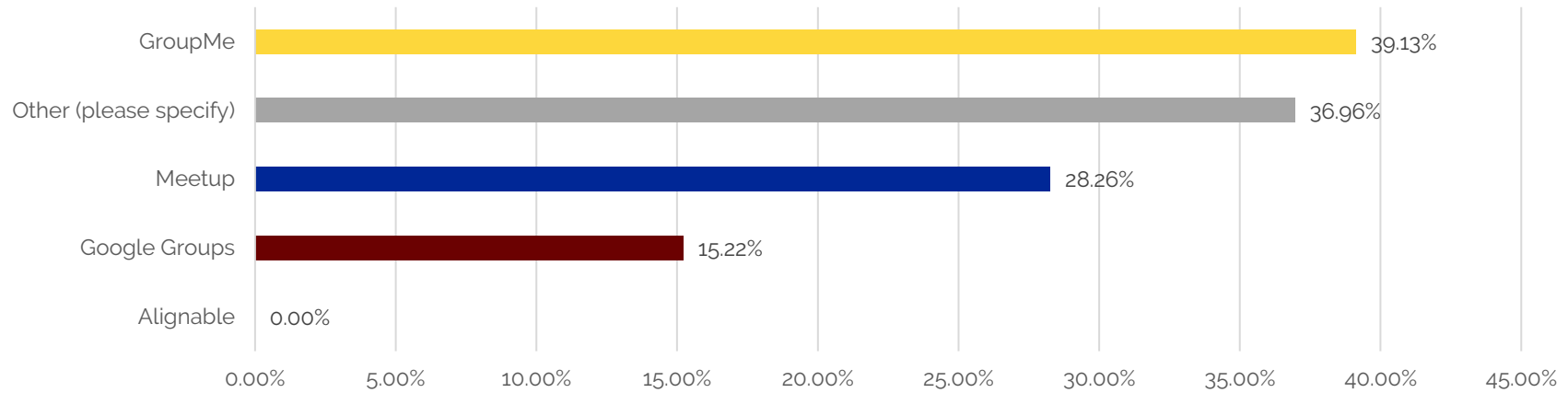
### 10. What social events do you regularly attend?



#### 10. Other (please specify)

Work events and knitting nights.
Eating out
RBTC, Onward NRV, Radford Chamber events
Local working groups
Third Thursdays-Community Foundation
Church and CRC Volleyball league
Trivia
None at this time, but interested in attending more local events
Bar Association events
Chamber Mixers, DBI Membership meetings, Rotary Lunches
Kid friendly events

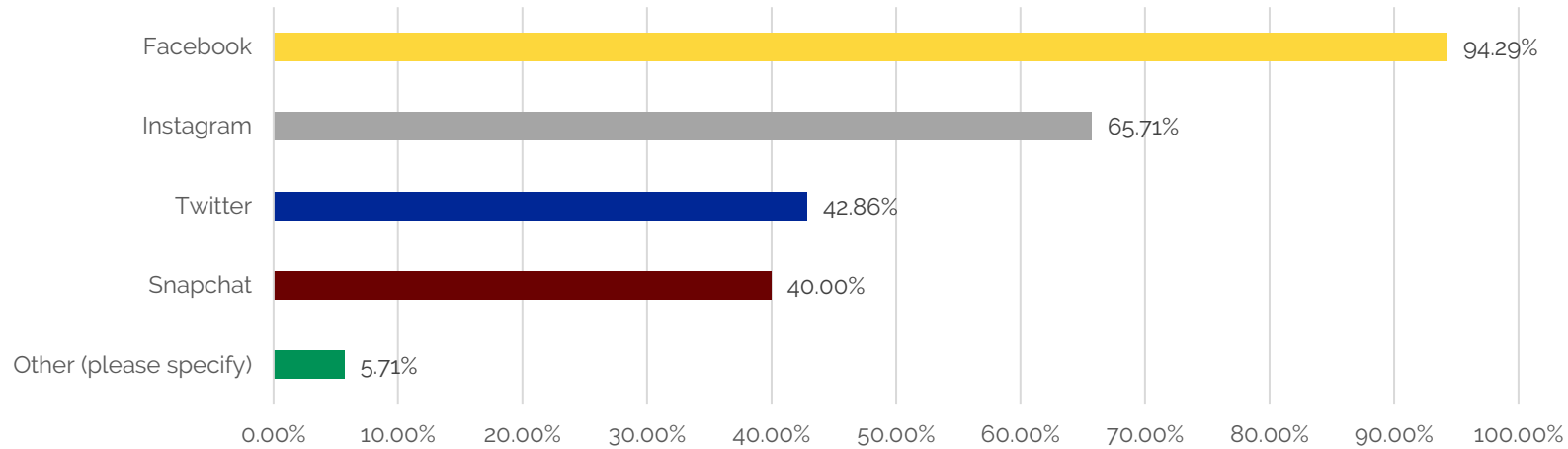
### 11. What apps do you use for meet-ups and groups?



#### 11. Other (please specify)

Discord, Slack
We use doodle polls and email
Evite.com
Facebook
Facebook
None of the above
Texting
Facebook

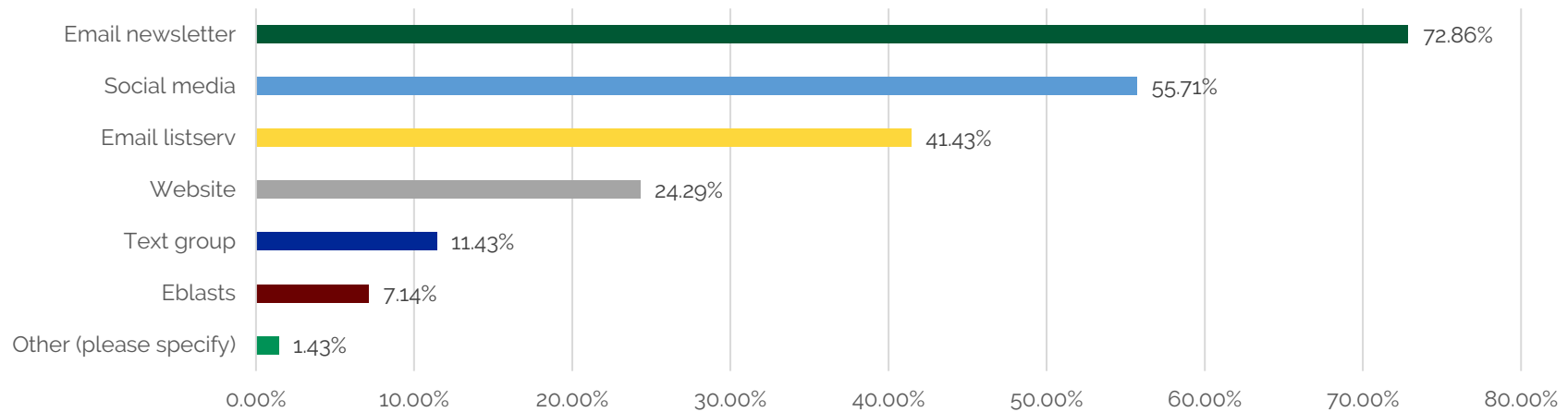
## 12. I use the following social media sites



### 12. Other (please specify)

LinkedIn
Neighbrly, Alignable
LinkedIn
LinkedIn

### 13. How do you want to receive information about the YP Network?

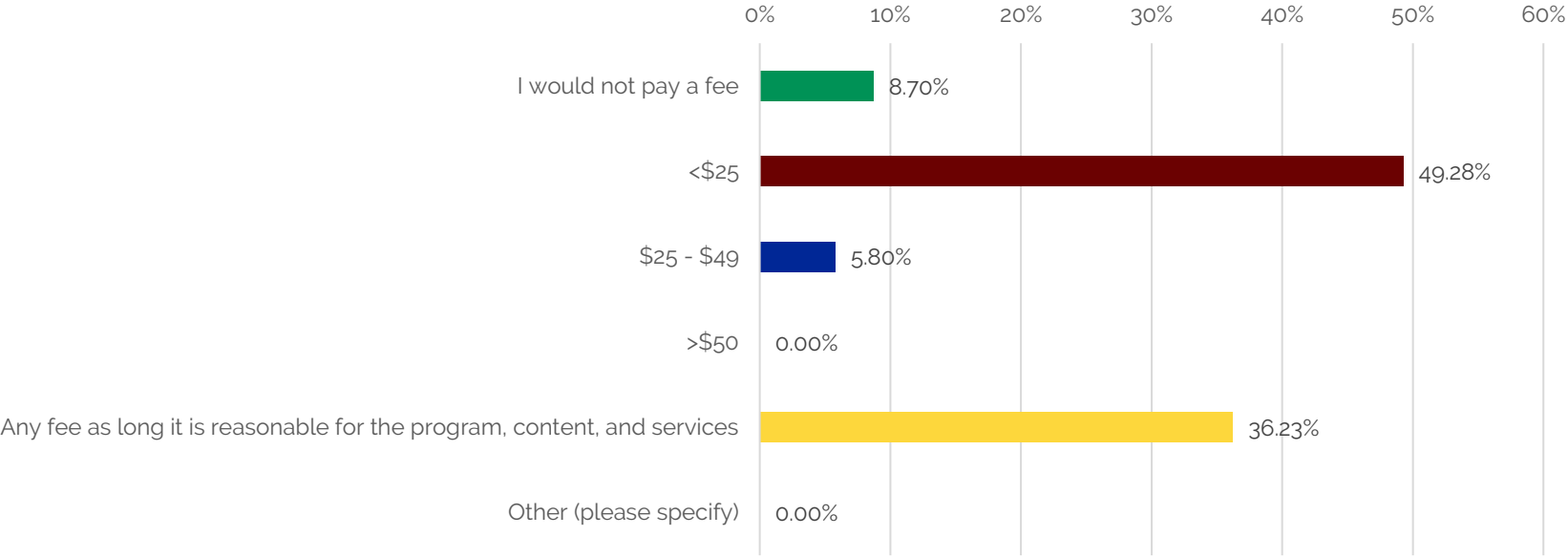


13. Other (please specify)

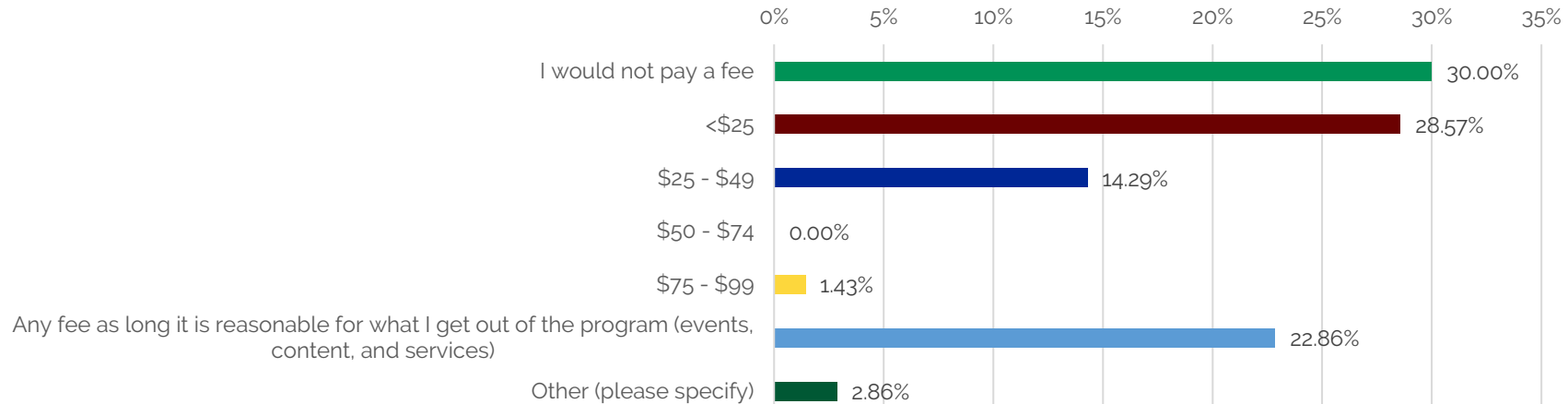
I don't currently



14. Would you pay a fee to cover the cost of an event/meal to attend a Young Professionals event/program?



15. Would you pay a membership fee to join the Young Professionals Network to have access to information, professional development, events, meetups, etc.?

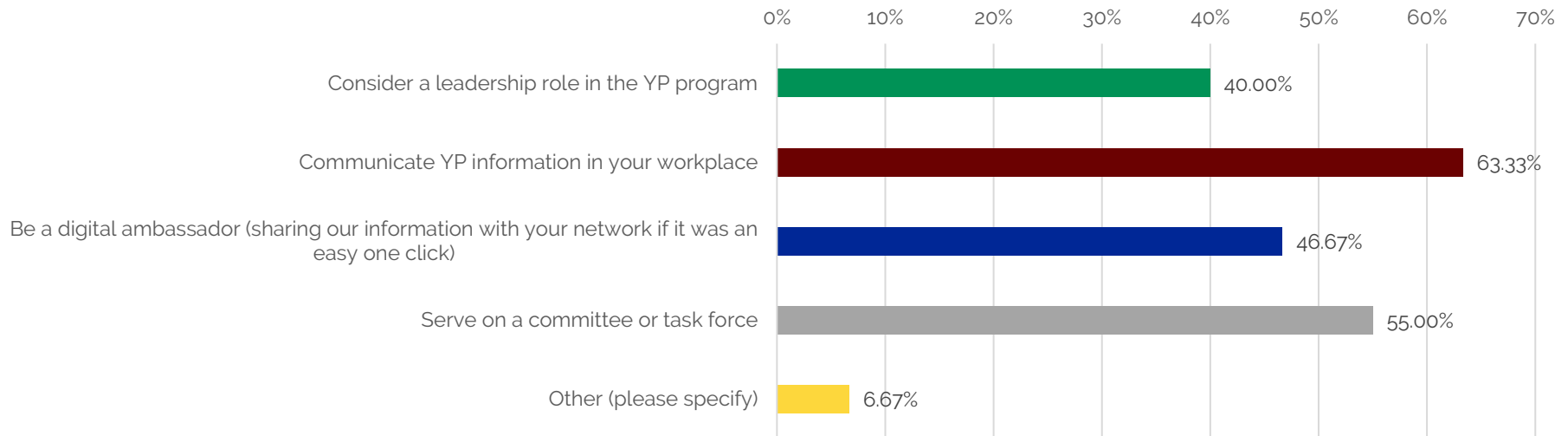


15. Other (please specify)

I would pay a membership fee if there were select events included/discount for members to attend events and charging more for non members. Must have member perks otherwise no reason to pay fee.

I would pay a fee if there were more structured seminars and mentoring opportunities. I would not pay a fee to attend a drinking event with no content or space to network (because those events are way to clique-centered).

### 16. Would you.... (check all that apply)



#### 16. Other (please specify)

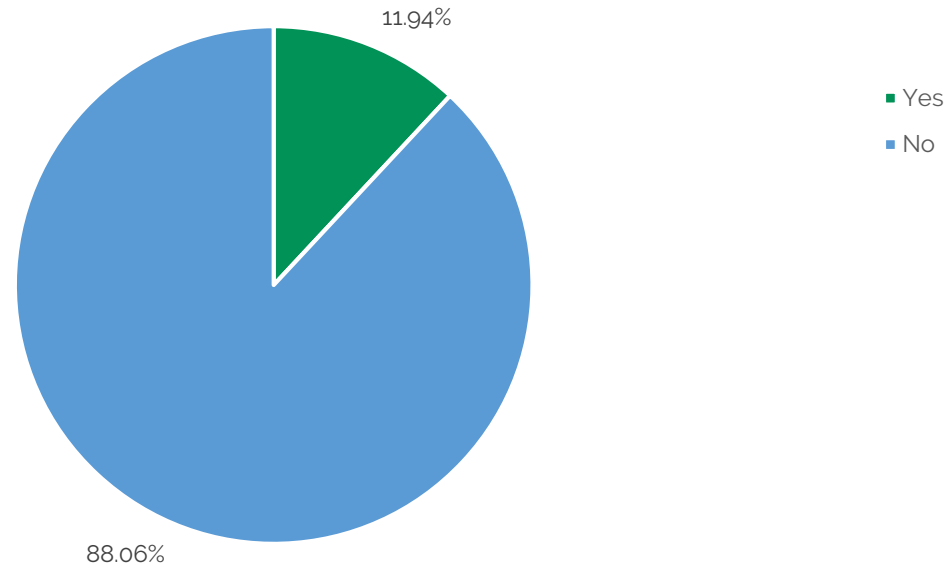
Consider attending a social event held by YP

Very interested in helping with youth mentoring/giving back to the local community

I wouldn't take on a new role at this time.

Mentor

17. Have you ever been a member of a Young Professional group outside of Blacksburg? Y/N,



17. If YES, what were some of the things you most liked about that group?

Regularly scheduled events, some were annual that happened around the same time every year, others were monthly. Healthy mix of social and professional development opportunities. Included people from all industries. Majority of members were involved in the community, so it was easy to build connections because I would see them at other non YP events.

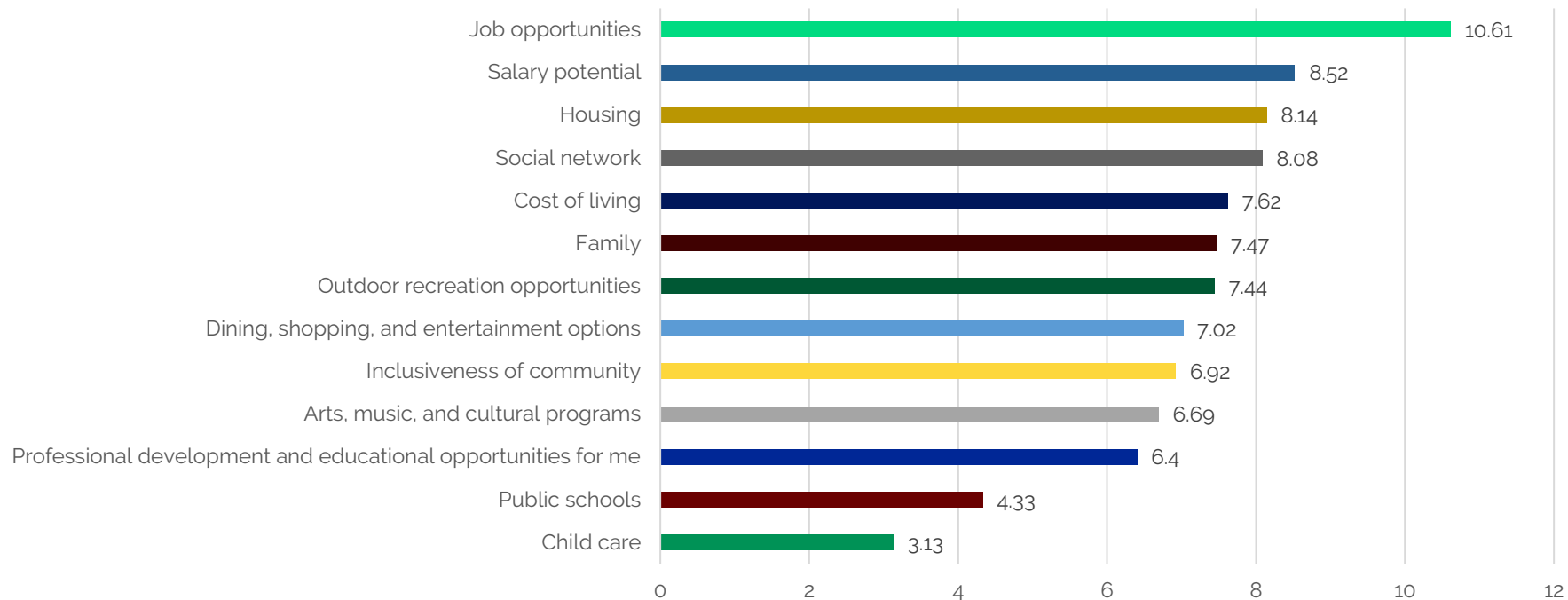
Frequency of events.

Networking and activities to meet people, especially in a new town/city

Networking with peers from different parts of the country

In my church. The community, built through main events, lunches, weekly game events (volleyball)

18. One goal of the YP program is to attract and retain young professionals in Blacksburg. What most impacts your interest in remaining in Blacksburg? Rank the following:



19. What could we do/provide that would help you to become more involved with the Blacksburg YP program?

19. Responses
Would love a calendar of all events for the year. Much easier to plan to attend versus seeing it on Facebook a week before. Mix of happy hours, speakers, and volunteering. More than one opportunity a month, maybe do two things a month.
More events!
More activities on the weekends and a greater diversity of activities
The new format of the newsletter is fantastic - more information/trivia about Blacksburg would be interesting as well. The social events are great, but it is a young 'professional' organization in the end - must have career/educational programs as well.
Keep up the great work
Events for young professionals who have children
Regular updates on events. Lunch presentation in my office.
Programs that started later in the evening, or had more structure than the social hours.
Never even knew there was a YP program in Blacksburg, and I own a small business! So, getting the word out there would be huge.
Offer more professional events in which the event is not focused around chatting/drinks but around being a working professional in Blacksburg.
Provide information!
For question 18: The number one thing YPs here complain about is the difficulty people have dating. There aren't very many YPs and it's hard to meet them.
More activities during the weekend.
Schedule regular events
I don't know much about it, but will look into it. I was forwarded this survey from someone at work.
Provide additional recreational opportunities such as sports leagues, hiking, etc., and also additional volunteer community outreach opportunities.
I am very interested in the social events YP would be doing.
More events!
Less of a focus on alcohol at each event. More community service- or mentoring-focused activities
If I lived locally (I live in Salem), I would be more inclined to become involved. After-hour social events and lunches would help to keep me engaged. Weekend volunteer work would also help to connect me.
Greater focus on recruiting professionals into the program.

Be more present in the organizations and announcements in the community. I never really see anything about the YP Program or how to get involved.

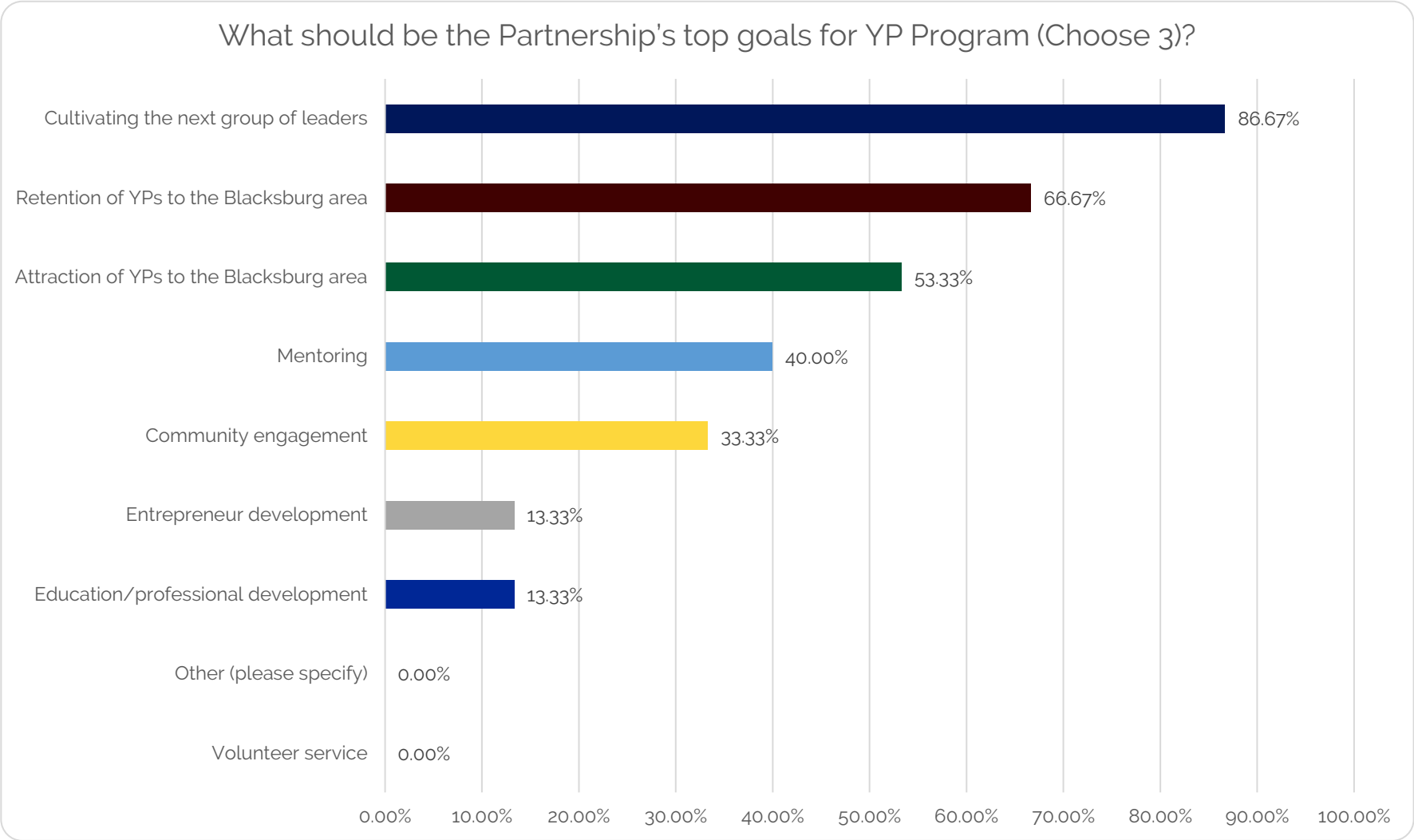
Mentor

Have more structured networking events, develop a formal mentoring program, don't rely on "young professionals" to do everything - bring seasoned professionals in as well.

Marketing

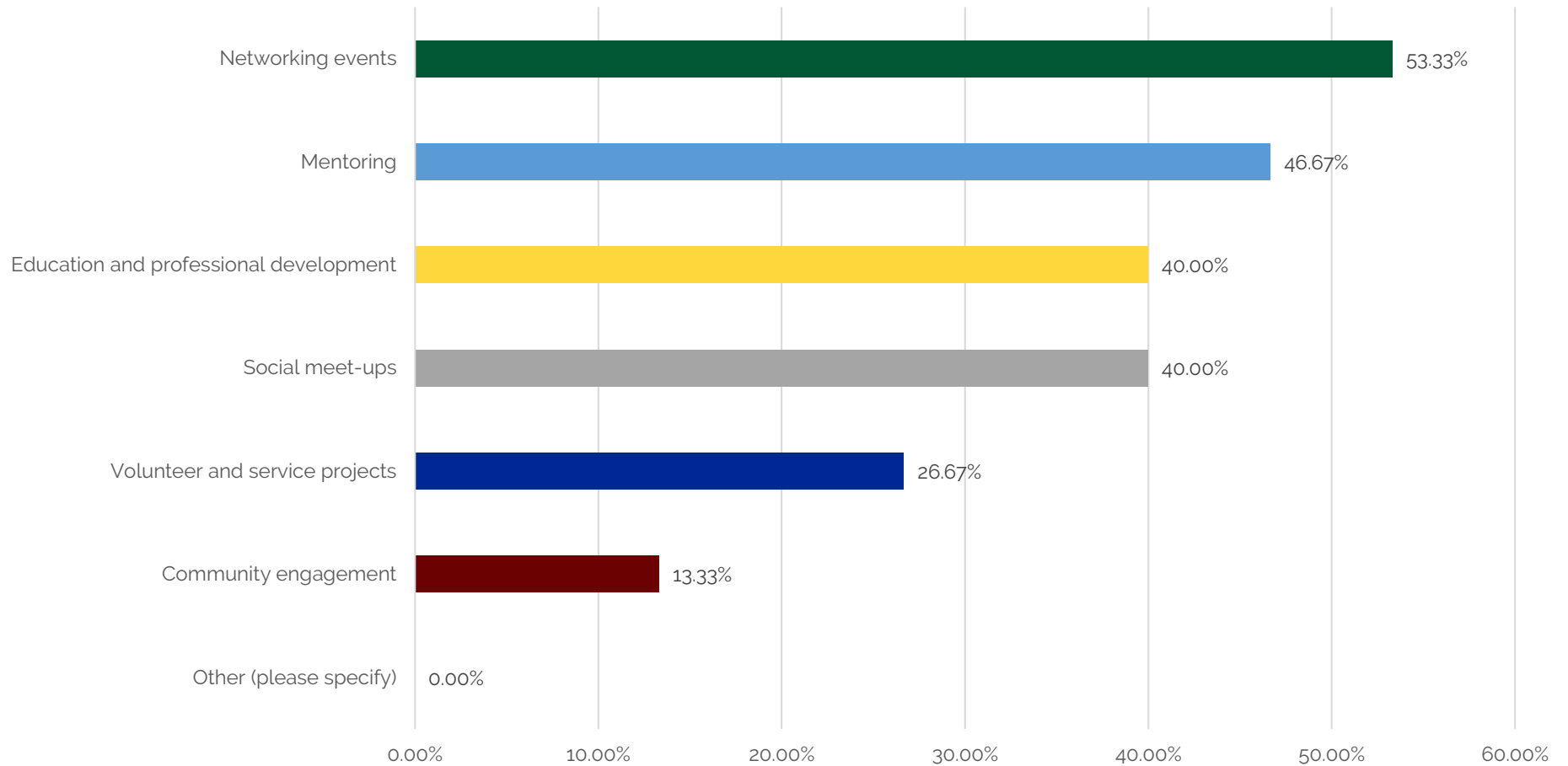
# Appendix B: Blacksburg Partnership Investor Survey Results

– 15 responses

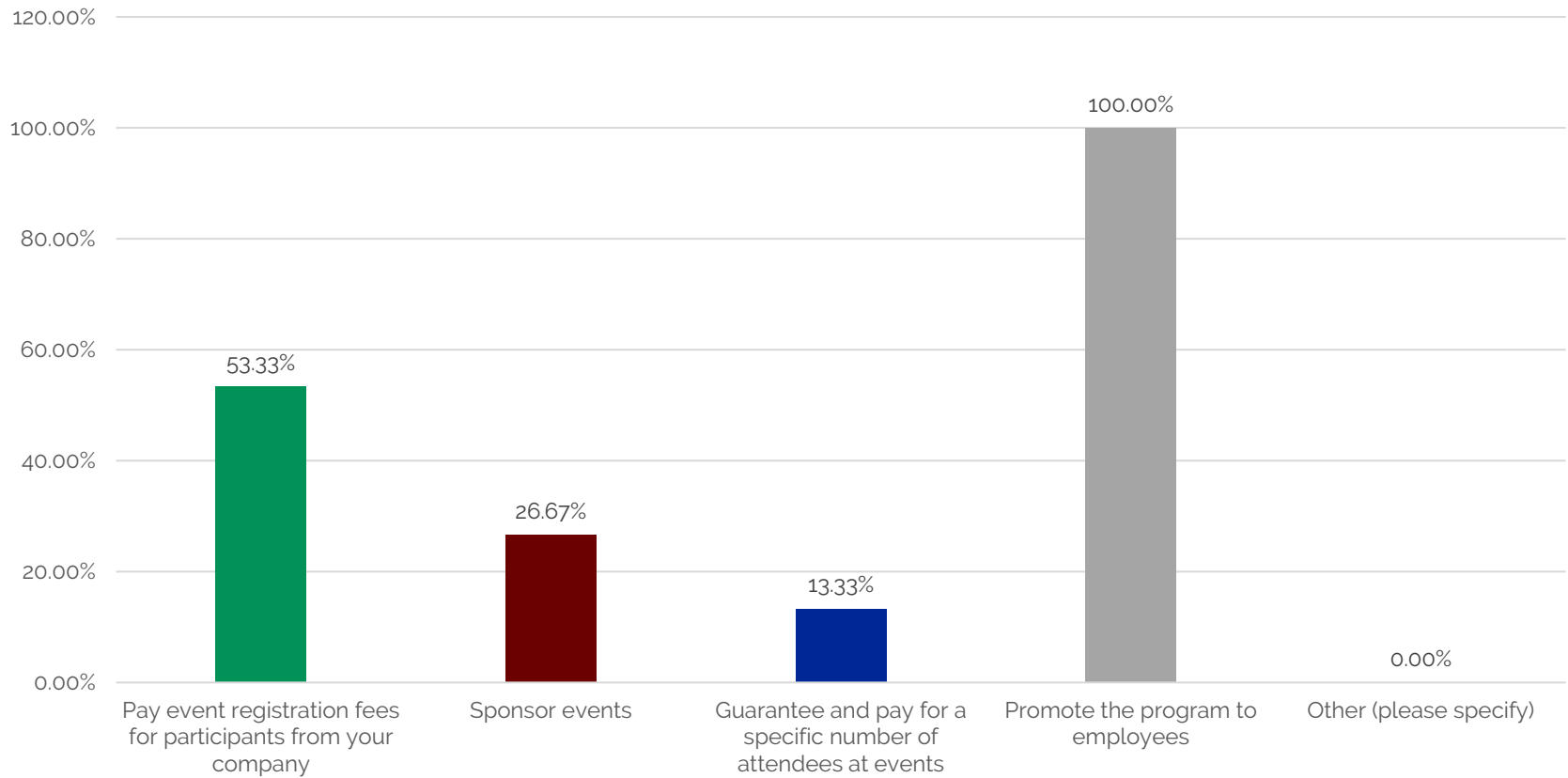




Based on experiences with YPs in your organization, the most important activities for the YP network are (Choose 2):

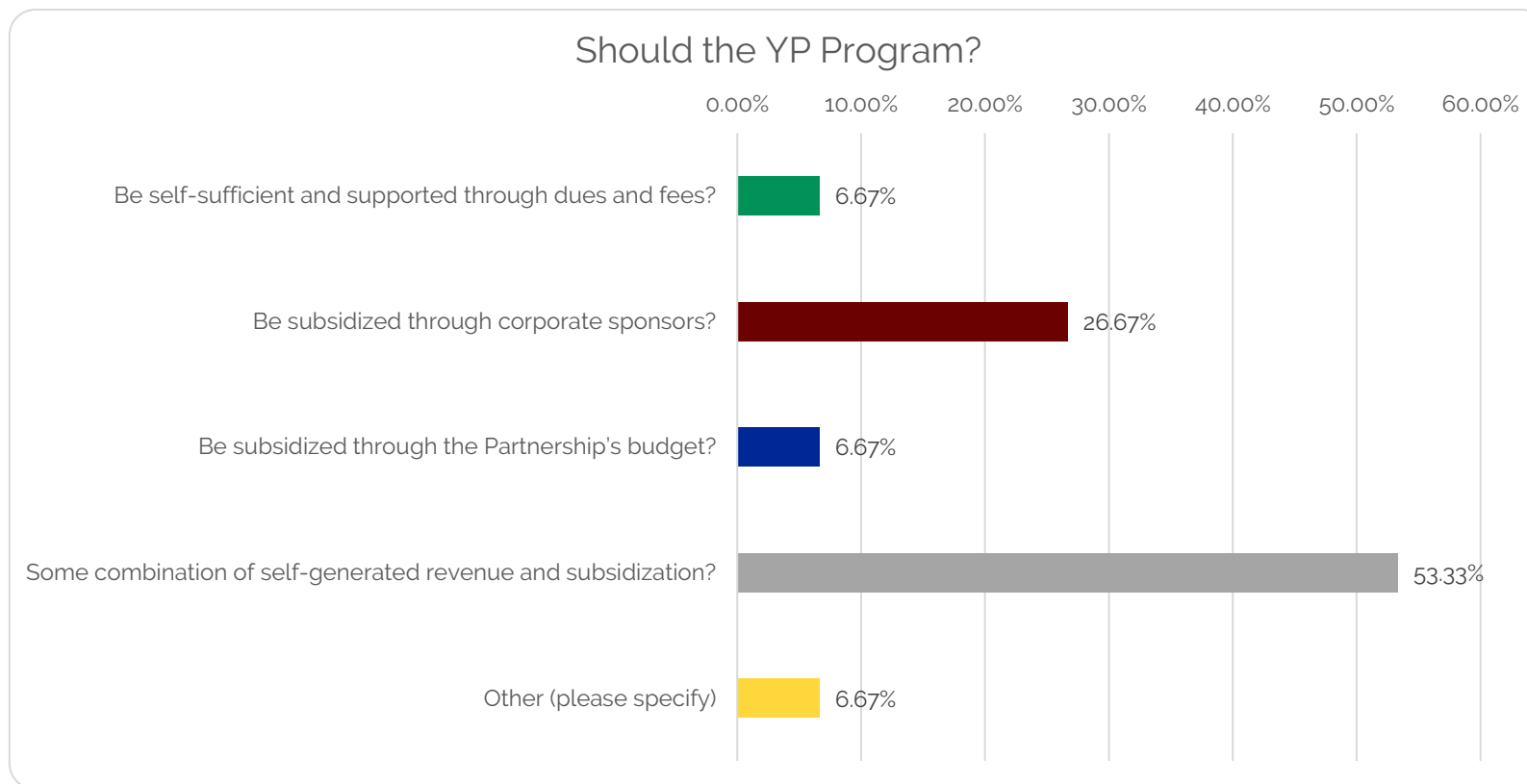


### Is your company willing to?



What organizations could/should the Partnership collaborate with on the YP program? (duplicates eliminated)

Responses
Chamber of Commerce Roanoke area YPs Up on the Roof CRC Human Resource organization
Community Foundation of the NRV United Way Onward NRV NRV Regional Commission
Carilion, VT, Radford University.
Montgomery County Chamber
Other civic and university groups. It would help to identify those YPs who are already active in the community. In turn, this group might help to develop a program that is meaningful to them.
Local Civic and Service Clubs Churches/faith community
Institute of Real Estate Management VAMA (Virginia Apartment Management Assn)
Blacksburg Rotary Club
VT Career Services



If your company has someone who is willing to be a champion for and leader in the YP program, let us know their name:

#### Responses

Possibly, but they haven't been involved in the past, so it is hard to commit anyone right now.

Possibly Nathan Hockersmith

If your company has YP programs, tell us about them:

#### Responses

We do "monthly mingles" to build a sense of belonging/team/community among our employees. Some months may have a themed potluck during lunch, a movie night, happy hour, etc.

# Appendix C: Young Professional Programs Reviewed

- ⊙ Abingdon, VA
- ⊙ Asheville, NC
- ⊙ Beckley, WV
- ⊙ Bristol, TN
- ⊙ Charleston, WV
- ⊙ Charlottesville, VA
- ⊙ Chattanooga, TN
- ⊙ Columbus, OH
- ⊙ Culpepper, VA
- ⊙ Danville, VA
- ⊙ Green Bay, WI
- ⊙ Greensboro, NC
- ⊙ Lynchburg, VA
- ⊙ Raleigh, NC
- ⊙ Richmond, VA
- ⊙ Roanoke, VA
- ⊙ Virginia - statewide program
- ⊙ West Virginia - statewide program
- ⊙ Winston-Salem, NC

# Study Partners



The Blacksburg Partnership is a nonprofit, independent economic development organization focused on projects that attract visitors and retail prospects. Partnership projects include the development of property, revitalization of retail districts, special events, and community arts endeavors such as Gobble de Art and the Collaborative for the Arts. The Partnership is also known for three signature events that take place every year: Blacksburg Fork and Cork, a food, wine, and art extravaganza, Blacksburg Brew Do, a craft beer festival and the Virginia Cheese Fest, a homage to fromage.



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