

## Community Recruitment

### 1) Obstacles

- a. The last name of the city
  - i. It brings negative connotations of poor race relations, living conditions, backwoods, uneducated and “only good for sports.”
- b. Lack of awareness from outside community of assets
- c. Physical infrastructure
- d. Lack of collaboration
- e. Need more coop/intern opportunities
- f. College student connectivity
- g. Trying to change who we are
  - i. Not promoting strengths
  - ii. Branding
  - iii. Accentuate the positive
- h. Too many personal agendas
  - i. Many different messages

### 2) Themes

- a. Cutting edge jobs
- b. Training – tech schools/colleges and universities
- c. Big city amenities with a small town feel
- d. Progressive
- e. Smart community

- f. Good value**
- g. Jobs after college**
- h. Quality of life**
  - i. Low cost of living**
  - ii. Ease of access**
  - iii. Green space**
  - iv. Weather**
- i. Social services**
- j. High income**
- k. Entertainment opportunities**
- l. Friendly – open to ideas**
- m. Small town values**
- n. Rich tradition of blending arts and sciences**

### **3) Mechanisms**

- a. Community organizations/partnerships**
  - i. Chamber, leadership, committee of 100, schools foundation, BRAC**
- b. NCAC Model**
- c. NASHRM**
- d. Networking**
- e. Shared Vision**
- f. Colleges/universities**