



WICHITA METRO
CHAMBER OF COMMERCE

**YOUNG
TALENT**

2007 Year-End Report

“America’s next generation is not going to grow up and behave more like our grandparents.”

**- Rebecca Ryan,
Next Generation
Consulting**

Insights from the GenerBoomExLenial Generation

We are more alike than people realize, you and I.

Never before has there emerged such a perceived generational gap in the workplace.

Despite the many contrasts and statistical comparisons, our generations value very similar principles. The difference has largely been a matter of perspective. Traditional concepts of how work needs to be done are creating turbulence as a distinctive new work environment emerges. Now we are recognizing that what used to be is no longer how it

needs to be.

Businesses are embracing the valuable leadership of today’s priceless professional—the young professional.

We must welcome this professional as more than a boomer replacement – but as a confident visionary and change agent that will bridge the gap between a community, a business and the emerging labor force challenge. I, the young professional, will bring new balance to life and work by answering dynamic questions.

Talent? I have it. Professional? I am. Career? I control it. Life? I live it. Work? I earn it. Respect? I demand it.

Quite frankly, these principles are no different than our founding generations. Young professionals are shaping a passionate work ethic, a resilient business community and a strong American economy with the same entrepreneurial spirit exemplified before us.

I am more than a replacement or a startling statistic. I am your best weapon to win the talent war for highly skilled and qualified professionals. And, as you were for me, I am the future for the next generation.

The talent challenge is now:

- By 2010 there will be a shortage of 10.3 million workers across all employment categories¹.
- By 2012, two people will be eligible for retirement for every new person entering the workforce in the U.S.².
- Jobs alone are not enough. Three out of four young professionals (YPs) under the age of 28 place more importance on the quality of the community than the availability of jobs³.
- Today's knowledge worker is using a new definition of community that is regional, multi-faceted and touches upon all aspects of their lives. Regions must now excel at offering a live, work, play environment that is well-balanced and attractive to young professionals.

1: (Bureau of Labor Statistics)

2,3: (Next Generation Consulting)

**See what we're
doing to engage YPs >**



“What I like most about Wichita are the people. I love knowing the business owners and how personal they are with you...they really make the market.” - Barrett Morgan
Life-long Wichitan

Engaging Young Professionals

Vision: to be the heartland's destination for young intellectual capital

Young Professionals of Wichita (YPW) was formed in 2005 as an initiative of the Wichita Metro Chamber to attract and retain diverse young talent through professional and social immersion. YPW has

“Young professional organizations are critical in keeping young talent here and involved in our community.”

***- Jessica Rajtar
Director, YPW***

exploded to 1900 members in two years with a wide variety of professional development, social and leadership programs.

YPW's newly formed **Board Placement Program** recognizes that **community involvement is key to retaining young talent**. The program connects community-minded YPs with local non-profits who need passionate young board members to survive and thrive—a win-win for both YPs and the community.



See what we're
doing to connect YPs >





“ I absolutely love the Old Town area. The lifestyle is very attractive to young professionals.”

- Scarlett Stomberg
Fifteen Years in Wichita

Connecting Young Talent to Business

Recruiting and retaining young talent doesn't stop with YPW. The Red Carpet Program is one more valuable tool in our talent-attraction game plan.

Rolling Out the Red Carpet


The Red Carpet Program assists area businesses with non-local talent recruitment and provides direct support to 65+ local businesses and 225+ HR professionals with various programs and activities such as:

- Attending career fairs with member businesses to inform prospects about living the great life in Wichita—highlighting the qualities that appeal to YPs.

- Giving presentations about our community's quality of life and other attributes to young engineering prospects from around the country.

"The Red Carpet Program has received tremendous response from both HR departments and newcomers. We're ensuring that prospective talent see all of the great amenities Wichita has to offer."

- Julie Boucard, Manager of Talent Acquisition and Development, Wichita Metro Chamber



See how we're
planning to embrace YPs >



“When you bring someone new into Wichita, they leave with their mouth just wide open because they can’t believe all that’s happening here.”

- Jonathan Bradshaw
Eight Years in Wichita

Becoming a Community that Embraces YPs

We're determined that Wichita will become America's next talent hot spot. To do that, we've enlisted the help of Rebecca Ryan of Next Generation Consulting (NGC).


NGC has an exceptional reputation as the leading expert on recruiting and retaining young talent—developing a unique hand-printing solution that will help us see our community through the eyes of the next generation.

“Wichita is competing in a global and innovation-based economy and like other communities, is facing a talent shortage. We're going to work with the Chamber to answer the question: What can Wichita do to attract the talent – the “young and restless” - who can work anywhere?”

- Rebecca Ryan, Next Generation Consulting

Discovering our Strengths

YPW was chosen as the **Community Service Research Project for 2008** by the Center for Economic Development and Business Research (CEDBR) at Wichita State University. This project will identify our top competitive advantages and liabilities to becoming a destination for young diverse talent, and the priority issues and/or projects that drive our future community enhancement efforts.



See what we've accomplished in 2007 >



“We chose to move from the DC Beltway to be in a city where we could be involved. We’ve been pleasantly surprised by Wichita.”

- Brian & Heather Bauer
One Year in Wichita

2007 Accomplishments

Visioneering Wichita:

- The Community Identity Alliance created www.uploadwichita.com, a Web site dedicated to citizen story-telling
- Four new alliances: Arts/Culture, Agri-business Innovations, Literate Community and the Cyber Alliance of Kansas

Workforce Solutions:

A one-stop workforce resource:

- Served more than 150 employers
- Acquired training grants in excess of \$363,750 on behalf of 22 businesses
- Served more than 2,575 employees

Leadership:

- Completed the 25th annual Leadership Wichita program

Small Business Programming:

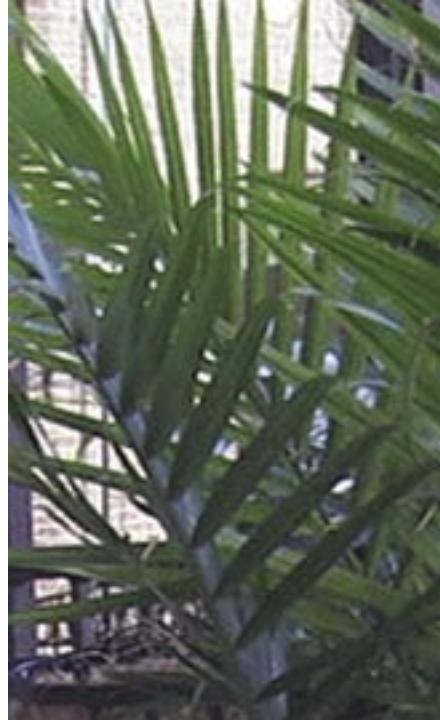
- 42 events with a combined total of 4,500 attendees
- Brought in high-quality, nationally-recognized speakers including: Jeffrey Gitomer, Rebecca Ryan and Pat Williams

Advocacy:

- Business Franchise Tax Eliminated—phased out over 5 years
- An additional \$4.75 million in NIAR Funding
- Unemployment Tax Cut—an average 40%

Jobs

- The Greater Wichita Economic Development Coalition reached its five-year goal in three and a half years by helping facilitate 8,842 jobs





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