

Cleveland TALENT ALLIANCE

YOUR LAND. YOUR LIFE. YOUR FUTURE.

2024 Status Report

Mission

Grow Greater Cleveland's population by increasing and retaining working-age adults

Key Strategies

1. Improve perceptions of Greater Cleveland as a place to live and work
2. Retain graduates of the region's colleges and universities

The Cleveland Talent Alliance, a 14-organization collaborative focused on talent attraction and retention, completed its second year of work in 2024. The collaborative's members focused on identifying talent interested in living and working in Cleveland and creating easier methods of connecting talent to life and jobs in the region.

In 2025, the Talent Alliance will enhance its efforts based on learnings to increase engagement with area employers – offering marketing resources and access to a database of candidates interested in Cleveland. Additionally, the Alliance will concentrate on improving perceptions of Cleveland as a place to live and work (focusing more broadly on industries with significant talent gaps) and on retaining graduates of the region's colleges and universities, including international students. The goal for 2025 is to significantly scale efforts and impact based on the learnings of the first two years.

Achievements for 2024 as well as 2025 plans are shared below.

2024 Focus and Achievements

In early 2024, the Cleveland Talent Alliance set its work plan to support the following strategies:

1. Improve perceptions of Greater Cleveland as a place to live and work.
2. Retain graduates of Northeast Ohio colleges and universities.
3. Attract talent in the IT/tech sector to Greater Cleveland.

The work plan focused on deploying a promotional plan to market the region and developing opportunities for talent to engage with and feel connected to Cleveland as a place to live and work. A mid-year review of the plan's implementation showed that a strategy focused on one industry (attracting IT talent) was too narrow and did not leverage Alliance partners' expertise and capabilities in the best way. To ensure progress continued in other areas, the Alliance made a strategic decision to reduce its strategies from three to two, with work to attract IT sector talent being folded into overall efforts.

Highlights of the deliverables initiated and completed in 2024 include:

Improve perceptions of Cleveland as a place to live and work

- Activated at six large-scale visitor events to pilot grassroots marketing strategy.
- Introduced a national and regional promotional plan through paid, owned and earned media efforts.

Retain graduates of Northeast Ohio colleges and universities

- Hosted three events for college students and interns with ~1,600 attendees.
- Attended five campus career fairs to share live/work messages with college students.
- Introduced campus ambassador program at eight universities across region.
- Launched a regional jobs/internships platform to help current and potential residents in their job search.
- Awarded an Ohio Industry Sector Partnership grant to expand college student retention efforts.

Cleveland®

2025 Strategies with key performance indicators

1. Improve perceptions of Cleveland as a place to live and work

Performance Metric:

Percentage of talent in target markets indicating a willingness to relocate to Cleveland

2023 Baseline: 42%

2030 Goal: 46%

KPI Owner: Destination Cleveland

2. Retain graduates of Northeast Ohio colleges and universities

Performance Metric:

Percentage of college graduates retained

2021 Baseline: 47%

2023 Performance: 50%

2030 Goal: 55%

KPI Owner: Greater Cleveland Partnership

KPI updates for both strategies will be shared in 2025

2025 PLANS

In 2025, collaboration continues to offer easy and accessible ways for talent to connect to life in Greater Cleveland. In addition to the strategies listed below, the Talent Alliance will focus on engagement with local employers to increase awareness and use of marketing resources designed to attract talent to the region.

In 2025, the Alliance's work will include:

Strategy 1: Improve perceptions of Cleveland as a place to live and work

- Continue to integrate live/work messaging into national and regional promotion of Cleveland through paid, owned and earned media efforts.

- Enhance content on the Move to Cleveland website and introduce printed collateral.
- Share live/work efforts with attendees of leisure events in Greater Cleveland.

- Leverage meetings, conventions and events hosted in Cleveland to highlight the region as a place to live and work.

- Showcase Cleveland's livability and job opportunities to visitors attending strategically aligned business events.
- Engage the local business community to develop customized approaches that reach talent in specific fields.

Strategy 2: Retain graduates of the region's colleges and universities

- Provide in-market students with social connections to Greater Cleveland beyond their university campuses.

- Host events that introduce in-market college students to the region's leisure assets and cultural attractions.

- Provide college students with professional connections to Greater Cleveland employers.

- Host signature events that connect interns to one another and to explore living in Cleveland.
- Host job fairs to connect students from area universities and natives who attend out-of-market colleges to regional employers.

- Use online jobs and internship platform to increase leads of those interested in choosing Cleveland as a live/work destination.

- Develop plan to engage, educate and encourage local employers to use Cleveland Talent Alliance resources.

FOR MORE INFORMATION

Please visit [ThisisCleveland.com/talent-alliance](https://thisiscleveland.com/talent-alliance) or contact Sara Greicius at sgreicius@destinationcle.org.

The logo for Cleveland, featuring the word "Cleveland" in a white, stylized script font with a registered trademark symbol, set against a dark background with a wavy orange and blue border.

[THISISCLEVELAND.COM/TALENT-ALLIANCE](https://thisiscleveland.com/talent-alliance)