

**Discussion Questions for Site Hosts**  
**Building Communities Webinar**  
**Retaining and Attracting People as an Economic Development Strategy**  
**February 16, 2010**

- 1) Our presenter shares the following quote from Mike Skaggs, CEO, NextGen:  
*"If you can't attract the human talent, you're in a world of hurt. That's the big change in economic development."*
  - a) Does your community feature workforce development as a part of its economic development approach?
  - b) What do you know about the demographic characteristics of your community's current and projected workforce? How might you get this information?
- 2) Attracting and retaining young people is said to be a key for successful future economic growth and having (and featuring) key community assets is in turn the key to those people.
  - a) Have you taken stock of the assets your community possesses? If not, how might you do so?
  - b) Have you surveyed your community to determine those factors important to retain and attract talent? If not, how might you do so?
    - a. Current high schoolers?
    - b. Those that left for a time but returned (boomerangs)?
    - c. Those that moved in from elsewhere (transplants)?
- 3) What is your community's niche and how are you capitalizing on it? If you don't know, how might you find out?
- 4) Do you have a strategy for engaging young people and offering them a voice in the community and a reason to stay? If not, how might you go about developing one?