

10 POINT CHECKLIST TO EVALUATE YOUR TALENT ATTRACTION EFFORTS

1. Build quality of place

2. Find what makes you unique and who that appeals to

3. Tell your story

4. Make the community sticky

5. Consider your students an asset

6. Promote equity

7. Reach out to employers & engage them in talent attraction efforts

8. Appoint community ambassador

9. Innovate housing models

10. Incubate businesses