Young Professionals

Status Report 2012
Status Report
Overview

June 5, 2012
Special thanks

- All of the young professionals who shared their opinions
- Organizations of Young Professionals
- Carol Bell, Huntsville Committee of 100
- Lucia Cape, Chamber of Commerce of Huntsville/Madison County
- Allison Dillon-Jauken, The Arts Council
- Joanna Broad White, The Arts Council
- UAHuntsville Team Members
  - Karen Yarbrough
  - Emily Pate
  - Mallory Lindsey
- ADTRAN
- Burritt on the Mountain
- Cantina Laredo
- Digium
- Dynetics
- Hudson Alpha Institute for Biotechnology
- Huntsville Hospital
- Redstone Federal Credit Union
- SAIC
- Steak Out/Rosie’s
- Teledyne Brown Engineering
- The Huntsville Botanical Garden
- The Huntsville Museum of Art
- Tommy’s Pizza
- Verizon
• Jeff Thompson, Center for Management & Economic Research
  UAHuntsville College of Business Administration

• Karen Yarbrough, Center for Management & Economic Research
  UAHuntsville College of Business Administration

• Emily Pate, Senior Marketing Student
  UAHuntsville College of Business Administration

• Mallory Lindsey, Senior Marketing Student
  UAHuntsville College of Business Administration

Contact Jeff Thompson with questions regarding this report at:
CMER – UAHuntsville - SC129 – Huntsville, Alabama 35899
256-824-2605       www.uahcmer.edu
Project Mission

- Note progress made since 2005 in attracting & retraining young professionals
- Look a decade ahead for young professionals demographic shifts?

- Impacts of community efforts
- Demographic shifts
- Employer perspectives
- Opinions and suggestions of young professionals
ACCOMPLISHMENTS
2005 YP Plan Accomplishments

• Every conversation on economic development includes a YP focus
• YP viewpoints are valuable assets on nonprofit boards, commissions
• YP involvement/issues are considered critical in political campaigns
• Numerous opportunities for YPs to network and be involved
### YP Workforce
- ASmartPlace.com jobs website
- Increased intern and co-op positions in federal contracts
- Bridges program for college interns
- Increase in college students and in on-campus residents
- YPs on BRAC recruitment teams
- Mentors for local college students managed by Emyrge and HYP

### Marketing
- Expanded focus on outdoor recreation
- New website designs to appeal to YPs by City of Huntsville, Chamber of Commerce, CVB
- Huntsville Times regular articles on YP events
## Accomplishments

### Arts & Entertainment
- New Lowe Mill artist colony
- Downtown Arts Stroll
- Sculpture Trail
- Art Krewe events for YPs
- Downtown 47 concerts, Tinsel Trail
- Downtown outdoor dining increased
- Downtown nightlife increased
- New local breweries

### Engagement
- Leadership Connect formed
- Committee of 100 YP formed
- Nonprofit and appointed board positions for YPs
- Rock the Vote events held for local, state, and national elections 2008, 2010, 2012
- Young Professional of the Year recognized by Chamber

### Networking
- HYP has grown from 40 to over 2,000 members
- First Fridays formed and has 1,000 members
- New company YP organizations formed
- Emyrge Council formed as umbrella for all YP organizations
IMPACTS OF EFFORTS TO ENHANCE ATTRACTION OF YOUNG PROFESSIONALS
Strategic Focus Areas of Huntsville Talent Magnet Report

• Place
  – Built Environment
  – Natural Environment

• Culture
  – Engagement
  – Entrepreneurship
  – Intellectual Life
  – Entertainment & Arts

• Image
  – Target Promotion
  – Tech Savvy-ness
  – Friend the Natives

• Business Development
  – Local Shops
  – Job Requirements
Built Environment
2005 Challenge
Create a vibrant downtown

2012 Status
Much has been done with new businesses, activities, attractions, residential developments, and infrastructure improvements but more is left to do.

Natural Environment
2005 Challenge
Protect, leverage, and promote green & blue assets

2012 Status
Greenway expansions have positively impacted image of area
Dog friendliness has improved with dog park but need is not satisfied
Only blueway mentioned was the Flint River. Fountains are positives but seldom mentioned.
<table>
<thead>
<tr>
<th><strong>Engage YPs</strong></th>
<th><strong>Entrepreneurship</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2005 Challenge</strong></td>
<td><strong>2005 Challenge</strong></td>
</tr>
<tr>
<td><em>Form young adult groups and engage in civic and social direction of city</em></td>
<td><em>Create a political &amp; civic culture to encourage entrepreneurship</em></td>
</tr>
<tr>
<td><strong>2012 Status</strong></td>
<td><strong>2012 Status</strong></td>
</tr>
<tr>
<td>A resounding success! “Keep doing what we are doing” and “involve young professionals at the highest levels”</td>
<td>Entrepreneurial desire is alive and well</td>
</tr>
<tr>
<td>Challenges of “dealing with massive red tape” to start a business</td>
<td>Need help to navigate start-up processes</td>
</tr>
<tr>
<td>Generally unaware of numerous small business assistance organizations</td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>---</td>
</tr>
<tr>
<td><strong>Intellectual Life</strong></td>
<td><strong>Entertainment &amp; Arts</strong></td>
</tr>
<tr>
<td>2005 Challenge</td>
<td>2005 Challenge</td>
</tr>
<tr>
<td>Connect with universities for a more vibrant intellectual life</td>
<td>Support growth of entertainment options for YPs</td>
</tr>
<tr>
<td>2012 Status</td>
<td>2012 Status</td>
</tr>
<tr>
<td>While university engagement has increased, many young professionals feel the local universities remain isolated</td>
<td>‘We want more’…within walking distance</td>
</tr>
<tr>
<td>Better collaboration between the community and the universities on events would improve retention of graduates</td>
<td>The Oakwood Avenue to Governors Drive corridor is positively viewed but does not meet the walking distance criteria</td>
</tr>
<tr>
<td></td>
<td>Continue efforts to develop an entertainment district</td>
</tr>
<tr>
<td>Target Promotion</td>
<td>Tech Savvy-ness</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------</td>
</tr>
<tr>
<td><strong>2005 Challenge</strong></td>
<td><strong>2005 Challenge</strong></td>
</tr>
<tr>
<td><em>Package and promote the area by incorporating 25-34 year-olds in the message</em></td>
<td><em>Use local technology companies to gain status as a technology-savvy town</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2012 Status</th>
<th>2012 Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer comments and support are positives</td>
<td>Huntsville and technology are almost synonymous</td>
</tr>
<tr>
<td>Most YPs are not aware of promotional efforts underway unless they were recently recruited to the area</td>
<td>Tech-savvy not just Tech-dependent</td>
</tr>
<tr>
<td>Consider a “Local Pride” campaign</td>
<td>Focus on attracting Tech-savvy YPs to the area not just those who can use latest technology</td>
</tr>
</tbody>
</table>
‘Friend’ Area Natives

2005 Challenge
Stay in touch with young people who grow up or attend a university in the local area

2012 Status
YPs who grew up in the area exhibit a noticeable sense of pride in community today
Use a variety of communication channels to connect with “natives” who moved away and provide new perspective on area
### Local Shops

**2005 Challenge**
Encourage local shops, restaurants, and businesses to capture leakage of retail and entertainment dollars

**2012 Status**
There is a strong desire for a distinct “local flavor”
Create signature experiences that are uniquely Huntsville
Increase use of “places with character” in promotion of area

### Job Requirements

**2005 Challenge**
Encourage agencies and companies to address minimum levels of experience required for jobs

**2012 Status**
YPs note that progress is being made but more needs to be done
Expand co-op and internship programs in both public and private entities
Build on the “Work-life balance is better here” idea
2000 TO 2010
DEMOGRAPHIC SHIFTS
Percentage of Population Ages 25-34

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison County</td>
<td>19.9%</td>
<td>13.8%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Alabama</td>
<td>16.0%</td>
<td>13.6%</td>
<td>13.1%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>17.3%</td>
<td>15.1%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Texas</td>
<td>18.2%</td>
<td>15.2%</td>
<td>14.4%</td>
</tr>
<tr>
<td>United States</td>
<td>17.4%</td>
<td>14.2%</td>
<td>13.3%</td>
</tr>
</tbody>
</table>

Source: census.gov
Percentage Change in Population Ages 25-34

Source: census.gov
Population by Age
Madison County

Source: census.gov
Population Madison County

Source: census.gov
Households by Size Madison County

2010
- 1 person: 38,702
- 2 people: 45,098
- 3 people: 22,326

2000
- 1 person: 29,950
- 2 people: 36,844
- 3 people: 18,990

1990
- 1 person: 21,923
- 2 people: 29,905
- 3 people: 17,489

Source: census.gov
**Highest Completion Madison County**

<table>
<thead>
<tr>
<th>Year</th>
<th>High School</th>
<th>Bachelor's</th>
<th>Graduate or Professional Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>43.4%</td>
<td>38.7%</td>
<td>18.0%</td>
</tr>
<tr>
<td>2000</td>
<td>42.0%</td>
<td>38.9%</td>
<td>19.1%</td>
</tr>
<tr>
<td>2010</td>
<td>39.8%</td>
<td>36.8%</td>
<td>23.4%</td>
</tr>
</tbody>
</table>

Source: census.gov
Education Attainment

Percentage Change in Educated Population by Age 2000-2010

Source: Census.gov
## Educational Attainment by Age Madison County

<table>
<thead>
<tr>
<th>Year</th>
<th>High School Diploma</th>
<th>Bachelor's Degree</th>
<th>Graduate or Professional Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>6,562</td>
<td>9,998</td>
<td>2,932</td>
</tr>
<tr>
<td></td>
<td>7,603</td>
<td>10,058</td>
<td>5,898</td>
</tr>
<tr>
<td></td>
<td>10,297</td>
<td>13,016</td>
<td>9,439</td>
</tr>
<tr>
<td></td>
<td>14,150</td>
<td>18,193</td>
<td>2,584</td>
</tr>
<tr>
<td></td>
<td>7,541</td>
<td>6,624</td>
<td>6,136</td>
</tr>
<tr>
<td>2010</td>
<td>8,046</td>
<td>9,989</td>
<td>4,772</td>
</tr>
<tr>
<td></td>
<td>8,098</td>
<td>11,235</td>
<td>6,397</td>
</tr>
<tr>
<td></td>
<td>9,989</td>
<td>21,762</td>
<td>15,529</td>
</tr>
<tr>
<td></td>
<td>18,193</td>
<td>6,624</td>
<td>6,136</td>
</tr>
</tbody>
</table>

Source: census.gov
Employment Status by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employed</td>
<td>Unemployed</td>
</tr>
<tr>
<td>16-24 year olds</td>
<td>17,572</td>
<td>4,065</td>
</tr>
<tr>
<td>25-34 year olds</td>
<td>29,733</td>
<td>1,326</td>
</tr>
<tr>
<td>35-44 year olds</td>
<td>39,958</td>
<td>1,306</td>
</tr>
<tr>
<td>45-64 year olds</td>
<td>43,526</td>
<td>1,304</td>
</tr>
<tr>
<td>65 and older</td>
<td>4,127</td>
<td>192</td>
</tr>
</tbody>
</table>

Source: Census.gov
Demographics Perspective

Educational Attainment 2010

Source: Census.gov
Per Capita Income 2010

- Durham, NC: $25,164
- Raleigh, NC: $28,053
- Austin, TX: $28,449
- Madison Co.: $29,664

Source: Census.gov
Types of Employers Interviewed

- Biotechnology
- Commercial Technology
- Defense/Space Contractor
- Financial Services Provider
- Government Agency
- Medical Services Provider
- Retail Service Provider
- Software Developer
- Technical Support Provider
- Technology Solutions Provider
Attracting Challenges

- Size and perceived isolation of north Alabama
- Work-Life balance expectations
- Communicating skills
- Compensation expectations
- Q1 – How much paid leave?
- Q2 – What is there to do after work?

Attracting Successes

- Low cost of living
- Appeal of technical challenges
- Attraction to companies with a clear mission
- Mix & match benefits offerings
Employer perspectives

Relationship Challenges

• Expect a clear career advancement path defined

• Leave for:
  • Career advancement opportunity
  • higher pay
  • relocating away from the area

Relationship Successes

• Mentor programs (formal and informal) are being used for younger employees

• “Party planners” – companies adding role to human resource dept. responsibilities

• Re-packaging work to allow flexible work schedules
Employer perspectives

Engagement Challenges

- Desire to “do good” for community vs. meet or exceed job expectations
- Employees in companies with little flexibility during the usual meeting times, e.g. retailers participating in lunch meetings

Engagement Successes

- Company teams organized around a community program can resolve time & absence issues
- Teams of employees offer flexibilities like job rotation and leave coverage while raising awareness in company
Young Professionals’

OPINIONS AND SUGGESTIONS

Survey of Local YP Organizations Members Nov-Dec 2011
Opinions & Suggestions

- Livability
- Entertainment Activities
- Sources of News & Information
- Entrepreneurial Interest
- Career

- Involvement in Community Organizations
- Appreciation of Diversity
- Ideas to Attract and Retain more Young Professionals
Livability

High Satisfaction
• Cost of Living
• Access to News/Events Info
• Housing Choices
• Medical Care Availability
• Education Opportunities
• Commuting Ease
• Mobile Network Access
• Religious Worship Availability

Room for Improvement
• Recreation Access
• Shopping Choices
• Daycare Availability

Source: YP Survey Dec 2011
Opinions & Suggestions

Outdoor Recreation

High Satisfaction / Interest
- Hiking
- Nature Trails
- Running/Walking

Low Interest / Need Improvement
- Water Sports
- Hunting, Fishing
- Bird/Animal Watching
- Bicycling
- Camping

Source: YP Survey Dec 2011
Opinions & Suggestions

Activities

• Dining
• Festivals, Fairs, Markets
• Theater
• Arts/Culture
• Organized Sports
• Nightlife
• Professional Sports

![Activities Satisfaction Graph]

Source: YP Survey Dec 2011
Opinions & Suggestions

Sources of News & Info

- Friends or Family 25%
- News Media 25%
- Online Social Media 21%
- Online News Sites 20%
- Event Organizers 9%

Source: YP Survey Dec 2011  

n=349
Opinions & Suggestions

Entrepreneurism

- Entrepreneurial Plans
  - Yes
  - No

Source: YP Survey Dec 2011
n=338
Opinions & Suggestions

Entrepreneurism

• Involved in Starting a Business
  • No
  • Yes
• If yes, is it still Open?

Source: YP Survey Dec 2011  n=340
Working In Career Field of Choice

- Yes
- Yes but at lower level
- No

Source: YP Survey Dec 2011  
$n=314$
Opinions & Suggestions

Expect Next Job to be Here

• Yes
• No
• No Idea

Source: YP Survey Dec 2011  n=349
Opinions & Suggestions

Have Career Mentor Now

- Yes
- No but interested
- Not interested

Source: YP Survey Dec 2011
n=334
Opinions & Suggestions

Education Needed

- College Degree
- Certificate
- Position Training
- Other

Source: YP Survey Dec 2011
n=203
How are You Involved?

- Volunteer where needed
- Community or religious orgs
- Community-based orgs
- Not Involved
- Community engagement programs
- Other involvement
- Not interested

Source: YP Survey Dec 2011  
n=331
Community Involvement

Participation Frequency

- Arts/Culture
- Civic Orgs
- Young Professional Groups
- University
- Political orgs
- High school

Source: YP Survey Dec 2011
Community Involvement

Ease of Getting Involved

- Non-profits
- Community Support
- Civic
- Political
- Taking leadership role

Source: YP Survey Dec 2011
Community Involvement

Diversity Presence

A. Differing perspectives & experiences valued at work
B. Local entertainment reflects cultural diversity
C. Local art and cultural events positively reflect heritage of others
D. Classrooms introduce students to other nations or cultures
E. Local groups highlight differences and similarities among their members

Source: YP Survey Dec 2011
n=318
Young Professionals’
OPINIONS ABOUT THE COMMUNITY TODAY

Survey of Local YP Organizations Members Nov-Dec 2011
### Positives (314)
- Great for raising family (51)
- Low cost of living (44)
- Good job opportunities (19)
- Easy to be involved (17)
- A friendly place (17)
- Many career opportunities (11)
- Small town Feel (11)
- Affordable Housing (9)
- Area is beautiful (9)
- Lots to do (9)
- Safe Place (9)
- Abundant outdoor activities (8)
- Close to big cities (8)

### Negatives (54)
- Little to do (16)
- Not for singles (5)
- Poor nightlife (5)
- Cliquish (3)
- Need degree for good job (3)
- Apartment cost high (2)
- Bad Traffic (2)
- Hot summers (2)
- Poor community planning (2)

YP Survey Nov-Dec 2011
Idea for Attracting and Retaining YPs

Give us more!
- More art and cultural events
- More dining choices
- More entertainment
- More family activities
- More local restaurants
- More recreational opportunities
- More shopping
- More summer & fall events
- More activities like Beer fest
- Pass a no-smoking rule
- Open a folk-art museum

Enrich Downtown
- Make downtown a hub for culture, arts, restaurants, entertainment
- Expand downtown beyond a few streets
- Attract small businesses downtown
- Move baseball stadium downtown
- Open a world class planetarium
- Make it easier for coffee shops, small businesses, and entertainment to be downtown

* YP Survey Nov-Dec 2011
Thank You

Jeff Thompson
UAHuntsville