Helping Students Fall in Love with Greater Rochester
ROC 2025 Overview

Established in Q2 2019 to implement strategic capacity-building plan

- An **innovative regional alliance** of economic development organizations
- Modeled on the **nation’s best-in-class approaches** to regional growth
- Not a new econ dev organization, but rather a vehicle for **coordination and cultivation**
Alliance Organizations

[Logos of various organizations]
Investment Priorities

1. We are **Growing** our business retention & expansion capacity.
2. We are **Increasing** our business attraction horsepower.
3. We are **Expanding** the size and utilization of our employable labor force.
4. We are **Investing** in a vibrant urban core that supports innovation.
5. We are **Designing** and **Activating** a bold and powerful place brand.
Primary Goals

- 30,000 net new jobs
- 10% increase in metro GDP
- 20% increase in regional wealth
- 20,000 elevated from poverty
Benchmark Metros

Akron, OH  
Albany, NY  
Albuquerque, NM  
Allentown, PA  
Bakersfield, CA  
Baton Rouge, LA  
Birmingham, AL  
Boise City, ID  
Bridgeport, CT  
Buffalo, NY  
Chapel Hill, NC  
Charleston, SC  
Colorado Springs, CO  
Columbia, SC  
Dayton, OH  
Daytona Beach, FL  
Des Moines, IA  
El Paso, TX  

Fort Myers, FL  
Fresno, CA  
Grand Rapids, MI  
Greensboro, NC  
Greenville, SC  
Hartford, CT  
Honolulu, HI  
Knoxville, TN  
Lakeland, FL  
Little Rock, AR  
Louisville, KY  
Madison, WI  
McAllen, TX  
Memphis, TN  
New Haven, CT  
New Orleans, LA  
Ogden, UT  
Oklahoma City, OK  

Omaha, NE  
Providence, RI  
Provo-Orem, UT  
Richmond, VA  
Salt Lake City, UT  
Sarasota, FL  
Springfield, MA  
Stockton-Lodi, CA  
Syracuse, NY  
Toledo, OH  
Tucson, AZ  
Tulsa, OK  
Ventura, CA  
Wichita, KS  
Winston, NC  
Worcester, MA  

Primary benchmarks in yellow
## Improvements in Peer Rank

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<th>Mar '19</th>
<th>July '21</th>
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<tr>
<td>Jobs</td>
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<td>U/E Rate</td>
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Talent Strategy
A Multi-Pronged Approach to Address the Entire Workforce Continuum
Talent Strategy

Our talent work is focused on expanding the size of our employable labor force through strategies that improve:

Recruitment
Retention
Connectivity
Comprehensive Career Portal

• One-stop solution for connecting all career seekers to Greater Rochester opportunities.
• Students can search for internships, co-ops and careers.
MISSION

The Mission of CampusROC is to promote Rochester both as an attractive destination for students to attend college and as a desirable community for them to live and work after graduation. Our vision is that the Rochester region will be known throughout the country and world as a center for college students.
Our Goal

To significantly increase the retention rate% of the 18,000+ who graduate from our region’s colleges and universities each year through strategies that engage students, connect them to the region, and enhance their familiarity with the region’s business community through co-ops and internships.
Social Media @Campusroc

Connecting students to GreaterROC by showcasing student experiences and highlighting great places to explore, shop, dine and play in our region.
CampusROC Website
www.campusroc.org

- Activities and Events
- Internship in a Box
- Neighborhood and County Maps
- College & University Links
- Handshake and G>R Careers Links
Internship In A Box

• A step-by-step guide for employers to build their own internship or co-op experience.
Creative Partnerships

Collaboration with Innovation Square on creating a dynamic hub for cross-campus life.

- Student housing
- e-sports
- Entrepreneurial Speaker Series
- Events & Networking
- Lounges
- Music Rooms
- Classrooms
- Fitness Center
CollegeFEST - Sept. 18
Innovation Square & Sibley Square

Delivering the “Five Best Hours of Your Life” in Rochester!

- Live Music
- Employer Spotlights
- Games, Swag, Prizes
- Internship Alley
- Awesome Give-a-Ways
- Customized APP
- Even a mechanical bull!
Questions?
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