

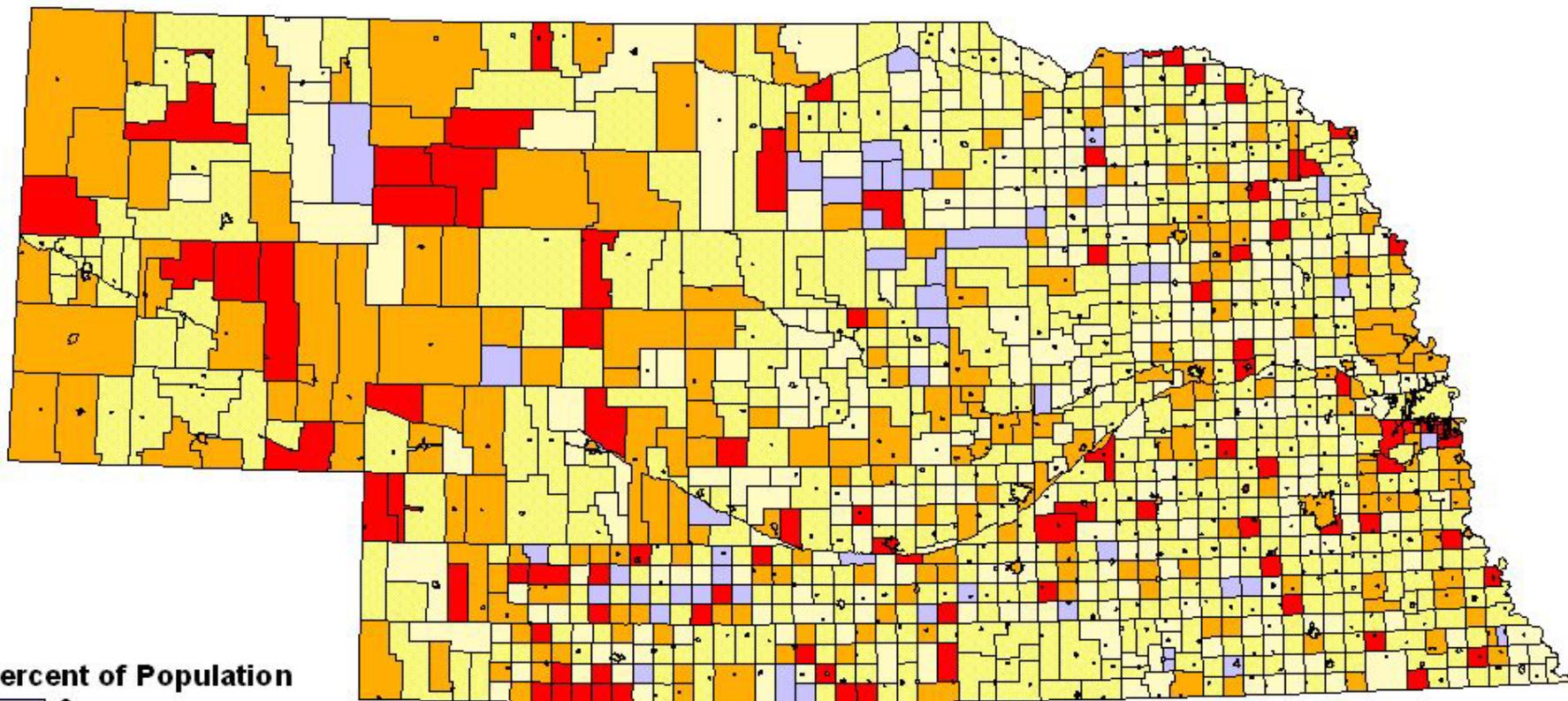
# ***Developing, Attracting and Retaining Talent***

***Using a marketing approach to understand  
residential decisions among new residents  
to Nebraska's Panhandle***

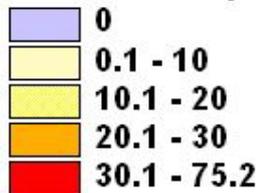
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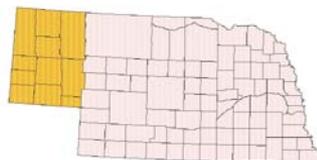
# Persons Age 5-Years and Older in 2000 Who Resided in Another County, State or Country in 1995 Percent of Total Population



## Percent of Population



## Nebraska's Panhandle Counties



Source: 2000 Census of Population SF3  
Prepared by Nebraska Rural Initiative

✓ **As a %, rural Western Nebraska sees more recent in-migrants than any other part of the state**

✓ **For some small areas, newcomers can exceed 1/3rd of the population**



# Some new residents are *returning* - some are *true newcomers*

About 1/3 of new residents (26% of spouses) had previously resided in the Panhandle county

Half (50%) of new residents moved in part to be nearer to friends and relatives.

- ✓ *Half of the new residents did not move to be near family*
- ✓ *About 2/3 did not have previous residential experience with the region*



# Why do people move to the region?

% of Respondents indicating Important or Very Important n = 308

Simpler pace of life	53%
Less congested place	50%
Closer to relatives	50%
Lower cost of housing	48%
Lower cost of living	45%
Higher paying job	39%
Desirable natural environment	37%

Safer place to live	36%
Job that better fits skills	35%
Community that shares values	34%
Better place for kids	32%
Closer to friends	32%
Lower taxes	22%



# Metro newcomers are HERE!

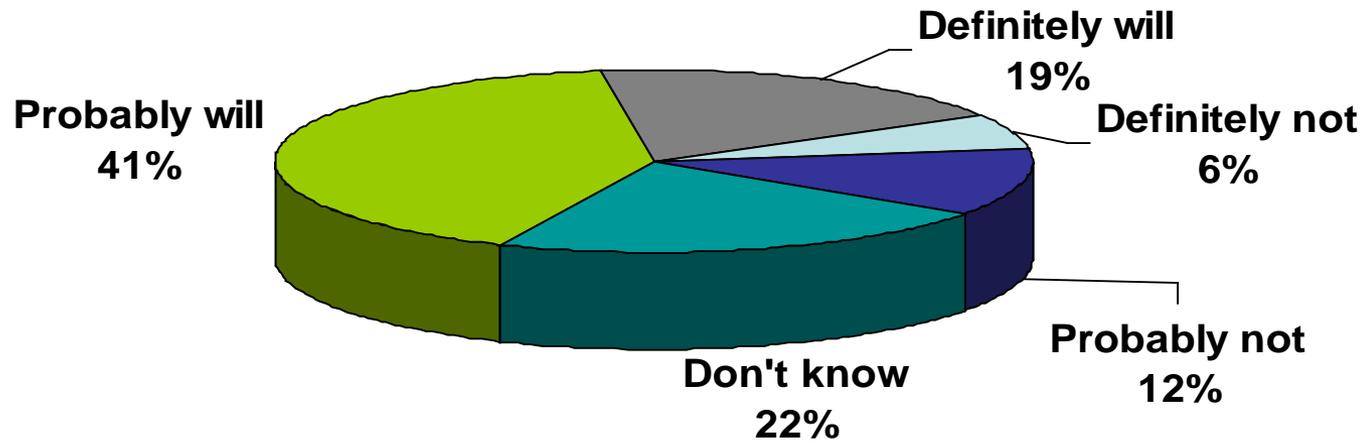
61% - majority of newcomers are from metro areas

- quality of life considerations associated with an image of rural living was a primary motivation in their decision to move (60% + of metro newcomers)



# Attracting newcomers ≠ Keeping them

## Likelihood of Living in Community Five Years from Now

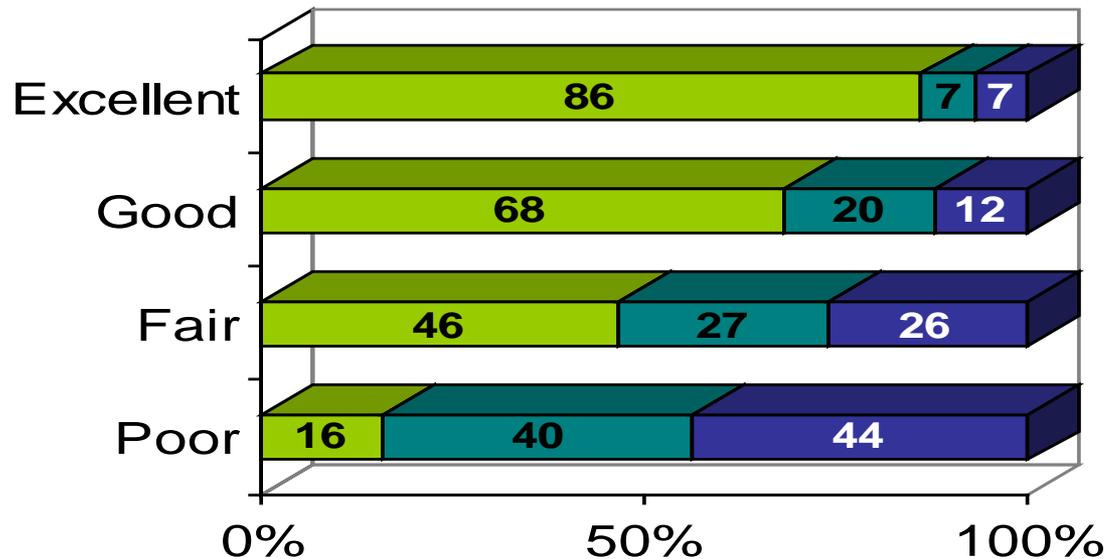


*Most likely to move away = the best educated and those with professional occupations*



# Retention: “Feeling of Belonging” is important!

**Likelihood of Living in Community  
Five Years from Now by Feeling of  
Belonging in Community\***



- Definitely/probably will stay
- Don't know
- Definitely or probably won't stay



# Interviews: What would influence recruitment?

Tactics to <u>Attract</u> New Residents N=78	To a Great Extent	To a Moderate Extent	To a Slight Extent	Not at All
Letter from high school alumni/class member encouraging you to move back	0	5.1%	24.4%	70.5%
Offered a free residential lot	14.1%	29.5%	34.6%	21.8%
Advertisements promoting the area	7.8%	29.9%	40.3%	22.1%
Personally visited with a representative of the community	10.4%	36.4%	42.9%	10.4%
View a community web site that showcases the area	20.5%	50%	21.8%	7.7%
Recruited actively by the community	31.6%	26.3%	27.6%	14.5%



# Interviews: What would influence retention?

<b>Tactics to <u>Retain</u> New Residents</b> N = 78	To a Great Extent	To a Moderate Extent	To a Slight Extent	Not at All
Opportunities for leadership development	19.7%	40.8%	30.3%	9.2%
Clear, positive community vision	39%	35.1%	22.1%	3.9%
Individual job and career enhancement	57.1%	26%	15.6%	1.3%
Open-minded community attitude toward new residents/ new ideas	62.8%	24.4%	11.5%	1.3%



# Conclusions

- ✓ **The community is a “product” to newcomers**
  - *there is a need to sell or market it*
- ✓ **Recruitment: employers + community**
  - *lines blur between economic & community development*
- ✓ **Internet: an important recruitment tool**
  - *especially for better educated, more highly skilled individuals*



- ✓ **Urbanites may/may not understand “rural”**
  - *communication needs to be accurate*
- ✓ **Recruitment programs need retention tactics**
  - *people want to feel they belong*
- ✓ **Multiple recruitment methods and personal contacts ...*makes a difference!***
- ✓ **For retention – perceived acceptance & community vision ...*makes a difference!***

