



NOCHE News

January 2010

Moving the College Attainment Needle in NEO: The Talent Dividend



The **Talent Dividend**—the \$2.8 billion annual economic benefit from boosting college attainment in the region by at least 1 percentage point—has generated excitement and further discussion. On December 3, 2009, Northeast Ohio's Talent Dividend Initiative took its next step with a follow-up meeting to the CEOs for Cities event held in September. Twenty thought leaders from a variety of sectors, including two college presidents, met at Cuyahoga Community College's Unified Technologies Center to discuss organizing an effort to achieve the Talent Dividend.

The discussion was facilitated by Public Agenda, a national higher education consulting organization working with select sites on Talent Dividend strategy and planning. The group decided it needed a map of efforts tackling college attainment already under way in the region. The group also acknowledged that additional data would be required to reach out to groups such as those Northeast Ohioans with some college but no degree. Energy and enthusiasm prevailed, and NOCHE is working with Public Agenda to outline Talent Dividend action steps for the New Year.

NEOintern.net Students Doubled in 2009

NOCHE's 2009 Internship Market Research Study of students on the topic of internships revealed that students generally misunderstand or are unaware of internships and their relevance to professional growth, college financing, and post-graduation employment.



Nevertheless, NOCHE and partners are slowly getting the word out on the value of internships, and students and employers are responding. In December, the **Manufacturing Internship Program** with **MAGNET** concluded, a program which cultivated 298 internship opportunities, filled 227, and yielded over \$1 million in regional economic benefit with the support of the Ohio College Access Network and the Ohio Board of Regents. Also in December, NOCHE held a kickoff event for students and employers interested in **Environmental Sustainability Internships** available throughout this school year with support from the Cleveland Foundation.

Between October 2008 and October 2009, NOCHE has *doubled* the number of student registrants with NEOintern.net to more than **8,000** and has reported **432** placements during that period. Remember, employers can register and post opportunities, and students can register and post resumes, **FREE OF CHARGE**. [Go to www.neointern.net to take advantage of this easy opportunity!](http://www.neointern.net)

Advocacy Update: Third Frontier Renewal Needs Your Support!



Since 2002, Northeast Ohio has received almost \$424 million in **Third Frontier** funding, but this valuable and viable program will expire in 2011. A report on the program issued by SRI International, a California consultant, found that the total \$681 million in Third Frontier funding invested in the state has generated \$6.6 billion in economic activity and \$2.4 billion in wages and benefits. [Go to thirdfrontier.com the 2009 Third Frontier Annual Report.](http://thirdfrontier.com)

To keep the funding flowing, Ohioans must support a May 2010 ballot issue for renewed Third Frontier funding. For the issue to be placed on the May ballot, the legislature must file a joint resolution by **February 3, 2010**, so time

is short! **NOCHE urges Northeast Ohioans to contact their State Senators and State Representatives to act before February 3 to put the Third Frontier renewal on the May 2010 ballot.** [Go to www.legislature.state.oh.us for contact information for your state legislators.](http://www.legislature.state.oh.us)

Also on the advocacy front, congratulations to **Cuyahoga Community College** on its successful levy campaign this fall!

NOCHE Promotes College Readiness

The Fall College Caravan, which provides underserved students with regional college information and counseling, visited 33 Northeast Ohio high schools in November with 16 higher education institutions participating. It reached more than 5,000 students, a 10% increase over Fall 2008.

NOCHE conducted a follow-up online survey of students and through the generous support of the Cleveland Foundation, NOCHE distributed new laptop computers to five lucky survey participants in Akron, Canton, Cleveland and Youngstown.

Crain's and NOCHE Team up on Talent Development



NOCHE and *Crain's Cleveland Business* are focusing on talent development in **Crain's "Ideas at Dawn"** breakfast series. The event will take place Thursday, January 28, 2010, 7:30-9:30 a.m. at the DoubleTree Hotel in downtown Cleveland. After introductory speakers, a panel of regional experts will talk about the talent pipeline and strategies to connect students with business opportunities in the region.

Also featured will be NOCHE's forthcoming resource, **Higher Education Showcase**, replete with facts and figures on Northeast Ohio's wealth of post secondary opportunities and the talent they produce. Join us for what is undoubtedly going to be a valuable and timely discussion.

Get FITs: Faculty and Industry Will Be Talking!



Bringing business and higher education together to promote collaboration and economic development is key to NOCHE's mission, and three upcoming events focusing on environmental sustainability further the effort. On January 20, 21, and 22, 2010, at **Corporate College East**, "Get FITs" will be held ("Get Faculty and Industry Talking") at which facilitated discussions will occur with business, public policy, and science faculty, respectively, all from the environmental sustainability perspective.

Panelists will provide faculty with timely, industry-specific information about current products, services, trends, work force needs, and policy implications. **Holly Harlan of Entrepreneurs for Sustainability** will serve as moderator. Interested faculty may contact Program Manager Halley Marsh at hmarsh@noche.org.

NEOUCOM Welcomes New President

Effective January 15, 2010, **Jay Alan Gershen**, D.D.S., Ph.D., vice chancellor for external affairs for the University of Colorado Denver, will become president of **NEOUCOM**, succeeding President Lois Margaret Nora, M.D., J.D., who is stepping down after seven years at the helm.



Dr. Gershen brings a wealth of experience not only in administration but also in business development and community affairs, and served on the faculty of the School of Dentistry at the University of California, Los Angeles. He holds a bachelor's degree in psychology from the State University of New York at Buffalo and a D.D.S. from the University of Maryland, as well as a Ph.D. in education from the University of California, Los Angeles.

Welcome to Northeast Ohio, Dr. Gershen!

Common Procurement: Higher Education Temporary Staffing

NOCHE's Chief Financial Officers Committee has been exploring common procurement alternatives, and **Cuyahoga Community College** is an active participant in one new program being developed by the Sourcing Office, formerly NEOSO. In order to simplify the typically fragmented approach to institutions' temporary staffing needs, the Sourcing Office is developing a comprehensive program that will feature a single point of contact to manage the process and save time, money and risk.

For more information, contact Bob Aber at the Sourcing Office, 216.581.6200 x105 or info@SourcingOffice.org.

Upcoming Events



January

Date	Time	Meeting	Location
1/20/2010	12:00-2:00 pm	<u>Getting Faculty and Industry Talking about Environmental Sustainability: Business</u>	Corporate College East
1/21/2010	12:00-2:00 pm	<u>Getting Faculty and Industry Talking about Environmental Sustainability: Public Policy</u>	Corporate College East
1/22/2010	12:00-2:00 pm	<u>Getting Faculty and Industry Talking about Environmental Sustainability: Science</u>	Corporate College East
1/26/2010	2:00-4:00 pm	<u>NOCHE CAO Meeting: Maintaining Quality in the Face of Significant Challenges</u>	Ursuline College
1/28/2010	7:30-9:30 am	<u>Crain's Ideas at Dawn: Talent Pipeline - Connecting Higher Education with Regional Business Opportunities</u>	DoubleTree Cleveland Downtown Lakeside

February

Date	Time	Meeting	Location
2/2/2010	8:30 am-4:30 pm	<u>Great Lakes Higher Education Symposium</u> (pdf)	Case Western Reserve University
2/2/2010	2:30-4:30 pm	<u>NOCHE Admissions Committee Meeting</u>	Independence Library
2/16/2010	2:00-3:00 pm	<u>Webinar: The Value of Interns to Entrepreneurs</u>	online

March

Date	Time	Meeting	Location
3/11/2010	8:30-10:30 am	NOCHE Board Meeting	To be determined
3/25/2010	8:30 am-12:00 noon	Maximize Your ROI: Return on Intern	Youngstown/Warren Regional Chamber

NOCHE Members in the News

[Coming soon: A Tri-C campus in Brunswick](#)

[Research work at Case Western Reserve University could save lives on battlefield](#)

[KSU key to Kent redevelopment efforts](#)

[Cleveland State University Art Department could move to PlayhouseSquare's Middough Building](#)

[2 Women Among Finalists for YSU President](#)

[Lake Erie College to establish center for ethics](#)

[UA, LCCC think they've found a way to share some services](#)

Attention NOCHE Members:

If your college or university would like to be listed here, let us know! Contact Kacie Beck at kbeck@noche.org to have your story included in *NOCHE News*.