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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



Finger Lakes
Regional Economic
Development Council



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

	Mar '19	July '21
Jobs	#43 peer rank	#4 peer rank
Labor Pool	#46 peer rank	#33 peer rank
U/E Rate	#40 peer rank	#26 peer rank





Talent Strategy

A Multi-Pronged Approach to Address the Entire Workforce Continuum

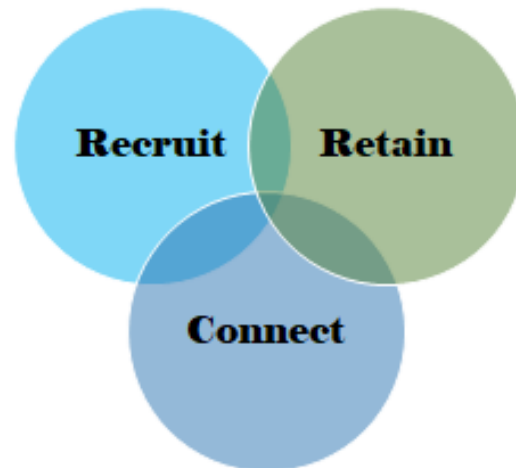
Talent Strategy

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

Recruitment

Retention

Connectivity

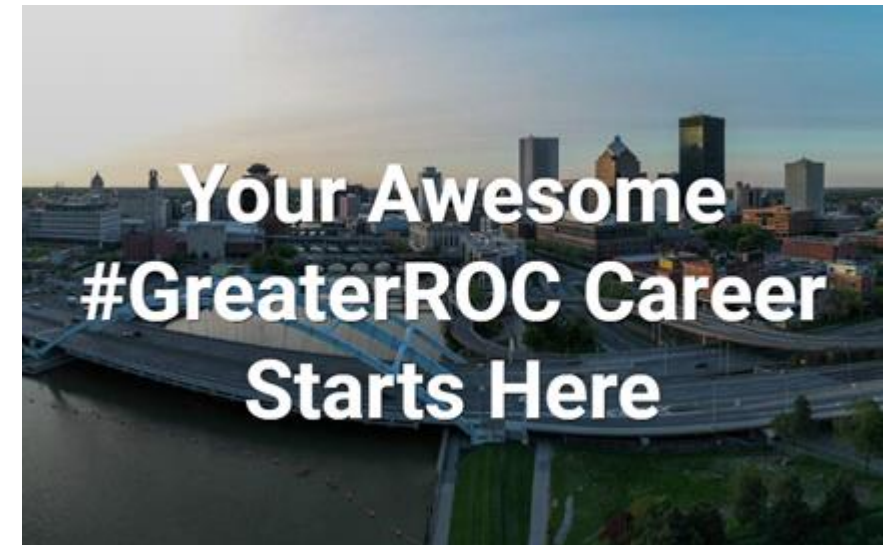


Comprehensive Career Portal

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



GREATER ROC
— CAREERS —





MISSION



City of Rochester Communications Bureau

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.



City of Rochester Communications Bureau



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.

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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

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Welcome to CampusROC

A one stop hub for Greater Rochester's college students and alumni

Discover why #GreaterROC is the best place to live, work, and play as a student and graduate.

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Explore #GreaterROC

We are a region of change makers, innovators, and rule breakers

STAY CONNECTED

The #GreaterROC region spans across 8 counties with over 1.2 million people. We are a major metropolitan hub filled with upcoming artists, entrepreneurs, and young professionals. In #GreaterROC, we are lifelong learners. Our businesses, restaurants, and creative institutions across the region represent this culture of curiosity and innovation.

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#GreaterROC Careers

Whether you are looking to find an internship or start a career, #GreaterROC has a place for you

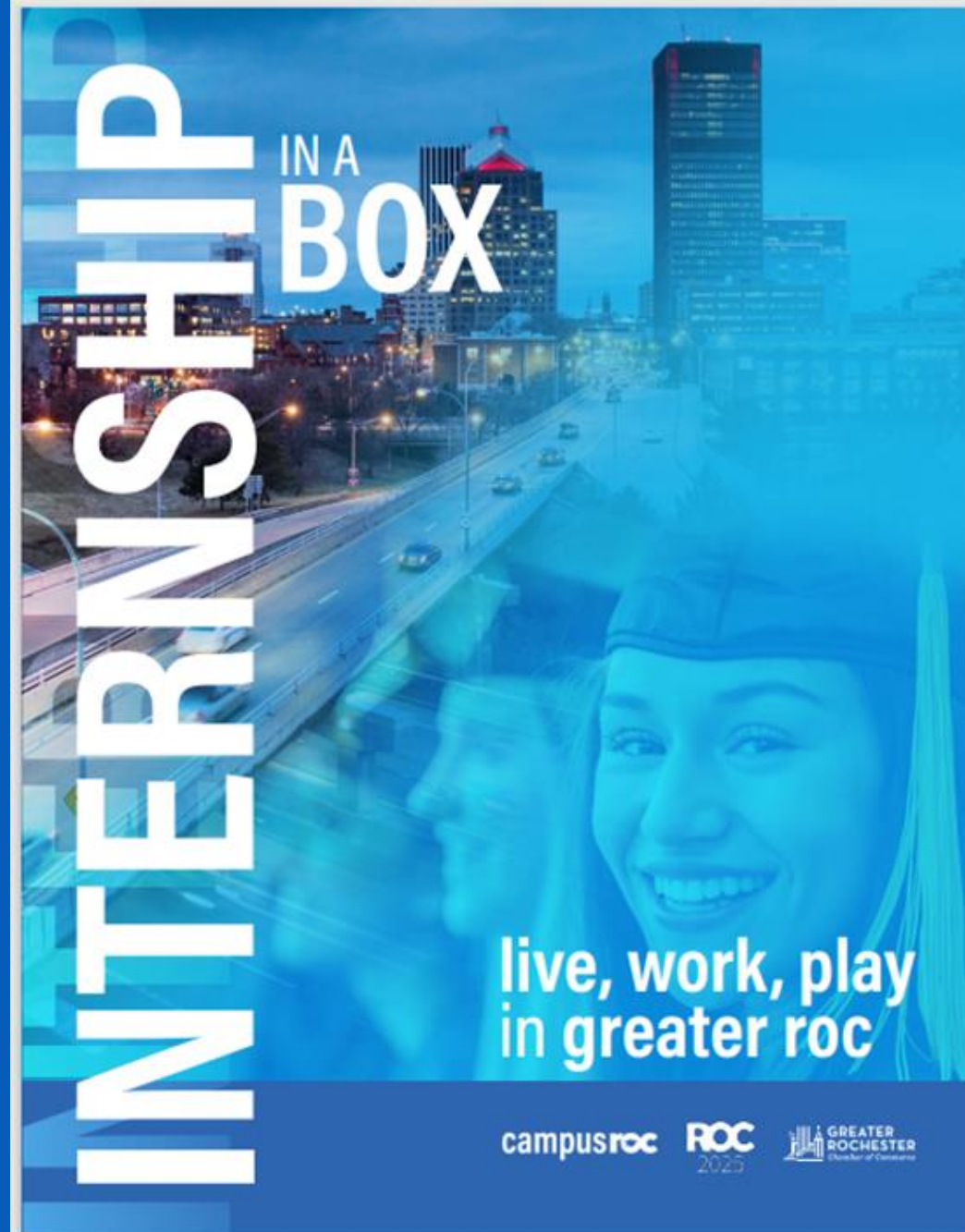
EXPLORE

#GreaterROC is a bustling region with world-class opportunities for career development and entrepreneurship. Find your life's work and kick start your professional career in our region.



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



INNOVATION SQUARE | BIRD'S EYE VIEW

Gallina DEVELOPMENT CORPORATION
SWBR



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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