



## **Recruitment & Retention of Young Families Task Force**

The first “R” of Dr. John Perkins’ famed “Three Rs of Community Development” is Relocation. Why? When new young families move in, or alumni families move back to a community, it often means a dilapidated house is refurbished, or a new home is built on a vacant lot. It could mean a new business is being born and usually means new children fill the empty seats at the local public school. New families don’t just mean new taxpayers helping to provide the local government with new resources - it’s also the spark that could lead to community growth and a new and much needed sense of civic pride. Young people, young families, and young entrepreneurs are what provides vibrancy to communities and are a sign of a thriving place.

### **The Issue Identified by Community Input**

The issue is obvious to just about everyone who participated in One Shawnee’s community survey and focus groups: people - especially young people - are fleeing the region for more attractive opportunities elsewhere. Whether it’s young families moving across the river or college students leaving for college and never coming back, there is a “brain drain” occurring throughout the region leaving an aging population and dearth of taxpayers.

### **Purpose**

The Recruitment & Retention of Young Families Task Force is charged with carrying out the following objectives:

- Provide recommendations for incentivizing young people, families, and alumni to remain in or relocate to the region.
- Create a plan and method for developing a marketing infrastructure for selling the idea of relocation to young people, families, and alumni.
- Provide recommendations for engaging current young residents in the work of collective action for regional revitalization.