

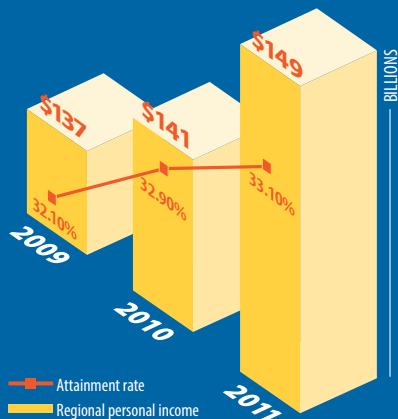
THE NORTHEAST OHIO TALENT DIVIDEND IS ESSENTIAL TO THE REGION'S ECONOMY

The urgent need to improve Northeast Ohio's talent pool was set forth in 2009 by a Georgetown University report showing that almost 60 percent of all jobs in Ohio would require at least some college education by 2018. NOCHE and its Steering Committee of business, civic, education, nonprofit and philanthropic leaders seized the opportunity to elevate college completion to the top of the regional agenda to measurably impact economic competitiveness and growth.

Team NEO's Quarterly Economic Indicators report for the first quarter of 2013 provides encouraging news about the region's economy: employment is expected to continue increasing from now until 2022 in all sectors. Economic research conducted for NOCHE by Chmura Economics & Analytics reaches a similar conclusion. Postsecondary education is important to high-growth occupations such as healthcare, finance and professional, scientific, and technical services.

PROGRESS BY DEGREES

The Northeast Ohio Talent Dividend focuses attention and action on college completion since most jobs will require postsecondary education. NOCHE and its Steering Committee partners have elevated college success to the top of the regional agenda with a vision of increasing the number of degree holders from 897,000 in 2009 to 1,000,000 in 2013. With more than 226,000 degree-seeking students enrolled in Northeast Ohio's colleges and universities, the region has ample capacity to generate more than one million college degree holders. We are making progress, since the region's colleges and universities are awarding more and more degrees annually – increasing the number of degree holders currently to 925,000.



NORTHEAST OHIO TALENT DIVIDEND

BRAIN GAIN



THE DATA ARE IN

Northeast Ohio is retaining more of its college graduates—educated talent needed to attract and keep high-growth, high-wage jobs in Ohio in a globally competitive economic environment.

Trends indicate that the increase in regional college attainment will continue rising, thanks to intensive efforts by the region's colleges and universities to recruit, retain and graduate more college students.

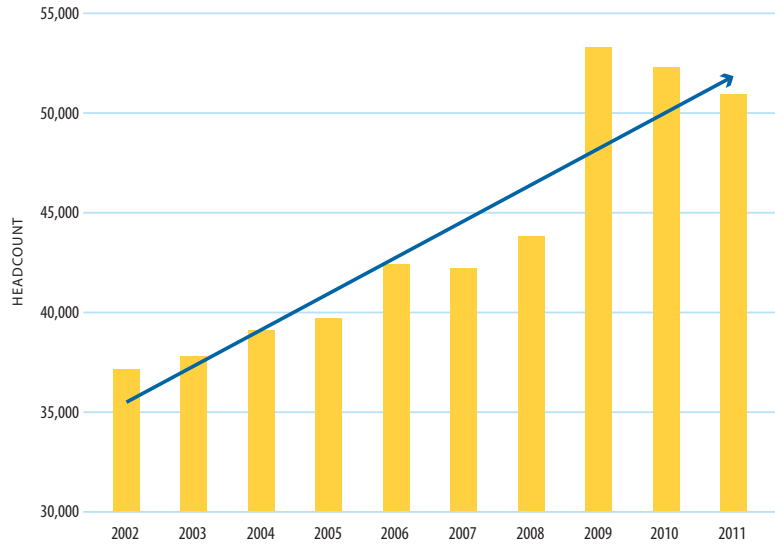
Cultivating a college-going culture has been a challenge in Northeast Ohio, which has historically had lower levels of college attainment than other regions across the United States. The Northeast Ohio Talent Dividend pursues strategies to improve college readiness, increase student retention to degree completion and increase degree attainment among adults with some college and no degree.



“Occupations in Northeast Ohio requiring at least some postsecondary education will grow faster, pay higher wages and have a substantially lower prospect of facing long-term unemployment. In fact, average annual wages in the region are more than double for those with at least an associate’s degree compared to those with a high school education or less.”

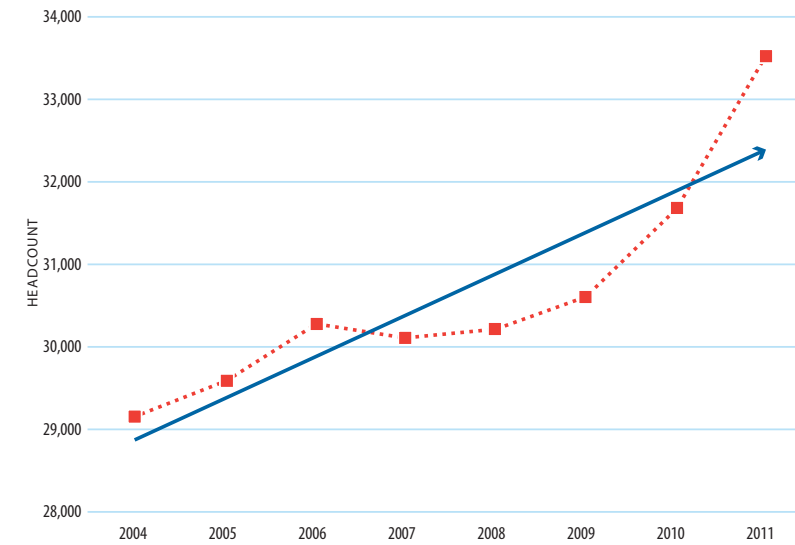
— Dan Meges, Economist,
Chmura Economics & Analytics

NEW UNDERGRADUATE ENROLLMENT AT NORTHEAST OHIO COLLEGES 2002 - 2011



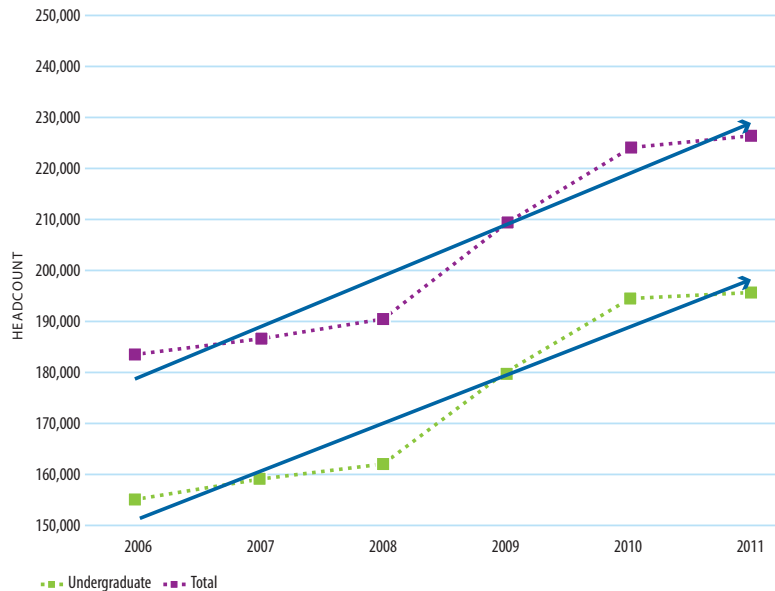
Northeast Ohio higher education institutions, which currently enroll more than 50,000 new undergraduate students annually, have increased new student enrollment by 37 percent since 2002.

DEGREES AWARDED BY NORTHEAST OHIO COLLEGES 2004 - 2011



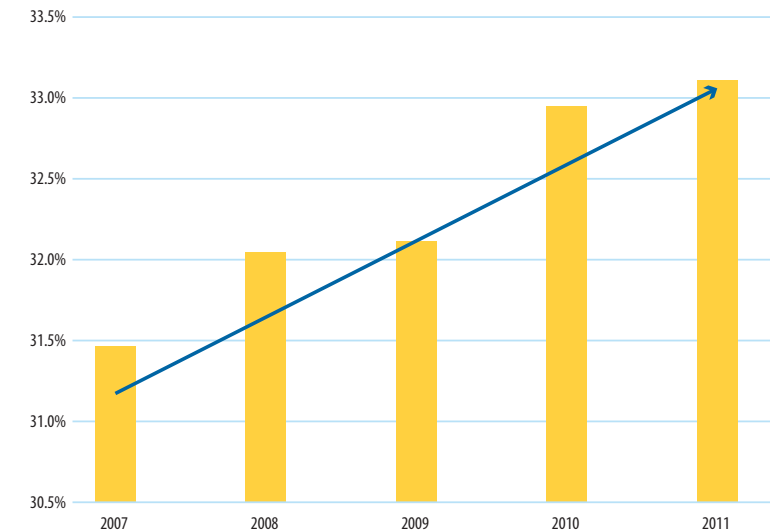
About 33,500 students earn associate's, bachelor's or advanced degrees in Northeast Ohio annually, up 15 percent since 2004.

NORTHEAST OHIO COLLEGE STUDENT ENROLLMENT 2006 - 2011



Total undergraduate and graduate enrollment has increased by 24 percent to more than 226,000 since 2006.

NORTHEAST OHIO DEGREE ATTAINMENT AGE 25 YEARS AND OVER 2007 - 2011



The college attainment rate has been steadily climbing for at least four years showing a brain gain in Northeast Ohio.