



NOCHE News

October 2009

CEOs for Cities Talent Dividend: A Degree of Difference



When does a 1% increase translate into 2.8 billion dollars? When you're talking about educational attainment. On September 23, 2009, NOCHE, the Fund for Our Economic Future, and Forest City Enterprises hosted CEOs for Cities in a presentation which demonstrated the direct link – or "talent dividend" – between increasing educational attainment in the region and economic growth. Inspired by opening remarks from NOCHE board chairman Bob Reffner – who pointed out that just one degree is the difference between making tea at 212 degrees and running a battleship at 213 degrees – the group heard from Carol Coletta, CEO of CEOs for Cities, about the difference a one percentage point increase in college-educated adults in the region would make in the region's economy. According to CEOs for Cities, **an increase from Northeast Ohio's current 25.2% level of adult bachelor's degree attainment to 26.2% would mean another \$2.8 billion in annual personal income in the region.**

About 645,000 people in Northeast Ohio have a four-year degree. To get to 26.2%, another 25,600 people would have to attain that level of education. Attendees at the September 23 Talent Dividend Summit engaged in discussion about the possibilities of achieving this increase. Once strategies are developed to increase degree attainment even one percentage point, those initiatives could continue to push the needle upward—all to the benefit of Northeast Ohio.

The group discussed CEOs for Cities' "Strategy Buckets" of opportunity on which to focus efforts, including re-engaging adults with some college but no 4-year degree; increasing the transfer rate from 2-year to 4-year institutions; improving timely graduation rates; and increasing college readiness of high school students. Northeast Ohio has a clear opportunity to seize this attainable challenge!

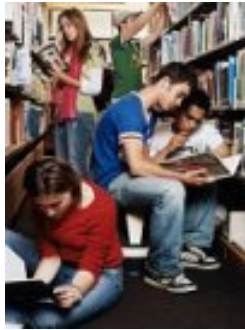
[Go to \[https://www.noche.org/media/1/TalentDividend_NEO_FINAL.pdf\]\(https://www.noche.org/media/1/TalentDividend_NEO_FINAL.pdf\) to view the presentation.](https://www.noche.org/media/1/TalentDividend_NEO_FINAL.pdf)

Fall 2009 Enrollment Skyrockets in Northeast Ohio

Increasing the number of students attending college in the region is a key component of NOCHE's mission and programs. As a result, NOCHE is proud to announce that for fall 2009, **headcount enrollment at Northeast Ohio's 27 higher education institutions is projected to exceed 205,000 degree-seeking students.** This 20,000-student boost, which includes 2,000 students at the region's newest public institution, **Eastern Gateway Community College**, represents approximately a 10% increase from one year ago. Congratulations are in order!



NOCHE High School Survey Shows Aspiration High, Preparation Needs Work



NOCHE's College Caravan reaches into underserved high schools in the region twice a year to cultivate college interest and promote college readiness with the help of college admissions counselors from around Northeast Ohio.

NOCHE recently completed a survey of about 1,700 9th and 10th grade students to assess College Caravan's impact on student attitudes and understanding of key facts regarding higher education institutions in the region. The vast majority - 90% - of students surveyed aspire to pursue a college education, but aspiration surpasses actual preparation. For instance, 62% had not yet taken either of the preparatory college entrance exams, and 49% of tenth graders - the year these exams are generally taken - had not yet taken the college prep exams. The survey underscores the importance of focusing high school efforts on ensuring college readiness so that aspiration translates into reality.

Go to http://www.noche.org/media/1/Aspiration_vs_Preparation_8_09.pdf for the full report.

GCP/NOCHE Event Links Engineering Talent to Opportunity



On September 17, 2009, the Greater Cleveland Partnership and NOCHE hosted an event to engage engineering students from the region with employers seeking their talent.

About 100 students had a chance to hear a panel of employers discuss opportunities in the region and answer student questions. Twenty employers also displayed information about their businesses and students were able to network during a reception following the program.

One of the highlights for students was the opportunity to meet and discuss career options with Jack Schron, CEO of Jergens, Inc.



Eastern Gateway Opens Its Doors in Mahoning Valley

The Ohio Legislature has helped the region realize a dream envisioned several years ago when the Chancellor and regional higher education leaders recognized the need for community college access in the Mahoning Valley. That region was one of the largest areas of Ohio without a community college, and education and income levels have been below state and national averages. But hope is on the horizon. In July, the legislature approved a new community college district to serve the Mahoning Valley, and opening ceremonies for **Eastern Gateway Community College** were held in September. Headed by Dr. Laura Meeks, the school is offering 11 associate degree programs, six professional certificate programs and 180 courses in the 2009 fall semester.



Visit <http://www.easterngatewaycc.com/default.htm> to learn more.

Upcoming Events



October

Date	Time	Meeting	Location
10/27/2009	2:00-4:00 pm	CAO Meeting on Dual Enrollment	Malone University
10/30/2009	8:30-3:30	GCCCU/SOCHE Academic Leadership Conference - Academic Freedom: The Leadership Perspective	Xavier University (Cincinnati)

November

Date	Time	Meeting	Location
11/11/2009	2:00-3:00 pm	Webinar: The Value of Interns to Entrepreneurs	online
11/18/2009	8:30 am-12 noon	Maximize Your ROI: Return on Intern	MAGNET (Cleveland)

December

Date	Time	Meeting	Location
12/10/2009	8:30-10:30 am	NOCHE Board Meeting	Case Western Reserve University

NOCHE Members in the News

[One percentage point](#)

[Tri-C hopes its November ballot issue won't get lost among county reform issues](#)

[Four local scientists involved in finding oldest hominid skeleton](#) (Case Western Reserve University, Kent State University)

[Yearlong program at Cleveland State University will train Cleveland employees to be more efficient](#)

[Now's the time for community colleges to shine](#) (Stark State College)

[New community college is up and running](#) (Eastern Gateway Community College)

[Sweet lays foundation to help YSU face future](#)

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*.