

**4TH DAY-"ATTRACTING AND RETAINING LOCAL
TALENT: THE IMPORTANT ROLE OF UNIVERSITIES
IN PLACE BRANDING-", "CAREER-LIAISON
SERVICES AND A CORPORATE ENGAGEMENT
STRATEGY FOR THE UNIVERSITY"**

**ATTRACTING AND RETAINING LOCAL
TALENT:
THE IMPORTANT ROLE OF
UNIVERSITIES IN PLACE BRANDING**



BUT..





WHAT IS THE PROBLEM OFTEN?

- **STUDENTS HAVE OFTEN NO CONNECTION TO THE UNIVERSITY'S SERVICES**
- **UNIWA = UNIWA CAMPUS**
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***“Can city branding create
in the mind of people who
encounter the city
the feeling (or even illusion)
that they are dealing with an entity,
with one thing, with
which they could have a
relationship?”***

- *Kavaratzis and Ashworth, 2005*

- What, How and Why?
- WHAT should be done? What has been done?
- HOW should it be done?
- WHY should it be done?

THE STORY OF SILICON VALLEY

- **FREDERICK TERMAN, THE DEAN
OF STANFORD
UNIVERSITY SCHOOL OF
ENGINEERING**
- **”POOL OF LOCALLY PRODUCED
TALENT”**

WHY - PLACE BRANDING

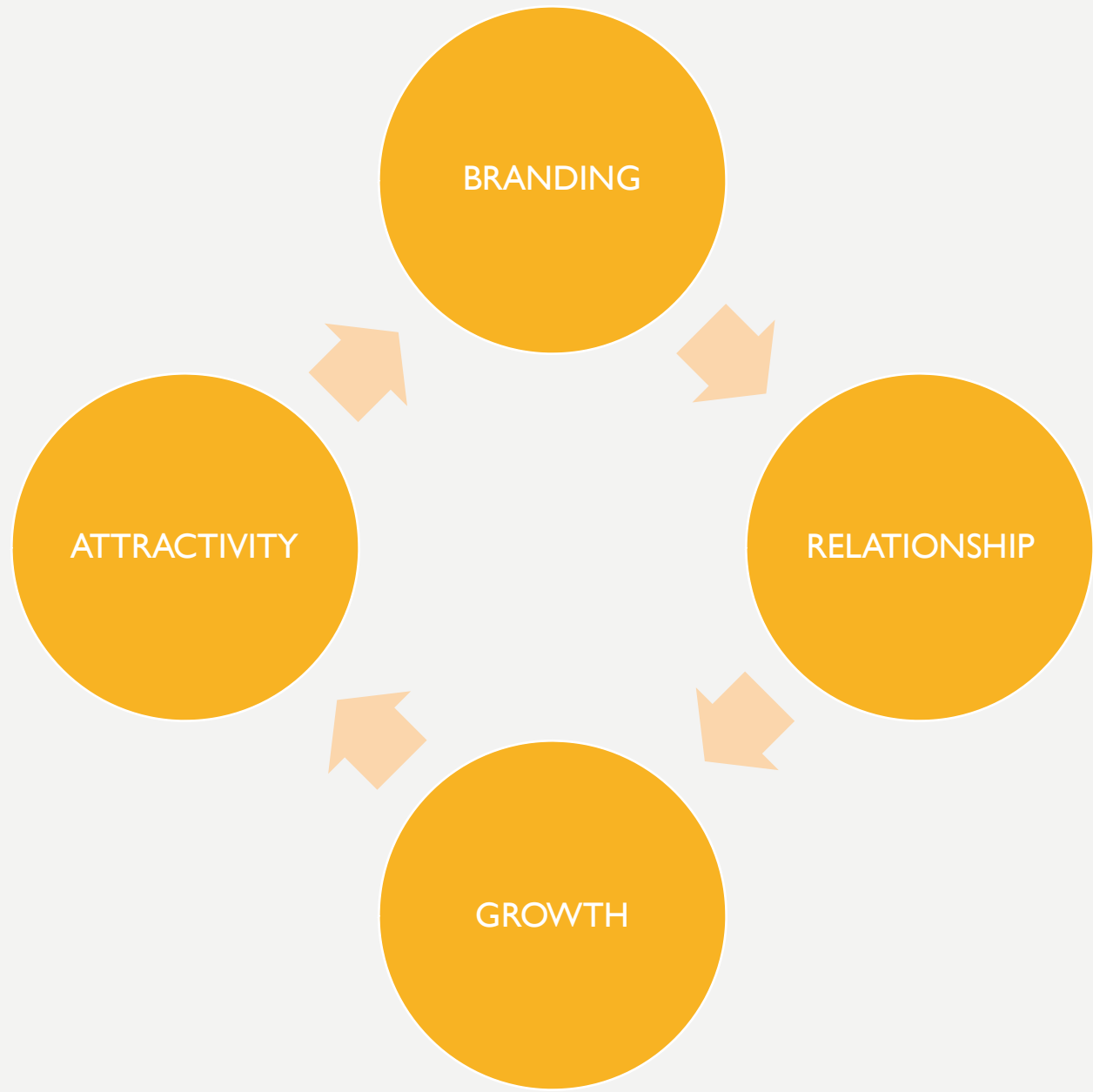
- **Universities + Industries = Regional growth**
- New knowledge and innovation
- New investment
- Strengthens the relationship to the city
- Flow of workforce to local businesses
- Student retention

HOW – PLACE BRANDING

- **Urban Development**
- Shopping
- Nightlife
- **Promotion**
- The use of social networks in communicating with students
- The use of PR in communicating with students
- *Events: networking & recruitment

WHAT WE FOUND OUT

- The city/local community/university/ must contact the students from day one
- The communication must continue throughout their education



WHAT WE FOUND OUT

- Finding a job is one important thing
- Place matters!
- Climate matters: either positive or negative

- Students wait for an invitation
- Leisure activities including variation
- Contacts for career and networking opportunities
- Social media
- Alumni stories

**COMMUNICATING
WITH STUDENTS**

**BUT WHAT CAN I
DO?**

- Inspire students to *start their career* in the city
- Help students *start their business* in the city
- *Show* them the city
- *Be the bridge* between University and the university



UNIWA CAREER



***BUILDING LIFELONG
RELATIONSHIPS
BASED ON PRIDE AND
MUTUAL
COMMITMENT***

CAREER CENTER ♥ ALUMNI RELATIONS



Worst case scenario?

- Happy students who become ambassadors for the university?