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# Leadership Catalyst

Identify, access and engage young leaders in the Dayton region. Connect Dayton's upcoming talent to volunteer leadership positions within UpDayton and other organizations that speak to their interests and to area boards that are seeking young members.



# Leadership Catalyst

- Implemented new Summit process to sift the best Summit leaders to the top
- Over 75% of participants who had attended previous Summits approved of the new format
- Half a dozen nonprofits and community organizations have reached out to UpDayton about young members for their boards
- Program needs to be better publicized to nonprofits and volunteers alike
- Save the date for the 2015 Summit - Friday, April 10, 2-6pm at the DAI



# Campus Catalyst Program

**Goal:** Engage area colleges and universities in order to build students' attachment to the Dayton region through arts and culture, entertainment and civic and professional engagement. Current students, with the help of area young professionals, will show their peers what it means to live, work, and play in Dayton.





# Campus Catalyst Program

*Sub Committees:*

Community Development

Student Engagement

Event Planning

Programming

Marketing



Current Catalysts from left: Sarah Thomas (UD, programming); Kiera Wheeler (UD, community development); Sara Sadri (Sinclair, student engagement); Stephanie Lloyd (UD, event planning); Kelsey Clayback (UD, marketing)

# Campus Catalyst Program

Event	Student Attendance
Ice Skating	45
Power Networking and Pizza	14
Financing Fun	12
UpDayton Summit	27
"How to Get Hired and Not Fired"	23
Midwest Outdoor Experience	15
Cash Mob	23

Total attendance has been 159 students (this number does not account for repeat student attendance). Events have attracted students from the following colleges: Sinclair Community College, University of Dayton, Wright State University, AFIT, ITT Technical Institute, Wittenberg, Clark State, and Central State University.



# Business Catalyst Program

**Goal:** Create an ambassador program for new hires at local companies, who will get acquainted with the region with the aid of a peer from UpDayton. Improve quality of life perceptions about Dayton by connecting young talent to amenities as soon as possible based on their interests.





# Business Catalyst Program

- Selected 10 Business Catalysts for launch
- Currently 13 registered participants
- Program Outline:
  - Meet & Greet
  - Dayton Adventure
  - Get Connected
- Participating Companies
  - LexisNexis
  - CareSource
  - Montgomery County
  - Teradata





# Business Catalyst Program

## Early Challenges

- Confusion about participation
- Consistent recordkeeping practices among catalysts

## Goals for 2015

- Consistent marketing of the program to the employees of the participating companies
- Distribution and analysis of feedback surveys
- Development of a pricing strategy for the program



# Connect937

- 18-26 year olds are trending at risk
- Females are trending more at risk than males
- African Americans, those making \$40-50k, those on the job 1-3 years and living in the area 1-3 years are trending at risk



Respondents  
n=357



Locations  
n=178



Strength  
Community Fit



Weakness  
Organizational Links

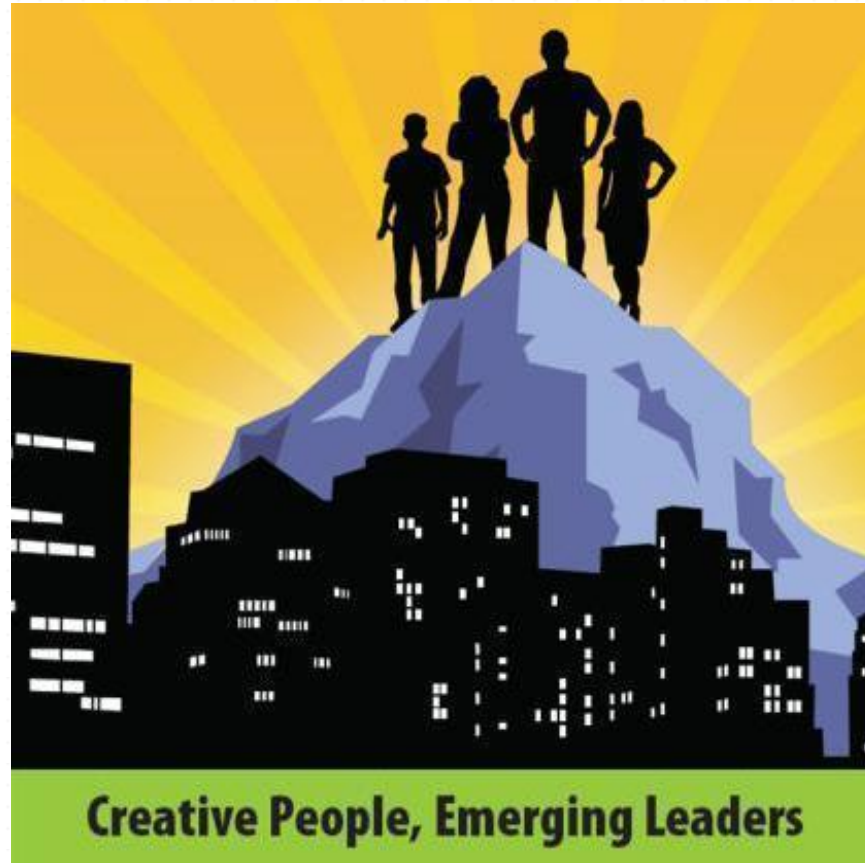
# Connect937

*Top Voted Suggestion for Improvement*

“My organization needs to learn how to connect with the young people in order to make tomorrow's leaders. Nurture our ideas and creativity instead of doing the same ol' thing year after year.” (28 votes)



# Questions?



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# Thank You!



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