

New Resident Recruitment and Retention Programs: A Survey

Phase I

Please respond to the following questions for the community you regard as your primary community or community-of-focus.

1. The current population of your community is: _____.
2. Your community's population over the past 10 years has: (choose one)
___ 1. Increased by about ___ %
___ 2. Remained Stable
___ 3. Decreased by about ___ %
3. On a scale of 1 to 5 with 1 being none to very little and 5 being very high, how would you rate your community's involvement in community development activities? Rate ____
4. On a similar scale of 1 to 5, how would you rate the level of cooperation and collaboration of your community with other communities in your geographic region? Rate ____

Recruitment:

5. Has any group or organization in your community, past or present, been engaged in any community development activities directed at specifically *recruiting new residents*? Yes ___ No ___
6. If yes to Question 5, how would you describe the recruitment efforts?
 - a. general recruitment of a wide range of potential residents.
 - b. targeted recruitment of a specific type of potential residents.
 - c. both general and targeted recruitment efforts.
7. Has your community, past or present, been working with other communities and organizations in efforts targeted specifically at *recruiting new residents to the area*? Yes ___ No ___
8. On a scale of 1 (low) to 5 (high) how would you rank your community's general acceptance of a community strategy for recruiting new residents?
Numerical Rank ____
9. On a scale of 1 (low) to 5 (high) how would you rank your community's willingness to embrace the typical changes that can come with an influx of new residents?
Numerical Rank ____

10. Please indicate how you would rate the impact of each of the following community factors in contributing to the new-resident recruitment potential for any community.

Factor	Impact on New Resident Recruitment				
	Little or none				Very Strong
a. Employment/income opportunities within commuting range	1	2	3	4	5
b. Entrepreneurial opportunities	1	2	3	4	5
c. Housing availability	1	2	3	4	5
d. Housing affordability	1	2	3	4	5
e. Quality of educational system	1	2	3	4	5
f. Quality of medial services	1	2	3	4	5
g. Availability of high-speed broadband communications	1	2	3	4	5
h. Retailing services	1	2	3	4	5
i. Perceived community safety/security	1	2	3	4	5
j. Natural resource amenities	1	2	3	4	5
k. Cultural amenities	1	2	3	4	5
l. Recreational amenities	1	2	3	4	5
m. Landscape amenities	1	2	3	4	5
n. Family ties (to community)	1	2	3	4	5
o. Perceived neighborliness	1	2	3	4	5
p. General economic viability of region	1	2	3	4	5
q. Community acceptance of diversity	1	2	3	4	5
r. Progressive community leadership	1	2	3	4	5
s. Active citizen involvement	1	2	3	4	5
t. Family-friendly community attributes	1	2	3	4	5

11. As for types of *new resident recruitment strategies* used by communities,
Please note the status of your community's involvement in each of these activities:

	Have Used	Now Using	Will likely Use	NA
a. Written promotional materials	1	2	3	4
b. Community web-site for focus on new resident recruitment	1	2	3	4
c. Networking for attracting alums back home	1	2	3	4
d. Expand job opportunities in the work force	1	2	3	4
e. College tuition reimbursement for returning professionals	1	2	3	4
f. Homesteading building lots (free or at subsidized prices)	1	2	3	4
g. Direct market networking and recruitment of selected new resident groups	1	2	3	4
h. Development of a resident recruitment task force	1	2	3	4
i. Development of a resident recruitment program	1	2	3	4
j. Development of housing programs for residential expansion	1	2	3	4
k. Professional facilities built/improved for recruiting medical professionals	1	2	3	4
l. Enhancing quality of life features of the community	1	2	3	4
m. Providing services/facilities/capital for prospective entrepreneurs	1	2	3	4
n. Other: (please specify below)				
	1	2	3	4
	1	2	3	4
	1	2	3	4

12. Based on your own experiences, observations, and perceptions how would you rate, on a scale of 1 (low) to 5 (high) the effectiveness on the *new resident recruitment* strategies noted above as they may pertain to your community/region?

	<u>Rating of Effectiveness</u>					NA
	1 (low)	2	3	4	5 (high)	
a. Written promotional materials for new resident recruitment	1	2	3	4	5	6
b. Community web site focus for new resident recruitment	1	2	3	4	5	6
c. Networking for attracting alums back home	1	2	3	4	5	6
d. Seek to expand job opportunities in the work force	1	2	3	4	5	6
e. College tuition reimbursement for returning professionals	1	2	3	4	5	6
f. Homesteading building lots (free or at subsidized prices)	1	2	3	4	5	6
g. Direct market networking and recruitment of selected <i>new resident groups</i>	1	2	3	4	5	6
h. Development of a specific <i>resident recruitment task force</i>	1	2	3	4	5	6
i. Development of a specific <i>resident recruitment program</i>	1	2	3	4	5	6
j. Development of housing programs for residential expansion	1	2	3	4	5	6
k. Professional facilities built/improved for medical professionals	1	2	3	4	5	6
l. Enhancing quality of life features of the community	1	2	3	4	5	6
m. Providing services/facilities for entrepreneurs	1	2	3	4	5	6
n. Other: (please specify below)						
_____	1	2	3	4	5	6
_____	1	2	3	4	5	6
_____	1	2	3	4	5	6

Retention:

While people may be “coming in the front door” (moving into the community) it is equally important to consider who may be “going out the back door” (moving from the community). This applies to both the new resident population and the greater population, although we are focusing on new residents here.

13. For new residents and new-resident households (5-years or less), is your community using any specific retention strategies? Yes _____ No _____

14. If yes, to Question 13, please identify specific steps/activities being used.

15. Based on your own experiences, observation, and perceptions, how would you rate on a scale of 1 (low) to 5 (high) the effectiveness of *new resident retention* strategies as they could pertain to your community/region?

	Rating of Effectiveness					N/A
	1 low	2	3	4	5 high	
a. New resident welcome committees	1	2	3	4	5	6
b. “Welcome Packages” with discount vouchers, community information, etc.	1	2	3	4	5	6
c. Community director/information kit of support services	1	2	3	4	5	6
d. Community volunteer opportunities for new residents	1	2	3	4	5	6
e. Community leadership mentoring and development	1	2	3	4	5	6
f. New-resident networking w/community – newsletters, e-mails, etc.	1	2	3	4	5	6
g. Periodic social opportunities w/specific reaching out to new comers	1	2	3	4	5	6
h. Community celebration events – tradition/heritage, diversity, etc.	1	2	3	4	5	6
i. Closely-linked school/community functions for parents and youth	1	2	3	4	5	6
j. Community vision and futuristic planning	1	2	3	4	5	6
k. Positive community publicity (what’s good about...)	1	2	3	4	5	6
l. Individual job and career enhancement opportunities for residents	1	2	3	4	5	6
m. Broad-based representative input into community decision making	1	2	3	4	5	6