

To stay or to go:

Attracting and retaining younger workers in
New Hampshire



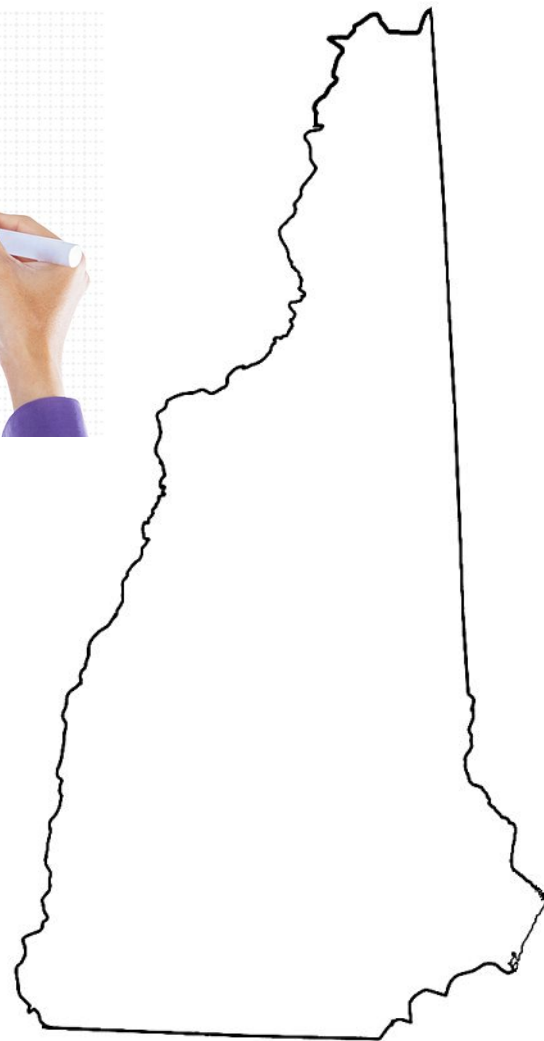
September 14, 2021

stayworkplay
NEW HAMPSHIRE





Mission: “To attract and
retain more young people in
New Hampshire.”

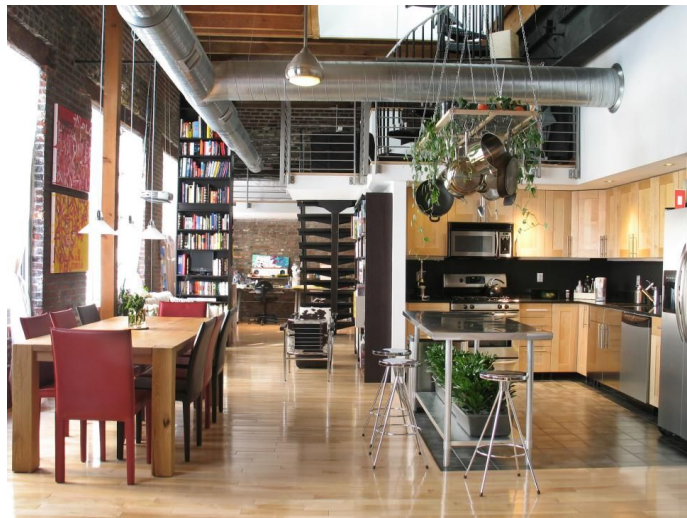




NH is #1

\$39,410
average
student
loan debt





Strongly agree ☐

Agree ☒

Disagree ☐

Strongly disagree ☐

1/2



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58%



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7%

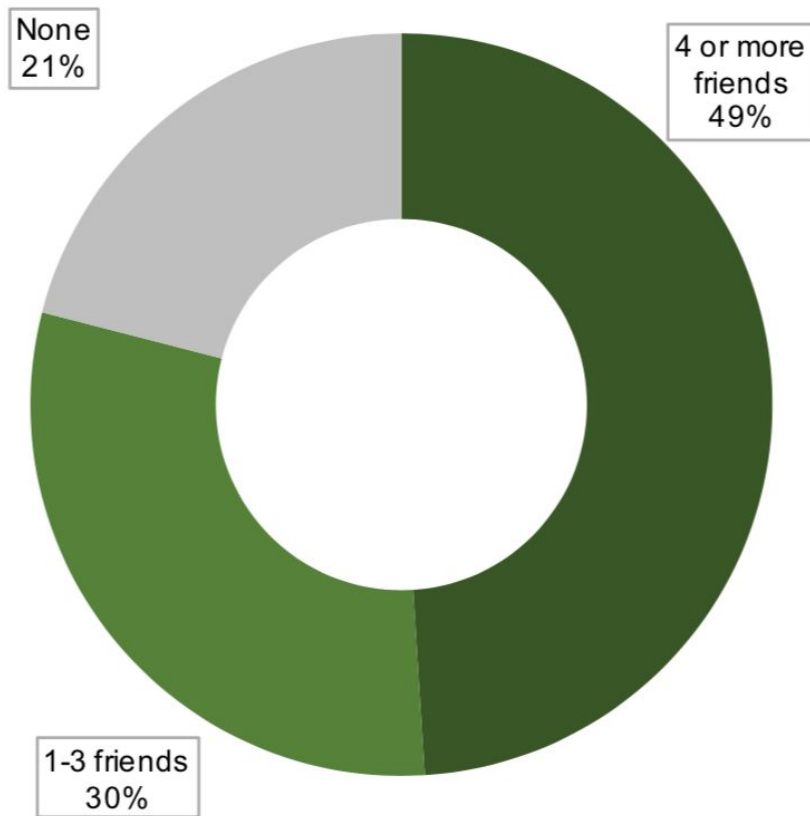


21%

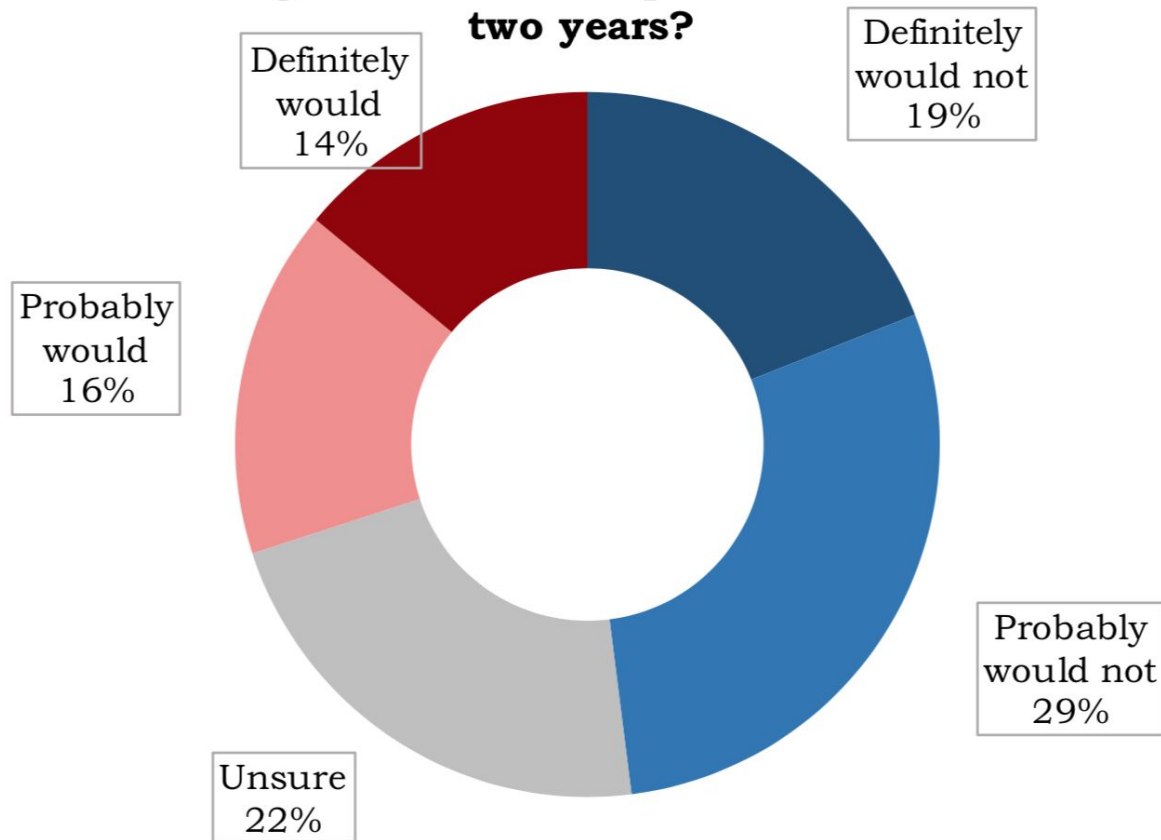


Of those 21% who live with parents or other family members, 57% do not pay rent.

**How many friends do you have that live
in an area that you would consider
close or easily accessible to you?**



**How likely is it that you would consider
moving out of New Hampshire in the next
two years?**





REASONS YOUNG PEOPLE LEAVE NH





REASONS YOUNG PEOPLE LEAVE NH





REASONS YOUNG PEOPLE STAY IN NH





REASONS YOUNG PEOPLE STAY IN NH



STRATEGIC INITIATIVES

CONNECT

Decrease the “loneliness factor” experienced by young people in NH.

ADVOCATE

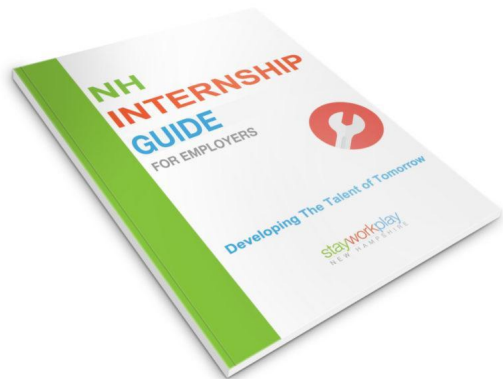
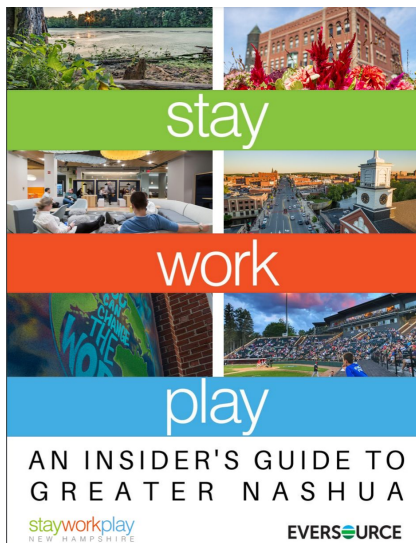
Educate and build public and legislative support for issues that support young people staying, working, & playing in NH.

BRAND

Improve the perception of NH and the opportunities here among young people from both in-state and out-of-state.

PROMOTE

Promote NH, NH employers, and NH post-secondary education institutions to be more attractive to young people.



**CAN'T
DO IT
ALONE.**



WHAT YOUR ORGANIZATION CAN DO

stayworkplay
NEW HAMPSHIRE

boardofadvisors



WHAT YOUR ORGANIZATION CAN DO

Get to know your employees

What are their interests? What do they like to do when they're not at work?

What are their challenges? Housing? Student debt? Child care? Lack of friends/ people to date?

Talk to policy makers about:

- Your workforce development challenges
- Issues that affect your young workers and the effect it has on your ability to recruit and retain them



WHAT YOUR ORGANIZATION CAN DO

Reconsider benefits offered

- Student loan repayment program and pet insurance ala Fidelity
- Opportunity to volunteer on company time ala Hypertherm
- Allow dogs at work ala Oracle
- Allow infants at work ala Badger

Connect employees to:

- Each other via existing affinity groups or create your own ala Fidelity, Badger (running group, knitting group, etc.)
- Community via YPNs, nonprofits, and interest groups (community theater, books clubs, running groups, etc.)

THANK YOU!