

Education/Generations in the Workplace

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Northwest Arkansas Attracting Talent and Creating Resources



NWA – A Regional Collaboration

- Fayetteville
- Springdale
- Rogers – Lowell
- Bentonville

Business started this regional effort to attract and retain talent plus provide resources (Wal-Mart, JB Hunt, Tyson)



World Class Companies Need World Class Employees

NWA had an issue – Generational Talent was scarce and didn't enjoy the lifestyle of NWA.

NWA Council – Began its work with:

1. Razorback trail – 38 miles (thru all communities)
2. Created the NWA brand
3. Began communicating brand & message
4. Mountain biking capital of the World
5. Arts (Crystal Bridges), outdoors, culture
6. Retail, Hotels, Restaurants, and Sports

*The Epicenter of “Welcome”, no matter color,
who you are, etc.*

The NWA Council

- Workforce Housing
- Workforce Development
- Entrepreneurship
- Financing

The Council brings resources for growth and development.

NWA Higher Education

- University of Arkansas – Founded 1871
- Harding University NWA – Extension
- John Brown University – Founded 1919

- NWA Community College
 - 8308 Enrollment
 - Found 1989



Build it, Brand it, and they will come.

NWA population
doubled between
1990 – 2010

Best Place for
travelers to visit
(Expedia)

Best Places to Live
(Top 10 for six years)
– US News & World
Report

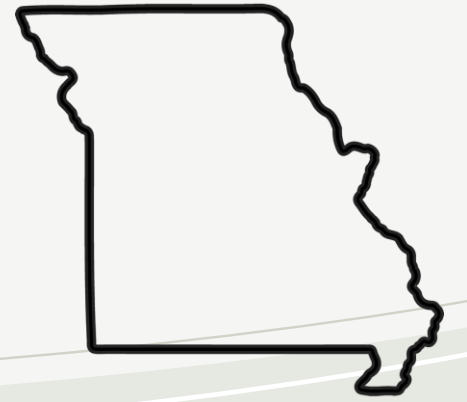
2020 Best Cities for
Bicycling – People for
Bikes

15 cities where
business is booming,
and salaries are rising
– CNBC

Top U.S. Cities for
career opportunities
– smart asset

Best cities to launch
a career –
Realtor.com

Southwest Missouri



Do we collaborate regionally?

- Springfield Regional Economic Partnership

(Barry, Christian, Dade, Dallas, Greene, Lawrence, Polk, Stone, Taney, and Webster Counties)

Do we have a brand?

What are we doing to attract/retain Generational Talent?

1. Placemaking efforts/focus
2. Ozark Greenways
3. Lakes, Rivers
4. Bass Pro/Big Cedar (Ridgedale)
5. Sports – MSU, Drury, Evangel, Springfield Cardinals, Sportstown, Cooper, Killian
6. Arts – Art museum, SLT, Hammons Hall, Symphony, Opera, etc.

The Ozarks

“An Educational Hub”

- 1873 – Drury College Founded
- 1878 – SW Baptist Founded
- 1905 – SW Missouri Teachers College Founded
- 1906 – College of the Ozarks Founded
- 1955 – Evangel University Founded

**Over 40,000 college students
call the Ozarks home**



OTC

- Founded in 1990
- 9051 Students
- Springfield, Ozark,
Hollister, Republic,
Waynesville, Lebanon
- Just completed Advanced
Manufacturing Center

A Strong K-12 Investments

Springfield – 170M Bond, 220M Proposed

Ozark – 19M Bond

Nixa – 15M Bond, Levy Increase

Strafford – 7.5M Bond

Republic – 16M

Bolivar – Early Childhood Learning Bond

Willard – 29M Bond

Rogersville – 32M Bond

Marshfield – 8.5M Bond





Other Initiatives

Workforce Housing

- Restore SGF

Workforce Development

- Springfield, OTC, Others

Entrepreneurship

- E. Factory



Are we a place where talent will come and stay?

CU Fiber Project – 120M

Grant Avenue Parkway

C-Street – Arkifex Project

Jordan Valley Creek/Downtown

Galloway – Question #1

National/Sunshine – Controversy

Will we grow or stagnate?

SW Missouri Opportunities



*Let's build a brand and
get excited!*

- Regional Cooperation/Collaboration
- Using Education as a strength
- Placemaking Efforts – Will they be encouraged?
- Business Diversity – Are we involved/supportive?
- Outdoors – lakes, rivers, streams, trails, fishing, hunting, golf
- Sports
- Restaurants

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