

## MISSION

To attract and retain more young people in NH.

## VISION

To improve economic, workforce, and community development by promoting the state as a favorable place for young people to stay, work, and play.

## SHARED OUTCOMES

- 1.) ↑ net in-migration of 20-40 year olds [3,200 annually\*]
- 2.) ↑ % of NH college students who remain in the state after graduation [50%\*]
- 3.) ↑ % of High school graduates who remain in NH to pursue a 4-year degree [41%\*]

## KEY INITIATIVES & ACTIVITIES

### CONNECT

Increase the number of connections made 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 that both in-state and out-of-state young people have of NH and the opportunities here.

### PROMOTE

Support NH employers and post-secondary education to make them more attractive to young people

## SHARED MEASURES OF SUCCESS

[21%\*] have zero friends in close proximity

Housing affordability: [#3\*] reason for leaving NH  
Protection of NH's environment & outdoor recreation: [#2\*], [#4\*] & [#6\*] reasons for staying in NH.  
Average student debt in NH is [\$34,415\*], [74%\*] of graduates have this debt. NH is ranked [#4\*] nationally.

[59%\*] are very satisfied or completely satisfied in living in NH  
There is [3,200 annually\*] net in-migration of 20-40 year olds

[50%\*] of NH college students remain in the state after graduation

[41%\*] of NH high school graduates remain in NH to pursue a four-year degree

## STRATEGIES

### STRATEGY A:

Facilitate access and connections for young people around the state.

### STRATEGY B:

Provide resources for young people to meet and connect.

### STRATEGY C:

Educate and promote NH post-secondary opportunities to high school student influencers; guidance counselors, parents, teachers, coaches.

### STRATEGY A:

Take part in non-partisan, issues-based advocacy activities at the state house.

### STRATEGY B:

Mobilize and organize allies around SWP's policy priority areas. Provide allies with advocacy resources needed to engage with their local legislators and influencers including letters of support, letters to the editor, talking points for providing public testimony, sample social media post copy, etc.

### STRATEGY C:

Inform and engage young people to become more involved in the political process through monthly communication on advocacy progress and "Life of the Party" event series.

### STRATEGY A:

Identify influencers and build out a brand ambassador program to promote NH opportunities to both in-state and out-of-state audiences.

### STRATEGY B:

Expand our influence through more relevant content creation and social media efforts.

### STRATEGY C:

Create Insider's Guides for each region in the state.

### STRATEGY A:

Utilize secondary and post-secondary education events, including college/high school fairs and NH Scholars Day, to reach a wider audience and share the advantages of pursuing an in-state career.

### STRATEGY B:

Create resources for employers: Guide to Internships, Guide to Becoming a Millennial Friendly Workplace, YP Friendly Certification & Cost of Living Comparison Tool.

### STRATEGY C:

Refine the Board of Advisors role.