



indyhub

# SHAPE OUR CITY SUMMIT

Indy's approach to a talent  
2020 Summary



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## Overview

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On January 28th, 5:30pm, IndyHub and its Corporate Collective initiative (Lilly, Roche, Salesforce, Cummins, Barnes & Thornburg, The Heritage Group and JP Morgan Chase) hosted the first ever *Shape Our City Summit*. The event focused on Indy's approach to talent recruitment and retention, allowed up-and-coming leaders throughout the corporate and civic communities to learn from leaders in this space while also contributing in a discussion about the ways Indianapolis can better showcase our assets, engage our young people and ultimately grow our population and meet workforce demands.

## Goals

- Focus Indy's 20- and 30-somethings on the issues of talent attraction and retention.
- Curate a space where government and private sectors gather with young leaders to provide feedback on how we can better attract and retain key/top global talent.
- Collect qualitative data and identify common themes through thematic analysis.

## Approach

In 2016, IndyHub and several young leaders from Indianapolis' largest corporations formalized a partnership - The Corporate Collective - that supported talent attraction and retention practices to cultivate a city that attracts, retains and develops top global talent in Indianapolis.

In 2019, The Corporate Collective, a recognized IndyHub Initiative, includes emerging leaders from Barnes & Thornburg, Roche, Salesforce, Cummins, JP Morgan Chase, The Heritage Group and Lilly. The Corporate Collective's current mission is to work with IndyHub to cultivate an environment that attracts, retains and develops top global talent in Indianapolis. The Collective provides a recognizable impact to the IndyHub mission, strengthening the outreach and engagement of the corporate community's young professionals in (4) key ways:

- Highlighting amenities to entice top global talent
- Elevating cross-company networks
- Cultivating broader civic engagement and leadership throughout the community
- Building intentional conversations and programming around diversity, inclusion and broader issues facing the Indianapolis community

## Concept

*Thursday, January 30th ● The Athenaeum ● 5:00 - 8:00 p.m. ● Ticket Information: \$5*

Cities and companies all across the country are in a fierce competition for a critical asset - people. Advertising campaigns that highlight communities, generous relocation stipends and efforts to recruit remote workers are being deployed in cities small and large to close talent gaps, but there is far more work to do, especially when we consider that more than 80% of Millennials (the largest segment of the labor force) say we're willing to move for the right job.

So what is Indianapolis doing to fill jobs? And what should we be doing to be more attractive to talent? This is your chance to help shape those efforts, at both the policy level and in practice.

City and corporate leaders share the current challenges and solutions, and most importantly, hear from Indy's young leaders in small table discussions about ways that we can supercharge talent attraction and retention in

Indianapolis. *Featuring: Mayor Joe Hogsett, City Elected Officials, Economic Development and Corporate Leaders*

### **Guest Speakers**

- Mayor Joe Hogsett, City of Indianapolis (keynote)
- IndyHub President, Blake Johnson (event emcee)
- Ian Nicolini, Indy Chamber (moderator)
- Amy Green, Sr. Director of Global Recruiting and Staffing, Eli Lilly & Company (panelist)
- Kai Johnson, Manager of Community Partnerships, Salesforce (panelist)
- Domini Martin-Urban, Project Manager, Develop Indy; Talent and Image Strategy, Indy Chamber (panelist)
- Angela Smith Jones, Deputy Mayor for Economic Development, City of Indianapolis (panelist)

### **Key Findings**

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This section provides a summary of findings from the *Shape Our City Summit* and identifies clear themes along the following threads of inquiry:

- A. Knowledge and perceptions of Indy's current areas of strength
- B. Areas of growth and improvement for employers
- C. Issue of focus and investment for city-wide consideration

### **Theme A: Knowledge and perceptions of Indy's current areas of strength.**

**Affordability** | Across all discussion groups, affordability was mentioned as one of Indy's most prominent strengths. Participants cited housing affordability, as well as the flexibility this cost of living provides to enhance their quality of life, providing disposable income for entertainment, travel and expanded opportunities to be charitable.

*"Everything I need is here – a \$200,000 house versus a \$600,000 shoebox in Boston."*

**Accessibility** | Participants appreciate Indy's bikeability and walkability, citing the Cultural Trail and Monon as major community strengths, while acknowledging that expansion of this connectivity will continue to strengthen the city and garner attention. Accessibility was also cited in regards to our proximity to other cities and the ease of travel both by car and from our nationally-renowned airport. Unfortunately, while participants recognized the increased investment by city leaders on more effective and efficient modes of transit, including the Red Line, current issues with reliability have been problematic. Participants look forward to reliable and effective public transit and view this as a must-have in terms of talent attraction and retention.

*"It's still a struggle in this city for those of us who want to (or need to) live car free."*

**People** | Across most workshop groups, participants cited Indy's people and sense of community as a major asset. "Hoosier hospitality," kindness, ease of connection between people, and the approach - such as the Shape Our City Summit - to amplify and empower leaders of all ages were all mentioned.

### **Theme B: Areas of growth and improvement for employers.**

**Parental & Family Support** | Across most workshop groups, participants spoke to the importance of quality parental leave for both men and women, the need for affordable childcare and a general need for more family-focused and flexible paid-time-off. While some participants benefit from volunteer PTO, remote work options, and strong culture, others indicated that such policies and enhancements would be hugely beneficial and contribute to their likelihood of long-term retention. Many table discussions spent time on the idea of "work-life balance" and the role it plays in overall productivity, loyalty to the employer and overall well-being.

**Intentional Investments in Community Engagement** | During discussions, participants shared that while most of their employers have public messaging indicating their commitment to and investment in the community (both Marion County and regionally), they see opportunities to better encourage and incentivize deeper community engagement amongst employees and employee resource groups. For employees who are new to the city, this included finding ways to better acclimate to their new home, accessing useful resources and ensuring that inclusion and cultural sensitivity efforts are injected into all onboarding efforts.

Participants also shared that additional investments could be made (outside of traditional compensation) to provide community connection and to demonstrate authentic interest in employees. These included, transportation stipends, gym stipends, student loan reimbursements and development opportunities outside of the company that foster personal and professional growth. One participant offered that companies should find ways for companies to partner with arts and cultural institutions to incentivize memberships and ticket purchases.

*"[It's important to create a] welcoming environment for transplants to start and raise a family. Employers [need to emphasize] employees staying in Marion County and contributing to the tax base."*

### **Theme C: Issues of focus and investment for city-wide consideration.**

**City Identity and Brand** | For many workshop groups, they cited common terms to define Indiana (the state, the region, and Indianapolis) including "midwestern hospitality", or "Hoosier hospitality" – and Indy residents are good about living those phrases, however, participants offered that Indy residents and our major institutions and employers fall short when it comes to promoting ourselves as a vibrant city.

*"[The] city should be more aggressive and intentional about what we want to portray [as] our brand."*

Efforts to fully showcase our strengths to a broader audience were flagged as incredibly important in discussion groups, with participants sharing that better understanding of Indy prior to the move would have been helpful and eased concerns.

**Education** | At virtually every table, the issue of education was raised by participants. Discussions touched on the importance of effectively investing in local schools, building partnerships between employers and nearby public schools, clearer partnerships between employers and postsecondary institutions, and support for efforts to better compensate teachers. Ultimately, tables varied in their understanding of the educational landscape with some participants indicating great pride in local schools with others sharing that quality of Indianapolis schools would be prohibitive in staying in Indy long-term rather than moving to suburbs or another community.

**Environment and Sustainability** | Participants want to live in a city that values the environment and sustainable practices. Recycling, in particular, as well as focusing on green building practices were shared amongst the discussion groups as important indicators of whether or not the city was appropriately pursuing initiatives to that end.

**Transit** | As mentioned above, participants believe that effective and reliable transit is critical to talent retention and attraction in a city like Indianapolis, providing residents the opportunity to live car free or reducing the barriers to economic opportunity for those who must live car free. Improvements to transit locally are popular, but participants indicated issues of consistency and reliability in their experiences with both the Red Line and transit broadly.

**Diversity** | From recruiting talent to leadership in the highest levels, diversity is key – diversity of race and culture, diversity of gender and sexuality, and diversity of age, are all important to this group. Diversity needs to be important to major employers not just in Indy, but all over the state where crucial employers have campuses. Additionally, participants were enthusiastic about the presence of many young city officials during the event and want to see diversity of leadership across all sectors within the community as an indication of our community's commitment to young leaders of all backgrounds.

Audience: (200) of Indy's 20- and 30-somethings focused on talent attraction and retention.

# of RSVP's ..... 211  
 # of Registered attendees..... 200  
 # of actual attendees ..... 173  
 % attendance v. registered..... 86.5%  
 # of onsite registrations ..... 10

Male	41.3%	White	63.7%
Female	58.7%	Black or African-American	21.2%
Average Age	33.4	Hispanic, Latinx or Spanish	4.5%
Average Connection Index	7	Asian	3.4%
First Time Attending IndyHub event	48.3%	Prefer not to answer	4.5%

Company			
Barnes & Thornburg	2.8%	Roche	3.3%
Cummins	11.4%	Salesforce	14.7%
Eli Lilly	9.5%	The Heritage Group	6.6%
J.P. Morgan Chase	1.4%	Other	50.2%

**SHAPE OUR CITY SUMMIT**

**SEGMENT #1 | QUESTIONS**

**1. GO AROUND THE TABLE AND SHARE WHO YOU ARE, WHAT YOU DO FOR WORK IN INDY, AND HOW YOU GOT HERE (LIFER, HOMECOMER OR TRANSPLANT).**

**2. AT YOUR TABLES, SPEND A FEW MINUTES DISCUSSING WHAT YOU VIEW AS INDY'S BIGGEST ASSETS? WHAT KEEPS YOU HERE? IF YOU'RE A TRANSPLANT WHAT LURED YOU AND WHAT HAS SURPRISED YOU ABOUT THE CITY? EXAMPLES: SPORTS SCENE, COOL NEIGHBORHOODS, AFFORDABILITY**

**3. NO ONE IS PERFECT, NOT EVEN A CITY AS GREAT AS OURS. WHAT ARE SOME OF OUR WEAKNESSES? WHAT ARE WE MISSING? IF YOU'VE EVER THOUGHT OF LEAVING, WHAT ANIMATED THAT?**

**SEGMENT #2 | QUESTIONS**

**1. AS YOU THINK ABOUT YOUR PLACES OF EMPLOYMENT, ARE THEIR THINGS YOU WISH THEY WOULD DO DIFFERENTLY THAT WOULD MAKE INDY MORE ATTRACTIVE? EXAMPLES: PTO DEDICATED TO VOLUNTEERISM, COMMUNITY ENGAGEMENT OPPORTUNITIES**

**2. AS A CITY, WHAT WOULD YOU LIKE TO SEE HAPPEN TO MAKE THIS A PLACE YOU'D BE EXCITED TO CONTINUE CALLING HOME? EXAMPLE: CLEARER PATHWAYS FOR YOUNG LEADERS TO GET INVOLVED, ETC.**

**3. WHAT IDEAS DO YOU HAVE FOR OUR BUSINESS AND CIVIC COMMUNITY TO BE MORE ATTRACTIVE TO POTENTIAL MOVERS AND NEW HIRES? EXAMPLE: REMOTE WORK RELOCATION STIPENDS**



## Appendix B: Post-event Survey Responses

### Survey Responses - 22 total responses

*Audience: Invitation to complete the survey was shared via Eventbrite follow-up and direct email from IndyHub.*

**Question: Overall how connected do you feel to Indy  
[scale 0(not at all)-10 (all in!)]?**  
**Response: Average response 7.8**

**First Name**, was this your first time attending an IndyHub event?

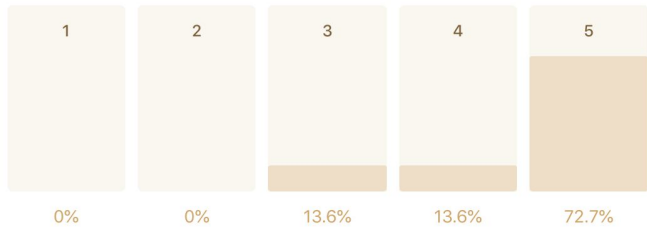
22 out of 22 people answered this question



**How was your experience?**

Avg. 4.6

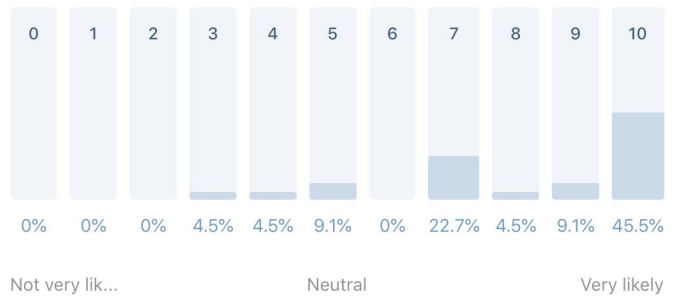
22 out of 22 people answered this question



**If IndyHub and the Corporate Collective were to host an all-day conference about issues facing our city, how likely would you be to attend?**

Avg. 8.1

22 out of 22 people answered this question



**As you look to get more involved, which of the following opportunities are you most interested in?**

22 out of 22 people answered this question



**Do you feel more connected to Indy as a result of attending this event?**

22 out of 22 people answered this question

