

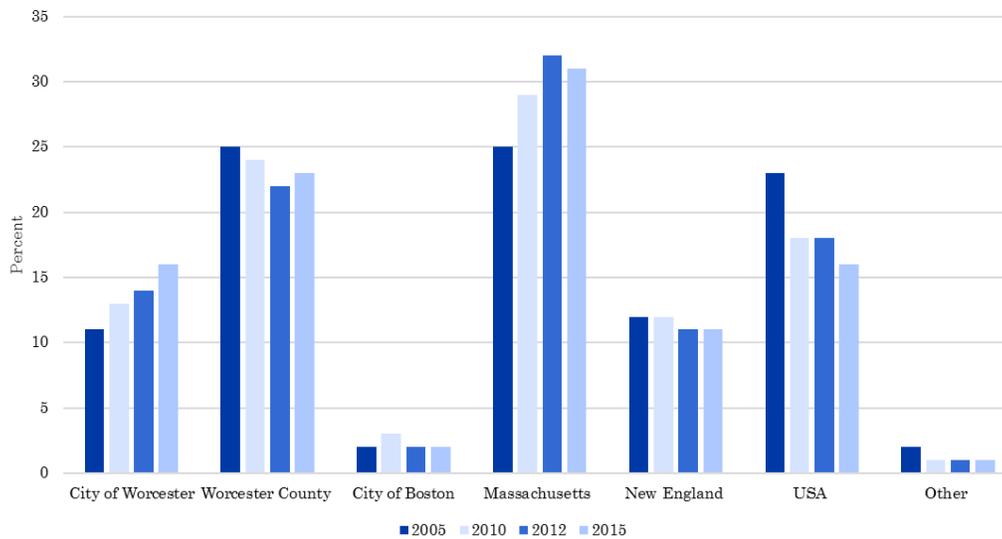


**Bureau Brief—Talent Retention 2016**

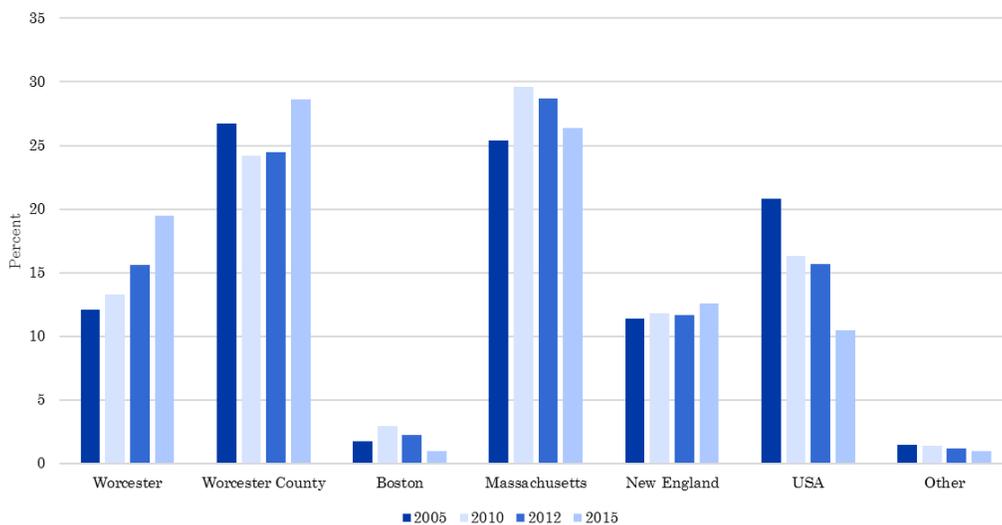
Research in the Public Interest

The City of Worcester and the surrounding communities are home to 12 colleges and over 30,000 college students, giving Greater Worcester a built-in advantage in attracting and retaining a highly talented and educated workforce—a necessary component of successful economic development. Worcester’s colleges and universities specialize in diverse academic areas, graduating students in the liberal arts, biological and health sciences, engineering, business management, and much more. This brief, using data provided by each of Greater Worcester’s colleges and universities, highlights the current location of college graduates from local institutions. From the data, we know that recent graduates are more likely to choose Worcester as a place to live, but more work needs to be done to understand the factors motivating these location decisions. Retaining local graduates is an important advantage in efforts to cultivate successful growth of the Greater Worcester economy.

**Residence of Alumni of Greater Worcester Colleges and Universities—All Graduates**  
Classes of 2005, 2010, 2012, and 2015



**Residence of Alumni of Greater Worcester Colleges and Universities—Undergraduate Only**  
Classes of 2005, 2010, 2012, and 2015



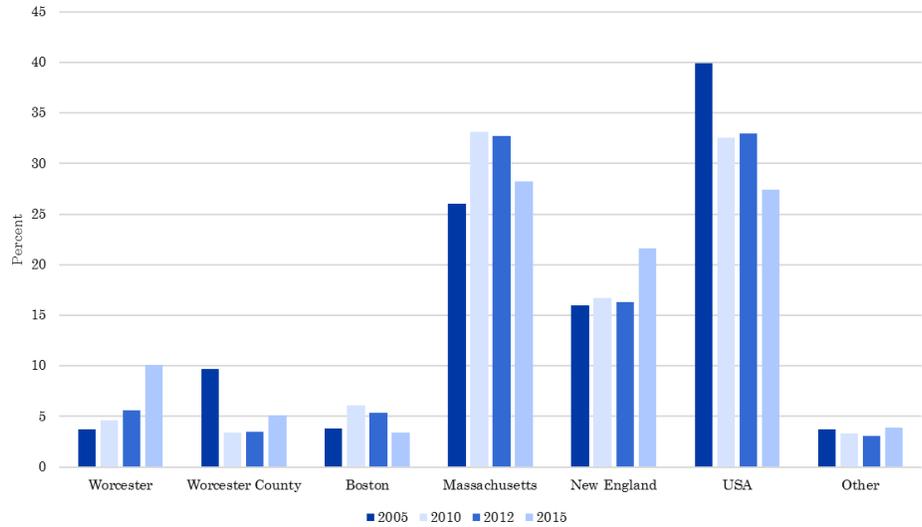
The following charts indicate the current residence of local college and university graduates of the classes of 2005, 2010, 2012, and 2015. The data show that recent graduates are more likely to be living in the City of Worcester than those who graduated a decade earlier. 11% of the class of 2005 currently live in Worcester while 16% of the class of 2015 live in Worcester. Many more graduates remain within the region—39% of the class of 2015 is currently living in Worcester and Worcester County combined compared with 32% of the class of 2005. The number of graduates choosing to live in Boston has remained relatively steady over the class years at about 2%. The number of graduates choosing to live in other parts of Massachusetts ranges from 25% to 32%.

Graduates of undergraduate programs (associate & bachelor’s degrees) are more likely than those of graduate programs (master’s & doctoral degrees) to remain in Worcester. Focusing only on undergraduate alumni, 12% of the class of 2005 are living in Worcester compared to 19.5% of the class of 2015. Worcester County has also increased in popularity, with nearly 29% of the class of 2015 remaining in Worcester County communities beyond Worcester.

(N.B. On each chart, all categories along the horizontal axis are exclusive of the others. For example, Worcester is not included in Worcester County; Worcester, Worcester County, and Boston are not included in Massachusetts; etc.)

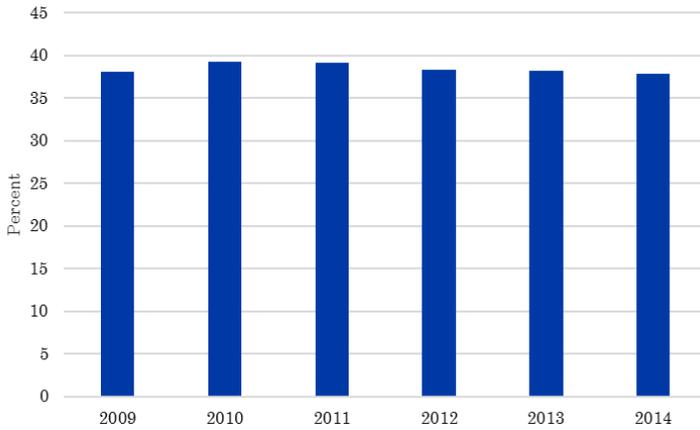
Location decisions are influenced by hometown and family connections. Clark University, College of the Holy Cross, and Worcester Polytechnic Institute draw more than 50% of their student body from outside Massachusetts, making it less likely that their graduates will remain in the area after graduation. Yet recent graduates from these institutions are also living in Worcester at a higher rate than those who graduated a decade ago. While Worcester's numbers have consistently increased, the number of alumni living in Worcester County, Boston, and Massachusetts as a whole has fluctuated, sometimes significantly.

**Residence of Alumni of Greater Worcester Colleges and Universities National Institutions\*—Classes 2005, 2010, 2012, and 2015**



\*Clark University, College of the Holy Cross, and Worcester Polytechnic Institute

**Worcester: Percent of 25 to 34 Year Olds with a Bachelor's Degree or Higher**



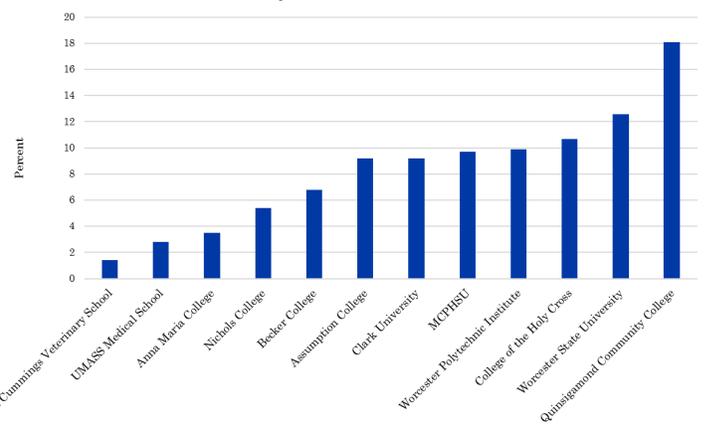
Source: U.S. Census Bureau, 5-Year American Community Survey, Years Cited.

While retaining local college graduates is important, retaining local residents and attracting new residents that attended college outside the region is important as well. As companies look to hire new talent, they often rely on the cohort of young professionals between the ages of 25 and 34. The percentage of Worcester residents in that cohort with a bachelor's degree or higher has remained relatively steady for the past six years—37.9% in 2014. This number is less than that of Cambridge, MA (87.4%), Boston, MA (63.8%), Burlington, VT (60.6%), and Portland, ME (53.9%), but higher than many urban areas in New England including Providence, RI (35.5%), Manchester, NH (31.7%), Hartford, CT (20.5%), and Springfield, MA (20.3%).

**Our View of the Data**

Greater Worcester has impressive intellectual capital in its diverse institutions of higher education. Faculty, staff, and students all contribute to a vibrant city and region. Keeping new graduates in the area is one means of building our talent base and attracting the employers that seek them. The data indicate that new graduates value a Worcester location and may be staying in greater numbers. We know from prior research that keeping those graduates means attracting new career opportunities in diverse fields, improving transportation alternatives, offering wide-ranging housing options, and building a vibrant quality of life. These efforts will not only attract recent college graduates but support new and long-time residents alike. Worcester needs a comprehensive approach that connects students to a community that is both a good place to live and make a living.

**% of Total Graduates by Educational Institution—All Years\*\***



\*\*Institutional representation as a percent of total graduates in study.

**Bureau Brief**

Worcester Regional Research Bureau  
 500 Salisbury Street  
 Worcester, MA 01609  
 508-799-7169  
 www.wrrb.org

**Notes:**

- Prepared in partnership with the Worcester Regional Chamber of Commerce.
- Many thanks to the leadership and staff of each higher education institution for providing alumni data. Count includes only alumni with currently known addresses.
- On each chart, all categories along the horizontal axis are exclusive of the others. For example, Worcester is not included in Worcester County; Worcester, Worcester County, and Boston are not included in Massachusetts; etc.



The Research Bureau