

# The Catalysts for Intellectual Capital 2020



Proseminar in Civic Entrepreneurship 2010



## The Catalysts for Intellectual Capital 2020 (CIC2020)

Closing Statements  
And  
The Future of CIC2020

By Jane Donatich

Binghamton University, 2011  
Mathematical Sciences Major, Engineering Minor  
The Catalysts for Intellectual Capital 2020, Associate Director 2010  
2010 Proseminar, Course Assistant

**The Catalysts for Intellectual Capital Proseminar  
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In the Knowledge Economy, the university provides an abundance of students: an intelligent network of young talent preparing to take their next step into the real world after graduation. For a community in which a university resides to achieve progress with innovation and creativity in mind, it is crucial to retain this young talent. The theme of this year's Proseminar for Civic Entrepreneurship, 'Leading from the Confluence', conceptualized by Jodi Epstein, a Binghamton University senior, aims to take this network of young talent comprised of students, young professionals, and entrepreneurs and expose them to the possibilities of employment in the Southern Tier. Through marketing and exposing students to the opportunities available and helping them to establish connections along the way, the Southern Tier will benefit from this emerging creative class.

The Proseminar class, in performing the mission of Leading from the Confluence, met with various community members and Binghamton University administrators in search of potential research projects that would eventually culminate in the form of a presentation and an official [www.cic2020.org](http://www.cic2020.org) paper publication. Through the exploration of various sectors of the Southern Tier's economy each Friday, such as Endicott Interconnect, the New Art School, Binghamton General Hospital, a roundtable discussion with local government officials, the Anderson Center, the Roberson Center, Visions Federal Credit Union, and WSKG, the Proseminar has learned a lot of information about each sector to consider when brainstorming ways to bridge the gap between the community and young talent. The students utilized last year's conceptualization, the Partnership for Knowledge Entrepreneurship (PKE), as a stepping-stone and maintained a thematic reciprocal relationship, feeding off the idea of Knowledge Entrepreneurship and an Entrepreneurial Contagion while simultaneously shaping a comprehensive map that encompassed Jodi Epstein's proposal. However, a top-down "openmindedness" itinerary was emphasized by Dr. Crews, Jodi, and me in order to generate creativity and innovation that lead to our final conceptualization of a 'Superenclave'; a demonstration of a young talent composed of engaged students, young professionals, and entrepreneurs, energized and ready for the world, along with five themes:

- a. **Relational Development:** practice dynamic marketing strategies that emphasize regional collective development and aim to target young talent;
- b. **Common culture:** connect, engage, educate, innovate;
- c. **Locale:** promote smart business development to ensure a productive entrepreneurial milieu;
- d. **Social Capital:** exercises processes that attract and retain young talent;
- e. **Entrepreneurial Ubiquity:** foster knowledge acquisition in an entrepreneurial contagion by organizing and suggesting change.

The 2010 Proseminar's final presentation has opened a new door, instead of the closing a door as one might expect from such an extensive presentation. Through much research and progress made throughout the semester, as well as hands-on experience in the community, each student has made recommendations. Their ideas are now out in the open and 'free' to grab. We encourage you to take advantage of this opportunity to brainstorm ideas and

consider implementing their recommendations, which cover almost all sectors of the economy. From suggestions such as offering a field trip to a location in the Southern Tier as a component of a class in each major to encourage exploration, to a "Second Friday" program to connect Binghamton University Students directly with local artists and art centers through monthly networking sessions/showcases, the 2010 Proseminar students have continually shown commitment. The class has expressed enthusiasm about their endeavors this semester and furthered CIC2020's missions to augment community and university partnerships and create more methods to attract and expand careers of young talented professionals.

### **The Future of the Catalysts for Intellectual Capital 2020 (CIC2020)**

The next phase of CIC2020: the new future, which will branch off of "Leading from the Confluence", the idea of "A Demonstration of Young Talent", and incorporate entrepreneurship to create a hub of leading young talent and professionals. In an actively changing Knowledge Economy with constant flow of innovative technology, ideas, and learning, it's crucial to maintain an area of common knowledge. The communication of such knowledge is essential to each entity in the economy and for the sake of progress. Next year, I would like to propose the creation of an organization or group of young talent that works with the government to develop initiatives to further the mission of CIC2020 and retain more talented young professionals in the Southern Tier. According to the Free Online Dictionary, a task force is "a temporary grouping of individuals and resources for the accomplishment of a specific objective". Therefore, my vision is for the next Proseminar class will form the "Young Talent Task Force" for the Greater Binghamton Area.

One region that has created a "task force for young talent" through a new strategic plan is the state of Ohio. Ohio's Department of Development plans to cultivate top talent and retain, advance, and attract the best workforce and talent in the world. The Young Talent Advisory Board in Ohio will consist of members from local young professional organizations throughout Ohio (1). It will strive to keep the organizations up to date with public policy decisions pertaining to workforce development and to assist in planning and executing talent attraction and retention programs to target young professionals and college students. It will also aim to include diverse talent, whether diversity in culture, origin, or industries and will communicate and serve under the Governor's Workforce Policy Advisory Board (1).

Now, a bit closer to home; within NY, in January of 2008, a Young Leaders Congress (YLC) consisting of young leaders throughout the state, was formed to "engage their peers in addressing the state's net loss of young people and making New York a more attractive place to live, work, raise a family, and start a business" (2). The YLC emerged out of the *I Live NY Summit* in the fall of 2007, which attracted more than 600 people to formulate solutions for the "economic, cultural and educational forces that can create job opportunity, promote entrepreneurship and foster livable communities" (2). In May 2009, the Empire State Development (ESD) partnered with the YLC to initiate three programs to conquer the "brain drain" in NY:

**a. Support Regional Marketing with a Jobs and Internship Portal-**

The web-based portal will help attract talented young professionals to opportunities across New York State. The portal will not only allow businesses to reach new audiences, but it will also serve as a tool to market the region by simultaneously advertising job openings while promoting social networks, social and cultural activities and transplant support services. The Job and Internship portal is currently in beta-testing, and can be viewed at [www.EssentialNYjobs.com](http://www.EssentialNYjobs.com).

**b. Create a Young Professional Organization (YPO) Start-Up Program** - The YPO Start-Up Program will help establish and grow young professional organizations in their local areas by promoting idea and information sharing, as well as build upon community support. The YPO Start-Up Program will strengthen the young professional community in New York State by encouraging young professional organizations from across Upstate and Downstate to leverage each others' strengths and assets. The goals of this program are to serve as a catalyst for the creation of YPOs across the State, to enhance existing organizations and to foster new initiatives building on collaboration and best practices.

**c. Apply a Livable Communities Capacity Grant Program** - Young professionals are not only looking for a job with great potential, but also places to live that provide opportunities to engage in the growth and vitality of the community. Through the Capacity Grant Program, members of the Young Leaders Congress will work with regional community partners and young professional groups to provide financial support for programs that will have a significant impact on the quality of life and the revitalization of the State's downtown cores. Programs could include entrepreneurship, regional marketing, adaptive re-use, expansion of green space, public arts and culture programs, civic engagement and volunteerism. (3)

Recently, the YLC has changed its name to "We Live NY" and functions as an independent coalition in communication and coordination with the Governor's office and ESD. The group is also exploring partnerships with other statewide and regional economic development organizations. Also, there are plans for a "We Live NY Summit" scheduled for Spring 2011.

The Southern Tier is in need of a task force to further a similar mission for the Greater Binghamton Area. We need to work directly with businesses and industry to foster a demand-drive task force to develop a highly-skilled and highly-competitive young talent pool to compete in the knowledge economy of the 21st century. However, we also need to market the internship or shadowing opportunities on a wider basis to capture the interest of students without prior exposure.

In her article "Young Talent Will Shape the Future", Chloe Rhodes maintains that offering meaningful work experience to students is just as important as the classes taken in college for the future. She points out that to connect subjects with interests in industry, exposure to the

opportunities available in a given area is crucial (4). Furthermore, by providing student leaders a place of discussion, as members in the Young Talent Task Force, to plan for their futures and consider exploring a region such as the Southern Tier as a place of opportunity, students will be able to 'lead by example'. They will receive exposure to the many sectors of the economy and acquire a strong knowledge base of the area enabling them to inform their fellow peers of their exciting, valuable information!

Additionally, the Young Talent Task Force would like to work directly with Mayor Matt Ryan and his staff and other local and state governments, to pursue the initiatives and goals mentioned above. Since the majority of college students in the region are not local to the Southern Tier collaboration with the local government would be crucial to discussion of talent retention. When combining the energy, knowledge, creativity, enthusiasm, and experience of both parties to work towards a common goal, it is inevitable that some change will be made for the sake and progress and the future of the region and to make New York State a better and more productive place to live, work, play, and finally stay.

## **The Greater Binghamton Young Talent Task Force**

### I. *Members of the Task Force (will consist of young talent who are the future!)*

- 1.) Students (CIC 2010 Proseminar students, CIC alumni, and other college students)
- 2.) Young Professionals (new hires, interns, etc.)
- 3.) Entrepreneurs

### II. *Role of the Task Force*

Mission: To directly address the retention of young talent in the Southern Tier through the collaboration between students and the local and state governments.

#### Initiatives:

1) Educate students and graduates about opportunities including entrepreneurial endeavors, i.e. civic and social entrepreneurship, in the Southern Tier to communicate realistic plans for life after graduation.

2) Provide more focused attention to retention and attraction of students and young professionals.

3) For local professionals and businesses: market for prospective employees and a link to the universities.

4) The Task Force will look at the Greater Binghamton Area as area of development where young professionals can "live, work, play, and ultimately stay". For example, look at the "Urban core" serving as pioneers for professional offices, housing, etc.

5) Work directly with the Major's office and the City of Binghamton to develop successful entrepreneurial and innovative ideas to develop the City of Binghamton.

6) Work with the Southern Tier Opportunity Coalition (STOC), CIC2020's parent organization, to further CIC2020's mission by hosting a networking café specifically targeted at students.

## References

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