

Gaining and Retaining Young People

Randy Stoecker, Katherine Curtis, and Dan Veroff, UW Extension Specialists
Todd Flournoy, Amanda Hoffman, Liangfei Ye,
Graduate Student Research Team

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Gaining and Retaining Young People

Framework

- A strengths approach—studying communities that are gaining and retaining young adults rather than those that are losing them
- A holistic approach—studying whole communities rather than single programs
- Goal—find positive forms of community development that attract and retain young adults.

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Methodology

Retainers

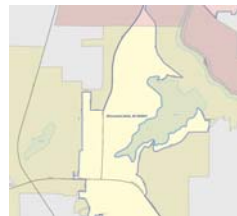
	City A: Young Adult Percent of Total Population	City B: Young Adult Percent of Total Population
1990	15%	15%
2000	20%	15%
2010	25%	15%

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Case Selection Methods

- Started with all 1800+ Wisconsin municipalities and towns
- Assembled U.S. Census counts of “young adults” (20-39 yrs) at 1990, 2000, 2010
- Excluded “group quarters” population
- Merged counts from cities and villages crossing county lines
- Calculated measures of *gainers* and *retainers* in each place.
 - *Gainers* – absolute growth of young adult population
 - *Retainers* – growth of young adult population as percent of total

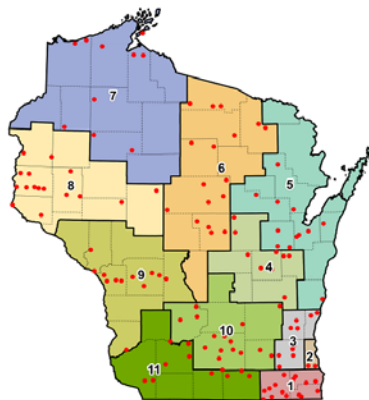


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Case Selection Methods

- Looked for regional division strategy to highlight more cases *across* Wisconsin
- Ranked the “top 20” retainers & “top 20” attracters *within* each WWDB region
- Selected *overlappers*--places that appeared in both “top 20” lists (top 30 in region 7) = **118 places**
- Solicited input from Extension professionals on suitability of these “overlappers”
- Included non-overlappers in northern portion of regions 5 & 6
- Resulted in **130 places** under consideration

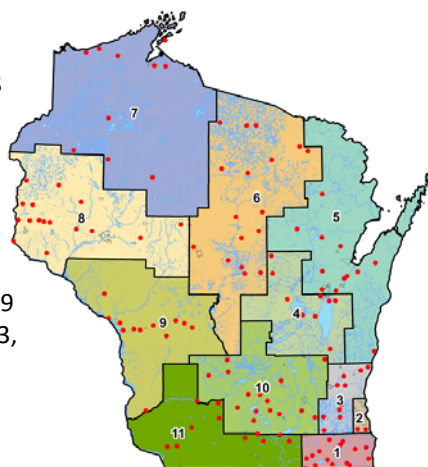


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What we've learned so far

- The final list of 130 places includes more geographic dispersion.
- The 130 places are generally clustered around:
 - Watersheds
 - Main transportation lines: regions 8, 9
 - Large metropolitan areas: regions 1, 3, 5, 8, 10



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What We've Learned so Far

We normally think of rural youth exodus, but the 'region' with the highest percentage of places losing young adults is Milwaukee County.

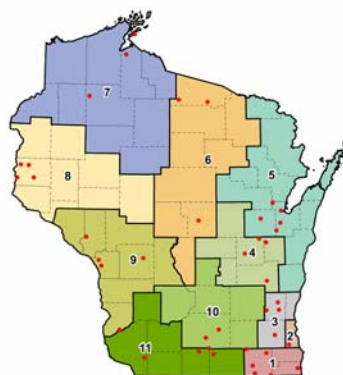
- Less than 10% of the cities or villages in Milwaukee County had population growth of 20-39 year olds from 1990-2010
- Milwaukee County young adult population loss varied from: 6% (West Milwaukee village) to 41% (River Hills village)
- No other region in Wisconsin had such a low percentage of places experiencing young adult population growth (15-35% of places in other WDB regions experienced growth)

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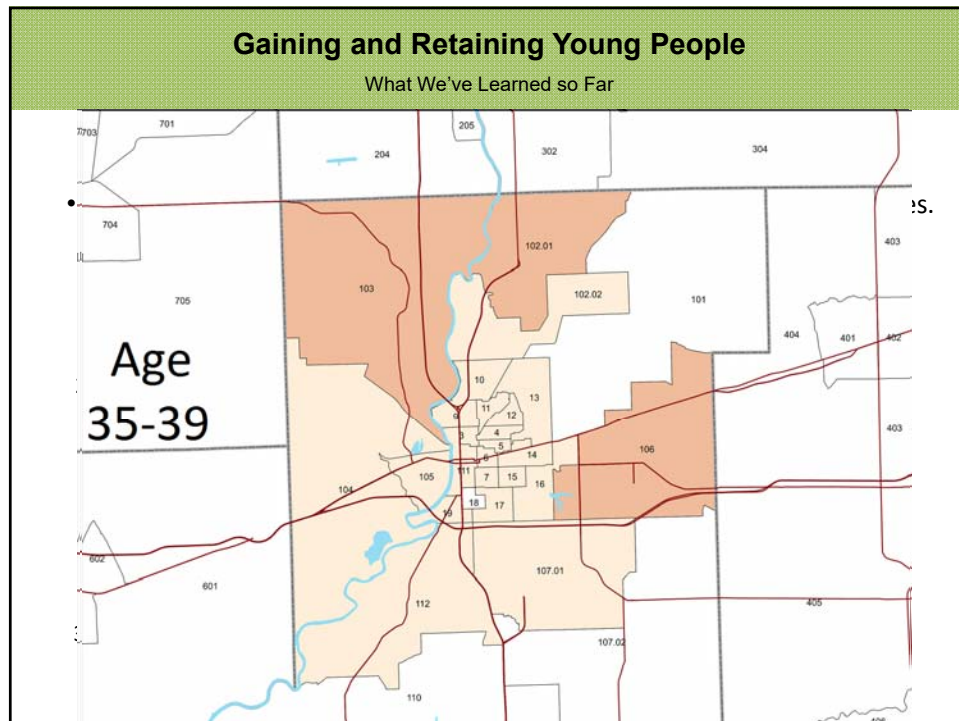
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The medium list for case studies

Region 1	Kenosha Walworth Delavan East Troy Genoa City	Region 6	Cloverland Plover Lac du Flambeau
Region 2	Oak Creek Franklin	Region 7	Gingles Hayward La Pointe
Region 3	Hartford Jackson Waukesha West Bend	Region 8	Hammond Hudson Somerset New Richmond
Region 4	Eden Menasha Omro Harrison	Region 9	Holmen Onalaska Tomah Arcadia Wauzeka
Region 5	De Pere Black Creek Pulaski Wrightstown Howard	Region 10	Brooklyn Fitchburg Cottage Grove
		Region 11	Evansville Exeter Platteville



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Next Steps

- Choose short list of case study sites that show the most success and potentially hold lessons that other communities can more easily adapt.
 - One to two case studies per region
 - Gather data to understand the total picture of a community, not just the effect of a single program
- Request collaboration to organize participatory research in each case study community.
 - Engage community leaders and groups in understanding their own community
 - Create stories that communities can tell about themselves

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