



## TECHNOLOGY

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### RECRUITING & RETENTION

## Spreading the Tech Valley Connect philosophy

Not only is the Troy-based nonprofit, Tech Valley Connect Inc. growing locally, but its strategies are spreading to other states.

The key to employee retention: establishing ties with the community, said Angela Doyle McNerney, Tech Valley Connect president and chief executive officer.

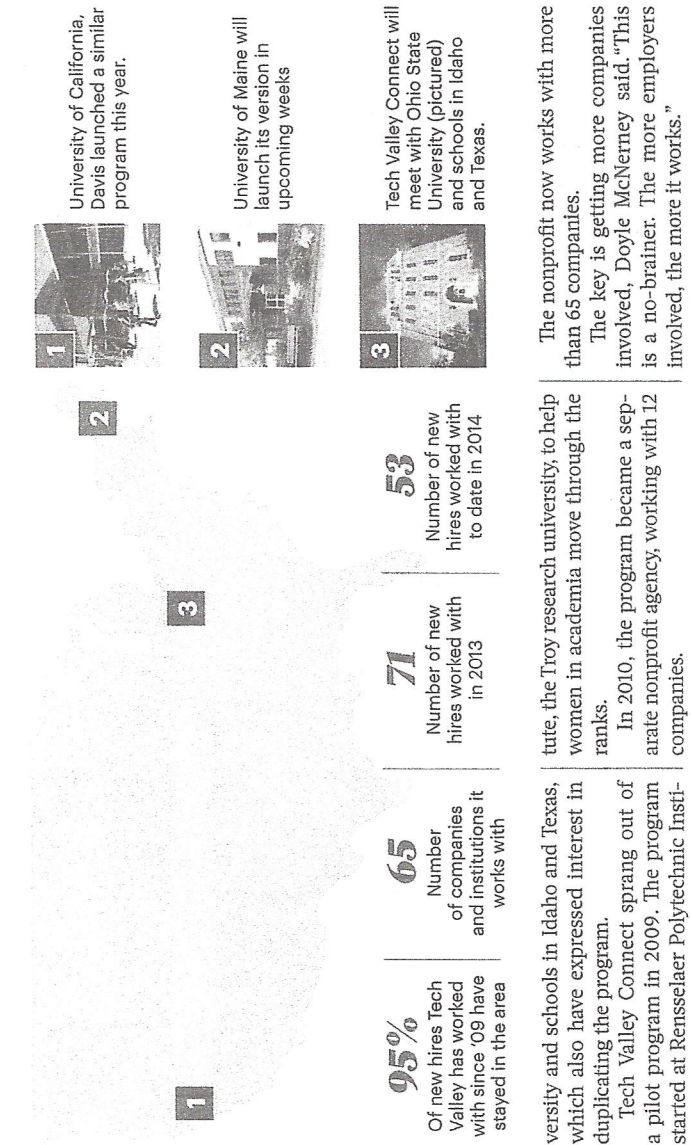
"If someone comes here for a job, they're even more likely to leave for a job," Doyle McNerney said. "Families [and individuals] need to feel connected."

Tech Valley Connect helps trailing spouses plug into employers and acclimates families and individuals to their new communities.

Since 2009, 95 percent of the new hires it worked with have stayed in the area, Doyle McNerney said.

And now, organizations in other states are looking to start similar programs.

Doyle McNerney worked with the University of California, Davis, which launched a similar program this year, and the University of Maine will launch its version in the coming weeks. And she is preparing to meet with Ohio State Uni-



### ► CLOSER LOOK

#### TECH VALLEY CONNECT

**About:** A nonprofit agency started in 2010 that helps trailing spouses plug into employers and acclimates families and individuals to their new communities.

**Employees:** 3

**Clients include:** Computer chip maker GlobalFoundries, KeyBank, GE Healthcare, several area colleges, Beech-Nut Nutrition Corp. and Taconic, a company that breeds rats and mice for specialized lab testing.

**Funding:** Through corporate sponsors and membership fees from public and private businesses with active recruiting efforts.

On the facing page, photo 1 by Gregory Urquiaga, UC Davis; photo 2 by Bill Drake; photo 3, Thinkstock