



TECHNOLOGY

Keshia Clukey covers money and technology

KCLUKEY@BIZJOURNALS.COM

518-640-6807

@ALBBIZKESHIA

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.

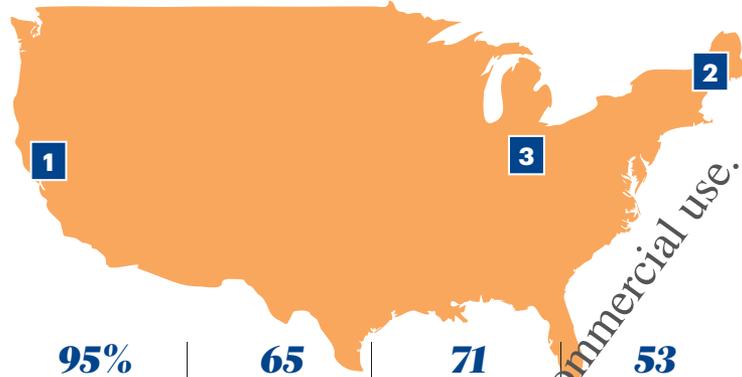
"If someone comes here for a job, they're even more likely to leave for a job," Doyle McNerney said. "Families [and individuals] need to feel connected."

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-



1 University of California, Davis launched a similar program this year.



2 University of Maine will launch its version in upcoming weeks



3 Tech Valley Connect will meet with Ohio State University (pictured) and schools in Idaho and Texas.

95%

Of new hires Tech Valley has worked with since '09 have stayed in the area

65

Number of companies and institutions it works with

71

Number of new hires worked with in 2013

53

Number of new hires worked with to date in 2014

versity and schools in Idaho and Texas, which also have expressed interest in duplicating the program.

Tech Valley Connect sprang out of a pilot program in 2009. The program started at Rensselaer Polytechnic Insti-

tute, the Troy research university, to help women in academia move through the ranks.

In 2010, the program became a separate nonprofit agency, working with 12 companies.

The nonprofit now works with more than 65 companies.

The key is getting more companies involved, Doyle McNerney said. "This is a no-brainer. The more employers involved, the more it works."

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