



**YOUNG  
PROFESSIONALS**  
OF RENO COUNTY

Dear Friend of YP,

In 2015, the Voice Team of Young Professionals of Reno County completed the second iteration of the YP Impact Survey to give voice to the shared vision of our membership. Following that data-gathering, the Advisory Council developed a Strategic Plan to help lead YP in a direction that reflects the goals our members have for Reno County. At our 10-year anniversary in 2017, the Voice Team took this opportunity to review the goals defined in our Strategic Plan and again collect data on the vision our members have for Reno County.

The 2015 Impact Survey served as a guide to redirect the Voice Team back to its intended purpose of listening to YP members, the current issues and needs in Reno County, and taking action or advocacy to influence positive change and involvement in our community. The 2018 Impact Survey is an opportunity to track how far we have come on the goals we set in 2015 and ensure we are still following the track our membership has laid out for us.

Along with the Service, Pulse, and Connection Teams, the Voice Team has worked to identify the issues that impact our membership and develop action plans for involvement in those issues in our community.

Some of the significant community issues in which Voice Team has addressed have been retention of the State Fair in Hutchinson, voting in local and national elections, and zoning issues from landscaping requirements to sign regulations. As we review our first ten years and look toward the future, it is important to us to have an understanding of how young professionals view Reno County and what they hope to see in our community. In some ways, the shared vision of young professionals has not changed over the years, but YP strives to maintain an updated snapshot of the values and perceptions of young professionals to guide our advocacy and programming.

We are thrilled to present you the results of the 2018 Impact Survey, along with some of the ways we used the data in the 2008 and 2015 surveys to guide our mission. We have also included a new set of Action Steps at the end of this report showing how YP of Reno County plans to react to the data collected in this survey.

Thank you for your interest in Young Professionals of Reno County. We hope you learn as much as we have from this report, and we look forward to working with you in coming years.

Sincerely,  
2019 YP Advisory Council

Jason Steele, Chair  
Kristen Armstrong  
Jackson Swearer

Jen Hardesty  
Will Thacker  
Caroline Poe

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## YOUNG PROFESSIONALS OF RENO COUNTY

A web-based survey of Reno County was conducted in November-December 2018. A total of 92 responses were collected, of which 66 answered that they are 40 years of age or younger. These are the highlights of the responses from those under 40.

### Relationship to Reno County

- 28% | Lifers (*have always lived in Reno County*)
- 35% | Transplants (*moved to Reno County from another place*)
- 37% | Boomerangers (*lived in Reno County, moved away, and then came back*)
- 98% | Live & work in Reno County
- 91% | Work in Reno County
- 68% | Live in Hutchinson USD 308 District
- 25% | Live in the Buhler USD 313 District
- 77% | Homeowners, with just over two thirds owning a house valued \$150,000 or less
- 56% | Of those currently renting plan to buy a house within the next 5 years

### Age

- 13.5% | 22-25 years old
- 29.0% | 26-30 years old
- 44.0% | 31-35 years old
- 13.5% | 36-40 years old

### Demographics

- 65% | Female
- 46% | Married with children
- 28% | Married without children
- 22% | Single without children
- 94% | Registered voters

### Education & Career

- 77% | Have a four-year, graduate, or doctorate degree
- 8% | Are currently undergraduate or graduate students
- 42% | Have over 7 years of experience
- 3% | Are self-employed entrepreneurs

### Local News from these Sources

- Social Media
- The Hutchinson News online edition
- Hutch Post
- Local websites (Chamber, City, County, Etc.)
- Public or local radio
- Email newsletters



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We asked respondents two questions about seven indexes used to gauge a community's ability to attract and retain young professionals.

1. How important are these amenities to you? (*value*)
2. How well does Reno County provide these amenities? (*perception*)

Typical Reasons YPs Stay in a Community	Value	Perception	+/-
<b>COST OF LIFESTYLE</b> I want a community where I can afford to live, work, and play.	100%	83%	-17%
<b>EARNING</b> I want a broad choice of places to work and an environment that is friendly to entrepreneurs.	97%	18%	-79%
<b>SOCIAL CAPITAL</b> I value living in a diverse community, where people are engaged and involved in community life.	94%	31%	-63%
<b>VITALITY</b> I value a vibrant community where people are 'out and about' using public parks, trails and recreation areas, attending farmer's markets, and living in a healthy community.	92%	45%	-47%
<b>AFTER HOURS</b> I want to be able to find authentic local places to have dinner, meet for coffee, hear live music, or just hang out. I want to be able to attend art openings, theatre, and cultural festivals.	91%	44%	-47%
<b>AROUND TOWN</b> I want to live in a community that's easy to get around in; I don't want long commute times.	83%	91%	8%
<b>LEARNING</b> I want to plug into a community that offers life-long learning and values being 'smart'.	81%	62%	-19%



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The most pleasing of these responses is 83% of survey respondents indicated they value the Around Town index and 91% believe Reno County ranks well in this index. Cost of Lifestyle and Learning also offered minimal variances. We interpret these as strengths of our community and, therefore, requiring little to no attention from YP or other organizations at this time.

The most alarming is the variance between the value and perception of Vitality, After Hours, and most significantly, Social Capital and Earning. All have a large variance between value and perception of Reno County. Moreover, the most significant change in perception from the 2015 Impact Survey was in both Vitality and Earning, down 8% in three years.

What does this mean? Respondents feel Reno County has limited outdoor greenspace or opportunities for people to be active, has too few options of things to do after 5pm, is not a diverse, engaged community, and does not offer a broad range of career opportunities. See *Action Steps* at the end of this report to learn how YP intends to approach these values and perceptions in order to continue to attract and retain young professionals in our community.

### Noteworthy Findings

- **Lifers** are the most likely to live here for a long time but are the least likely to promote living in Reno County to others.
- **Boomerangs** choose to live in Reno County largely because of family and quality of life, much less so than because of a job.
- Most **Transplants** live in Reno County because of their job, and **Transplants** have the highest overall perception of Reno County's quality of life (83%).
- **Lifers**, **Boomerangs**, and **Transplants** all similarly value social capital, but **Lifers** only have 12% perception vs 33% for **Boomerangs**, and 44% for **Transplants**.
- 17% of **Boomerangs** and 11% of **Lifers** indicated they no longer wish to live in Reno County, but 'can't move'.



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Impact of YP Reno County	YP Member	Active YP Member	Non-YP Member	Overall Average
Very positive or somewhat positive perception of Reno County's quality of life	79%	81%	43%	76%
YP has very positively or somewhat positively impacted their perception of Reno County's quality of life	86%	92%	50%	83%
More likely to stay in Reno County because of their involvement with YP	51%	68%	14%	46%
Very likely or somewhat likely to promote Reno County to other people considering relocating	78%	86%	47%	74%
Plan to live in Reno County 'for a long time'	48%	54%	43%	48%
Plan to leave Reno County within 5 years	21%	25%	0%	19%
Actively seeking or not looking, but open to jobs outside of Reno County	9%	9%	0%	8%



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Wishes for Reno County

Economic  
Development

Social  
Issues

Positive  
Attitude

Social  
Offerings

Engaged  
Community

*“Only one, bring the life back to it! I wish new businesses would renovate one of the hundreds of empty buildings there are here, instead of building new ones further out of town. It can be depressing to drive around here when you see all of the closed down businesses and abandoned buildings.”*

*“I wish that the sense of community was stronger, for a wider variety of employment options, and for affordable living and recreation.”*

*“Affordable, high-quality housing for all; vibrant downtowns in all of our communities and a connected trail system spanning Hutchinson.”*

*“More job opportunities, and better-quality houses/apartments for people to rent!”*

*“Support for small businesses is one of my biggest priorities.”*

*“More diversity; more cultural activities. Better early childhood education options, including all-day preschool at elementary schools; stronger middle class.”*



## YOUNG PROFESSIONALS OF RENO COUNTY

### Work & Career

#### Respondents' Fields of Work

- 28% | Work in finance and insurance
- 12% | Work in nonprofits (*other than healthcare, arts, entertainment, and recreation*)
- 09% | Work in professional, scientific, and technical services
- 09% | Work in healthcare and social assistance

60% earn less than \$55,000 per year

60% are not looking for a career move

31% are either actively seeking or are open to jobs outside of the community

When asked about what matters most to them at work, they responded as follows.

- **ENRICHMENT** Having opportunities to learn and grow | 98%
- **MEANING** Working for a company whose values resonate with mine | 97%
- **LIFE-WORK BALANCE** Having a sustainable work-life balance | 94%
- **MEMBERSHIP** Feeling like I am part of something bigger, a 'family' | 92%
- **VOICE** Having a say in the company's strategy | 85%
- **APPRECIATION** Being recognized and/or rewarded for successes | 83%

### Finance/Insurance Sector

- 56% | Have an overall positive perception of Reno County's quality of life (-20% avg)
- 61% | Are likely to promote Reno County to other people considering relocating (-13% avg)
- 17% | Plan on living here for 1-4 years
- 56% | Plan on living here 'for a long time'
- 17% | Are undecided when it comes to living/moving plans

Life-Work Balance is most important, and Voice is least important to them at work.

- 95% | Are members of YP Reno County (*53% of those are active members*)
- 82% | Are involved in YP for Business Networking
- 65% | Are involved in YP for Social Networking
- 53% | Are involved in YP for Leadership/Professional Development



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### 25 and Under

- 78% | Have an overall positive perception of Reno County's quality of life (+2% avg)
- 67% | Are likely to promote Reno County to other people considering relocating (-7% avg)
- 44% | Plan on living here for 1-4 years
- 33% | Plan on living here 'for a long time'
- 22% | Are undecided when it comes to living/moving plans

100% | Value of Social Capital, but only a 22% perception of Reno County (-15% avg)

Life-Work Balance is important, and Voice is least important to them at work.

- 100% | Are members of YP Reno County (75% of those are active members)
- 89% | Say their involvement in YP has positively impacted their perception of Reno County's quality of life (+6% avg)

### Leavers

- 19% | Respondents say they plan to leave Reno County within the next 5 years
- 25% | Work in finance/insurance
- 25% | Work in information (*media and technology*)
- 67% | Have an overall positive perception of Reno County's quality of life (-9% avg)
- 100% | Are Members of YP Reno County (82% of those are active members)
- 82% | Say their involvement in YP has positively impacted their perception of Reno County's quality of life (-1% avg)



## YOUNG PROFESSIONALS OF RENO COUNTY

### YP of Reno County

#### Respondents' Relationship to YP of Reno County

- 88% | Members
- 58% | Actively involved

83% | Say their perception of Reno County's quality of life has been positively impacted by YP of Reno County (*21% more than 2015*)

46% | Say they're more likely to stay in our community because of their involvement in YP

#### The reasons respondents are involved in YP of Reno County, ranked.

1. Social Networking
2. Business Networking
3. Leadership/Professional Development
4. To Impact Community Quality of Life
5. Volunteer/Service Opportunities
6. Get Engaged in Community Arts & Culture
7. Athletic Leagues/Events
8. Philanthropy

#### The top benefits/opportunities respondents feel membership in YP should provide.

1. Networking/socializing opportunities | 97%
2. Community impact (*volunteering, civic engagement, political engagement*) | 92%
3. Professional development | 92%
4. Arts & cultural opportunities | 82%
5. Philanthropic impact (*money raised/donated back to the community by or through the organization*) | 76%
6. Sports & athletic opportunities | 64%



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### Action Steps

Earning potential, meaning a broad choice of places to work and an environment that is friendly to entrepreneurs is the largest gap between value and perception of Reno County found in this survey. To begin to address this, members of YP have been involved in an Entrepreneurship Task Force encouraging organizations to collaborate to improve the entrepreneurial ecosystem in Reno County. The Voice Team is also involved in other economic development decision-making processes, including commenting on issues raised at the Planning Commission.

We hear often that the perspective of YPs is needed to make progress on tough challenges facing Reno County. Going forward, Voice Team will continue to identify opportunities to address young professionals' values through advocacy on policy, systems, or environment change. Conversations will be had on an ongoing basis in Voice Team monthly meetings and action steps proposed to the Advisory Council as needed.

Most YP members (92%) feel YP should have a positive community impact, which includes volunteering in addition to civic engagement. The Service Team provides opportunities for YPs to give back to their community throughout the year. There are long-term commitments to some projects, such as the Highway Clean-Up, and special events such as volunteering at the Smallville 5K through Hutch Rec.

The Service Team has sought out partnerships with other organizations around Reno County to find new opportunities for members. YP will continue to strengthen connections with existing events and other organizations in Reno County. By building those relationships and looking for opportunities for collaboration, YP can increase its positive impact on Reno County.

Networking and Leadership/Professional Development rank as the top reason members are involved in YP. The Connections Team continues to host the extremely popular Gen-Chat, which was started after the 2015 Impact Survey and has now been renamed Talk-O-Tuesday. That event brings together YPs with older professionals in small, intimate groups. The Connections Team continues to host Leadership Luncheons and Business Tours as other regular opportunities for Leadership and Professional Development.



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YP is committed to continuing to foster leadership development both inside and outside the organization. Within the organization, YP continues to foster leadership by providing members the opportunity to practice being leaders. Advisory Council members gain valuable leadership experience, and new members join the Council as Chairs of Action Teams every year.

The Voice Team continues to sponsor an annual scholarship to help a YP member attend Leadership Reno County. All YPs are encouraged to take their experience within the organization to join other non-profit boards that are working to address the issues they care about.

Sometimes we just need to have fun, and the Pulse Team continues to provide times for YPs to gather and socialize. Reno County has many great assets and opportunities for social events. Members are looking for unique experiences they cannot have otherwise, and the Pulse Team is always looking for new ways to provide those unusual and exciting experiences. They plan events such as *YP Night at Prairie Dunes*, *Family Day at the P and M Pumpkin Ranch*, and the popular annual *Scavenger Hunt at the Kansas State Fair*. There are also many different athletic teams coordinated by the YP Athletics Chair, and YP is committed to continuing to sponsor those opportunities for people to be physically active.

YP remains committed to creating an open and safe space for anyone between the ages of 21 and 40-ish. We understand that some prospective members feel that the group is exclusive and may not be for them, and the Advisory Council continues to look for ways to reach out to new people and to make them feel welcomed, including but not limited to maintaining the YP Ambassador position. We know from this survey that involvement in YP improves an individual's perception of Reno County and makes them more likely to want to stay here. We believe that young professionals' involvement in YP leads to employees who are more connected, civically aware, and invested in Reno County, and we are committed to furthering this purpose.