

2018 Community Survey

Summary of Needs and Opportunities



CAPE COD YOUNG PROFESSIONALS



Survey Purpose and Objectives



PURPOSE:

Gather current data from the community to help direct CCYP's strategic planning process and future programming decisions.

OBJECTIVES:

- 1. Gauge general public perception/awareness of CCYP**
- 2. Measure satisfaction of current members and sponsors**
- 3. Understand non-member reasons for not joining/renewing**
- 4. Obtain updated information on the current needs of young professionals on the Cape**
 - Mini follow-up to Shape the Cape Survey – are we still on track?

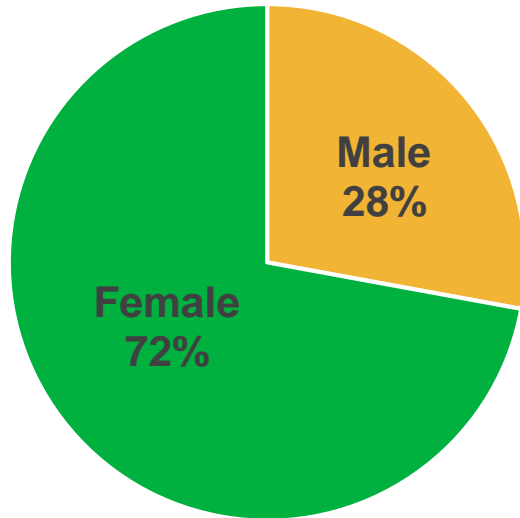
Who Responded?

Respondent Demographics

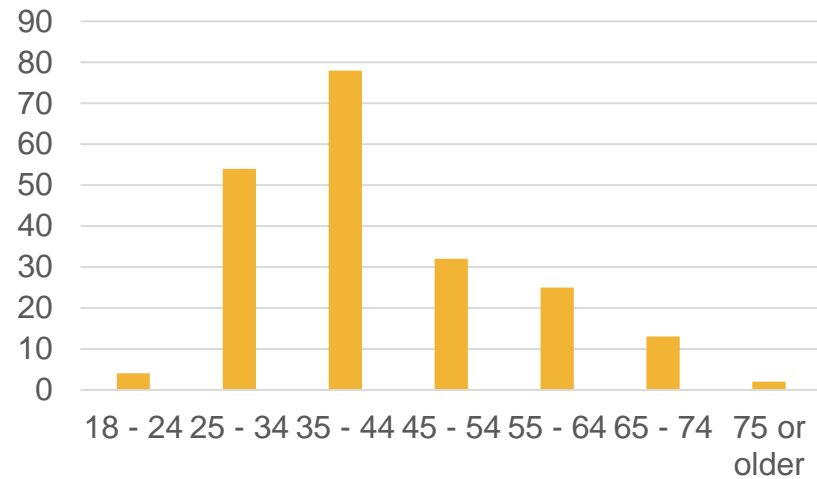


400 TOTAL RESPONDENTS

By Gender



By Age



Who Responded?

Respondent Demographics



n = 209

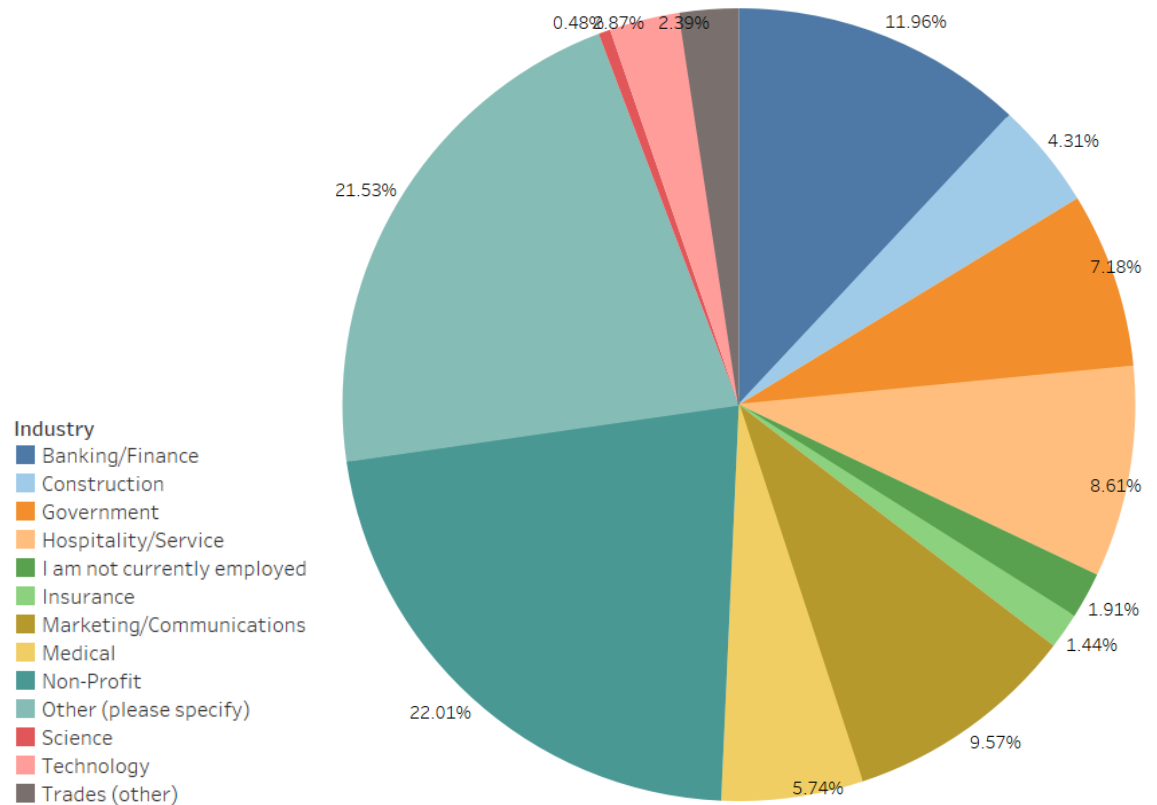
INDUSTRY

- **22% Nonprofit**
- **22% "Other"**
- **12% Banking/Finance**
- **9% Marketing/Communications**
- **Just 2% for Trades and about 3% Science/Tech**

JOB FUNCTION

- **15% Management**
- **11% Owner/Sole Proprietor**
- **10% Advertising**
- **10% "Other"**
- **7% each Administrative and Sales**

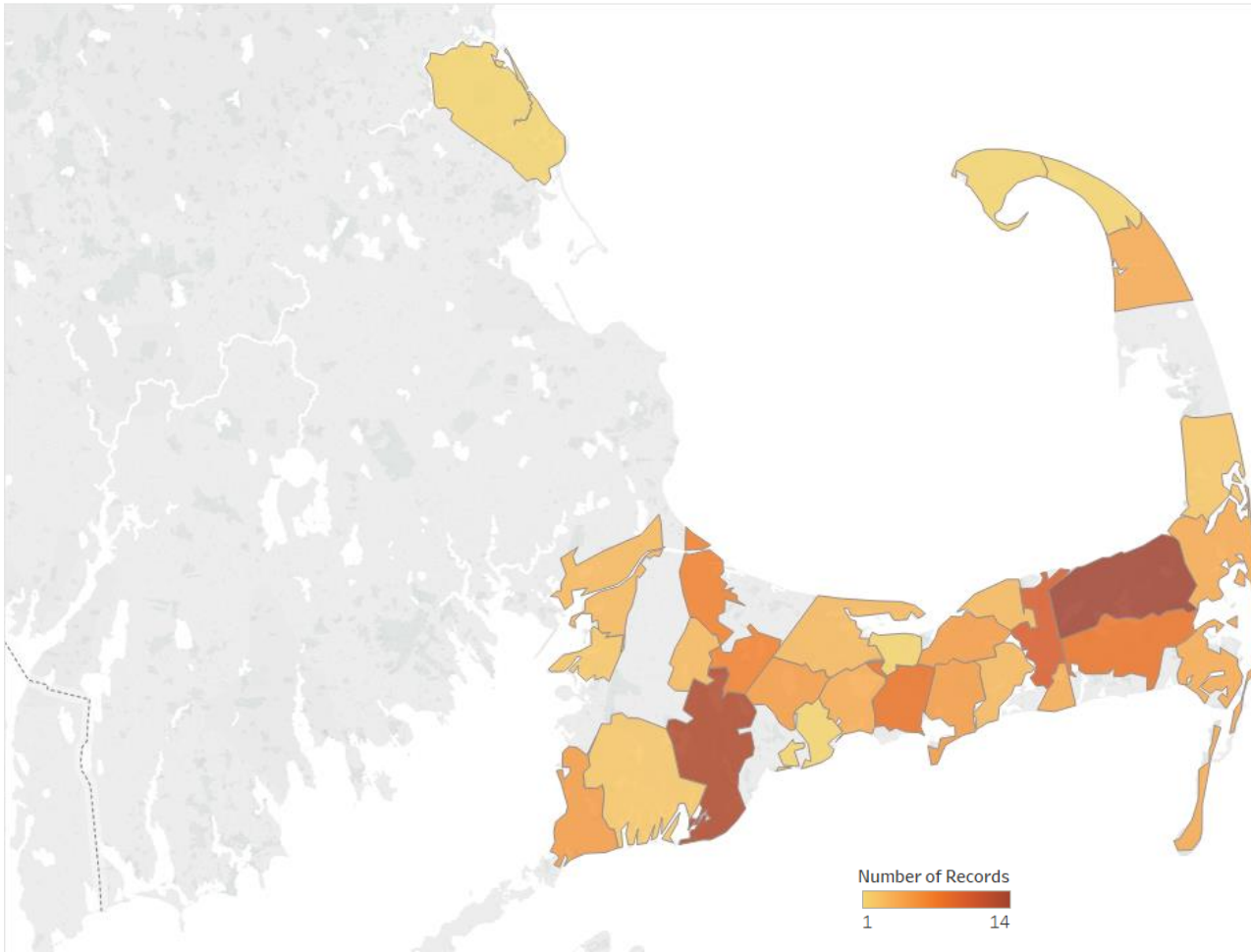
Respondents by Industry



Who Responded? Geographic Distribution



Respondents
spanned
27
Zip Codes



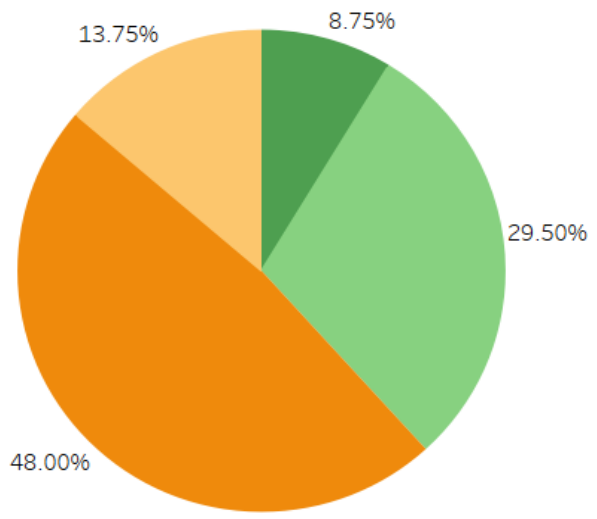
Who Responded? Members vs. Non-Members



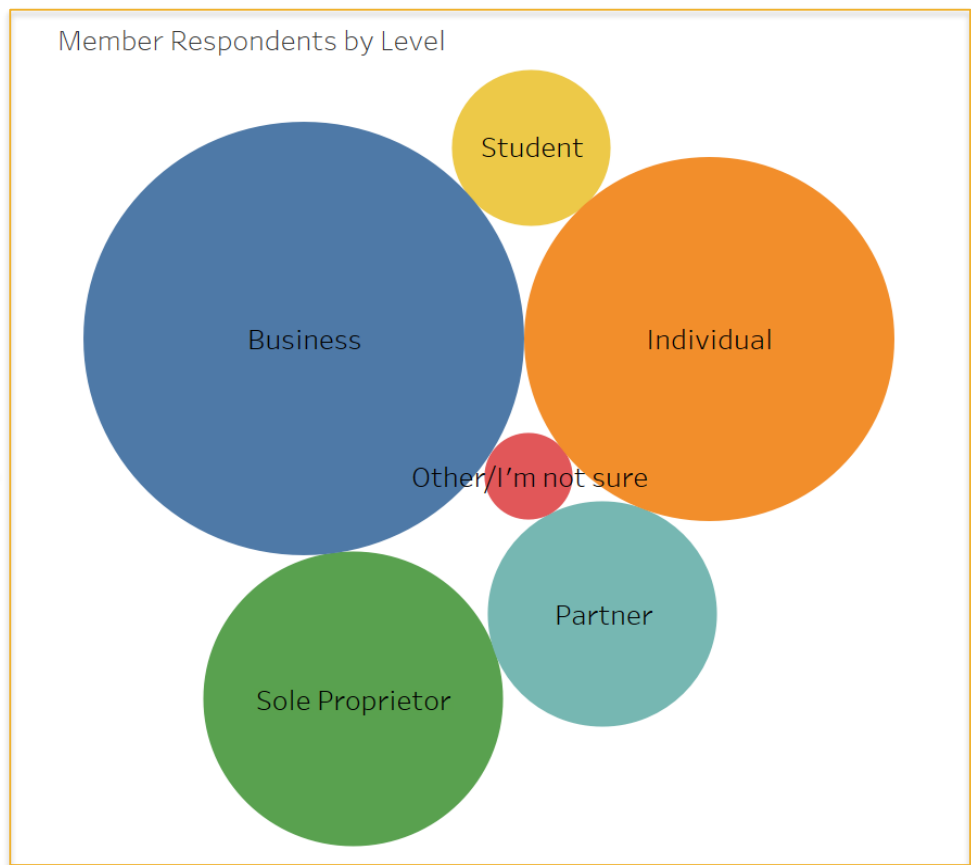
43% = Current or Past Members

48% = Not Affiliated with CCYP in any way

Relationship of Respondents to CCYP



- Affiliated with CCYP
- Current CCYP Member
- Other/None of the above
- Past CCYP Member





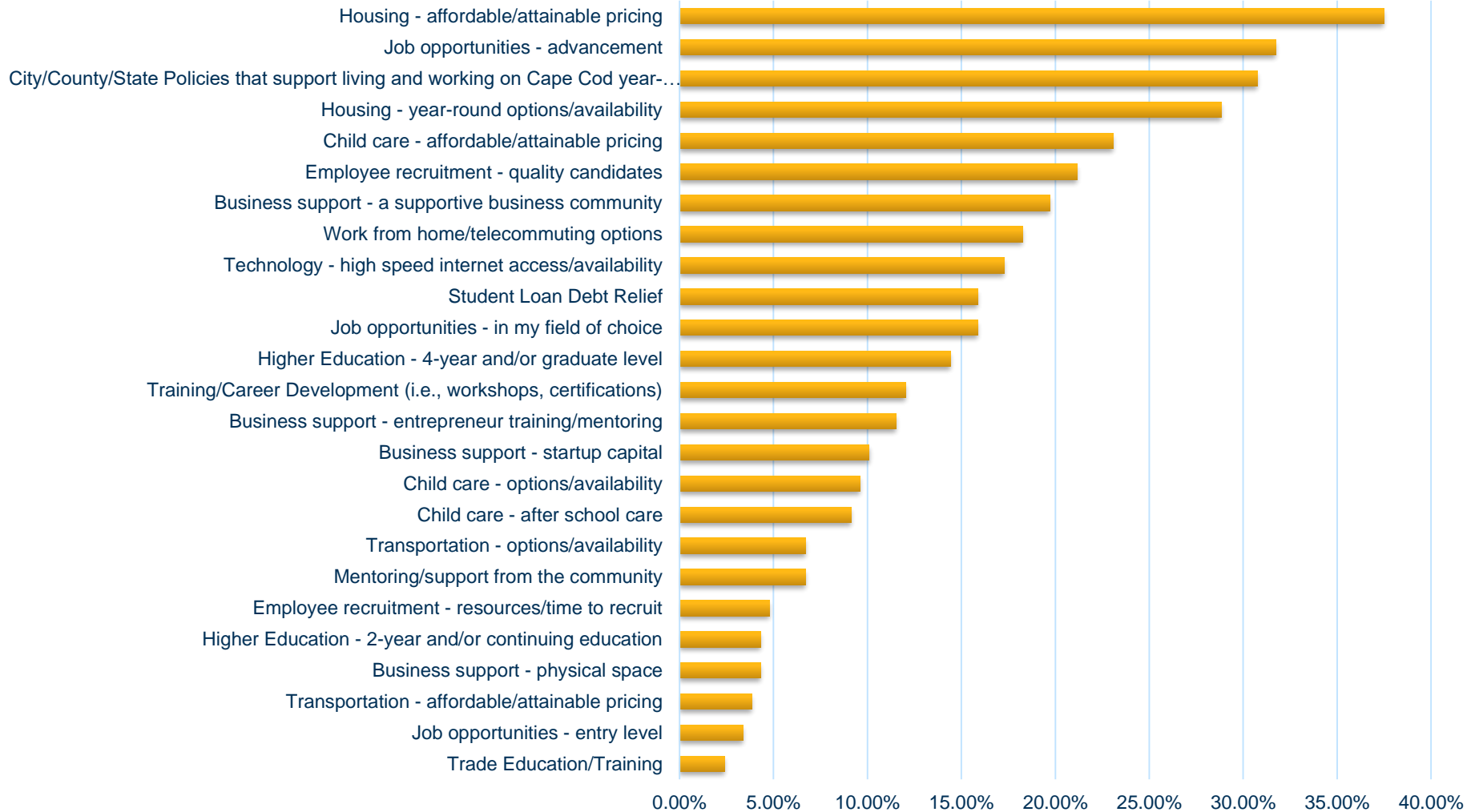
Community *Needs and Perceptions*



Community Needs



Top Needs to Live and Work Successfully on Cape Cod





- **Highest Rated Needs**

- Housing (affordable/attainable pricing)
- Job Opportunities (advancement)
- City/County/State Policies that Support Living and Working on Cape Cod Year-Round
- Housing (year-round options/availability)
- Child care (affordable/attainable pricing)

- **Lowest Rated Needs**

- Job Opportunities (entry level)
- Transportation (affordable/attainable pricing)
- Business support (physical space)
- Higher Education (2-year and/or continuing ed)
- Employee recruitment (resources/time to recruit)



Putting the
Results to Work



CCYP Strategic Plan

Top 10 Highest Rated Needs

- Housing
- Job Advancement Opportunities
- Better Policies
- Child care
- Quality candidates/recruitment
- Supportive Business Community
- Technology
- Student Loan Debt Relief
- Higher Education (4-year/grad)



CAPE COD YOUNG PROFESSIONALS

STRATEGIC PRIORITIES 2018 - 2020

OUR
MISSION

Connect, engage, and advance the next generation of Cape Cod's workforce and community leaders.

**Economic
Vibrancy**

1

Promote Cape Cod as a vibrant place for young people to live and work, year-round.

**Policy &
Advocacy**

2

Advocate for policies and resources that positively impact young Cape Codders' quality of life.

**Community
Leadership**

3

Provide opportunities for leadership and career development among Cape Cod's 45-and-under population.

**Impactful
Programs**

4

Provide high quality, mission-driven programs.

**Organizational
Excellence**

5

Sustain CCYP's growth and plan for the future by nurturing donor and member relationships; investing in volunteer and staff development; and upholding exemplary internal management practices.

OUR VALUES: PARTNERSHIP | MENTORSHIP | EDUCATION | INNOVATION | COMMUNITY

capecodyoungprofessionals.org

Opportunities for Focus



- **Advocacy for Policies and Resources**
 - Housing Action Plan with CCYP-specific work
 - Child care
 - Student Loan Debt
- **Marketing and Promotion**
 - Through improving documentation/promotion of existing events
 - By creating messaging → Cape Cod is a vibrant place to live and work
- **Skills-Based Job Development**
 - Education of both workforce and employers
- **Support, Partner, or Contribute New Ways of Thinking**
 - Technology Infrastructure
 - Entrepreneur Development