



## About Collegia

As lead consultant since its inception in 2003, Collegia has played an instrumental role in the strategic planning and implementation of Northeast Ohio's College360° Initiative.

Collegia's acknowledged area of expertise is **Connecting Colleges & Communities**. Its founders have a decade of experience working with regional stakeholders (government, civic, corporate, and academic), helping them leverage their higher-education clusters to improve the economic well-being and vibrancy of their respective regions.

Serving as strategist, catalyst, and facilitator, Collegia has created several public-private partnerships that now serve as models for regional revitalization efforts around the country. These include currently active efforts in Boston, Philadelphia, Pittsburgh, Lancaster (PA), and Lehigh Valley (PA). As a result, their creative solutions continue to earn the attention and respect of the nation's major universities, media and policy makers.

Collegia's specific contributions to the College360° effort have ranged from authoring its strategic plan to development of the branding to creation of Campus Visit® / NEO Magazine and its partner Web site, [www.college360.org](http://www.college360.org).

By connecting with college students at every stage of the "college student lifecycle," from application to graduation, College360° will ensure that they gain a greater appreciation for the wealth of resources (both on and off campus) available to them in Northeast Ohio. This is based on a core belief, now shared by many economists and politicians alike, that a region's prosperity is directly tied to its ability to "enroll, engage, and employ" newly minted knowledge workers.

## About its founder

Todd Hoffman is president & founder of Collegia, which is based in Wellesley, MA. By marrying his studies in economics, affinity for architecture & urban planning, and notable career in tourism marketing, Todd is able to move connect strategic thinking and creative solutions with unusual ease.

Having introduced the notion of the "college student life cycle", which views the eventual young professional as transitioning through three distinct phases (prospect, student, graduate) requiring three distinct tactical approaches, Todd is often called upon to speak at conferences on topics ranging from *Turning Brain Drain into Brain Gain* to *Courting the College Visitor*. It is actually a presentation given in Cleveland in October, 2003 that first brought Todd and Collegia to the attention of Northeast Ohio's regional leadership.

Whether the goal is "rolling out the red carpet" for campus visitors, elevating a region's profile as a college hub, increasing tourism revenues, improving student enrollment, or encouraging grads to stay put, Todd . . . and his Collegia colleagues . . . infuse a unique blend of process, passion, experience and creativity into every project they undertake.