



**COLLEGE 360°**  
Cleveland Northeast Ohio Akron

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## **REGION'S "BRAIN GAIN" STRATEGY GAINS SUPPORT AND INVESTMENT** ***College 360° raises more than \$600,000 in first year***

July 13, 2005 – College 360°, the region's collaborative "brain gain" strategy, is moving forward with new contributions, commitments and collateral.

Significant recent contributions from foundations, including \$140,000 from The Cleveland Foundation and \$100,000 from The Gund Foundation, have put College 360° over its first-year fundraising goal. It has now raised more than \$600,000. Other supporters include The John P. Murphy Foundation, The Kulas Foundation, The Ohio Department of Development, The Abington Foundation, The Eva L and Joseph M. Bruening Foundation and 15 area colleges and universities.

"We are thrilled to see this level of commitment," said Tom Chema, President, Hiram College and College 360° co-chair. "This is a clear indication that regional foundations, universities and others recognize the need to enroll, engage and employ greater numbers of Northeast Ohio college students. I am convinced that, properly supported, College 360° will serve as a much-needed catalyst for connecting college students to available job opportunities, and by extension, have a meaningful impact on workforce development in the region."

### **College 360° appoints co-chair**

College 360° also announced the appointment of Paul Dolan, President of the Cleveland Indians, to College 360° co-chair.

"In an effort to retain educated and entrepreneurial young adults here, we need to introduce these students to the treasures of Northeast Ohio, which we ourselves don't appreciate enough," said Dolan. "Enrolling, engaging and employing more college students is good for the business community of Northeast Ohio and essential for the long-term health of the region."

Dolan joins Chema in leading the effort to secure support from the business community for the College 360° initiative. Over the next three years the effort intends to raise \$5 million to integrate existing projects and activities from around the region into a comprehensive community strategy built around these three focus areas of enrolling, engaging and employing college students prospects and those already enrolled here.

“College 360° means that Northeast Ohio can offer students an experience that supports ‘all degrees of me ... the educational, personal and professional,’” said Dolan. “The diverse assets of Northeast Ohio appeal to young adults who are looking for variety. For example, a student at the urban campuses of Cleveland State or the University of Akron can experience one of the country’s most beautiful national parks just minutes away. And students at pastoral Hiram College are just minutes away from vibrant music scenes in Akron and Cleveland.

“You can do almost anything in Northeast Ohio ... you can make a difference in Northeast Ohio ... and you can build a career here in Northeast Ohio.” he said.

### **College 360° produces new magazine**

One of the tools used to promote College 360° and inform potential college students and their parents of the benefits of Northeast Ohio is a new, annual magazine called *Campus Visit*. It is the first publication to promote Northeast Ohio as a region to a targeted audience – college students 18-24 years of age – and tying the assets of Kent and Akron to those in Cleveland and elsewhere.

*Campus Visit* highlights kayaking on the Rocky River, Swenson’s drive-in in Akron, and everything in between. The 2005 issue will be published on August 1. The second edition of *Campus Visit* will be published in April 2006 to coincide with the annual college recruiting peak periods, and distributed to the 15 partner institutions to provide to prospects, parents and newly enrolled students.

High school and guidance counselors can request up to 25 free copies by visiting [www.college360.org](http://www.college360.org). Businesses and organizations interested in advertising or subscribing should call 781-431-7755 or email [info@college360.com](mailto:info@college360.com).

Institutions supporting College 360° include: Case Western Reserve University, Cleveland Institute of Art, Cleveland State University, Cuyahoga Community College, Hiram College, John Carroll University, Kent State University, Lakeland Community College, Lake Erie College, Lorain Community College, Myers University, Notre Dame College, Oberlin College, the University of Akron and Ursuline College.

*“College 360°. . . Cleveland/Northeast Ohio/Akron” is a four-year, \$5 million cross-sector initiative to increase the region’s supply of college-educated workers. College 360° defines a series of messages and implements activities that identify Northeast Ohio as a premier destination for learning, living and working. For more information visit [www.college360.org](http://www.college360.org).*

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