



Background:

Louisville's immigrant population is rapidly growing and now far exceeds 53,000 individuals. With 33% of foreign born Louisvillians having a 4-year degree, Louisville is poised to develop this key talent pool to meet future workforce needs. The Greater Louisville International Professionals (G.L.I.P.) initiative will help our region fortify its competitive advantage by retaining and attracting the best and brightest international talent.

**A profile of the Foreign-Born in the Louisville Metropolitan Area, OIA and Urban Institute, 2005*

Mission:

Greater Louisville International Professionals' mission is to attract and retain international talent by showcasing Louisville as a welcoming and inclusive city of possibilities. G.L.I.P is committed to providing a platform of distinct initiatives – social media networks, mentorship programs, hosted events, etc. – to engage and connect the accomplished individuals of the international and local community.

Goals:

- Recruit an inclusive network of international professionals based in Metro Louisville.
- Provide resources through a dynamic website that functions as a directory of G.L.I.P.s and as a platform to post and discuss relevant content.
- Facilitate connections among G.L.I.P.s via hosted events and signature programs.
- Foster online interaction via our website and social media.
- Assist executive recruiters and human resources professionals in their efforts to attract, retain, and engage international talent.
- Increase public awareness of the importance of international talent for economic and community development.

Benefits to your organization:

- Search and access résumés from international professionals.
- Connect with Louisville's international talent pool via events and social media.
- Build relationships with and find out more about potential candidates for your international job needs.
- Network with other recruiters and HR professionals who have an interest in international talent.
- Access first-hand cultural insights that can transform your company's value proposition as an employer of international talent.
- Increase your awareness of and contribution to our community's inclusion of international talent.

What role can you play?

- Engage your staff with G.L.I.P. by telling them to sign up at www.louisvilleinternationals.com
- Ask your staff to mentor a foreign born student or international professional during his or her integration to the workplace.
- Register all non-local new-hires (especially foreign-born) to attend Louisville 101 so they feel engaged and connected to the community.
- Participate in recruiting efforts that will guide our region's ability to attract and retain professionals from around the world.
- Demonstrate your leadership and share your perspective on the importance international talent will play in our region's future by being or providing a keynote speaker for events.
- Partner with G.L.I.P. events and programs.
- Sponsor G.L.I.P. events or advertise on the G.L.I.P. website to build your brand awareness with Louisville's international community.

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