

SA20012

“Excellence in Education” A Cooperative Program to Enhance the Image of The Educational System in Central Delaware

Abstract

One critical factor in attracting new businesses to an area is the presence of a dynamic and vibrant educational system. The educational system is attractive to relocating and expanding businesses in providing them with an educated and trained workforce as well as having excellent school systems for employees and their families. The Central Delaware Chamber of Commerce in cooperation with the local news media and the area’s colleges, universities and secondary schools implemented an “Excellence in Education” program to enhance the image of the local educational system in order to attract new businesses to the area and retain existing businesses and employees.