Attract
Engage
Retain
Campus Philly’s Strategic Workplan
Campus Philly’s Event & Programming Timeline
Financial Highlights
Board of Directors & University Advisory Council
Partner Colleges & Universities

Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region.
dear colleagues,

Campus Philly’s mission is to fuel economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia region. When our students fill the seats in our concert halls and the galleries in our museums, we know we’ve had an impact. When regional businesses find talented college students with cutting-edge skills to complete projects and contribute to the bottom line, we know we’ve had an impact. And when our college graduates choose to stay in Philadelphia, put down roots and become residents, we certainly know we’ve had an impact.

This annual report documents Campus Philly’s activity over the past year to attract, engage and retain regional college students. What difference does it all make?

CEOs for Cities estimates that 58% of a region’s success, as measured by per capita income, can be explained by the percentage of college graduates in its population. When we attract, engage and retain college students, our region realizes what CEOs for Cities calls the Talent Dividend. For Philadelphia, that dividend is $4.4 billion annually when we raise our regional college attainment rate one percentage point. Whether we help more local students stay engaged in college through graduation or we retain those from elsewhere, we move closer to realizing the Talent Dividend for Greater Philadelphia.

Our region has the ingredients to be a knowledge-industry leader and, with that, an economic success story. The key is linking our incredible higher education assets with our businesses, our arts and culture communities, our neighborhoods and everything else the region has to offer. Campus Philly is that link: making the introductions and connecting students to Greater Philadelphia.

We look forward to working with all of you, making those linkages stronger and forging new ones in the coming year.

Sincerely,

Deborah Diamond, Ph.D.
President
Campus Philly

Joan T. McDonald
Chair, Campus Philly Board of Directors
Senior Vice President, Enrollment Management
Drexel University
attract:

**Goal:** Make Philadelphia a bigger factor in students’ choice of where to go to college and graduate school.

About half (49%) of regional students and recent graduates say that Philadelphia was a positive factor in deciding where to attend school. And we’ve even started to hear, “I want to go to school in Philadelphia, I just have to figure out where” from callers on our Travel Hotline. Campus Philly’s relaunched website—campusphilly.org—does even more to highlight Philadelphia as a great college town to a national and international audience.

Campus Philly works to promote Philadelphia as a great place to go to school. With rich cultural offerings, plenty of entertainment, outdoor and recreation options, thousands of other college students in the region and great internship opportunities, Philadelphia is an easy sell.

**By the Numbers:**

- **50,000** Number of College Visitors’ Guide to Philadelphia distributed (2010-11)
- **410** Hotel room nights booked through Campus Philly’s hotel package (July-October 2011)
- **17** Calls taken on Campus Philly’s Travel Hotline (since August 2011)
- **1,656** International visitors to campusphilly.org (2011)
- **3,544** Visitors to the “visiting campuses” section of campusphilly.org (2011)
- **1,200** Connections with prospective international students in India and China (since July 2011)
in their words:

The Campus Philly hotel rate is a special way to welcome families visiting college campuses. Families love getting special rates, and the Campus Philly College Visitors’ Guide that comes with every reservation is a great way to introduce them to all that Philadelphia has to offer their future college student.

Nancy Barag
Director of Sales and Marketing
The Inn at Penn, a Hilton Hotel

The Campus Philly Travel Desk has been an extremely helpful resource in aiding our effort to bring out-of-town visitors to campus.

Carlos Guillen
Director, New Student & Family Programs
Drexel University

Campus Philly extends our reach so we can attract more students, keep them engaged while they’re here and help them launch careers in Philadelphia after they graduate. When you make use of the Campus Philly resources, it’s like having an extra person in your admissions, student life and career services offices!

Barbara Elliot
Associate Provost for Enrollment Management
University of the Sciences
engage:

**Goal:** Build students’ attachment to Philadelphia as a place to go to school and live after graduation and in the future.

According to our 2010 study, *From Student to Resident*, 83% of current college and graduate students would recommend Philadelphia as a place to attend school, with 55% recommending it as a place to live. We’re working to bridge that gap so that all those positive feelings about Philadelphia as a college town make Greater Philadelphia our graduates’ destination of choice.

There are so many ways to engage college students in the life of the region. From promoting our great arts and culture scene to providing ways for our college students to serve our communities and volunteer their time, Campus Philly is the vehicle for college students to meet their Philadelphia.

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**By the Numbers:**

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>21,207</strong></td>
<td>Students receiving Campus Philly’s weekly e-newsletter (as of October 2011)</td>
</tr>
<tr>
<td><strong>90,000</strong></td>
<td>Number of Students’ Insider Guide to Philly distributed (2010-11)</td>
</tr>
<tr>
<td><strong>3,000</strong></td>
<td>College Day participants (2011, estimated)</td>
</tr>
<tr>
<td><strong>44</strong></td>
<td>Number of Campus Philly presentations, tabling events and welcome events on partner campuses during orientation weeks (August-October 2011)</td>
</tr>
<tr>
<td><strong>180</strong></td>
<td>Number of students participating in Campus Philly’s civic and leadership programming (2010-11)</td>
</tr>
</tbody>
</table>
in their words:

As someone who has worked with many organizations and partners through my years as Director of Greater Philadelphia Filmmakers, I can honestly say that my collaborations with Campus Philly have been amongst the best. Campus Philly is creative, has access to wonderful students and keeps coming up with innovative ways to connect those students to the creative economy in Philadelphia. I’m a big fan!

Joan Bressler
Director
Greater Philadelphia Film Office

As a rising sophomore at Bryn Mawr College, I cannot express how grateful I am to Campus Philly. The website was a great resource my first year, especially since I am originally from Seattle.

Ani Chen
Student
Bryn Mawr College

For over 10 years, Philadelphia has been recognized for our efforts to promote Philadelphia as a magnetic hub for our college students and higher education. The latest incarnation of our efforts, Campus Philly, is doing a terrific job of continuing the work.

David Thornburgh
Executive Director
Fels Institute of Government, University of Pennsylvania
In 2004, only 29% of our non-native college students stayed in the region after graduation. In 2010, that figure was 48% (see Campus Philly’s 2010 report, From Student to Resident). Campus Philly works to retain more regional college students by offering internship opportunities, professional networking events and “meet your industry” events with leading employers in key sectors. Whether we introduce students and employers in person or online, Campus Philly helps Philadelphia meet its talent and our students meet their future employers.

With support from the William Penn Foundation, Campus Philly will introduce some new events in 2012 that bring students into our great neighborhoods to show them living and housing options to go along with that great job they land. These programs include My Philly Summer, programming for summer interns in the region, off-campus odysseys and tours of neighborhoods that students might consider after graduation.

**By the Numbers:**

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>3,446</td>
<td>Student accounts created during Spring and Fall Online Internship Fair (2010-11)</td>
</tr>
<tr>
<td>999</td>
<td>Internship opportunities posted during Spring and Fall Online Internship Fairs (2010-11)</td>
</tr>
<tr>
<td>309</td>
<td>Number of employers using Campus Philly programs (2011)</td>
</tr>
<tr>
<td>362</td>
<td>Number of students participating in Campus Philly’s industry networking events (2011)</td>
</tr>
<tr>
<td>380</td>
<td>Number of students participating in Opportunity Fair (2011)</td>
</tr>
</tbody>
</table>
in their words:

“I’m a human resource director at one of Philadelphia’s leading creative agencies and we are constantly looking for fresh, new talent. Campus Philly is a great recruitment partner. After attending one of their innovative industry fairs, we were delighted to meet so many qualified, talented candidates. Filling the reserves in our intern bank has never been easier, and we will definitely participate in future career events!”

Kelly Poulson
HR Director
Brownstein Group

“The internship opportunity I found through Campus Philly’s website has provided me with many promising contacts and opportunities upon graduation. I never would have found this position without Campus Philly.”

Ryan Heenan
Student
Drexel University

“The Campus Philly event at the Navy Yard was impressive. Campus Philly helps build a talent pipeline for employers in Philadelphia through events like My Philly Summer. Between hosting innovative events that bring employers and students together and their free careers site, campusphilly.org/careers, they make talent recruitment in this city easy...and fun!”

Bill Marazzo
President & CEO
WHYY
strategic workplan:

Each year, Campus Philly produces a strategic workplan that guides our organization’s programming and activity throughout the year. We share our 2011-12 workplan with you and invite you to partner on those programs that fit your goals, share your feedback on what we have lined up and provide suggestions for next year’s plan of action!
**attract:**

*Make Philadelphia a bigger factor in students’ choice of where to go to college and graduate school.*

**strategies:**

1. **Provide partners with the tools they need to market Philadelphia to prospective students and families**
   - a. Provide the *College Visitor’s Guide to Philadelphia* and *Students’ Insider Guide to Philly* annually
   - b. Provide e-newsletters to our college partners that they can repurpose and send to visiting students and families about things to do in and around Philadelphia
   - c. Produce a Campus Philly video that shows off Greater Philadelphia as a beautiful, safe, vibrant and fun college town
   - d. Develop and maintain links between college partner websites and *campusphilly.org*
   - e. Represent partner schools and the region at college fairs
   - f. Attend Open House/Campus Visit events at partner campuses to present students with information about Greater Philadelphia and encourage them to attend school in the region

2. **Make it easy and fun for families to visit**
   - a. Promote our hotel program to our college partners and visiting families so that they can stay conveniently and inexpensively in Philadelphia during their college visits
   - b. Promote *campusphilly.org* as a tool for planning college visits
   - c. Promote and staff the Travel Hotline for visiting families

3. **Increase awareness of Philadelphia as a safe, college-friendly town**
   - a. Leverage opportunities to promote Philadelphia to the media as safe and college-friendly
   - b. Provide a photo bank of gorgeous campus photos on *campusphilly.org* for use by regional and national media and to rotate throughout the Campus Philly site
   - c. Provide testimonials and profiles of college leaders on *campusphilly.org* to help promote our regional students and colleges
engage:

Build students’ attachment to Philadelphia as a place to go to school and live after graduation and in the future.

strategies:

1. Help students discover “their” Philadelphia by making it more accessible
   a. Produce College Day as a vehicle for introducing and engaging students in the arts, entertainment, retail and transportation of the City
   b. Relaunch campusphilly.org to be the premier site for college students in the region
   c. Use Facebook and Twitter to spur and motivate student off-campus activity
   d. Equip our college partners (educators, staff, RAs, student leaders, etc.) to orient students to Greater Philadelphia through the Educator’s Guide, posters, presentations, Fall Tour, etc.
   e. Increase the impact of our student e-newsletter in informing and motivating students to take part in Philadelphia activities
   f. Produce the Fall Tour as a high-touch way of acquainting students on our college partner campuses with what’s going on in Philadelphia and how to access all of it

2. Increase students’ participation in off-campus activities, from the fun to the professional
   a. Create a robust discount program with our Campus Philly tag that focuses on local businesses near our partner campuses and on national chains that students prefer
   b. Expand Alternative Spring Break to serve more students
   c. Be the go-to organization for cultural, civic and other groups that want to reach the college student audience
   d. Equip student life staff at our partner schools with the tools they need to help students explore Greater Philadelphia
retain:

Increase the number of students who stay in Greater Philadelphia after graduation.

strategies:

1. Provide undergraduate and graduate students with the things they need to chart a career path in Philadelphia
   a. Produce Opportunity Fair, our annual career and graduate school fair for recent college grads
   b. Provide effective, free online internship matchmaking services
   c. Introduce an improved matchmaking tool for students and employers and integrate it into the relaunched campusphilly.org site
   d. Create programming for Philadelphia interns that allows them to gain professional development training, networking opportunities and community-building for our region’s future knowledge workers (My Philly Summer)
   e. Connect students interested in specific industries (e.g., design, technology, finance, healthcare, media/film, etc.) to the opportunities, employers and experts in these fields through signature events open to students of our college partners
   f. Connect students interested in becoming entrepreneurs to leaders/organizations that can help them get their start through signature events and information-sharing

2. Use Philadelphia’s awesome lifestyle as a hook to encourage more students to stay
   a. Produce off-campus odysseys for students at partner schools so that they can see what life in a Philadelphia neighborhood would look like
   b. Add a “living in Philadelphia” component to campusphilly.org that highlights the benefits of living in Philadelphia and helps students find their Philadelphia neighborhood to live in
   c. Produce a Stay in Philly Fair that connects graduates and graduate students with rental, home ownership and neighborhood options in Philadelphia
event & programming timeline: 2011-12

- **Fall Blast**
- **Fall Tour**
- **College Day**

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**Aug-Sept**

**Oct-Nov**

**Dec-Jan**

**Feb-Mar**

**Apr-May**

**Jun-Jul**

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**Campus Philly Crawl**

**Meeting Your Philadelphia 9.24.11**

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**Createadelphia**

**Online Internship Fair**

**Alternative Spring Break**

**PHILADELPHIA 4TH ANNUAL SPRING BREAK WEEK SCHEDULE**

March 6 - March 11, 2011
createadelphia  
online internship fair

student & visitor guides,  
opportunity fair & my philly summer

website relaunch  
annual meeting  
spring board

alternative spring break  
online internship fair
Campus Philly’s FY11 budget of $705,861 is divided as follows:

**Financial Highlights:**

- **Revenues**
  - College & university partners: 33%
  - Earned income: 57%
  - Grants: 7%
  - Corporate sponsors: 3%

- **Program Expenses**
  - Attract: 28%
  - Retain: 33%
  - Engage: 33%
  - Administration: 6%
leadership:

honorary board chairs

- Hon. Michael A. Nutter
  Mayor
  City of Philadelphia

- John A. Fry
  President
  Drexel University

- Tara L. Weiner
  Managing Partner
  Greater Philadelphia Region, Deloitte LLP

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Senior Vice President
Enrollment Management
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Temple University

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Market Development
Philadelphia Industrial
Development Corporation

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University City Science Center

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President and CEO
Select Greater Philadelphia

Dr. Lori Shorr
Chief Education Officer
City of Philadelphia

Ebony Staton Weidman
Senior Manager,
University Relations
Comcast Corporation

university advisory council

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Thomas Jefferson University

Rebecca Chopp
Swarthmore College

Stephen Curtis
Community College of Philadelphia

Rev. Peter M. Donohue, O.S.A.
Villanova University

Happy Fernandez
Moore College of Art and Design

John Fry
Drexel University

Marie George
Cabrini College

Philip P. Gerbino
University of the Sciences

Amy Gutmann
University of Pennsylvania

Michelle Howard-Vital
Cheyney University of Pennsylvania

Jane McAuliffe
Bryn Mawr College

Brother Michael J. McGinniss, F.S.C.
La Salle University

James J. Mergiotti
Peirce College

Wendell E. Pritchett
Rutgers University - Camden

Matthew Schure, M.D.
Philadelphia College of Osteopathic Medicine

Ann Weaver Hart
Temple University
college & university partners:
2011-12

Arcadia University
Bryn Mawr College
Cabrini College
Chestnut Hill College
Cheyney University of Pennsylvania
Community College of Philadelphia
Delaware County Community College
Drexel University
Haverford College
La Salle University
Millersville University
Moore College of Art and Design
Peirce College
Philadelphia College of Osteopathic Medicine

Philadelphia University
Rowan University
Rutgers University - Camden
Saint Joseph’s University
Swarthmore College
Temple University
The Richard Stockton College of New Jersey
Thomas Jefferson University
University of Pennsylvania
University of the Sciences
Ursinus College
Villanova University

staff:
Deborah Diamond, Ph.D., President
Melanie Rago, Senior Director
Ashlie Thornbury, Director, Retention Initiatives
Stephanie Brar, Web & Design Manager
Cara Donaldson, Program Manager
Dave Lanza, Program Manager
Zach Thornbury, Editor in Chief
The people of Deloitte
Connecting with our communities

Deloitte shares a long tradition of supporting the communities in which we live and work. Attracting and developing the best talent is key to fueling economic growth.

We proudly support Campus Philly in its effort to engage the next generation of leaders and ensure a truly Greater Philadelphia.

www.deloitte.com

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www.campusphilly.org
GLOBAL REACH

PHILLY ROOTS

U.S. News says we’re innovative, the Fiske Guide calls Drexel one of three “Best Buys” in the nation, and now, Times Higher Education has named us among the top 250 universities in the world. Accolades are great, but it’s better to give than to receive. Named to the President’s Higher Education Community Service Honor Roll and awarding 50 full scholarships a year to city residents, we’re proof that a great university can help shape a community.

LIVE IT.

www.drexel.edu/admissions