"Great cities welcome new residents and send forth great talent ...”

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,

As Campus Philly celebrates 10 years of connecting students to Greater Philadelphia, we are struck by the changes in our region and student body. Over the past 10 years, Philadelphia has gained population, reversing a trend of population loss. The physical landscape of the city has changed over the past 10 years as well, and the class of 2018 will graduate into a new Philadelphia that includes a downtown Comcast campus, Dilworth Park in front of our City Hall and trails that bring riverfront and city together, just to name a few changes. As Philadelphia changes, so too have the students we meet every day.

This year, in addition to this Annual Report, Campus Philly releases Choosing Philadelphia, a new report on recent college graduates, their experiences in Philadelphia as students and their choices after graduation. A summary of Choosing Philadelphia appears in the pages that follow, and the findings reveal a student body that is more integrated into our communities, more likely to blend the experience of campus and city and more prepared to enter the workforce than previous generations of students.

The majority of these students now choose Philadelphia after graduation. Alumni who explore other regions remain part of our community, representing Philadelphia and recommending the city to others – and often returning to Philadelphia themselves. This circulation of new students, residents and talent increases the city’s vibrancy, reputation and standing. Great cities welcome new residents and send forth great talent, and Philadelphia has reached the stage of becoming one of those great talent-producing and talent-welcoming cities.

Campus Philly takes pride in being an ideal partner in accelerating this growth of talent in Greater Philadelphia with:

- higher education to ensure students have the opportunities they need and seek
- local businesses looking for talent
- civic groups and government helping new talent grow the region’s economy and connections worldwide

We are pleased to share our work of the past year in the following pages and invite you to partner with us as we connect more of the region’s newest Philadelphians with opportunities to make an impact.

Sincerely,

Deborah Diamond, Ph.D.
President
Campus Philly

Jeanne Mell, Campus Philly Board Chair
Vice President Marketing Communications
University City Science Center
CONNECT TO COMMUNITY

College students come to school anticipating a blended experience of campus and city. Campus Philly shows students where to start. From presentations and trainings during orientation weeks on campus, to CollegeFest in the fall and Open Arts throughout the year, Campus Philly is the vehicle for students to meet Philadelphia and make it their home.

Ο Student: Ammi Cabrera

As a student at Messiah College spending a semester in Philadelphia with the Messiah College Philadelphia Campus program, Ammi attended The Harvest Open Mic through Open Arts. She fell in love with the performing arts scene in Philadelphia and decided to move back to the city after college.

“I had an experience of Philadelphia through Open Arts that opened my eyes to the possibility of living and performing here.”

Photo by Darryl Cobb

BY THE NUMBERS

<table>
<thead>
<tr>
<th>ORIENTATION EVENTS to meet Philadelphia</th>
<th>OPEN ARTS to discover something new</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,500 CollegeFest 2014 attendance</td>
<td>5,346 Student members (as of Nov. 2014)</td>
</tr>
<tr>
<td>80,000 Insider Guide distribution (2013-14)</td>
<td>42 Arts and culture partners/venues participating (as of Nov. 2014)</td>
</tr>
<tr>
<td>125 Presentations, tablings and trainings on campus (2013-14)</td>
<td>1,411 Tickets redeemed (as of Nov. 2014)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEADERSHIP PROGRAMS AND COMMUNITY CONNECTIONS to help students make an impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>380 Inclusive Leadership Conference 2014 attendees</td>
</tr>
<tr>
<td>160 Campus Philly Student Exchange participants</td>
</tr>
</tbody>
</table>

Examples of student participation generated for partners

| 286 Tickets claimed for Opera Philadelphia’s Opera on the Mall (September 2014) |
| 650 Students registered with Alex’s Lemonade Stand Foundation for their inaugural Philadelphia College Student Dance Marathon |
| 5,412 Museum visits during CollegeFest 2014                                 |
Partner: Opera Philadelphia

Opera Philadelphia knew there was an opportunity to build a college student audience for their productions and looked to Open Arts to help increase their college connections. “Opera is filled with universal stories of characters we know from our everyday lives,” says Michael Bolton, Vice President of Community Programs at Opera Philadelphia. Working with Campus Philly’s Open Arts program, Opera Philadelphia promoted the opera-going experience to college students by offering free tickets to students to performances of *Nabucco* in 2013 and the 2014 premiere of *Ainadamar*.

Based on these successes, Open Arts and Opera Philadelphia have formed a stronger partnership for 2014-15. Open Arts is now the **exclusive provider** of Opera Philadelphia’s advanced student rush tickets, which students can purchase up to two weeks before the show.

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Communication

Our 2013 study, *Message Received*, mapped out where students receive and share information online. The result for Campus Philly was a strategic approach for each social media platform we use. This year has brought more social media engagement, followers and interaction across all platforms.

- **9,164** Twitter followers
- **3,441** Facebook likes
- **1,438** LinkedIn followers and members
- **757** Instagram followers
- **25,110** students receiving Campus Philly’s bi-weekly Insider e-newsletter

*(As of November 2014)*
ACCELERATE INTERNSHIPS

Students with internships in college do better in the job market after they graduate. These opportunities build students’ familiarity with Philadelphia, and internships provide students with mentors and advisors outside the college context. Internships also can function as a job-growth strategy for employers, as businesses that make the commitment to hire an intern often decide to make room for that talented student after graduation.

Employer: Beneficial Bank

When Beneficial Bank decided to launch their first summer internship program this year, they partnered with Campus Philly. They used Campus Philly’s Online Internship Fair in March to recruit seven interns from regional colleges and universities. And Campus Philly’s “Internship In A Box,” an easy-to-follow guide for creating and maintaining internship programs, helped Beneficial think through the structure of the internships.

“Campus Philly is a great recruitment partner, and Beneficial is proud to be a Corporate Sponsor. We were delighted to find so many qualified, talented candidates. Filling the reserves in our intern bank has never been easier!”

-Joe Steele, Vice President, Talent Acquisition Manager
Human Resources Department, Beneficial Bank
Temple University graduate Adam Fender recently accepted a full-time position with AgileSwitch, the company that hosted him last summer as part of StartUp PHL Scholars, an internship matching program created by Campus Philly and Ben Franklin Technology Partners and funded by the City of Philadelphia’s StartUp PHL program.

After graduating in May 2014, Adam had several interviews with various companies, but the experience he had during his summer internship in 2013 could not be beat. He started work at AgileSwitch in August 2014.

“I hope the StartUp PHL Scholars program continues to grow ... It has done more for me than I could have asked for.”

“You can’t beat working in Center City! I don’t even need to buy a car, and there’s a Wawa across the street.”

BY THE NUMBERS

**ONLINE CONNECTIONS** between students, career service partners and employers

| 137,027 | student impressions of Campus Philly’s weekly “Top 5” career list, 2013-14 |
| 250 | internship and job opportunities delivered to 67 career service partners to share with their students, 2013-14 |

**campusphilly.org/careers** (2013-14)

| 3,700 | New profiles created |
| 4,257 | Student profiles active |
| 3,565 | New internships/job postings |
| 537 | Active employers |
| 2,617 | Student participation in Campus Philly’s Online Internship Fairs Fall 2013 and Spring 2014 |

**EVENT ATTENDANCE**

students building their professional networks

| 63 | Social Innovation Series Fall 2013 |
| 220 | Net/Work, with Technical.ly Philly February 2014 |
| 152 | I Love My Science Job Philadelphia Science Festival, Spring 2014 |
| 112 | Philadelphia Student Startup Summit Philly Tech Week, Spring 2014 |
| 750 | My Philly Summer Philly 101 June 2014 |
| 450 | My Philly Summer Party Independence Seaport Museum, July 2014 |

| 35 | Campus Philly professional development presentations on partner campuses, 2013-14 |
Choosing Philadelphia studies Campus Philly's impact: reaching college students across the region, building connections off campus and retaining students after graduation.

Campus Philly conducted a similar study in 2010; results from both studies are compared throughout this report.

The majority of students at local colleges and universities choose Philadelphia after graduation.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Native to the Philadelphia region</th>
<th>Non-native: came from outside the region to attend college</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chose the Philadelphia region immediately after college</td>
<td>64%</td>
<td>76%</td>
<td>51%</td>
</tr>
<tr>
<td>Live in the Philadelphia region now</td>
<td>61%</td>
<td>82%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Young college graduates are the most mobile demographic in the world. Graduates who live elsewhere represent Philadelphia and now recommend the city to others at record rates.
As students discover more about Philadelphia, their interest grows.

Who chooses Philadelphia?

<table>
<thead>
<tr>
<th>Students with High Familiarity with Philadelphia During School</th>
<th>Students with Summer Internship Experience</th>
<th>Students Native to the Philadelphia Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>73% High Familiarity</td>
<td>71% In Philly Region</td>
<td>76% Native to Philly Region</td>
</tr>
<tr>
<td>54% Low Familiarity</td>
<td>47% Outside Philly Region</td>
<td>51% Not Native to Philly Region</td>
</tr>
</tbody>
</table>

What matters to students? (percent ranking factor “very important”)

<table>
<thead>
<tr>
<th>Post-Graduation Job Prospects</th>
<th>Restaurants and Nightlife</th>
<th>Public Transportation</th>
<th>Cost of Living</th>
<th>Internship Opportunities</th>
<th>Art and Culture</th>
<th>Outdoor Activities</th>
<th>The City’s Image</th>
<th>Number of Colleges in the Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>54%</td>
<td>53%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>39%</td>
<td>36%</td>
<td>17%</td>
</tr>
</tbody>
</table>

The Campus Philly Effect

73% Had an interest in living in Philadelphia after graduating

41% Philadelphia was an important factor in the choice of where to attend school

77% Were familiar with Campus Philly while in school

64% Chose Philadelphia immediately after graduating

THE PATH FROM STUDENT TO RESIDENT
We are a springboard for career-building jobs.

Of recent graduates, 79% are employed overall.

Of those who are employed:

- 57% in a job as part of career path
- 30% stepping stone to career
- 13% just paying the bills

Of those not employed, 12% are in school full-time, 7% are unemployed and 2% are not working by choice.

Campus Philly’s focus on accelerating internships pays off.

Of those who are employed with internship experience:

- 81% with internship experience are employed.
- 60% in a job as part of career path
- 30% stepping stone to career
- 10% just paying the bills

Of those who are employed with no internship experience:

- 73% with no internship experience are employed.
- 47% in a job as part of career path
- 29% stepping stone to career
- 24% just paying the bills

Of those who are employed:

- 47% in a job as part of career path
- 29% stepping stone to career
- 13% just paying the bills
The current generation of college students is more active than ever.

The increase in engagement correlates with Campus Philly’s growing reach and impact on campus.

<table>
<thead>
<tr>
<th>Awareness of Campus Philly Programs</th>
<th>2014 Study</th>
<th>2010 Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of Individual Programs</td>
<td>67%</td>
<td>64%</td>
</tr>
<tr>
<td>CollegeFest</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Campus Philly on Facebook, Instagram or Twitter</td>
<td>47%</td>
<td>37%</td>
</tr>
<tr>
<td>Campus Philly E-newsletter</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>Tabling event on campus</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>Insider Guide to Philadelphia</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>Campus Philly in-person internship event</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Open Arts</td>
<td>29%</td>
<td>N/A</td>
</tr>
<tr>
<td>My Philly Summer</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Inclusive Leadership Conference</td>
<td>19%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Methodology

During the summer of 2014, Campus Philly conducted a survey of recent graduates to learn how attending school in Philadelphia impacted their college experience and where they chose to live after graduation. A total of 3,390 recent graduates from 40 schools responded to the survey. Eighty-nine percent of recent graduates learned of the survey through an email from their college or university or through social media postings from their college or university; 11% of respondents learned of the survey through Campus Philly or campusphilly.org. Data from the survey was analyzed by Metro Metrics and RMC Data Inc., two independent data analysis organizations. Campus Philly conducted a similar survey in 2010, with 661 respondents, and comparisons between those two waves of the survey are presented in specific cases. In addition, the survey findings are presented through the lens of students who were from the Philadelphia region originally (natives) versus those who came from outside the region to attend school here (non-natives) and by class cohort, with students graduating between 2011-2014 compared to those who graduated between 2005 and 2010. A full report of findings is available at campusphilly.org/choosingPHL.
Colleges & Universities

These colleges and universities invest in the Campus Philly mission and open their campuses to us so we can serve their students.

Arcadia University
Bryn Mawr College
Cabrini College
Chestnut Hill College
Cheyney University of Pennsylvania
Community College of Philadelphia
Delaware County Community College
Delaware Valley College
Drexel University
Eastern University
Harcum College
Haverford College
La Salle University
Millersville University
Pennsylvania Academy of the Fine Arts
Peirce College
Penn State - Abington
Philadelphia College of Osteopathic Medicine
Philadelphia University
The Richard Stockton College of New Jersey
Rowan University
Rutgers University - Camden
Saint Joseph's University
Salus University
Swarthmore College
Temple University
Thomas Jefferson University
University of Pennsylvania
University of the Sciences
Ursinus College
Villanova University

Inclusive Leadership Conference 2014, photo by Al B. For

Fall Tour 2014, photo by Monet Thomas-Anderson
Corporate Members
Campus Philly’s corporate members contribute to Campus Philly and expand our ability to bring career opportunity and special events to regional college students.

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Sodexo
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Vanguard
Wells Fargo
Zipcar

CONNECTOR
Bancroft
Beneficial Bank
Capital One
International House of Philadelphia
Lincoln Financial Group
Robert Half
University City Science Center
USLI

INNOVATOR
Employers on Call
RJMetrics

I Love My Creative Job 2014, photo by Anna Ladd
It All Adds Up 2014, photo by Anna Ladd
Community Partners
Campus Philly works in partnership with regional organizations to serve as the front door to college and university students. (list representative; not comprehensive)

African American Chamber of Commerce
Alex's Lemonade Stand Foundation
CEO Council for Growth
DesignPhiladelphia
Economy League of Greater Philadelphia
Generocity.org
Global Philadelphia Association
Graduate! Philadelphia
Hispanic Choice Awards
Main Line Chamber of Commerce
National Association of Hispanic MBAs
Philadelphia Science Festival
Philly Startup Leaders
PHLCVB
SEPTA
Talent Greater Philly
Technical.ly Philly
TEDxPhiladelphia
The Philadelphia Orchestra
University City District
Welcoming Center for New Pennsylvanians
Young Involved Philadelphia
LEADERSHIP

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Elena M. Swartz
Data Management Assistant
Open Arts

Campus Philly honors the legacy of Board member and Ursinus College President Dr. Bobby Fong, who passed away in September 2014.
Campus Philly’s FY14 budget of $1,023,657 is divided as follows:

**REVENUES**
- Grants: 46%
- College Partnerships: 27%
- Corporate Partnerships: 19%
- Earned Revenue: 8%

**EXPENSES**
- Student Engagement and Career Programs: 80%
- Management: 16%
- Research and Development: 4%
What attracts people to a place, engages them once they’re there, and retains their interest over time? Campus Philly is asking all the right questions, and Herman Miller is proud to share in the answers.

HermanMiller
Sentinel Sponsor of Campus Philly

hermanmiller.com/education

Comcast salutes Campus Philly
Thank you for fostering the next generation of Philadelphians.
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Find out more at: www.bentley.com
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Connecting with our communities

Attracting and developing the best talent is key to fueling economic growth.
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Campus.vanguard.com

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