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.
From the research we conduct with students and recent graduates to the conversations we have all year long with our partner organizations, Campus Philly works hard to stay on top of trends and opportunities that will make us more effective in our work to increase the number of college-educated citizens in our region.

In this year’s Annual Report, we are especially pleased to include a synopsis of our new strategic plan for Campus Philly, a plan that will guide us for the next three years. By integrating our strategic plan into the Annual Report, we are inviting you to offer your feedback, identify initiatives that will help us actualize the plan and get involved in the work ahead. Greater Philadelphia is in a unique position to benefit from the work that Campus Philly does. Consider the following:

- Our regional colleges and universities continue to grow, with 29% more people in college in our region in 2010 than in 2000 (Source: American Community Survey).

- Regional employers report demand for talented, college-educated workers, with growth in fields such as financial services and technology especially strong.

- Philadelphia added 50,306 new residents between the ages of 20 and 34 from 2000 to 2010, and these young citizens have given rise to new vibrancy in the region’s civic, cultural and creative landscape (Source: U.S. Census).

Campus Philly is here to make the introductions and build the connections between students and employers, civic groups and creative communities in the region. The report that follows describes the ways we have achieved this over the past year and the difference it has made in the lives of our students. The strategic plan outlines the ways we will continue to do this in the future.

We look forward to working with you in the years to come to fulfill our mission to make Philadelphia the place college students seek out to study, explore, live and work.

Sincerely,

Deborah Diamond, Ph.D., President, Campus Philly

Joan T. McDonald, Board Chair, Campus Philly,
Senior Vice President, Enrollment Management, Drexel University
Campus Philly functions as an off-campus student activities office, providing students with the tools they need to explore. We meet students where they are, whether that’s on campus, in their dorms or online. And then, Campus Philly encourages them to “get out there” and make Philadelphia their own.

We provide students with the tools they need to explore off campus

22 Presentations to student groups, student leaders, RAs and college staff

43 Tabling events on college campuses

(2012 – 2013)

Insider Guides to Philadelphia distributed:
80,000
(2012 – 2013)

College Day participants
5,000
(September 28, 2013, estimated)

Visits to campusphilly.org:
155,680
(September 1, 2012 – August 30, 2013)

23,600 On-campus posters & postcards distributed about off-campus opportunities and programs
(June 2012 – August 2013)

The Campus Philly Travel Desk served
1,119 people
(July 2012 – June 2013)
I’m really excited about Philly’s budding tech scene. Organizations like Campus Philly are doing a great job covering all of the ‘deets’ and getting college students like me to be more active in this growing entrepreneurial community,” says Leslie Tjing, a junior at Haverford College.

Originally from California, Tjing has used Campus Philly’s Insider Guide to Philadelphia as her resource for getting to know the city. In addition to using the Guide to map out trips with visiting friends and family, Tjing became something of an “insider” herself at a recent Campus Philly event thanks to information she learned in the Guide. Answering a trivia question at Start | Stay | Grow, an event to introduce college students to the start-up ecosystem in Philadelphia, Tjing was able to correctly answer the question: “What is the name of the tech-business corridor in Philly’s Old City neighborhood?”

Tjing said, “I remember flipping through [the Guide] and coming across N3RD St. in the Old City section. The name stood out to me. Luckily I saw it because knowing this fun fact won me a prize at Start | Stay | Grow!”
Philadelphia is a young city. With 26% of the city population between the ages of 20 and 34, the energy of young people is felt all over. Campus Philly serves as a bridge between college students and those who are one step ahead of them, making a difference in Philadelphia. By connecting college students to those who are making change happen in Philadelphia, we hope to inspire and equip even more young professionals to stay in Philadelphia to make a difference here.

This year, we have added a new way to get involved through Open Arts, which provides free and discounted tickets to arts and culture events to student members at Campus Philly partner schools. In addition, it provides a one-stop shop for all college students to learn about student rush tickets, student memberships and student-friendly arts happenings. Open Arts is made possible by a grant from the Knight Arts Challenge, corporate support from Xfinity and content support from the Center for Cultural Outreach, Pennoni Honors College, Drexel University.

We hope to inspire and equip even more young professionals to stay in Philadelphia to make a difference here.

<table>
<thead>
<tr>
<th>Twitter Followers</th>
<th>Facebook Fans</th>
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<tbody>
<tr>
<td>8,011</td>
<td>2,983</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Open Arts memberships</th>
<th>Tickets booked through Open Arts</th>
</tr>
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<tbody>
<tr>
<td>2,228</td>
<td>246</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Students receiving Campus Philly’s Insider e-newsletter</th>
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<tbody>
<tr>
<td>22,000</td>
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<table>
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<tr>
<th>2013 Inclusive Leadership Conference attendees</th>
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</thead>
<tbody>
<tr>
<td>340</td>
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</tbody>
</table>

(With Temple University)
I want to gain experience in public policy and translate that into a career,” says Bilal Rice, a New Jersey native and senior at Rowan University.

It all started with one email invitation to Campus Philly’s My Philly Summer event. “Campus Philly was hosting a networking event for interns in the area. The first thing that came to my mind was, ‘You’re about to go to an event by yourself. Hopefully you make friends!’ And I did. I made a couple friends with people in Philly and the Campus Philly staff,” said Rice.

By leveraging the connections he made with Campus Philly and his interests in economic development of cities and suburbs, Campus Philly helped Bilal obtain a fellowship with the Senator-elect Cory Booker campaign. “The fellowship is basically an internship. I gather volunteers, complete data entry, help with canvassing, set up phone banks, and collect voter registration forms. I’m learning the basics of community organizing for a cause I believe in.”
Campus Philly knows that 70% of students with a summer internship in Philadelphia stay in the region after they graduate. The National Association of Colleges and Employers (NACE) also reports the strong relationship between paid internships and career success: 63% of students with a paid internship in college had a job offer upon graduation, as compared to 35% of students with no internship experience and 37% of those with unpaid internships.

And, as powerful as internships are for students, they also help employers build their workforce of the future. Through in-person events, networking workshops and online matching, Campus Philly provides the tools students and employers need to meet and connect.

**Campus Philly introduces students to regional employers and educates them about Philadelphia’s growing industries**

**274** Students reached with Campus Philly’s 2012 tech-sector events (Mobile Mondays; StartUp PHL) **&** **467** Students participating in My Philly Summer 2013, a program for regional summer interns

(Fall 2012 – Fall 2013)

**954** Recent grads registered for Opportunity Fair, 2013

**1,095** Internship opportunities posted online

**3,092** Students registering internship accounts on campusphilly.org/careers:
“When graduating college, the dark cloud of getting that real-person’s job always hangs over the heads of all graduates. Luckily for me, I was offered a full-time position before I even graduated.” Says David Silver, a recent grad from Temple University.

How did he get a job before graduating? He attended Campus Philly’s Tech Crawl sponsored by Bentley Systems. “They were giving away a free iPad to one lucky student. I ended up winning the raffle. I called Bentley Systems to thank them for the generous prize.” David impressed the Bentley talent team when he showed up in a suit to give them his heartfelt “thank you.” Impressed by his dynamism and interests, Bentley Systems created a new role for David in social media that built off his tech and communications interests.

While working at Bentley Systems, this go-getter says, “I learn something new about this [tech] industry every day. And it all goes back to simply attending the Campus Philly event.” He has even found time to launch his own start-up that benefits the Philly music scene: Broad Street Music Group.
Shifting dynamics for college attainment and retention in the Philadelphia region. For the first time since the 1950 Census, the city of Philadelphia gained population, with much of this growth driven by the increased numbers of residents ages 20-34 (50,306 new residents in that age range from 2000 to 2010). The proportion of Philadelphians between 25 and 34 with college degrees is now 36%.

National stories about poor employment outcomes for recent college grads, which can also mask the real opportunity that exists for college graduates in our region. According to a 2010 report released by the OMG Center for Collaborative Learning, 3.5% of Philadelphia residents with a college degree are unemployed, compared to 19-25% of residents without a degree.

An improvement in the “Philadelphia narrative,” i.e., the city’s image regionally and nationally. In Campus Philly’s 2013 survey of 878 regional students, 26% of students said Philadelphia is “my favorite part of going to my school,” with another 55% saying it’s an “added benefit.”

An increasing public focus on the value of internships as part of the educational experience. NACE reports that 63% of students with a paid internship during college had at least one job offer upon graduation, as opposed to 35% who had no internship. Campus Philly found, similarly, that 70% of students with a summer internship in Philadelphia stayed after graduation, compared to 57% of students with no internship at all.

A larger cohort of native Philadelphians in college. In 2010, 149,405 Philadelphians were enrolled in college or graduate school as compared to 115,671 in 2000, a growth of 29%.

Increasing competition among U.S. cities for college-educated workers and the competitive advantage Philadelphia has in having a Campus Philly organization. CEOs for Cities has found that 58% of a city’s success, as measured by per capita income, can be attributed to the percentage of the adult population with college degrees. While we continue to increase the number of college grads in Greater Philadelphia, other regions are trying to kick-start this trend by creating their own local versions of Campus Philly.
Through concentration on three areas of strategic focus, Campus Philly will work toward its goal of making Philadelphia a top region for college-educated residents

**Accelerate Internships**

Research shows that good internship experiences are “sticky”—they connect students to the region’s employers and civic life, increase future work opportunities and increase the likelihood that students will stay in the region after they graduate. The value that Campus Philly currently adds in promoting and securing internships can be elevated to have greater impact on the number of students obtaining internships and the number of employers who offer them. Functioning as an internship accelerator means increasing the number of internships in the region and fostering the connections between employers and students to get those internships filled.

**Connect to Community**

The Philadelphia region offers many easy paths to leadership—a process that seems to happen faster in Philadelphia than in other large cities—and we know the next generation of Greater Philadelphia leaders will largely come from our universities. Campus Philly can be the pipeline for these future leaders to find the communities, causes and organizations that motivate them to stay in Philadelphia, hence providing the civic leadership on which Philadelphia will rely. Because Philadelphia has such robust civic, cultural and service communities, Campus Philly has the opportunity to plug students into authentic experiences that build relationships between students and recent graduates who have chosen to stay in Greater Philadelphia.

**Serve Native and New Philadelphians**

As the only regional organization devoted solely to the flourishing of regional college students, Campus Philly has been an active partner in regional efforts to grow college attainment among native Philadelphians. By increasing our work with the college access community in Philadelphia, Campus Philly will serve native Philadelphians more intentionally, collaborating with college access organizations for teens and adults and building the opportunities for first generation students and “comebackers” who are entering college as adults.
### regional majors & jobs

Degrees granted in the Greater Philadelphia region by major, 2012

<table>
<thead>
<tr>
<th>Major</th>
<th>Associates &amp; Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business, Management, Marketing &amp; Related Support Services</td>
<td>16,947</td>
</tr>
<tr>
<td>Health Professions</td>
<td>13,771</td>
</tr>
<tr>
<td>Education</td>
<td>9,673</td>
</tr>
<tr>
<td>Liberal Arts &amp; Sciences, General Studies &amp; Humanities</td>
<td>6,397</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>4,264</td>
</tr>
<tr>
<td>Visual &amp; Performing Arts</td>
<td>3,819</td>
</tr>
<tr>
<td>Engineering</td>
<td>3,607</td>
</tr>
<tr>
<td>Psychology</td>
<td>3,540</td>
</tr>
<tr>
<td>Biological &amp; Biomedical Sciences</td>
<td>3,327</td>
</tr>
<tr>
<td>Public Administration &amp; Social Service Professions</td>
<td>2,224</td>
</tr>
<tr>
<td>Communication, Journalism &amp; Related Programs</td>
<td>2,139</td>
</tr>
<tr>
<td>Legal Professions &amp; Studies</td>
<td>2,022</td>
</tr>
<tr>
<td>Computer &amp; Information Sciences &amp; Support Services</td>
<td>1,981</td>
</tr>
<tr>
<td>English Language &amp; Literature/Letters</td>
<td>1,881</td>
</tr>
<tr>
<td>Multi/Interdisciplinary Studies</td>
<td>1,556</td>
</tr>
<tr>
<td>Physical Sciences</td>
<td>1,187</td>
</tr>
<tr>
<td>History</td>
<td>1,151</td>
</tr>
<tr>
<td>Parks, Recreation, Leisure &amp; Fitness Studies</td>
<td>954</td>
</tr>
<tr>
<td>Engineering Technologies &amp; Engineering-related Fields</td>
<td>866</td>
</tr>
<tr>
<td>Theology &amp; Religious Vocations</td>
<td>854</td>
</tr>
<tr>
<td>Philosophy &amp; Religious Studies</td>
<td>669</td>
</tr>
<tr>
<td>Architecture &amp; Related Services</td>
<td>656</td>
</tr>
<tr>
<td>Foreign Languages, Literatures &amp; Linguistics</td>
<td>644</td>
</tr>
<tr>
<td>Family &amp; Consumer Sciences/Human Sciences</td>
<td>325</td>
</tr>
<tr>
<td>Natural Resources &amp; Conservation</td>
<td>314</td>
</tr>
<tr>
<td>Personal &amp; Culinary Services</td>
<td>314</td>
</tr>
<tr>
<td>Mathematics &amp; Statistics</td>
<td>299</td>
</tr>
<tr>
<td>Library Science</td>
<td>267</td>
</tr>
<tr>
<td>Agriculture, Agriculture Operations &amp; Related Sciences</td>
<td>260</td>
</tr>
<tr>
<td>Area, Ethnic, Cultural, Gender &amp; Group Studies</td>
<td>254</td>
</tr>
<tr>
<td>Communications Technologies/Technicians &amp; Support Services</td>
<td>251</td>
</tr>
<tr>
<td>Mechanic &amp; Repair Technologies/Technicians</td>
<td>208</td>
</tr>
<tr>
<td>Precision Production</td>
<td>117</td>
</tr>
<tr>
<td>Sciences</td>
<td>103</td>
</tr>
<tr>
<td>Military Technologies &amp; Applied Sciences</td>
<td>78</td>
</tr>
<tr>
<td>Construction Trades</td>
<td>23</td>
</tr>
<tr>
<td>Transportation &amp; Materials Moving</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>86,960</strong></td>
</tr>
</tbody>
</table>

Source: IPEDS. Majors listed reflect Classification of Instructional Programs defined by IPEDS. Data gathered and provided by Select Greater Philadelphia.
In order to see the relationship between degrees granted in our region and job opportunity, the analysis below combines degrees granted into key categories and shows them in relation to jobs created in our region in key industry sectors. Two things to note: A large portion of regional degrees granted are in either social science or liberal arts fields. Graduates with these degrees can chart a career path in a variety of industry sectors. And the job creation data below reflects all positions in these industries, not just those requiring a college degree.

<table>
<thead>
<tr>
<th>Degrees, Associates &amp; Higher, 2012*</th>
<th>New Job Creation, 2011**</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,947 business, management, marketing &amp; related support services</td>
<td>12,009 management of companies &amp; real estate</td>
</tr>
<tr>
<td>13,771 health</td>
<td>57,660 health care &amp; social assistance</td>
</tr>
<tr>
<td>12,598 science, technology, engineering &amp; math</td>
<td>58,115 professional, scientific &amp; technical, finance &amp; insurance</td>
</tr>
<tr>
<td>9,673 education</td>
<td>30,708 education</td>
</tr>
<tr>
<td>2,406 communication, journalism, related programs &amp; library science</td>
<td>6,591 information</td>
</tr>
<tr>
<td>2,224 public administration &amp; social service</td>
<td>4,806 public administration</td>
</tr>
</tbody>
</table>

*Source: IPEDS, gathered and provided by Select Greater Philadelphia.**Source: Local Employment Dynamics, U.S. Census Bureau, Center for Economic Studies. Most recent available data.
Campus Philly’s FY13 budget of $916,000 is divided as follows:

**Revenues**

- **49%** Grants
- **27%** College & University Partners
- **14%** Earned Income
- **10%** Corporate Members

**Expenses**

- **78%** Student Engagement & Career Programs
- **15%** Management
- **7%** Research & Development
colleges & universities

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

corporate members

sentinel
Herman Miller

champion
Bottom Dollar Food
Comcast Corporation
Deloitte LLP
IKEA

guardian
Green Mountain Energy

mentor
Aimco Apartment Homes
Bentley Systems
Campbell Soup Company
Sodexo
Vanguard

connector
Aramark
Beneficial Bank
Bridgepoint Education/Thuze
International House Philadelphia
Robert Half
University City Science Center
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Drexel University

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Treasurer
Deborah Metalsky
Director, Audit and Enterprise Risk Services
Deloitte LLP

Secretary
Jeanne Mell
Vice President, Marketing Communications
University City Science Center

Jeremy Andreoli
Executive Director, Video Services
Comcast Corporation

Duane H. Bumb
Senior Deputy Director of Commerce
City of Philadelphia

Mary Beth Daisey
Associate Chancellor
Rutgers University—Camden

Dr. Bobby Fong
President
Ursinus College

Carol J. de Fries
Vice President, Marketing Communications
Philadelphia Industrial Development Corporation

Claire Marrazzo Greenwood
Director
CEO Council for Growth

Frank McGuire
Account Development Manager
Herman Miller

Dr. Lori Shorr
Chief Education Officer
City of Philadelphia

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Associate Vice President for Student Affairs
Temple University

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Director
University Relations & Student Engagement

Stephanie Skari
Creative Director

Dave Lanza
Senior Program Manager
University Relations & Student Engagement

Jen Devor
Program Manager
Career Programs & Corporate Relations

Melissa Gregoli
Program Manager
Social Media & Student Communications

Erica Hawthorne
Program Manager
Open Arts

Monet Thomas-Anderson
Program Manager
Operations & Special Programs

Brett Ferdock
Junior Graphic Designer
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.

Herman Miller
Sentinel Sponsor of Campus Philly

hermanmiller.com/education

Comcast salutes Campus Philly
Thank you for fostering the next generation of Philadelphians.
You’ll find the meat items you buy most often, and prices you’re not used to. And all of our meat and produce is guaranteed! If you’re not satisfied with the freshness, we’ll replace the item and give you your money back! Most of our produce is displayed in our large and comfortable walk-in cooler. Everything is so fresh, you’ll feel like you just strolled into a farmers market. We also carry a selection of national brands from companies such as Kraft Foods, Heinz, General Mills, Frito Lay, Procter & Gamble, Pepsi, Coke and Purina just to name a few.

Visit bottomdollarfood.com to find a store near you.

How unbelievable are the prices? Somewhere between talking dog and abominable snowman.

With Vanguard, I stay motivated

Where you begin your career makes all the difference—especially if you have a passion for helping people. Learn more about Vanguard’s exciting opportunities for students and recent college graduates.

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The people of Deloitte
Connecting with our communities

Attracting and developing the best talent is key to fueling economic growth. Deloitte proudly supports Campus Philly, a catalyst for engaging the next generation of leaders to ensure a truly Greater Philadelphia.

www.deloitte.com
Your education should be as unique as you are.

Drexel’s traditions of use-inspired research, innovation, and experiential learning place it among the top 100 universities in the nation as well as one of the top ten “Up-and-Coming Schools,” as ranked by U.S. News & World Report. Through Drexel Co-op, students have the opportunity to gain up to 18 months of paid professional work experience with more than 1,500 employers in the United States and 40 international locations. Get an elite education while building your professional network.

DREXEL UNIVERSITY

www.drexel.edu