<table>
<thead>
<tr>
<th>Programs</th>
<th>Degrees &amp; Jobs</th>
<th>Partners</th>
<th>Leadership</th>
<th>Financial Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet Philadelphia</td>
<td>4</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stay Connected</td>
<td>6</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thrive and Launch</td>
<td>8</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internships</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Dear Colleagues,

Philadelphia is leading the way in connecting students to employers through internships. Nationally, 61% of 2014 graduates report having had an internship or co-op while in college.¹ For students attending college in Greater Philadelphia, that figure jumps to 81%.² And with the launch of Campus Philly’s new internship matching platform in September 2015, it’s fair to say that when you come to Philadelphia for college, an internship comes with it. Through campusphilly.org/careers, college students have easy access to 1,286 employers offering more than 3,200 internship opportunities, all vetted, curated and presented by Campus Philly.

The internship edge we have in Greater Philadelphia has multiple effects:
- it’s easier for colleges and universities to attract students when schools can boast about our region’s high internship rate;
- it helps grow our reputation as a talent hub when employers see that they can build their talent pipeline through internships; and
- our regional economy benefits, as more internships are paid and therefore bring more students into our workforce.

Campus Philly’s 2015 Annual Report focuses on the power of the internship and all that Campus Philly does to facilitate and amplify that strength. Employers tell us that they value internship experience over other factors such as grade point average, institution attended or major.³ Students want job opportunities and a deep connection to where they live. Campus Philly makes the connections that both students and employers need to thrive in Philadelphia. We invite you to learn about all of our programming and the difference it’s making in our region in the pages that follow. Thank you as always for your collaboration, partnership and support.

Deborah Diamond, Ph.D.
President
Campus Philly

Jeanne Mell
Campus Philly Board Chair
Vice President Marketing Communications
University City Science Center

¹ The Class of 2014 Student Survey Report, National Association of Colleges and Employers.
MEET PHILADELPHIA

Whether students are coming from across the street or across the world to their campus, it’s important that they establish their own relationship with Philadelphia. Campus Philly helps create the most connected student body of any region in the country!

MEET PHILLY TOUR

COLLEGE FEST

MY PHILLY SUMMER

64 ORIENTATIONS ON CAMPUS

5,000 STUDENTS

1,148 INTERNS RECEIVE PHILLY 101 PRESENTATION

30 TRAININGS FOR STUDENT LEADERS & STAFF

141 SCHOOLS

251 INTERNS AT MY PHILLY SUMMER PARTY

80,000 INSIDER GUIDES DISTRIBUTED

40 MUSEUMS AND EXHIBITORS

309 INTERNS REGISTER FOR OPEN ARTS
“Coming to Philadelphia for the summer, I was taken by surprise by how much the city has to offer. I found the city to be incredibly vibrant and full of diverse experiences, yet very accessible. I lived in Center City and commuted to my internship at CubeSmart in Malvern and felt like I had the best of both worlds. Campus Philly’s comprehensive Insider Guide to the city helped me make the most of it and keep track of all the summer events around, while the My Philly Summer Party showed me how many others at my same stage were having a similar experience and opened my eyes to the city as a place to return after graduate school.”

Stamatios Paterakis, Columbia University, MBA Class of 2016
CubeSmart Intern

“Meet Philly Tour bridges the gap between the city’s gems and the college students in the surrounding area of Philadelphia. The summer presentations given by Campus Philly introduced the Insider Guide and offered event tips and resources that we are all able to use for personal adventures and to engage other students throughout the year. The workshop hosted just for first-year students helped ease the worries of students as they prepared for their trip to the Reading Terminal Market and the surrounding area of Center City!”

Amber Williams, Arcadia University, Class of 2016
Orientation Planning Executive Committee
STAY CONNECTED
There are so many channels available to connect students to Philadelphia. Campus Philly ensures that whether your medium is visual, storytelling or the Tweet, we are on your wavelength.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>10,168</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,065</td>
</tr>
</tbody>
</table>

Facebook is the hub for sharing events
Campus Philly gets the word out to
We share the city’s beauty with
We connect key regional stakeholders through LinkedIn followers:

1,767 LinkedIn followers

STAKEHOLDER E-NEWSLETTER DELIVERED TO
4,745 Higher ED, Business, Civic and Cultural Leaders

INSIDER E-NEWSLETTER DELIVERED TO
26,036 Students

Most popular articles of the year:
Top 10 Picks for Words To Avoid on a Resumé
Can a Liberal Arts Degree Get You a Job?
Your Guide to CollegeFest 2014
All the Details on the Online Job and Internship Fair
This Semester’s Guide to Every Cool Event in PHL

campusphilly.org
129,948 Visitors
276,735 Pageviews

2015 ANNUAL REPORT
THRIVE AND LAUNCH

After students meet Philadelphia, they truly make it their own by getting to know our neighborhoods, getting involved in the community, interning at regional companies and participating in our arts and culture.

6,878
STUDENT MEMBERS
as of 9-30-15

48% INCREASE
IN STUDENT MEMBERS
SINCE 2014

51 PARTNERS
3,500 FREE TICKETS
260 EVENTS
as of 9-30-15

2,280
STUDENTS AT
OPEN ARTS COLLEGE NIGHTS

4,304
STUDENT PROFILES
(2014-2015)

1,286
EMPLOYERS POSTING OPPORTUNITIES
(2014-15)

3,279
ACTIVE OPPORTUNITIES
(2014-15)

2,876
STUDENTS PARTICIPATED IN
ONLINE INTERNSHIP FAIRS
Fall 2014 and Spring 2015

385
STUDENTS
28 SCHOOLS
AT INCLUSIVE LEADERSHIP CONFERENCE 2015
with Temple University

150
STUDENT LEADER CONNECTIONS THROUGH
CAMPUS PHILLY PROGRAMS

1,286
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as of 9-30-15

2,280
STUDENTS AT
OPEN ARTS COLLEGE NIGHTS
“Campus Philly played a large role for me when I was in college, especially in my search for summer internships and career resources. I’ve gone to many Campus Philly events, like the Inclusive Leadership Conference and CollegeFest, where I met other students from different majors and schools. These events made me feel inspired to pursue internships at Allen & Gerritsen, Philadelphia Weekly and CORE Scholarships. Through my work experiences, I’ve built a professional network in advertising and design that some may find impressive.”

Mabel Luu, University of Pennsylvania, Class of 2015

“I have always wanted to see BalletX, but it is far out of my price range. With Open Arts, I am going to be able to see BalletX twice! Participating in Open Arts has shown me so many new things. My boyfriend, who attends Temple, and I have gone to every Open Arts event we can. We have enjoyed every experience, from going to the Philadelphia Museum of Art to attending Opera Philadelphia for our Valentine’s Day date.”

Ryan Romack, Drexel University, Class of 2019

“Philadelphia encompasses so many different professional, social and college communities that you might think that it’s difficult to build connections and be a part of other groups. But what I’ve found in Philadelphia is that people from different communities are remarkably open and welcoming to newcomers and to students in particular.”

Jalen Blot, Temple University, Class of 2015
INTERNSHIPS
THE FUTURE OF OUR REGION’S WORKFORCE
Campus Philly’s new internship matching platform made its debut in September 2015. The new platform introduces many features and design elements that make it a huge hit with students and employers alike.
THE POWER OF THE INTERNSHIP

...TO SHAPE ACADEMIC PATHS
“My internship at Comcast changed what I decided to study at Drexel. Before interning at Comcast, I was a computer engineering major, focused on the ‘guts’ of the computer.

My internship experience exposed me more to coding, and I knew that’s what I wanted to be an expert in. So I switched majors and will graduate with a degree in computer science.”

Ryan Efendy, Drexel University, Class of 2018
Computer Science Major

...TO SUPPORT ACADEMIC SUCCESS
“My internship experience has added depth to what we’re taught in the classroom. I enjoy opportunities to apply my skills and perspective to real-world tasks, while learning from others’ points of view.”

Mina Bansal, Bryn Mawr College, Class of 2017
Economics Major

...TO LEAD TO FULL-TIME EMPLOYMENT
“I was a communications major at Temple and I loved my internships at Campus Philly and Select Greater Philadelphia because they let me communicate about how great Philadelphia is as a place to go to school and do business.

When my internship at Select turned into a full-time job offer as a Marketing and Research Associate, I saw how my academic and professional experiences were great career launchers.”

Danielle Hagerty, Temple University, Class of 2015
Marketing and Research Associate, Select Greater Philadelphia
Health and STEM majors have grown by 30% over the last four years. And fields like the liberal arts and social sciences (16,013 degrees combined), provide critical thinking and communication skills that can be applied to a wide range of career paths.

### DEGREES CONFERRED BY GREATER PHILADELPHIA HIGHER EDUCATION INSTITUTIONS, 2009-2013

<table>
<thead>
<tr>
<th>MAJORS</th>
<th>DEGREES CONFERRED</th>
<th>GROWTH RATE 2009-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2009</td>
<td>2013</td>
</tr>
<tr>
<td>Health</td>
<td>14,684</td>
<td>19,350</td>
</tr>
<tr>
<td>Business, Management, Marketing and Related Support Services</td>
<td>15,004</td>
<td>15,762</td>
</tr>
<tr>
<td>Liberal Arts and Humanities</td>
<td>11,190</td>
<td>11,704</td>
</tr>
<tr>
<td>STEM Total</td>
<td>8,938</td>
<td>11,650</td>
</tr>
<tr>
<td>Basic Science</td>
<td>3,732</td>
<td>5,253</td>
</tr>
<tr>
<td>Technology/Engineering</td>
<td>5,206</td>
<td>6,397</td>
</tr>
<tr>
<td>Education</td>
<td>9,038</td>
<td>8,994</td>
</tr>
<tr>
<td>Legal Professions, Public Administration and Social Service</td>
<td>5,509</td>
<td>6,375</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>3,997</td>
<td>4,309</td>
</tr>
<tr>
<td>Visual and Performing Arts</td>
<td>3,711</td>
<td>3,787</td>
</tr>
<tr>
<td>Communications and Journalism</td>
<td>2,424</td>
<td>2,628</td>
</tr>
<tr>
<td>Personal Services</td>
<td>1,262</td>
<td>1,819</td>
</tr>
<tr>
<td>Multi/Interdisciplinary Studies</td>
<td>1,400</td>
<td>1,717</td>
</tr>
<tr>
<td>Agriculture and Conservation</td>
<td>491</td>
<td>694</td>
</tr>
<tr>
<td>Architecture</td>
<td>567</td>
<td>645</td>
</tr>
<tr>
<td>Manufacturing, Construction, Machine Repair and Transportation</td>
<td>464</td>
<td>451</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>78,679</td>
<td>89,885</td>
</tr>
</tbody>
</table>

Source: IPEDS. Data gathered and provided by CEO Council for Growth. Degrees include all degrees associate level and higher, but do not include certificates conferred.
JOBS
Greater Philadelphia students are graduating with degrees that meet the demands of a regional and global job market.

RELATIONSHIP BETWEEN DEGREES GRANTED AND JOB OPPORTUNITIES IN THE PHILADELPHIA REGION

*Source: IPEDS. Data gathered and provided by CEO Council for Growth. Degrees include all degrees associate level and higher, but do not include certificates conferred.

**Source: Local Employment Dynamics, U.S. Census Bureau, Center for Economic Studies, 2014.
PARTNERS
Campus Philly stands at the center of connecting regional organizations and regional college students. We thank our partners who make this possible.

Colleges & Universities
These 35 colleges and universities invest in the Campus Philly mission and open their campuses to us so we can serve their students with free on-campus and off-campus programming.

Arcadia University
Art Institute of Philadelphia
Bryn Mawr College
Cabrini College
Camden County College
Chestnut Hill College
Community College of Philadelphia
Delaware County Community College
Delaware Valley University
Drexel University
Eastern University
Haverford College
Montgomery County Community College
Moore College of Art and Design
Neumann University
Peirce College
Penn State University, Abington
Pennsylvania College of Art and Design
Philadelphia College of Osteopathic Medicine
Philadelphia University
Rowan University
Rutgers University-Camden
Saint Joseph’s University
Salus University
Stockton University
Swarthmore College
Temple University
Thomas Jefferson University
University of Pennsylvania
University of Delaware
University of the Arts
University of the Sciences
Ursinus College
Villanova University
West Chester University

Corporate Members
Our corporate members support Campus Philly as we bring career opportunities to college students and develop our programming.

SENTINEL
Herman Miller

CHAMPION
Allied Pixel
Bentley Systems
Comcast
Deloitte
IKEA
PHLCVB
TargetX

GUARDIAN
Campbell Soup Company
GSK
Publicis Healthcare
Vanguard

MENTOR
Allen & Gerritsen
Beneficial Bank
CubeSmart
Independence Blue Cross
Premier Office Solutions
Republic Bank
Zipcar

CONNECTOR
Bancroft
Frontline Technologies
Lincoln Financial Group
TherapyNotes
University City Science Center
USLI
LEADERSHIP

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CEO Council for Growth

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Nicole Wormley
Senior Manager, U.S. Talent Acquisition
Campbell Soup Company

Florence Zheng
Chief Talent Officer
Bentley Systems, Inc.

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Erica Hawthorne-Manon
Senior Program Manager, Open Arts

Patrick Sherlock
Director, University Relations & Student Engagement

Ashlie Thornbury
Director, Corporate Relations & Strategic Partnerships

Photos by Anna Ladd and Jacqueline Papanier for Campus Philly
FINANCIAL HIGHLIGHTS

Campus Philly’s FY14 budget of $1,050,250 is divided as follows:

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>College and university partnerships</td>
<td>Student engagement, internship and career programs</td>
</tr>
<tr>
<td>25%</td>
<td>85%</td>
</tr>
<tr>
<td>Government support</td>
<td>Management</td>
</tr>
<tr>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>Corporate partnerships and sponsorships</td>
<td>Research and Development</td>
</tr>
<tr>
<td>23%</td>
<td>2%</td>
</tr>
<tr>
<td>Foundations/grants</td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Earned revenue</td>
<td></td>
</tr>
<tr>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Earned revenue</td>
<td></td>
</tr>
<tr>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>
Herman Miller and Campus Philly work together to create communities that draw students and faculty in and help them do their best!

Herman Miller
Sentinel Sponsor of Campus Philly

hermanmiller.com/education

Comcast salutes Campus Philly
Thank you for fostering the next generation of Philadelphians.
Connecting students to the solutions and services they need most while they are in school and beyond.

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
Campbell Soup Company is a growing global food company driven and inspired by our Purpose, “Real food matters for life’s moments.” For generations, people have trusted Campbell to provide authentic, flavorful and readily available foods and beverages that connect them to each other, to warm memories, and to what’s important today.

With annual sales of more than $8 billion, the company makes a range of high-quality soups and simple meals, beverages, snacks and packaged fresh foods.

At Vanguard, you will discover a path full of opportunities within a culture that values you for who you are. We care about what you hope to achieve and will provide all the training, support and rewards you need.

Your career can be an epic journey, and it can launch right here and now!

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Follow us on Twitter: @CampbellSoupCo

Network with us on LinkedIn: www.linkedin.com/company/campbell-soup-company

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