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,

Philadelphia more than doubled its number of college-educated 25- to 34-year-olds between 2000 and 2017 (from 59,700 to 128,400). What’s driving this growth? More of our own residents are going to college, more of our college students are staying after they graduate, and more young people are moving here from another college town or city. These three forces work together to create a very different Greater Philadelphia, one that has the talent employers and start-ups are looking for to grow, and one that has more resources and resilience than it did in 2004 when Campus Philly was founded.

The college students we engaged at 182 on-campus events in 2017-18 experience this new version of Philadelphia. And Campus Philly’s love and enthusiasm for the region shines through, authentically and unapologetically. Our students see this and are encouraged to engage, explore and launch.

This Annual Report shares information about the academic year just completed, and we are already turning to the future:

• Campus Philly is producing Young, Smart and Local, a national conference to be held in Philadelphia on April 9-10, 2019, to lead a network of cities engaging young people, managing growth while increasing equity, and planning for a future for cities that is even more dynamic than what we’re seeing now.

• We are seeking support to serve young college graduates from other regions who are thinking about Philadelphia, but who don’t have the knowledge and networks they need to launch here.

• And, as always, we are evolving how we serve the current student community in our region, from making sure we’re communicating with them through the right channels (last year, Snapchat; this year, Instagram), to understanding which Philadelphia experiences are most valuable and enduring (music, creative careers, neighborhood life).

We cannot do this work without our partnerships: with 34 colleges and universities in the region, with 41 corporate members, and with cultural and civic partners. You help us present a Philadelphia to students that is welcoming, accessible, and eager for their impact. And you support a mission that has served Greater Philadelphia well by creating a growing region, with young people ready to fuel our future.

Thank you for your continued support and partnership,

Deborah Diamond, Ph.D.
President
Campus Philly

Michael Scales
Campus Philly Board Chair
Associate Vice President for Business Services
Temple University
MEETING STUDENTS ON CAMPUS

THE BIG NUMBER

182

ON-CAMPUS EVENTS

- Distributed 80,000 of our Insider Guide to Philadelphia
- Held workshops with resident assistants, student leaders and college staff on making Greater Philadelphia an extended campus for students
- Provided headshot photography and career services support during job fairs and recruiting events
- Communicated to a database of 29,000+ college students
- Connected to 25,000+ student followers on social media

DID YOU KNOW?

Campus Philly is treated as a student group on campus, so we’re meeting regional students as soon as they arrive.
ENGAGING STUDENTS OFF CAMPUS

5,000 students from 130 universities at CollegeFest where students experienced 15 museums for free and met 34 exhibitors to kick off a four-year relationship.

6 Open Arts College Nights: Opera on the Mall; First Friday at the Arden Theatre; Party at the Barnes Foundation; Skate Night at the RiverRink; Franklin Institute Terracotta Warriors Exhibit; and Preview Night at FringeArts.

Service and leadership events: Inclusive Leadership Conference with Temple University; Leadership Connection to learn about civic careers and service; neighborhood stewardship through our Service Project at Smith Memorial Playground.

DID YOU KNOW?
Campusphilly.org’s calendar is the most popular page on our website, where 138,115 visitors last year learned about region-wide events that are free or low-cost and welcoming to students.

THE BIG NUMBER

7,534

STUDENTS AT CAMPUS PHILLY CIVIC & CULTURAL EVENTS
THE BIG NUMBER
3,472
STUDENTS PARTICIPATED IN CAMPUS PHILLY CAREER PROGRAMS

Campusphilly.org/launch helped 2,486 students find internships or entry-level jobs.

Attendance doubled from 154 to 337 at our off-campus career events in 2017-18 (Spark Philly; Create Philly; and Wired Philly).

176 employers and 873 interns participated in My Philly Summer, our program to show the best of Greater Philadelphia to summer interns in the region.

DID YOU KNOW?
The top three majors that employers search for on campusphilly.org/launch are business; marketing & communications; and accounting & finance. And the top three internship/job searches by students are marketing; communications; and graphic design.
BUILDING A TALENT PIPELINE

473
REGIONAL EMPLOYERS USED CAMPUSPHILLY.ORG/LAUNCH TO FIND INTERNS & TALENT FOR ENTRY-LEVEL POSITIONS

THE BIG NUMBER

47 employers recruited at Campus Philly’s in-person launch events in 2017-18 (Spark Philly; Create Philly; and Wired Philly)

40 employers joined or renewed as Campus Philly corporate members in 2017-18

30 talent acquisition and HR leaders participated in three Campus Philly corporate advisory council meetings to help us shape our programs

DID YOU KNOW?

Students of color are the majority at Campus Philly career events.

- 31% Asian/Asian American
- 28% African/African American
- 28% White/Caucasian
- 6% Hispanic
- 6% Mixed race/other
## Enrollment at Campus Philly Partner Schools

<table>
<thead>
<tr>
<th>School</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lehigh University</td>
<td>7,054</td>
</tr>
<tr>
<td>Montgomery County Community College</td>
<td>17,982</td>
</tr>
<tr>
<td>Arcadia University</td>
<td>4,515</td>
</tr>
<tr>
<td>Ursinus College</td>
<td>1,576</td>
</tr>
<tr>
<td>Eastern University</td>
<td>3,420</td>
</tr>
<tr>
<td>Villanova University</td>
<td>12,948</td>
</tr>
<tr>
<td>Bryn Mawr College</td>
<td>1,708</td>
</tr>
<tr>
<td>Haverford College</td>
<td>1,326</td>
</tr>
<tr>
<td>Saint Joseph’s University</td>
<td>10,096</td>
</tr>
<tr>
<td>Community College of Philadelphia</td>
<td>25,570</td>
</tr>
<tr>
<td>Moore College of Art &amp; Design</td>
<td>424</td>
</tr>
<tr>
<td>Drexel University</td>
<td>24,232</td>
</tr>
<tr>
<td>University of Pennsylvania</td>
<td>28,522</td>
</tr>
<tr>
<td>University of the Sciences</td>
<td>2,718</td>
</tr>
<tr>
<td>Jefferson (Philadelphia University + Thomas Jefferson University)</td>
<td>3,730</td>
</tr>
<tr>
<td>Temple University</td>
<td>43,150</td>
</tr>
<tr>
<td>Pennsylvania State University</td>
<td>7,600</td>
</tr>
<tr>
<td>Manor College</td>
<td>760</td>
</tr>
<tr>
<td>Salus University</td>
<td>1,238</td>
</tr>
<tr>
<td>Stockton University</td>
<td>8,728</td>
</tr>
</tbody>
</table>

**TOTAL STUDENTS:** 326,923
The region has seen dramatic shifts in what students choose to major in, with a small increase in the overall number of degrees granted.

<table>
<thead>
<tr>
<th>MAJORS</th>
<th>DEGREES CONFERRED</th>
<th>GROWTH RATE 2015-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014-15</td>
<td>2015-16</td>
</tr>
<tr>
<td>Health &amp; Human Services</td>
<td>20,755</td>
<td>19,167</td>
</tr>
<tr>
<td>Business, Management, Marketing and Related Support Services</td>
<td>16,860</td>
<td>20,836</td>
</tr>
<tr>
<td>STEM Total (Science, Technology, Engineering and Math)</td>
<td>12,609</td>
<td>12,964</td>
</tr>
<tr>
<td>Technology/Engineering</td>
<td>7,216</td>
<td>5,649</td>
</tr>
<tr>
<td>Basic Science</td>
<td>5,393</td>
<td>7,315</td>
</tr>
<tr>
<td>Liberal Arts and Humanities</td>
<td>10,521</td>
<td>10,682</td>
</tr>
<tr>
<td>Education</td>
<td>7,981</td>
<td>7,627</td>
</tr>
<tr>
<td>Legal Professions, Public Administration and Social Services</td>
<td>6,454</td>
<td>6,592</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>4,504</td>
<td>4,196</td>
</tr>
<tr>
<td>Visual and Performing Arts</td>
<td>3,537</td>
<td>3,277</td>
</tr>
<tr>
<td>Communications and Journalism</td>
<td>2,981</td>
<td>2,804</td>
</tr>
<tr>
<td>Multi/Interdisciplinary Studies</td>
<td>1,726</td>
<td>1,611</td>
</tr>
<tr>
<td>Personal Services (e.g. Cosmetology, Culinary Services, Home Health)</td>
<td>1,481</td>
<td>1,556</td>
</tr>
<tr>
<td>Agriculture and Conservation</td>
<td>718</td>
<td>724</td>
</tr>
<tr>
<td>Architecture</td>
<td>614</td>
<td>613</td>
</tr>
<tr>
<td>Manufacturing, Construction, Machine Repair and Transportation</td>
<td>319</td>
<td>191</td>
</tr>
<tr>
<td>TOTAL</td>
<td>91,060</td>
<td>92,840</td>
</tr>
</tbody>
</table>

Source: Integrated Postsecondary Educational Data System (IPEDS). Data gathered and provided by CEO Council for Growth. Degrees include all degrees associate level and higher, but do not include certificates conferred.
Our college and corporate partners invest in Campus Philly and collaborate to build Greater Philadelphia as a talent hub.

COLLEGE PARTNERS
Arcadia University
Art Institute of Philadelphia
Bryn Mawr College
Community College of Philadelphia
Delaware County Community College
Drexel University
Eastern University
Haverford College
Hussian College
Jefferson (Philadelphia University + Thomas Jefferson University)
La Salle University
Lehigh University
Manor College
Montgomery County Community College
Moore College of Art and Design
Neumann University
Peirce College
Penn State Abington
Philadelphia College of Osteopathic Medicine
Rowan University
Rutgers University–Camden
Saint Joseph’s University
Salus University
Stockton University
Swarthmore College
Temple University
University of Delaware
University of Pennsylvania
University of the Arts
University of the Sciences
Ursinus College
Villanova University
West Chester University
Widener University

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Partnerships Manager

Ashlie Thornbury
Vice President, Partnerships
Campus Philly’s 2018 fiscal year budget of $1,225,500 is divided as follows:

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>45% Government Support</td>
<td>76% Student Engagement and Internship</td>
</tr>
<tr>
<td>31% Corporate Partnerships</td>
<td>17% Management</td>
</tr>
<tr>
<td>23% College and University</td>
<td>7% Research and Development</td>
</tr>
<tr>
<td>Philanthropy</td>
<td></td>
</tr>
</tbody>
</table>

Photo credits: Olivia Brosky, Dominic D’Onofrio, Roger Estes, Rob Focht, Jose Fontana, Brian Green, Chris Kendig, Anna Ladd and Jackie Papanier for Campus Philly; Ryan S. Brandenburg/Temple University

You’re invited to a conference to inform and engage leaders from higher education, business, government, economic development, and community organizations on best practices around talent growth and attraction.

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