College student retention drives growth in the city and region
PREFACE

Philadelphia is leading the way nationally in cultivating new, diverse, well-educated citizens to grow the region’s civic life and economy. This report demonstrates the extraordinary growth in young college-educated residents in Philadelphia and the impact of that growth on our economy and the diversity of our workforce. It is not just the numbers that spell success for Philadelphia. It is the people they represent and the future we are able to build as a result. That future includes:

- An economy that is driven by innovation and talent and that opens up more opportunity to more Philadelphians
- New people with new ideas driving change, solving problems and challenging traditional ways of doing things
- A more globally relevant Philadelphia, with new ties to cities, economies and talent around the world linked to the graduates who stay here

We aspire to more than just population and economic growth in Philadelphia, but to growth that builds the diversity of our people, increases opportunity and extends across every zip code.

Campus Philly sees a region that has more resources and resilience than it did when the organization was forming in 2000. It’s a region Campus Philly is committed to continuing to build and grow in the years ahead.
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ACKNOWLEDGMENTS
Campus Philly could not achieve its mission without the partnership of our regional universities and employers.

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By the Numbers

INCREASE in college-educated 25- to 34-year-olds in Philadelphia between 2000 and 2017

59,700

128,400

115%

INCREASE

for regional college students, higher than Boston’s retention rate of 42%

54%

RETENTION RATE

$6.4 BILLION in additional earnings to the region annually

ADDITIONAL YOUNG DEGREE HOLDERS between 2000 and 2017 in the region

118,500

ADDITIONAL JOBS supported in the region annually

35,600

$394 MILLION in city and state tax revenue generated annually

GREATER RACIAL DIVERSITY among Philadelphia region college grads and Campus Philly’s student audience compared to other regions

34%

46%

72%

RACIALLY DIVERSE young graduates in top 3 national markets for graduate growth

RACIALLY DIVERSE recent Philadelphia graduates

RACIALLY DIVERSE Campus Philly audience

8

PHILADELPHIA RENAISSANCE

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CAMPUS PHILLY
Growth does not happen by accident; it’s the product of strategic investments like Campus Philly.

Demetrius Coachman
Temple University, Political Science Major, 2019

What’s your hometown?
I was born in San Antonio, Texas, but my hometown is Lake Orion, Michigan.

Where do you live now?
North Philadelphia

Where are you working/interning now?
Princeton Strategies

What do you love about Philadelphia?
I love Philadelphia for its great atmosphere, its culture, its quirky history. Philadelphia is at the center of so much, including the entire East Coast and a lot of interesting industry sectors. It has something to offer everyone, and that makes it a city full of people with really diverse interests and backgrounds.

What did Campus Philly add to your college experience?
Campus Philly put me in touch with the people and places that gave me a new outlook on Philadelphia. I learned about student prices for activities, new neighborhoods around the city, and I was introduced to really interesting people.
Talent Explosion

Between 2000 and 2017, the city of Philadelphia increased the number of young adults with college degrees by 115%, from 59,700 to 128,400. Increases were seen in the rest of the region as well, resulting in 118,500 additional new young graduates in the Greater Philadelphia region.

This growth does not happen by accident. It is the product of strategic investments, including the creation of Campus Philly in the early 2000s, to engage college students in our region and invite them to stay in Greater Philadelphia after they graduate. Four generations of students have been welcomed to Philadelphia at Campus Philly’s CollegeFest; have learned their way around our neighborhoods through our Insider Guide to Philadelphia; and have found internships and jobs through our career website. Philadelphia is uniquely welcoming, and that will shape new residents’ attachment to and participation in our city and region.

118,500 ADDITIONAL YOUNG DEGREE HOLDERS

(68,700 city + 49,800 rest of region)

Bachelor’s Degree Holders, Age 25–34, City of Philadelphia

This growth is extraordinary when viewed in larger context:

- In the decade between 1990 and 2000, Philadelphia actually lost 3,400 young degree holders to other regions.
- The population of the city of Philadelphia grew by only 4% between 2000 and 2017.
- Philadelphia far outpaced other large cities and the country as a whole in its growth of young people with college degrees.

<table>
<thead>
<tr>
<th>City</th>
<th>Growth Rate</th>
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</thead>
<tbody>
<tr>
<td>Washington, DC</td>
<td>129%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>115%</td>
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<tr>
<td>Denver</td>
<td>109%</td>
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<tr>
<td>Seattle</td>
<td>80%</td>
</tr>
<tr>
<td>Boston</td>
<td>76%</td>
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<tr>
<td>San Diego</td>
<td>76%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>74%</td>
</tr>
<tr>
<td>Houston</td>
<td>70%</td>
</tr>
<tr>
<td>New York</td>
<td>62%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>61%</td>
</tr>
<tr>
<td>Chicago</td>
<td>54%</td>
</tr>
<tr>
<td>Dallas</td>
<td>50%</td>
</tr>
<tr>
<td>US Population</td>
<td>47%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: American Community Survey
Brittany Newton
Temple University, Psychology Major, 2017

What’s your hometown?
I grew up in Stroudsburg, Pennsylvania, up in the Pocono Mountains.

Where do you live now?
West Philly

Where are you working now?
BDP International (a logistics firm in Old City)

What did you love about Temple?
I chose Temple because it checked so many boxes for me: in a big city, within driving distance to home. And I felt that Temple offered the best opportunities and experiences for the cost of tuition. My internship turned into a full-time offer, and I was thrilled to be able to say “yes” and stay in Philly. I’m now a compliance officer for the company.

What did Campus Philly add to your college experience?
While I knew about Campus Philly’s programs, it was really the one-on-one relationships I had with their student engagement team that helped me the most. I feel like I was mentored by the Campus Philly staff, and that has led to a lot of personal growth for me.

New earnings create new opportunities for others.
Economic growth means opportunity growth for Philadelphia. By 2017, the Philadelphia region had 118,500 more 25- to 34-year-old college degree holders than in 2000. Combining the growth in new degree holders with the higher salaries they command leads to an additional $6.4 billion in earnings generated each year in the region.

These new earnings create opportunities for others too. More than 35,000 jobs across a range of industries are supported by new residents with college degrees and higher earnings. An additional $394 million in annual tax revenue generated by new earnings and spending creates additional investment in our region’s physical infrastructure, in public education and in residents’ quality of life.

$6.4 BILLION IN NEW EARNINGS ANNUALLY

($3.6 billion city + $2.8 billion rest of region)

Estimated Earnings for Age 25–34 Bachelor’s Degree Holders, City of Philadelphia

1990 2000 2010 2017

$3.3 $3.1 $4.5 $6.7

$3.6B

Estimated Earnings for Age 25–34 Bachelor’s Degree Holders, Rest of Region

1990 2000 2010 2017

$11.4 $11.5 $12.2 $14.3

+$2.8B

Totals in 2016 dollars; Source: Decennial Census, American Community Survey, ACS Public Use Micro Sample (PUMS)
New jobs are created from the spending of additional college graduates in the region. These 35,600 new jobs appear in almost every industry sector, further diversifying and creating opportunity in the region.

All residents benefit from the public services that come with additional tax revenue. The four primary taxing authorities in the region see an additional $394 million annually in their coffers from the earnings and spending of additional young college-degree holders staying in the region.

### Distribution of Employment Impact from Graduate Retention

<table>
<thead>
<tr>
<th>Sector</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Services</td>
<td>1,320</td>
</tr>
<tr>
<td>Professional Services</td>
<td>1,600</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1,710</td>
</tr>
<tr>
<td>Administrative</td>
<td>1,610</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>2,790</td>
</tr>
<tr>
<td>Accommodation and Food</td>
<td>3,680</td>
</tr>
<tr>
<td>Other Services</td>
<td>3,910</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>5,560</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>8,270</td>
</tr>
<tr>
<td>All Other Industries</td>
<td>4,770</td>
</tr>
</tbody>
</table>

### Annual Tax Revenue Impact from Graduate Retention

- **City of Philadelphia**: $140 million
- **Commonwealth of Pennsylvania**: $184 million
- **State of New Jersey**: $66 million
- **State of Delaware**: $4 million

Source: Econsult Solutions, Inc. Fiscal Modeling using IMPLAN results

Sectors are defined by two-digit codes in the widely used North American Industry Classification System (NAICS). “Other Services” represents personal and household services as diverse as auto repair, salons, religious organizations and pet services. “All Other Industries” represents the 15% of jobs not included in the other categories dispersed among diverse industries.
Monica Martinez
Eastern University, Marketing and Management Major, 2020

What’s your hometown?
San Salvador, El Salvador

Where do you live now?
Chesterbrook, Pennsylvania

Where are you working/interning now?
I’m an e-commerce intern at QVC in West Chester, Pennsylvania.

What do you love about Philadelphia?
When I first came to Eastern, I actually lived with a family in Manayunk. That experience got me familiar with Philadelphia, and there were many things I fell in love with. The food is amazing; the neighborhoods have such different character and are great to walk around in; and the people are so diverse. Now, I’m the one among my friends to say, “Let’s go to explore something new.”

I’m now an intern at QVC working with the e-commerce team. I’ve worked on two different teams during my internships at QVC, and that’s really helped me shape what I’d like to do after I graduate. The opportunity to have an internship at a large company like QVC where I can learn from many different roles is a great advantage of going to school in this region.

What did Campus Philly add to your college experience?
I learned about Campus Philly from Sarah Todd at the Center for Career Development at Eastern. I had a chance to be a part of Campus Philly’s “street team” going to other campuses to tell new students about all there is to take advantage of in Philadelphia. I got to meet students from other schools, build my confidence and create a network of friends for myself here.
Inclusive Growth

Philadelphia’s path to growth is intentionally inclusive. The result is that young college-educated residents in Philadelphia are more diverse than those in other cities experiencing high rates of college-educated population growth.

Campus Philly helps students see their future in Philadelphia by introducing them to a diverse range of young professionals like them. We offer free tickets and discounted access to a wide range of Philadelphia cultural and entertainment experiences. And Campus Philly events focus on students building networks with each other. The connections Campus Philly builds for students provide the advantages that are common for students from college-going families and convey to students, “We are eager to have you here.”

Among cities with the largest growth in college-educated millennials, Philadelphia stands out as the most racially diverse.
Anna Ladd
University of the Arts, Photography Major, 2016

What’s your hometown?
Sterling, Virginia

Where do you live now?
South Philly

Where are you working now?
I work at the Kimmel Center as a Digital Marketing Associate.

What do you love about Philadelphia?
I loved Philly from the moment I moved here. I felt there were active communities for all of my interests, especially music and art, and I felt very welcomed by those communities. It was a great place to be a student, but it’s an even better place to be a twenty-something. Philly is very receptive to young people. I’m doing more creative work now than I ever have.

What did Campus Philly add to your college experience?
I learned about Campus Philly when I saw their posting for a photography internship in 2014. Through that experience, I visited a ton of locations around the city and I built my portfolio. That made it easy to come back to Philly soon after I graduated and find work in my field right away.
Campus Philly’s mission is to help students fall in love with Philadelphia and launch in the region after they graduate. The majority of recent college students in the Philadelphia region stay after graduating, outpacing the retention of college graduates in Boston.

As this graph shows, the majority of graduates who leave Philadelphia are drawn not to a handful of superstar cities, but rather to a very wide range of places. And their reasons for going are varied: job offers, graduate school and family considerations, among other factors. The result is that graduates with ties to Philadelphia are all over the world, providing more national and international connections for our region.

Source: Econsult Solutions, Inc. Analysis of LinkedIn Career Insights (weighted by degrees granted, 1997–2016)
Mapping graduates who stay in Philadelphia by major shows success in key fields for the region, such as nursing, education and engineering. Near-term opportunities exist with computer science, IT and finance majors, who are only slightly more likely to go elsewhere.

<table>
<thead>
<tr>
<th>Less Likely to Be Retained</th>
<th>More Likely to Be Retained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>Mathematics</td>
</tr>
<tr>
<td>Project Management</td>
<td>Biology</td>
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<tr>
<td>Finance &amp; Financial Management Services</td>
<td>Computer Science</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Human Resources Management</td>
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<tr>
<td>International/Global Studies</td>
<td>Marketing</td>
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<tr>
<td>Philosophy</td>
<td>Information Technology</td>
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<td></td>
<td>Finance</td>
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<tr>
<td></td>
<td>Political Science &amp; Government</td>
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<tr>
<td></td>
<td>Mathematics</td>
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<tr>
<td></td>
<td>Communication</td>
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<td></td>
<td>Accounting</td>
</tr>
</tbody>
</table>

Less Likely to Be Retained: Business/Commerce, History, Organizational Leadership, Design & Visual Communications, Medicine, Law


Source: LinkedIn Career Insights
CONCLUSION

The future provides so much opportunity for Philadelphia. Generation Z – those attending college now – may be a smaller generation nationally, but is disproportionately large in Philadelphia because of the multitude of colleges and universities that draw them in from other regions. Our recent success in retaining college students creates a city that is more attractive in encouraging the next generation of students to stay. And Campus Philly continues to develop new ways for regional students to connect, find opportunity and feel at home.

Campus Philly is proud to be a part of Philadelphia’s renaissance and the new kind of city and region it will allow us to build, where diverse residents create communities, economies and opportunities that make our region and our residents thrive.
NOTES ON METHODOLOGY

Population and earnings data: Population and earnings data is shown for the city of Philadelphia (which is contiguous with Philadelphia County) and for the Philadelphia region, which is defined as the 11-county Metropolitan Statistical Area (MSA). When data is shown for the “Rest of Region,” it refers to the 10 suburban counties within the MSA outside of the city of Philadelphia. Current data is drawn primarily from the US Census Bureau’s American Community Survey (ACS), while benchmark data is drawn from the decennial Census.

ACS provides data on the highest educational level attained, including degree type completed, or attendance of college or high school. Data are divided into “bachelor’s +” (comprising those with a bachelor’s degree and those with a graduate or professional degree) and “non-bachelor’s” (comprising all other residents). Data on the diversity of the young degree holders in Philadelphia and peer cities is from the Public Use Micro Sample (PUMS) of the ACS.

Economic impact: Economic output from spending resulting from the additional earnings of college-educated residents is estimated using input−output modeling. Employment and earnings estimates are generated within the IMPLAN framework. Employment estimates are expressed as full−time equivalent positions, and earnings reflect total compensation, inclusive of both wages and benefits. (IMPLAN is an industry-leading provider of software and economic data for input−output modeling produced by the Minnesota IMPLAN Group.)

A custom fiscal model by Econsult Solutions, Inc. that relies on the known relationships between various types of economic activity and tax collections is utilized to translate the additional direct earnings from retained graduates and the total economic output and earnings that their expenditures produce into attendant tax revenue impacts.

College student retention: LinkedIn’s “Career Insights” platform is used to identify the current locations of alumni. This data set is extremely comprehensive, containing current information on more than 1.2 million alumni of Campus Philly member institutions, including nearly 200,000 from the cohort of alumni that attended from 2010 to 2014. This analysis utilizes attended years, which align more accurately with known measures of the number of degrees granted than graduation year, to represent different cohorts. The 2010−2014 period is chosen as the most recent cohort in an effort to avoid including large numbers of current students in the dataset. Previous retention studies by Campus Philly relied on “convenience sample” survey data of about 3,000 respondents. Though LinkedIn data is not comprehensive for all graduates and is self-reported, the sample size of the data so greatly exceeds the unrandomized, self-reported survey data of past studies that it provides a more reliable picture of location and profession of recent graduates than survey data did in the past.