

2015

2015

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2015

annual  
report



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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.

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# dear colleagues,

## At Campus Philly, we're talking about our mission in a completely new way.

Where once we might have talked about reversing brain drain, we can now promote Philadelphia as a brain magnet.

**Why the change?** Note some remarkable facts:



Deborah Diamond

- Of all metro areas in the country with populations over 5 million, **Greater Philadelphia ranked #1** in growth of the population over age 25 with a college degree. (Source: *America's Biggest Brain Magnets*, *NewGeography.com*, February 10, 2011).
- CEOs for Cities found that Philadelphia experienced a 57% increase in 25- to 34-year-olds with a college degree living in the city or close suburbs between 2000 and 2010. This places our city eighth in the nation in the growth of this population and well above the 13% national growth of 25- to 34-year-olds with college degrees.

As the national trends show, we are seeing an upward trajectory when it comes to attracting and retaining young talented workers. The coordinated and long-term investment in Philadelphia's knowledge-based economy has resulted in our region's emergence as a brain magnet, not just for talent employed by our regional businesses, but also for entrepreneurs and start-ups who are finding Greater Philadelphia to be a great launching pad and home base.



Joan T. McDonald

At the same time, many of these trends are nascent. Without initiatives to foster our strengths and remove barriers to growth, we could lose ground in just those areas where we have started to see gains. In today's knowledge-based global economy, **cities and regions with high levels of educational attainment and a highly skilled workforce are growing**, while those with low educational attainment levels are not. CEOs for Cities estimates that a 1% increase in college attainment in the Philadelphia region would lead to **a direct \$4.4 billion economic impact for residents**. (Source: [ceosforcities.org/TalentDividendNetwork](http://ceosforcities.org/TalentDividendNetwork)).

Campus Philly stands at the center of a strategy to solidify Philadelphia's place as a global knowledge industry leader by attracting, engaging and retaining talent at our colleges and universities. Unique among economic development organizations in the country, Campus Philly was born out of civic leaders' prescience in the late 1990s that the key to Philadelphia's future was in the talent, creativity and energy of our higher education resources.

Our colleges and universities are a legacy that allows one of the oldest cities in the country to be one of the most innovative in the world. Campus Philly is working every day to make that vision a reality.

The activities and results we describe in this year's annual report demonstrate that there is a large appetite for college students to connect with this region, work in this region and stay in this region. We invite you to read more about our programs and initiatives over the past year and to engage in a conversation with us about making an even greater impact in the future.

**Sincerely,**



Deborah Diamond, Ph.D.  
President  
Campus Philly



Joan T. McDonald  
Board Chair, Campus Philly  
Senior Vice President, Enrollment Management, Drexel University



# attract

**Goal:** Make Philadelphia a bigger factor in students' choice of where to go to college and graduate school.

Campus Philly attends Open House and Accepted Student days on regional campuses to talk with students and their families about the advantages of attending school in Greater Philadelphia.

Increasingly, students and their families are drawn to the off-campus offerings of the region, from arts and culture to the opportunities for internships and work experience. Campus Philly shows students and their families how accessible Greater Philadelphia is to regional college students, providing yet another reason to choose one of our outstanding schools.

## coming attraction:

Our newly launched collaboration with the Philadelphia Convention and Visitors Bureau (PCVB) will introduce Greater Philadelphia's higher ed offerings to an international audience in India and China in 2012-2013. Campus Philly and the PCVB will be providing tour operators in India and China with the tools they need to book student tours of campuses, summer camp experiences for high school students considering a U.S. college or university and executive education for working professionals.

## by the numbers:

<b>12,000</b>	Number of <i>College Visitors' Guide to Philadelphia</i> distributed (2011-12)
<b>900</b>	Prospective students reached through Open House and Accepted Student Days
<b>1,049</b>	Hotel room nights booked through Campus Philly's hotel package (2011-12)
<b>126</b>	Calls taken on Campus Philly's Travel Hotline (2011-12)
<b>3,347</b>	International visitors to <i>Campusphilly.org</i> (January-October 2012)
<b>2,682</b>	Visitors to the "visiting campuses" section of <i>Campusphilly.org</i> (January-October 2012)

Fall Tour at Thomas Jefferson University





# in their words

“ When Campus Philly tables at our Open Houses, it’s like **bringing a little bit of Philadelphia to campus.** Students and their families are so thrilled to learn how closely connected our school is with all that Philadelphia has to offer, and Campus Philly makes that real to them. ”

- Corinne Logan, Assistant Director of Admissions,  
Saint Joseph’s University

“ The Campus Philly travel hotline is a unique service that only Philadelphia offers. When visitors to our college campuses have a person they can talk to about getting around on public transportation, visiting many schools in a couple of days and the best places and best rates for hotels, **it makes the whole region seem welcoming and accessible.** It’s a service no one else could provide, and it’s great to have Campus Philly as the go-to source for these visitors. ”

- Jack Ferguson, President & CEO,  
Philadelphia Convention and Visitors Bureau

“ **Campus Philly makes it easier for us to access Philadelphia in ways that make sense for our students.** They train our Resident Assistants, present the College Day on the Parkway Festival to give students a great introduction to Philadelphia and their Insider Guides are an all-year-round tool that our students use to plan their trips in and around Philadelphia. ”

- Tom DeMarco, Director for Residence Life, Villanova University

# engage

**Goal:** Build students' attachment to Philadelphia as a place to go to school and live after graduation and in the future.

Campus Philly engages students in the life of the region through programs that connect them to arts and culture, volunteer and civic engagement opportunities and employers and internships. This year, all that connecting came together at Campus Philly's College Day on the Parkway, a day-long festival that brought out approximately 6,500 students. College Day included an Art Village sponsored by InLiquid; an Involvement Fair sponsored by Generocity; a Find Your Philly neighborhood fair sponsored by the William Penn Foundation; free entry to museums for all students; and great activities and entertainment. College Day on the Parkway is Campus Philly's signature event that shows students how to make the entire region their campus during college and beyond.

## coming attraction:

In Fall 2013, Campus Philly will debut its Passport to the Arts, a program that provides free or greatly discounted tickets to arts and culture for college students in Greater Philadelphia. Supported by a Knight Foundation Arts Challenge Grant, the Passport to the Arts will help students connect with Philadelphia through one of the region's shining assets, its arts and culture offerings. And by initiating visits through this discounted program, we hope to increase college students' attendance at even more arts and culture events, building the next generation of Philadelphia's art patrons and audience members.

## by the numbers:

<b>21,731</b>	Students receiving Campus Philly's weekly e-newsletter (as of October 2011)
<b>72,500</b>	<i>Student Insider Guides</i> distributed (2011-12)
<b>6,500</b>	College Day participants (September 29, 2012)
<b>6,036*</b>	College student visits to museums on College Day 2011 (*With 7 out of the 9 participating museums reporting attendance.)
<b>52</b>	Presentations, tabling events & welcome events on partner campuses during orientation weeks (August - October 2011)
<b>246</b>	Students at Campus Philly and Temple University's 2011 Inclusive Leadership Conference
<b>75</b>	Alternative Spring Break participants, 2012

College Day on the Parkway



# in their words

“ I was thrilled that Campus Philly brought back the College Day festival this year. **There's nothing like seeing that sea of students on the Parkway to make you feel that you go to school in a great college town.** And all the connections you make during College Day lay the foundation for four more years of staying engaged and involved.”

- Rachel Talley, Temple University '14

“ At Knight Foundation, we want to make sure our talented college grads stay in Philadelphia and engage and participate in the community that helped educate them. We're excited for the **launch of Campus Philly's Passport to the Arts as a way for students to experience the city** in a new way, attach them to our community and give them even more reasons to make a home here after they receive their diploma.”

- Donna Frisby-Greenwood, Program Director/Philadelphia,  
John S. and James L. Knight Foundation

“ When I program for my students, I turn to Campus Philly for ideas, tools and resources. **Campus Philly's connections and programs allow me to create great experiences for the students** I work with, enriching their college experience and helping them to get to know Philadelphia so much better. I could never do that on my own and really rely on Campus Philly.”

- Clarice Shackelford, Resident Assistant, Temple University



# retain

**Goal:** Increase the number of students who stay in Greater Philadelphia after graduation.

Since the release of the 2010 Census results, some slicing and dicing of this data reveals that Greater Philadelphia is coming out on top – literally – when it comes to increasing its college-educated population. The following statistics show that Philadelphia is on its way to becoming a brain magnet:

- Of all metro areas in the country with populations over 5 million, Greater Philadelphia ranked #1 in growth of the population over age 25 with a college degree. (Source: *America's Biggest Brain Magnets*, *NewGeography.com*, February 10, 2011).
- The CEOs for Cities “Young and Restless in a Knowledge Economy” report shows that talented young adults are increasingly choosing to settle in the close-in neighborhoods of the nation’s metropolitan areas, and Philadelphia is near the top of this trend, with a 57% increase in the number of 25- to 34-year-olds with college degrees living in our city and close-in suburbs.

## coming attraction:

The increase in college-educated young adults in the region is not just good for employers; it also means the growth of the entrepreneurial sector in Philadelphia. As start-ups, particularly tech start-ups, grow and thrive in Greater Philadelphia, Campus Philly will be doing more to connect regional college students to the start-up ecosystem that is growing rapidly in the region. We kick off this initiative with two programs in 2012-13: the Campus Philly Crawl: Tech Start-Ups and our upcoming Mobile Monday Lightening Lessons for college students. Look for more of these events as we work with StartUpPHL and others to connect students, tech and Philadelphia.

## by the numbers:

<b>5,144</b>	Student internship accounts created from Fall 2011- Fall 2012
<b>2,977</b>	Employer internship opportunities posted from Fall 2011- Fall 2012
<b>446</b>	Regional employers using Campus Philly programs
<b>800</b>	Students participating in Campus Philly’s 2011-12 career events: Networking Lab; Createadelphia 2; Linked OUT; Campus Philly Crawl: Tech Start-Ups; My Philly Summer
<b>348</b>	Students and recent grads attending Opportunity Fair 2012

Createadelphia 2 at the Herman Miller Showroom



Photo by Mary Claire Cruz for Campus Philly

# in their words

“ We have been **very impressed with the talent that Campus Philly’s career events and programs attract.** And since they are year round, attending them really gives us a leg up on our competitors during the fall recruiting season. ”

- Karen Fox, Human Resource Manager, Vanguard

“ **After attending Campus Philly’s Opportunity Fair, I landed an awesome job with Playworks Philadelphia.** My employer informed me that the encounter I had with the Playworks representative at the fair was a big part of me getting the job. Thanks to Campus Philly for hosting an excellent event! ”

- Daniel Whelan, Temple University ‘12

“ Through their weekly e-newsletter, career site and special programs such as Campus Philly Crawls and My Philly Summer, **Campus Philly makes internships and professional opportunities in Greater Philadelphia accessible** for our students and enables our team to provide opportunities that extend beyond the campus without exhausting our budget. ”

- Sheila Doherty, Assistant Director of Student Services  
at the Career Center, Villanova University

# growth by degrees

Campus Philly's mission is to grow the regional economy by growing the number of regional residents with college degrees.

We fulfill this mission through programs that attract, engage and retain regional college students. The 2011-2012 year was one of growth in many respects. Campus Philly has grown the number of partners we work with, the number of programs we offer and the number of participants in the work we do. We look forward to seeing the impact of this growth in the increasing numbers of regional college students who choose to call Greater Philadelphia home.



2011 to 2012 .....





# in person

## professional development events:

2012:



**1,148**  
students

2011:



**742**  
students

**55%**  
growth

## college day:

2012:



**6,500**  
students

2011:



**3,000**  
students

**116%**  
growth

# online growth

In early 2012, Campus Philly relaunched *campusphilly.org*.

The website got a beautiful makeover; we integrated photography of campuses from our college and university partners and the site's navigation was improved. In addition to the new look and feel of the website, Campus Philly introduced a new editorial strategy built around three "beats" covered by student journalists:

- **Keeping tabs on the 215:** local news and events
- **I heart college:** on-campus activities of interest
- **Best. Job. Ever:** great internship experiences

The growth in engagement online and in our social media network tells us we're reaching more students more effectively than ever before.

## campusphilly.org:

### february - august

**visitors:**   **2012:** 86,647  
                  **2011:** 54,664

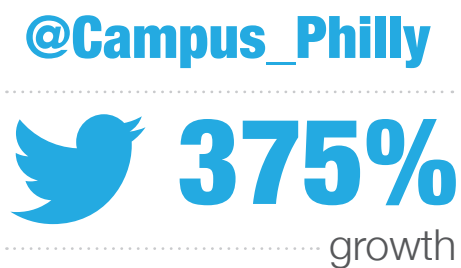
**59%**  
growth



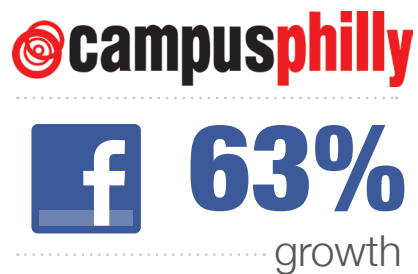
Photo by Kelsey Jones for Campus Philly

# our network

## social media:



**followers:** 2012: 4,519  
2011: 950



**likes:** 2012: 2,019  
2011: 1,239

## stakeholder e-newsletter:





# programs

Campus Philly has launched **six new programs** in the past year that link students, the region and regional employers to make the message clear: Philadelphia is here for you after your graduate, with great experiences and assets and employers who are hiring.

## **createadelphia:**

Design Philadelphia is our backdrop for this unique event that brings students in various fields of design together with employers looking for design interns. We kept it creative this year, with the Herman Miller showroom as our host site for Createadelphia.

## **my philly summer:**

A series of after-hours events for college interns at regional employers, showing them the fun side of Philadelphia and introducing them to their peers at other employers, all with the message: "You have a great connection to an employer, now connect to Philadelphia and consider staying after you graduate."

## **college day on the parkway:**

2012 marked the return of Campus Philly's College Day festival on the Benjamin Franklin Parkway, after a three-year hiatus. With free museums, music, vendor exhibits and introductions to neighborhoods, Philly food and volunteer opportunities, College Day makes all dimensions of Philadelphia open and accessible to students.

## **linked out:**

Campus Philly's first-ever professional networking event for LGBT students and LGBT-friendly employers. During National Coming Out Week, LinkedOUT provided students with advice about negotiating their identity in the workplace and introduced students to LGBT-friendly employers.

## **campus philly crawl:**

Tech Start-Ups: Connecting students to the tech start-up ecosystem that Philadelphia is becoming so well known for. The Crawl introduced students to the work of First Round Capital, DreamIt and a number of start-ups funded, incubated and growing in Philadelphia.

## **networking lab at the philadelphia science festival:**

For students in STEM (Science, Technology, Engineering and Math) fields to connect with employers looking for graduates with STEM degrees, during the Philadelphia Science Festival.



These events are exclusive for Campus Philly partner school students, providing insider experiences of Greater Philadelphia along with exceptional access to employers offering internships and jobs.

# partners

## 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 and Design  
Peirce College  
Pennsylvania State University - Abington  
Pennsylvania State University - Brandywine  
Philadelphia College of Osteopathic Medicine  
Philadelphia University  
Rowan University  
Rutgers University - Camden  
Saint Joseph's University  
Swarthmore College  
Temple University  
The Richard Stockton College Of New Jersey  
Thomas Jefferson University  
University of Pennsylvania  
University of the Sciences  
Ursinus College  
Villanova University



## corporate members

### **sentinel**

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### **champion**

Bottom Dollar Food  
Charter Court at East Falls  
Deloitte  
IKEA  
SEPTA  
Vista Apartment Homes

### **mentor**

Aimco Apartment Homes  
Bentley Systems  
Comcast Corporation  
Sodexo  
Vanguard

### **connector**

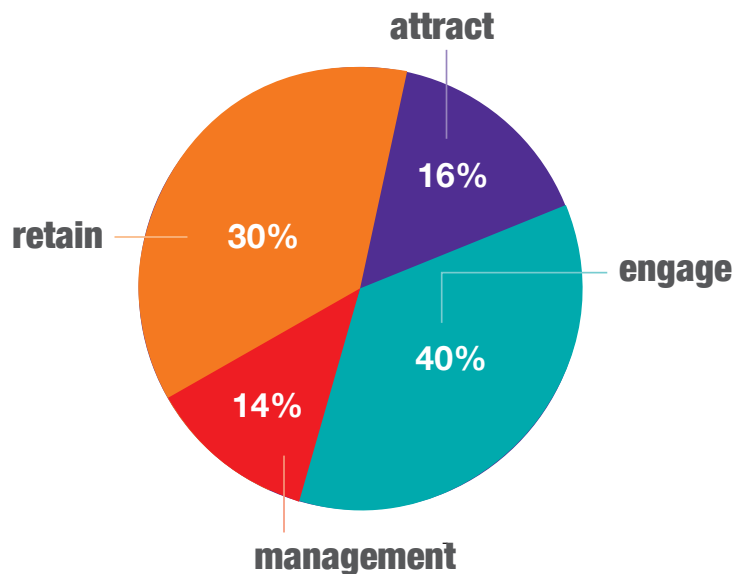
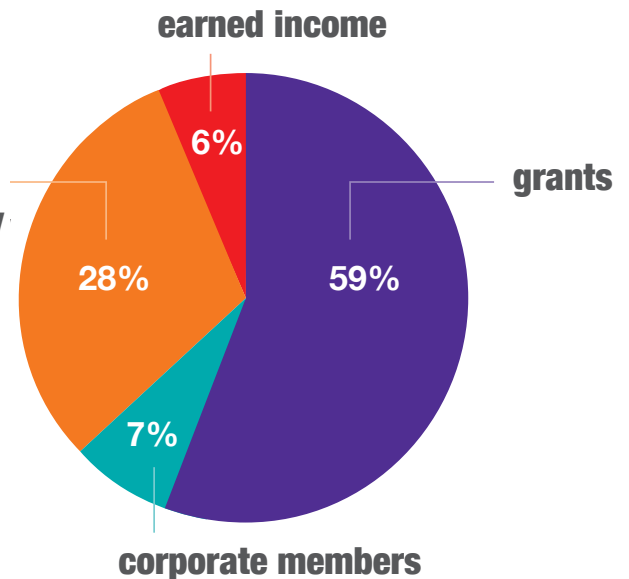
Beneficial Bank  
Bridgepoint Education  
International House Philadelphia  
Lokalty  
Shindig  
The University City Science Center  
Verizon Wireless

# financial highlights

Campus Philly's FY12 budget of \$839,000 is divided as follows:

## revenues

college & university partners



## program expenses



# leadership

## board of directors

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Ebony Staton Weidman  
*Consultant*



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City of Philadelphia

John A. Fry  
*President*  
Drexel University

Tara L. Weiner  
*Managing Partner*  
Greater Philadelphia Region, Deloitte LLP

## staff

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*President*

Melanie Rago  
*Senior Director*

Ashlie Thornbury  
*Director, Corporate Relations  
& Career Programs*

Stephanie Brar  
*Creative Manager*

Cara Donaldson  
*Program Manager, Editorial & Public Relations*

Dave Lanza  
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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.

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[RiverLoftApartments.com](http://RiverLoftApartments.com)  
[ChestnutHallApartments.com](http://ChestnutHallApartments.com)

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business manager | maintenance | book keeper

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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.

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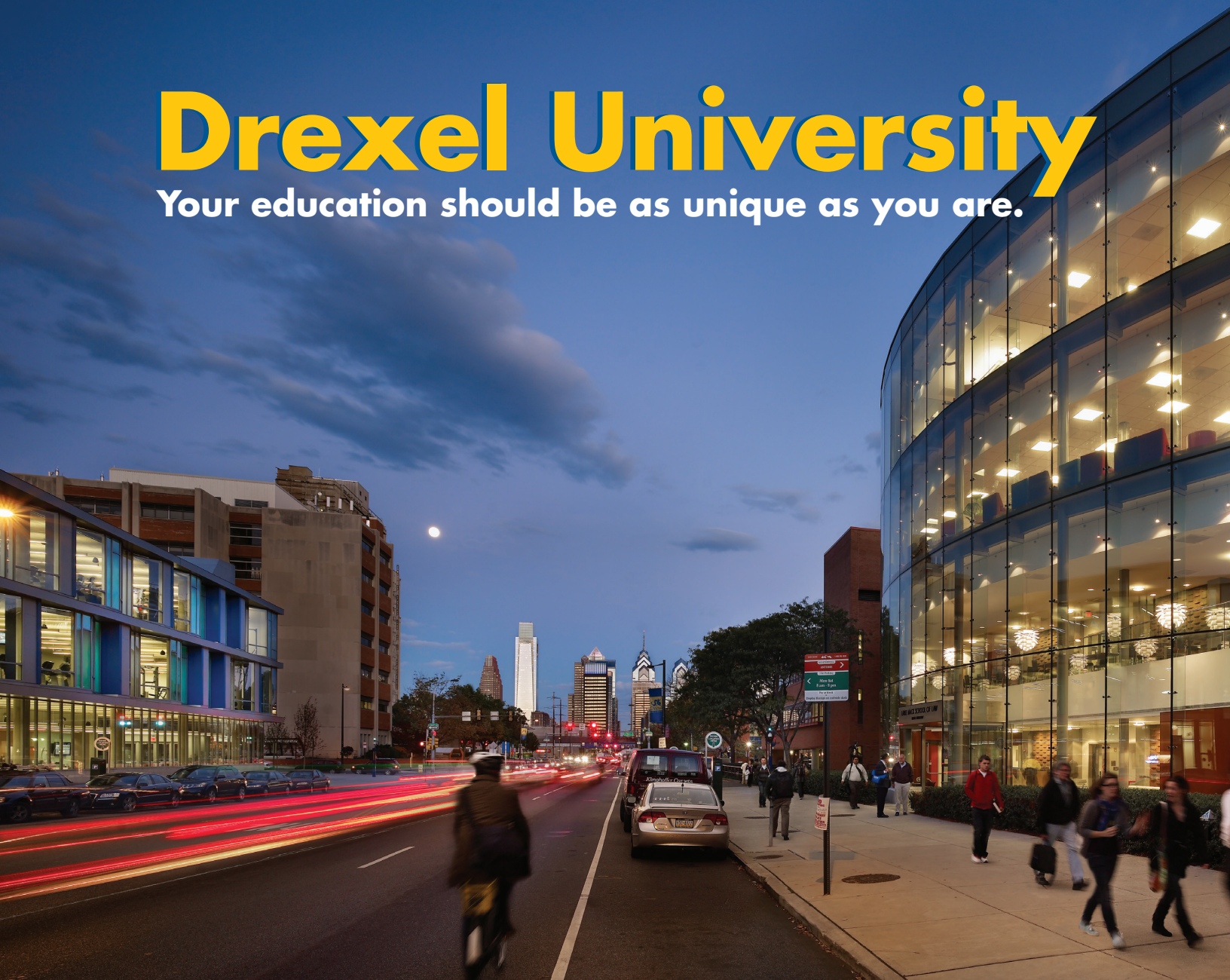
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