



PRESS RELEASE

FOR IMMEDIATE RELEASE

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TWEET IT: Friday is Campus Philly Day, as @Campus_Philly celebrates 10 years of encouraging students to study, explore, live and work in Philly #CPDay

City of Philadelphia Embraces Millennial Trend Early and Celebrates Results

Ten years ago, Philadelphia did something no other city had tried: build better connections to the region's colleges and universities, so that students engage in the city's communities, intern with the city's employers and stay here after they graduate. The City's vehicle for achieving this was to create Campus Philly which, in 2004, became the first organization of its kind in the country with a mission to encourage college students to study, explore, live and work in the Philadelphia region. At a ceremony on Friday, May 16th from 2-3 PM in Conversation Hall in City Hall, Campus Philly, its founding partners and the City of Philadelphia will mark the occasion with a proclamation declaring the day Campus Philly Day.

Ten years after Campus Philly's founding, Philadelphia is at the top nationally of places where young, college-educated millennials are gravitating:

- Philadelphia has seen the largest growth of young-adults (20-34) of the 30 largest cities in the country, with approximately 100,000 20-34 year olds added to the city's population between 2006 and 2013. (Source: Pew, Philadelphia Research Initiative)
- Philadelphia ranks number one out of the largest metro regions in the country in the growth of those over 25 with college degrees. (Source: *America's Biggest Brain Magnets*, *NewGeography.com*, February 10, 2011).

"We knew 10 years ago that if Philadelphia did not raise the number of college educated residents who lived here, we would not be able to fill the jobs of the future and grow our economy," says Mayor Michael A. Nutter, who supported the creation of Campus Philly when he was a member of City Council. "It's proven to be a critical investment for the City."

Campus Philly • Connecting students to a Greater Philadelphia

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Ben Franklin Technology Partners of Southeastern PA was Campus Philly's host organization before it became an independent nonprofit. "We knew Philadelphia had to do more to retain the 80,000 talented graduates it was educating here each year," says RoseAnn Rosenthal, President and CEO of BFTP-SEP. "Campus Philly has proven to be a great solution to a business problem many regions face but that Philadelphia has uniquely and successfully addressed: how can you make talent attraction part of your regional business growth strategy."

While Campus Philly's approach in its early years was to "sell" Philadelphia to regional college students – many of whom had their sights set on New York City, Washington, DC or other business capitals – now their focus has shifted to ensuring the majority of students who want to stay have the connections they need to do so.

"When we surveyed recent alumni in 2010, 75% reported that they were interested in staying in the region after they graduated," reports Deborah Diamond, President of Campus Philly. "That drove our emphasis on internships and student events with diverse Philadelphia industry leaders over the past four years."

In 2014, Campus Philly will learn just how effective its programming has been with the release of the third in a series of studies on Greater Philadelphia's recent college graduates. In 2004, the Economy League produced a study based on 2,550 recent alumni which Campus Philly updated in 2010. That time period showed a dramatic increase in non-native college students (students from outside the region originally) choosing to stay in Philadelphia after graduation, from 29% in 2004 to 48% in 2010. Campus Philly will conduct a third wave of this study starting May 16th, 2014 and running throughout the summer, with results reported in December 2014.

To attend the Campus Philly Day proclamation ceremony on May 16th at 2 PM in Conversation Hall at City Hall, please contact Lindsey Campbell at Lindsey@campusphilly.org.

Campus Philly is a 501(c)3 nonprofit organization fueling economic growth by encouraging college students to study, explore live and work in the Greater Philadelphia tri-state region.

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