



**GROWTH BY DEGREES:
HOW ENGAGING AND RETAINING REGIONAL COLLEGE GRADUATES
DRIVES REGIONAL ECONOMIC GROWTH**

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CAMPUS PHILLY MISSION STATEMENT:

Campus Philly is a nonprofit organization fueling economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia region.

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Philadelphia's Talent Success Story

In a time where a college educated population is the decisive factor in a region thriving or shrinking, Greater Philadelphia is on the winning end of spectrum. A recent article in the New York Times identifies "a growing divide among American cities, in which a small number of metro areas vacuum up a large number of college graduates, and the rest struggle to keep those they have." (*A gap in College Graduates Leaves Some Cities Behind*, May 30, 2012.)

With a growing, more educated population, Greater Philadelphia is emerging as a "brain magnet," attracting more young people with college degrees who are, in turn, attracting and founding more businesses that need more talent. A couple of recent statistics reflect this trend:

- Of all metro areas in the country with populations over 5 million, **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).
- Of the top 51 largest metro areas in the country, **Philadelphia ranked 8th** in the percentage growth of 25 to 34 year olds with a college degree. (Source: CEOs for Cities, *Young and Restless*, 2011)

These figures, combined with Philadelphia's recent growth in population, reversing a fifty-year long trend of declining city population, signal promise for Philadelphia's economy, knowledge industries and civic life.

What is generating this cycle of talent attraction and growth? Philadelphia has been investing in attracting, engaging and retaining talent since Mayor Ed Rendell created the Philadelphia College Student Retention Committee in 1997, which was transformed into Campus Philly in 2000. Under the umbrella of the Knowledge Industry Partnership, Campus Philly joined with the Greater Philadelphia Tourism Marketing Corporation and Innovation Philadelphia with the goal of attracting, engaging and retaining regional college students. **In 2004, Campus Philly emerged as the single organization responsible for leveraging our regional higher education assets to drive long-term growth.** Campus Philly stands as the vehicle through which students engage with Greater Philadelphia culturally, civically and professionally. And, the organization serves as a single point of contact for employers and business, arts and culture organizations and civic and volunteer groups to reach the college student and higher education audience.

Campus Philly: The Connector

Working in partnership with 26 regional colleges and universities and with city, business and cultural leaders throughout the region, Campus Philly functions as the linchpin that brings together our higher education institutions, students and the commerce, culture and civic life of our region. From filling concert halls and museum galleries with students who will become life-long patrons, to providing the only regionally-based internship and job board for career-focused college students and recent graduates, Campus Philly ensures that the talent that lives on campus is felt and impacts our region as a whole.

Over the past two years, Campus Philly's focus has sharpened on three key strategies for generating engagement between college students and the region in ways that will lead to more graduates investing in and developing Greater Philadelphia's civic, economic and cultural future. These key strategies include:

- Connecting students and university entrepreneurial programs to the emerging and growing entrepreneurial ecosystem in Philadelphia, including mobile technologies, life-science technology and social entrepreneurialism.
- Focusing on key industry verticals – design, media production, STEM in 2011-12 alone -- and creating unique off-campus events that bring students and industry leaders in these fields together for meaningful networking.
- Involving more students in the cultural, civic and community initiatives that are defining Philadelphia as a city at the vanguard of social innovation and that build students' attachment to Philadelphia as a place to live, invest in and improve.

Because Campus Philly functions as the one-stop-shop for regional entrepreneurs, businesses, cultural organizations and civic groups to reach students, the organization has been able to create new programming that creatively connects students to new opportunities and emerging trends in the region.

Here are some recent examples in the areas of culture, commerce and community:

- In Fall 2013, Campus Philly will introduce Passport to the Arts, a Knight Foundation-funded initiative, which will provide college students on our partner campuses with student tickets at greatly reduced prices to at least 20 cultural venues in the city. The program will introduce students to Philadelphia's cultural assets, make it easier for our arts and culture community to connect early and often with Greater Philadelphia's college student population and build a years-long or life-long connection between these students and the arts in Philadelphia.
- In collaboration with the University City Science Center, Campus Philly convened the leaders of entrepreneurial programs at regional colleges and universities to share best practices and to explore how to engage students more fully in the growing entrepreneurial ecosystem in Philadelphia. The meeting, which took place in May 2012, marks the beginning of Campus Philly functioning as a vehicle for students and entrepreneurs to meet: so that start-up entrepreneurs have access to talent locally and can scale-up in Philadelphia, rather than leaving to another region and, so that students who have great ideas and are looking to execute them find the collaborators, infrastructure and community in Philadelphia to start their businesses here.
- In Spring 2012, Campus Philly partnered with the Gates Millennium Scholars program to bring 60 students from across the country for a service-learning experience called "Alternative Spring Break" (ASB). These college and graduate students joined 15 Campus Philly students from our regional campuses for ASB, which Campus Philly had created and run for the previous three years. This model of student engagement in Philadelphia's most challenged neighborhoods has led to a planned collaborative project with Generocity.org, a local social entrepreneurship hub, to create ongoing social impact collaboration among students, young professionals and corporate social responsibility initiatives. The project will aid existing non-profits, build relationships among students and Philadelphia professionals and create an opportunity for

additional solutions to some of Philadelphia's greatest problems.

Campus Philly employs a strategy that ensures a continuum of touchpoints and involvement with students, from their decision to go to school in Philadelphia to their career and lifestyle goals after they graduate. Signature Campus Philly programs and activities create this continuum of connection between college students and Greater Philadelphia from their decision-making about where to attend school to their post-graduation plans. And, throughout all this programming, Campus Philly ensures that Philadelphia is the focus, whether the organization is spearheading a community service project, a cultural experience or a professional development event. **Place-making is at the center of what Campus Philly does and it's also what distinguishes us from the many on-campus student life and career office services that students receive.**

With support from the City of Philadelphia, our regional college partners, foundations and the corporate community, Campus Philly creates experiences with Philadelphia for college students that extend from accepted student days on campus to post-graduation. The organization serves as the one-stop shop for college students to avail themselves of all the city has to offer and for off-campus organizations, from employers to cultural venues, to reach the college student audience. Here is just a sample of the programs and events we provide:

- **Campus Philly Travel Desk**, a toll-free number and email address to contact with questions about how to plan your visit to Philadelphia campuses
- **The Fall Tour**, a four-week tour of campuses during orientation and student activities weeks to introduce Campus Philly's off-campus opportunities
- **College Day on the Parkway**, a full day festival that welcomes new and returning students with free entry to museums, free music, activities and introductions to Philly retail and entertainment
- **Insider Guide to Philadelphia**, 120,000 of these guides for students and their families are distributed each year
- **Campusphilly.org**, our website that serves prospective, current and graduating students
- **Fall and Spring Online Internship Fairs**, where thousands of students find their internship in Philadelphia for spring and summer
- **Createadelphia**, a networking and internship event for design students and employers
- **Campus Philly Networking Lab**, a networking and internship event for STEM students and employers
- **Campus Philly Crawl: Start Ups**, a visit to some stellar Philadelphia start ups followed by a panel of experts sharing the Philadelphia start up ecosystem with students
- **My Philly Summer**, a series of events for summer interns at regional employers to provide some after hours fun, connect interns to each other and make a pitch – through invited guests and choosing great venues – for staying in Philadelphia after graduation
- **Opportunity Fair**, an annual job fair for recent graduates seeking full time positions with regional employers
- **Campusphilly.org/careers**, a site where employers and students meet to find each other for internships, full and part time jobs and advice
- **Student Insider E-newsletter**, a weekly e-newsletter distributed to 22,000 regional students to share highlights of what's going on off campus, on other campuses and in Philadelphia's professional world

- **Alternative Spring Break**, a week of service learning and immersion for students from Campus Philly partner schools who live, work and play together the entire week of spring break
- **Inclusive Leadership Conference**, a full-day conference guiding students through workshops on leading in a diverse world

The Results Have Been Swift and Sizeable

Since 2004, the impact and results of Campus Philly's programs have been swift and sizeable:

Attract

- Applications to Greater Philadelphia regional colleges and universities rose 75% **between 2001 and 2009**, a higher rate than in 14 of the large metro areas in the country including Atlanta, Boston, Chicago, Portland and Washington, D.C. (Source: IPEDS)
- 44% of students in the region applied to more than one school in the Philadelphia area. The more familiar students are with the region the more likely they are to apply to multiple schools. A college tour, a visit as a tourist and having lived in the region all increase the likelihood that a student applies to more than one school here. (Source: *From Student to Resident*, Campus Philly, 2010)
- 49% of students going to school in the region say that Philadelphia was a positive factor in their decision to go to school here. The main reason for liking Philadelphia as a place to go to school: *There is a lot going on in Philly that is of interest to me.* (Source: *From Student to Resident*, Campus Philly, 2010).

Engage

- Campus Philly reaches **65% of regional students** each year through the distribution of our *Insiders Guides* and weekly e-newsletters, our website *campusphilly.org* and through our internship and job-finding programs and services. (Source: *From Student to Resident*, Campus Philly, 2010)
- 45% of students say they know Philadelphia pretty well; this increases to 51% among those who are aware of Campus Philly's programs. (Source: *From Student to Resident*, Campus Philly, 2010).
- The better students know Philadelphia, the more likely they are to stay: 74% of recent alumni who know Philadelphia well stayed for a year or more after graduation, as compared to 15% who said they didn't get to know Philadelphia as a student. (Source: *From Student to Resident*, Campus Philly, 2010).

Retain

- In 2004, the Economy League studied the retention of college students and found that only 29% of non-native college students (students not from our region, but who came here to go to school) stayed in the area after graduating. When Campus Philly reprised the Economy League study again in 2010, 48% of non-native alumni reported staying in Philadelphia after graduation.
- Internships are a driving force for college student retention, with 80% of those who stayed in Philadelphia reporting that they had an internship in the area during college. (Source: *From Student to Resident*, Campus Philly, 2010).
- Campus Philly's free internship and job-matching online tool – *campusphilly.org/careers* -- logged 5,870 student accounts and 2,519 posted positions by employers during 2011.

Return on Investment

Philadelphia is at a tipping point in its status and potential as a knowledge-economy leader. As city and regional 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 the region emerging as a brain magnet and a high-tech, start-up capital. For instance, Citbizlist announced that twenty-two companies in the Philadelphia region received venture funding of **\$142 million in the first quarter of 2012, ranking the region 10th nationally** in share of venture funding. Organizations such as Philly Start-Up Leaders, Mobile Mondays MidAtlantic and the growing array of business incubators and co-working spaces are making Philadelphia into a national and international leader in new business growth, especially in the technology and mobile space.

At the same time, many of these trends are new and, 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: <http://www.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 the young 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 the higher education resources we were home to. Those 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.