



Retaining College Talent and Spurring Job 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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EXECUTIVE SUMMARY

1. **64% of college students educated in Greater Philadelphia colleges and universities stay in the region after graduation**, significantly more than other cities that measure this trend including Boston (about 50% of college graduates stay) and Baltimore (37% of college graduates are likely to stay).¹
2. Between 2006 and 2012, **Philadelphia gained 100,000 new “millennials”** between the ages of 20 and 34, with this portion of the population twice as likely to have a college degree as older Philadelphians.²
3. **Philadelphia ranked #1**, among large metro areas in the country, in growth of the population over age 25 with a college degree.³
4. 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.⁴
5. **73% of recent college graduates recommend Philadelphia** as a place to live, up from 55% in 2010.⁵
6. In 2010 62% of recent graduates reported having an internship – the factor most strongly correlated with staying after graduation -- while in college and **by 2014 that figure was 81%**.⁶
7. **A 1% increase in our college student retention rate** (from its current 64% to 65%) would yield an additional 850 Philadelphians with college degrees and **\$1.3 million annually in wage tax alone**.

¹ [Choosing Philadelphia](#), 2014, Campus Philly; *Retaining Recent College Graduates in Boston: Is there a brain drain?* Boston Redevelopment Authority, 2014; *Baltimore Collegetown Student Survey Report*, Baltimore Collegetown, 2012.

² *Millennials in Philadelphia, A promising but fragile boom*, January 21, 2014, Philadelphia Research Initiative, Pew Charitable Trusts.

³ *America’s Biggest Brain Magnets*, *NewGeography.com*, February 10, 2011

⁴ *Young and Restless*, CEOs for Cities, 2011

⁵ *Choosing Philadelphia*, 2014, Campus Philly.

⁶ *Choosing Philadelphia*, 2014, Campus Philly.

Philadelphia's Success

Two factors will spell success for Philadelphia's future: continued population growth and rejuvenated job growth. It has been widely acknowledged that a strong base of college-educated young adults is key to achieving expansion of jobs and population for cities.

- CEOs for Cities calculates that 58% of a region's wealth is attributable to the portion of a population with a college degree.⁷
- The New York Times describes: *"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."*⁸
- And, the urban economist Nicollo Moretti demonstrates that cities with higher percentages of college-educated workers attract and create more jobs and display higher wages for all residents, even those without college degrees.⁹

In the context of cities vying for college educated millennials, Philadelphia is on the winning end of the spectrum. With a growing, more educated population, 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.¹⁰
- 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.¹¹
- Between 2006 and 2012, Philadelphia gained 100,000 new "millennials" between the ages of 20 and 34, with this portion of the population twice as likely to have a college degree as older Philadelphians.¹²
- 64% of college students educated in Greater Philadelphia colleges and universities stay in the region after graduation, significantly more than other cities that measure this trend including Boston (about 50% of college graduates stay) and Baltimore (37% of college graduates are likely to stay).¹³

⁷ *The Young and Restless in a Knowledge Economy*, CEOs for Cities, 2005 and updated 2011 and *The Cities Dividend: How Cities Gain by Making Small Improvements in Metropolitan Performance*, September 2008, accessed at: <http://www.scribd.com/doc/97108726/City-Dividends>.

⁸ *A gap in College Graduates Leaves Some Cities Behind*, New York Times, May 30, 2012

⁹ *The New Geography of Jobs*, Enrico Moretti, 2013.

¹⁰ *America's Biggest Brain Magnets*, *NewGeography.com*, February 10, 2011

¹¹ *Young and Restless*, CEOs for Cities, 2011

¹² *Millennials in Philadelphia, A promising but fragile boom*, January 21, 2014, Philadelphia Research Initiative, Pew Charitable Trusts.

¹³ *Choosing Philadelphia*, 2014, Campus Philly; *Retaining Recent College Graduates in Boston: Is there a brain drain?* Boston Redevelopment Authority, 2014; *Baltimore Collegetown Student Survey Report*, Baltimore Collegetown, 2012.

What is generating this cycle of talent attraction and growth? Clearly, cities in general are more popular with this generation of Millennials who are attracted to urban density and diversity, public transportation and amenities like arts, culture and restaurants. In addition, in Philadelphia's case, we have benefitted from a high concentration of colleges and universities that bring in new students each year, approximately 40% of whom are from outside the state. Enrollment at Greater Philadelphia regional colleges and universities has grown over the past 10 years and is likely to continue to grow, so that new Philadelphians will be added to the region each year by virtue of college recruiting and enrollment.

But why is Philadelphia ranked number one among large cities in millennial growth? And why has the growth of our college-educated younger population so outstripped the national average?

More than 15 years ago, Philadelphia city leaders developed a strategy to engage college students in the life of the city with an eye towards retaining them after they graduated. Begun as the Knowledge Industry Partnership under Mayor Rendell, Philadelphia's talent retention strategy has grown and flourished under three mayoral administrations.

Campus Philly was established as an independent nonprofit in 2004 with the mission to **encourage college students to study, explore, live and work in the Greater Philadelphia region**. In the years since then, Campus Philly has become a model nationally for how to retain college talent, developing some of the most innovative student engagement and career development programming nationally.

The organization's research and strategic planning reveal insights into what it takes to attract and retain more college graduates to Philadelphia: efforts have to focus on the twin priorities of this generation, quality of life and job opportunity. Students will not stay in a place they don't like, even if they have a job and students can't stay in a place they're attracted to if there's not a job for them there.

Campus Philly has charted a path for the future that answers these twin needs of regional college students, providing them with the tools they seek to learn Philadelphia and the network they need to land a job here. As a result, the organization is a key component of Philadelphia's economic strategy to grow population and jobs.

Attracting and Retaining College Graduates in Philadelphia

Campus Philly works in partnership with 31 colleges and universities and 25+ corporate members that invest financially in the Campus Philly mission and drive its growth. In addition, 43 arts and culture organizations and numerous community organizations work in partnership with Campus Philly to bring off-campus experiences to college students.

Campus Philly stands at the center of business, higher education, culture and community to make introductions, bring audiences together and ensure that Philadelphia meets its college students and college students meet their Philadelphia. There are myriad ways for these connections and introductions to take place, but Campus Philly has conducted research and evaluated programming over 10 years to determine the most impactful introductions and the “stickiest” experiences for students.

Internships are Economic Development

Research shows that good internship experiences are “sticky”: they connect students to the region’s employers and civic life, increase students’ future work opportunities, and boost the likelihood that students will stay in the region after they graduate.¹⁴ In addition, employers are increasingly turning to internships to develop their talent pipelines, train workers before they become full-time hires and address the skills gap that many employers find in hiring just-out-of-college graduates. In other words, internships are economic development for our region, by leading more college-educated talent to stay and more employers to create new positions for interns they want as full time hires.

Campus Philly serves both regional students and employers through its internship programming that focuses exclusively on regional Philadelphia opportunities for college students and recent college graduates. The programming includes:

- Matching students with internship positions through www.campusphilly.org/careers. This is the single region-only source for internships and entry level jobs for college students and recent graduates. The site is available for free to employers, students at 30 regional colleges and universities, and to students attending school out of state who are interested in working in Philadelphia.
- “Meet your industry events” that educate students about the range of opportunity in Philadelphia. Without a signature industry in Philadelphia—like finance is for New York City or tech is for Silicon Valley—students don’t know what to expect from the Philadelphia job market and that “not knowing” is often a reason they don’t seek opportunities here. Students’ career service offices are responsible for acquainting students with the job market and employers nationally and globally, while Campus Philly is focused exclusively on regional opportunities. Campus Philly shapes students’ perceptions of the opportunities available and industries seeking talent through in-person events that include educational and recruiting components. Freshmen through seniors attend these events and industries we have focused on include: tech, entrepreneurship, healthcare innovation, creative careers and finance/accounting.
- Internship-readiness for employers and students. Campus Philly provides technical assistance for employers interested in starting or growing an internship program. We advise employers on

¹⁴ The National Association of College and Employers reports that 63% of students with a paid internship in college have a job offer upon graduation. Campus Philly’s 2014 [Choosing Philadelphia](#) report demonstrates that 71% of students with a summer internship in Philadelphia stayed in Philadelphia after graduating.

internship best practices, provide our “Internship in a Box” guide to creating a great internship program, and conduct on-boarding workshops for new interns at regional employers. For college students, Campus Philly works in partnership with more than 30 regional career service offices to provide additional “soft skill” training, so that students are fully prepared to excel at their internships.

Connecting Students to Philadelphia Communities

The Philadelphia region offers many paths to leadership—a process that seems to happen faster in Philadelphia than in other large cities—and we know the next generation of Greater Philadelphia leaders will largely come from our universities. Campus Philly serves as the pipeline for these future leaders to find the communities, causes and organizations that motivate them to stay in Philadelphia, thus providing the civic leadership on which Philadelphia will rely now and in the future. And because Philadelphia has such robust civic, cultural and service communities, Campus Philly has the opportunity to plug students into authentic experiences that build relationships between students and recent graduates who have chosen to stay in Greater Philadelphia. Campus Philly programs that help students connect to community include:

- **Open Arts**, provides access to free arts and culture for Philadelphia’s college students. Open Arts works in partnership with 43 arts and culture institutions that offer free tickets through openartsp Philly.com and the program is supported by the John S. and James L. Knight Foundation and Xfinity. Students become members (for free) of Open Arts and download the free tickets. Participating arts and culture organizations gain profiles and contact information of the students who download tickets, allowing those organizations to build relationships with college students directly. Campus Philly’s Open Arts College Nights provide opportunities for students from across regional campuses to meet at arts events and experience the arts together in Philadelphia.
- **Inclusive Leadership Conference**. Campus Philly and Temple University have collaborated for five years on this full-day leadership conference for college students. With close to 400 student in attendance each year, the conference provides guidance to student leaders about growing their leadership skills, connecting to organizations in Philadelphia that seek their involvement, and transferring their experiences as students to their lives as Philadelphians.
- **Partnerships**. Campus Philly becomes the “front door” to regional college students for those Philadelphia organizations that want to include this audience in their events. From Young Involved Philadelphia to Alex’s Lemonade Stand, from the Committee of Seventy to the Pennsylvania Horticultural Society, Campus Philly is there as a single point-of-contact for all Philadelphia organizations to reach the student audience. Campus Philly’s presence in this landscape makes including college students in the events and life of the city efficient, easy and impactful.

Serve Native and New Philadelphians

College access has proved to be only the first step towards college success. Programs devoted to getting first-generation and native Philadelphians to attend college need partners to ensure that those students are successful once on campus and graduate on time. Campus Philly partners with college access and success programs to provide targeted orientations for diverse college audiences: native Philadelphians; first generation college students; international students; etc. Campus Philly orients students to

Philadelphia, pointing out to them the ways they can make the city uniquely their own, whether they've grown up here or arrived just for school. Our programs include:

- **The Fall Tour**, Campus Philly's tour of campuses during orientation and student activities weeks to orient students to Philadelphia, including civic, cultural and professional opportunities off campus
- **CollegeFest**, a full day festival each September 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**, 80,000 of these guides for and by students are distributed each year and help students navigate the city as a new resident
- **Campus Philly Travel Desk**, a toll-free number and email address to contact with questions about how to plan your visit to Philadelphia campuses

Impact and Outcomes

Philadelphia is unique in having 10 years of data on how engaged our college students are with the city and how many stay after they graduate.

- Over the past 10 years, **Philadelphia has retained more than 60% of its recent college graduates**. In the early years, these were mostly native students who attended college here and stayed after they graduated. Increasingly, Philadelphia is seeing more non-native college students choose Philadelphia post-graduation:
 - In 2004, only 29% of recent college graduates stayed in the region after they graduated. In 2010, that figure jumped to 48% and during the economic recovery, slipped to 42%, still substantially higher than it was in 2004.
- In 2010, only 55% of recent graduates recommended Philadelphia as a place to live and in 2014, **73% recommended Philadelphia as a place to live**.
- Students are significantly more like to **have internships now – 81%** -- than they were four years ago, when 62% had that experience while at a Philadelphia college or university.

These outcomes bode well for the city increasing the trend of college student retention: A 1% rise in college student retention (from its current 64% to 65%) would yield an additional 850 Philadelphians with college degrees and \$1.3 million annually in wage tax alone.

The Path Ahead

How is Campus Philly charting a path towards a future with more college graduates?

In 2015 Campus Philly will launch its new online internship matching website, updating and providing a better user experience for both students and employers connecting for internships and entry level jobs. The roll-out and promotion of this new, upgraded site provides the opportunity for more businesses to learn about the opportunity to recruit local talent. We anticipate the following outcomes from this new tool and the programming Campus Philly will be building around it:

- Doubling the number of students and employers who seek and offer internships, from 4,257 students to 8,500 students and from 537 employers to more than 1,000 employers.
- Establishing a baseline of companies who currently offer internships and increasing that by at least 20% in the first two years of Campus Philly's new tool being operational.
- Establishing a baseline of internships that translate into full time employment and tracking this metric over time to establish the long-term economic impact of internships on job growth and Philadelphia's tax base.

College student retention through internship acceleration is an economic development strategy that benefits Philadelphia in two ways: it increases the number of college-educated residents in Philadelphia and it spurs job growth when internship positions are converted to full time hires. Philadelphia has invested in the student retention strategy for 10 years through Campus Philly and it has yielded more growth than any large city in the number of millennials locating here. Job growth in Philadelphia, however, has not matched that experienced in other large cities since the Great Recession. As Campus Philly develops its internship accelerator work in the coming year, Philadelphia will have another tool to spur job growth, one that many other cities are seeking to emulate. As the city considers a range of economic development and job growth policies and strategies, leveraging Campus Philly as the connector to talent and the engine of internship growth should be front and center.