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Campus Philly Releases Latest College Graduate Retention Study: Numbers are Impressive, but Collaboration will be Key to Realizing Greater Philadelphia's Talent Growth Goals

PHILADELPHIA, PA (September 21, 2023) – [Campus Philly](#), the 19-year-old economic development organization that fuels inclusive growth by empowering diverse college students and recent graduates to explore, live, and work in Greater Philadelphia, will release its latest research study, *Philadelphia Momentum: Leveraging College Graduate Retention for Continued Growth in Greater Philadelphia*, on Thursday, September 21, 2023.

Report Highlights:

- **Unprecedented Growth:** The report affirms that Greater Philadelphia has experienced extraordinary growth in its young adult population holding bachelor's degrees. This growth has significantly outpaced national demographic trends, with Philadelphia leading nationally.
- **College Graduate Retention:** The region now retains 50 percent of its graduates, reflecting sustained growth over the last five years.
- **Economic Impact:** The collective earnings of young adults with degrees in the region reached over \$29.1 billion in 2021, contributing to an annual economic output of \$11.8 billion in Greater Philadelphia. This infusion supports thousands of jobs and generates substantial tax revenues.

Key Recommendations for Sustained Growth: To maintain this momentum, the report outlines several key recommendations:

- **Build:** Efforts to expand college access and post-secondary opportunities for all residents must be a priority.
- **Retain:** Greater Philadelphia must continue to retain a significant share of Generation Z college graduates, especially because Gen Z are smaller in numbers nationally.
- **Attract:** Strategic efforts to attract new residents to Greater Philadelphia in key industries will be an important consideration.

Special Features:

The report spotlights Greater Philadelphia's leadership in the life science/cell and gene therapy sector, and the technology sector, emphasizing the region's potential for further growth and the importance of aligning educational offerings with industry needs.

Moving Forward:

As Greater Philadelphia strives to meet talent growth goals, Campus Philly President Jennifer Kebea shares, "Campus Philly stands at the forefront of efforts to retain college graduates in Greater Philadelphia, while continuing to identify innovative ways to address the region's talent growth goals. Moving forward, collaboration among regional organizations will be essential to realize the comprehensive strategy needed to address evolving workforce needs in Greater Philadelphia."



Collaborative Partnerships:

Campus Philly recognizes The Chamber of Commerce for Greater Philadelphia for their vital partnership in producing this study, with additional support provided by Philadelphia Works and the Commerce Department for the City of Philadelphia Commerce Department.

The Chamber of Commerce for Greater Philadelphia Vice President of Economic Competitiveness Sarah Steltz shares, “Our region’s talent is one of its greatest assets and opportunities. As demonstrated in this report, the growth of Philadelphia’s talent pool—and the desire of students to live and work in Philadelphia after graduation—will tremendously impact our regional economic growth. The Chamber will continue to build our diverse workforce in support of high-quality jobs.”

Availability:

The full research report, *Philadelphia Momentum: Leveraging College Graduate Retention for Continued Growth in Greater Philadelphia*, will be available on [Campus Philly’s website](#) on September 21. Stakeholders, policymakers, and the broader community are encouraged to explore the insights and recommendations provided in this report.

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Campus Philly, a nonprofit organization founded in 2004, fuels inclusive economic growth by empowering diverse college students and recent graduates to explore, live, and work in Greater Philadelphia. Visit our [website](#) to learn more, or connect with us on [Instagram](#), [TikTok](#), or [LinkedIn](#).

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