

Driving the Region's Economic Competitiveness

The Knowledge Industry Partnership

Philadelphia has a wealth of institutions of higher education that bring in thousands of new residents each year and pumps millions of dollars into the regional economy. The newly formed Knowledge Industry Partnership wants to take Philadelphia's strongest asset one step further to transform the region into a true knowledge-based economy.

Greater Philadelphia's higher education cluster is, and will continue to be, the region's single greatest asset in the global competition for knowledge-based economic development. With more than 80 colleges and universities, higher education institutions rank among the area's largest employers and collectively deliver a spending impact exceeding \$6.4 billion annually. Higher education draws hundreds of millions of new dollars into the regional economy through tuition payments, local purchases by students and their families, and research funding from the federal government and other entities.

The Knowledge Industry's Contributions to Philadelphia's Competitive Position

The Philadelphia region higher education's impact far surpasses the traditional industry contributions of spending, employment, and investment. By virtue of what it "produces" — educated people and new ideas — Philadelphia's "knowledge industry" of colleges and universities is a regional asset driving long-term trends such as population demographics, workforce quality, and entrepreneurship. A defining industry much like the auto industry is to Detroit or the entertainment industry is to Los Angeles, Greater Philadelphia's knowledge industry contributes to the region's competitiveness in the following ways:

Attracting talent to the region. Philadelphia's colleges and universities are, in effect, a major pipeline of new residents into the region. An estimated one-quarter of newly enrolled students, almost 20,000, move to the region for school each year, about 1.5 times the rate of foreign immigration. In fact, the region's colleges and universities are an "importer" of young people — at last count, an estimated 3,000 more freshmen enrolled in regional colleges and universities than there were college-bound graduates from area high schools, resulting in a net gain of new young residents.

Already a top destination for college students, Philadelphia can better leverage this unique strength to reverse its 30-year history of stagnant regional population growth and ongoing population decline within its urban center.

Creating an educated, skilled worker pool.

The Knowledge Industry is a key factor for setting a new economic course for the Philadelphia region. Area colleges and universities award more than 54,000 degrees annually, introducing new knowledge and skills into the worker pool and replenishing the supply of skilled workers for both current and prospective regional employers. The steady output of knowledge workers is fast becoming a business attraction tool for regional officials. Site location decisions for new and expanding companies increasingly are being made based on where the company can recruit recent college graduates. The Philadelphia region is world-renowned for producing graduates schooled in business, the liberal arts, life and health sciences, and professional programs.

Stimulating innovative and entrepreneurial activity.

Young, educated people are among the most active populations to start companies that create new jobs. This entrepreneurial propensity is especially true for young, educated minority populations such as African Americans, Asians, and Hispanics. Philadelphia's colleges and universities groom these future innovators and business leaders, through the dozens of business programs (including top-ranking MBA programs), leading research centers, and cutting-edge majors in life sciences, information technology, and multi-media it offers.

The Knowledge Industry Partnership

The Knowledge Industry Partnership (KIP) was formed to maximize the impact of the region's knowledge industry of colleges and universities on Philadelphia's economic position. This coalition of civic, business, government, and higher education officials is unprecedented in its leadership breadth and cross-representation of interests, and serves as a national model of collaboration by a diverse set of partners around a common agenda.

Unlike other regional or state initiatives, KIP recognizes that retaining college students — the ultimate goal — begins with attracting them here, and requires consistent and positive engagement with students throughout their college career. To this end, the core strategies driving the Knowledge Industry Partnership are organized around the three main phases of the college student life cycle: 1) **Arrive** — the college selection process; 2) **Explore** — the enrolled student experience, and 3) **Achieve** — the after-college decision.



An important component of KIP's structure is that it is not housed within one institution but instead represents a partnership of business, university, government, and nonprofit interests that lend their expertise to different parts of the KIP agenda. Dr. Judith Rodin, President of the University of Pennsylvania, serves as Chairperson of KIP, with Pennsylvania Economy League coordinating the activities of its three working groups: arrive, explore, achieve.

ARRIVE

Largely unrecognized, the Knowledge Industry is a major pipeline of people, especially young people, to the region. Each year tens of thousands of out-of-region and international students enroll at area colleges and universities, generating an annual economic impact that numbers in the billions. By attracting better and more students into the region we boost tourism and economic activity through spending, and lay the groundwork for offsetting negative population trends and accelerating the growth of our local, knowledge-based workforce.

Led by the Greater Philadelphia Tourism Marketing Corporation (GPTMC) and Campus Visit/Philadelphia, the campaign is designed to increase demand to attend college in Greater Philadelphia by:

- Elevating Philadelphia's image as a premier college destination;
- Helping area colleges attract better and more students;
- Exposing students to and immersing them in the region's cultural, recreational, and other amenities (in collaboration with the Explore Working Group).

1

THE COLLEGE SELECTION PROCESS

Working Group: ARRIVE

Lead Partner:

Meryl Levitz, President & CEO,
Greater Philadelphia Tourism
Marketing Corporation

Key Strategy: Attract more and
better students to Greater Philadelphia

2

THE ENROLLED STUDENT EXPERIENCE

Working Group: EXPLORE

Lead Partner:

James J. Cuorato,
Director of Commerce,
City of Philadelphia

Key Strategy: Facilitate a vibrant
college student experience

3

THE AFTER-COLLEGE DECISION

Working Group: ACHIEVE

Lead Partner:

Richard A. Bendis, President &
CEO, Innovation Philadelphia

Key Strategy: Encourage more
students to remain after graduation

EXPLORE

Whether this is based on perception or reality, the Philadelphia region is not regarded as a “hot spot” for young people. National rankings and surveys have pointed out Philadelphia’s lackluster performance in economic and social measures that convey a sense of opportunity to young people. In E-Grad’s survey of recent college graduates, for instance, Philadelphia was not even ranked by respondents as a place to go after graduation. This perception persists despite the wide array of regional amenities that are highly valued by residents and visitors alike. The Knowledge Industry has the potential to change this neutral perception of the region by reaching out to the college student population. By working to improve the number and quality of students’ off-campus experiences, we favorably influence their post-graduation decisions. In fact, recent surveys of college students in the region strongly suggest their eagerness to have meaningful off-campus experiences that supplement their formal classroom education. Furthermore, by encouraging more off-campus experiences, we have the added benefit of increased spending in the local economy.

Under the leadership of the City of Philadelphia and Campus Philly, the campaign is designed to promote a vibrant college student experience by:

- Exposing students to and immersing them in the region’s cultural, recreational, and other amenities (in collaboration with the Arrive Working Group);
- Cultivating a student culture through “cross-pollination” between the region’s many campuses;
- Building and promoting channels for businesses and organizations to reach students (in collaboration with the Achieve Working Group).

ACHIEVE

Despite our higher education strength, basic measures of economic competitiveness suggest the region is not in a top tier of knowledge-based

economies. In terms of workforce quality, only 37% of the region’s people have a college degree or are currently enrolled in school (compared to 50 percent or higher for competitor regions such as Raleigh-Durham, the Bay Area, and Boston), and the working-age population is shrinking and getting older.

The Knowledge Industry is a key factor for setting a new economic course for the Philadelphia region. Unlike the days of “smoke-stack chasing,” today’s companies are increasingly locating new and expanding businesses near a readily accessible, quality workforce. By retaining more young, educated people after graduation, we improve our workforce offerings and help nurture future entrepreneurs for new economic growth.

Under the direction of Innovation Philadelphia, the campaign is designed to retain young, educated people by:

- Building and promoting channels for businesses and organizations to reach students and recent graduates (in collaboration with the Explore Working Group);
- Improving and promoting internship, employment and career opportunities for students and graduates;
- Promoting the region’s entrepreneurial and innovation economy to students and graduates.

KIP’s “One Big Campus” Initiative

In order to secure a leadership position as a regional center for higher education, KIP has developed a three-year, multi-faceted initiative positioning Philadelphia as “one big campus” — a premier college destination, where the campus is “measured in miles; not acres.” In Philadelphia, the academic experience is enriched by an exceptional array of off-campus experiences — educational, cultural, professional, and personal. The goal of the One Big

TABLE 1: ONEBIGCAMPUS Initiative

Working Groups	ARRIVE	EXPLORE	ACHIEVE
Target Audience & Reach	College-bound high school students, nationally & internationally (millions of impressions) www.onebigcampus.com	Locally enrolled college students (~300,000) www.campusphilly.org	Graduating students (~50,000 annually) www.careerphilly.com
KIP Lead Partner Organization	Greater Philadelphia Tourism Marketing Corporation and Campus Visit/Philadelphia	Philadelphia Commerce Department/Office of the City Representative and Campus Philly	Innovation Philadelphia and Career Philly.
Activities of Working Groups	<ul style="list-style-type: none"> • Campus Visit travel assistance: 800-travel desk, on-line hotel reservations, hotel and travel discounts • Development of the “one big campus” brand: dedicated PR and advertising • Collateral materials (Focus on: undergraduates, grad students, minorities, international students, and strategic fields of study) • Website: onebigcampus.com • Regional presence at national & international recruiting events 	<ul style="list-style-type: none"> • 8-day Philadelphia College Festival • Online student portal: campusphilly.org • Student leadership program and annual conference • Student discount program 	<ul style="list-style-type: none"> • Internship sponsorship • Online promotion of regional internship, employment, and career-related opportunities: www.careerphilly.org • Events highlighting regional career opportunities and premier employers • Intercollegiate business plan competition • Entrepreneurial residencies and co-ops
Annual Outputs (After 3 years)	<ul style="list-style-type: none"> • Travel desk assists 15,000 to 20,000 people • Distribution of more than 500,000 pieces of collateral • Website used by 300,000 unique visitors • Attendance at 3-4 major recruiting events (national and international) 	<ul style="list-style-type: none"> • Largest college student event in country: annual attendance of 50,000 student at College Fest • 80,000 registered students on website and discount program • 50 schools (3 students each) participating in leadership program 	<ul style="list-style-type: none"> • Up to 5,000 internship slots created and filled • Website used by 150,000 unique visitors • Quarterly events attracting a total of 150,000 students and 150 companies • Largest regional, intercollegiate business plan competition in the US
Outcomes (After 10 years)	<ul style="list-style-type: none"> • Increased admit yield (percent of accepted students who enroll) of schools • Increased campus visits and length of stay • Stronger perception of region as a premier college location — “one big campus” • Increased student concentration to match national average • Regional population gains • Boosted regional tourism 	<ul style="list-style-type: none"> • Improved perception and number of off-campus experiences • Increased student spending in the region • A more youthful image for city and region 	<ul style="list-style-type: none"> • Increased graduate retention rate • Improved employment opportunities of area graduates • Increased population share of 18-34 • Upgraded workforce quality • New businesses and startups • Improved entrepreneurial environment

Campus initiative is to create positive first-hand experiences throughout the student life cycle (prospect>student>graduate), which in turn lead to a stronger emotional attachment with the area and ultimately a personal desire to remain after graduation.

Under the leadership of KIP’s partner organizations, this broad-based initiative represents a shared regional agenda centered on the area’s college student population that is research-based and results-driven to dynamically impact the region’s economy and demography. (See Table 1.)

The Future

The Philadelphia region is fortunate to have infrastructure and assets that give it a leg up on other areas of the country also hoping to attract and retain knowledge workers. With the directed efforts of the Knowledge Industry Partnership, the region can build on those assets to ensure a bright future.

KIP is a broad-based coalition of Greater Philadelphia’s civic, business, government, and higher education leaders working together to maximize the impact of the region’s “knowledge industry” of colleges and universities on Philadelphia’s competitive position. For more information visit www.kiponline.org.