CONNECTING STUDENTS TO A
GREATER PHILADELPHIA*

CAMPUS PHILLY™

* Formerly known as the Knowledge Industry Partnership

Advantage: Education

- The Philadelphia region has over 80 colleges and universities, which enroll more than 300,000 students
- More than 60,000 degrees are conferred by these colleges and universities every year

"A demographic wave is sweeping across our nation. As cities move to a knowledge-based economy, the kind of talented people each area attracts will determine whether it wins or loses in the campaign for future prosperity"

- Joe Cortright, "Young and Restless

ENROLL

ENGAGE

EMPLOY

The College Selection Process

The Enrolled Student Experience

The After-College Decision

PHILADELPHIA IS
onebigcampus

CAMPUS PHILLY™

Applications
Enrollments

Affinity for
region

Internships
Connections

$1,000,000 COMMITMENT
TO SUPPORT ORGANIZATIONAL TRANSITION AND GROWTH

Past and current partner organizations

Initial Planning

Program Goal:

To Increase levels of student involvement in Greater Philadelphia

First Steps:

- **Meeting with campus service offices**
- **Understanding current student behaviors**

Research

Focus Groups

- **Drexel**
- **CCP**

Survey

- **Active through March 23rd**
- **Tracking current levels of involvement and behaviors**
- **www.campusphilly.org/survey**

Preliminary Survey Findings

- **Involvement Rate: 83%**
- **Hours involved per semester: 43% 10-0, 35% 10-50**
- **Most common activities**
- **Reasons for current involvement**
- **Information sources**
- **Reasons for increased involvement**

Project Approach

- **Group Involvement (high volume-low contact)**
- **Individual Involvement (low volume-high contact)**
- **Impact Considerations**

Project Scope

- **Best Practices Implementation**
- **Targeted Programming Calendar**
- **Website and Mailing List**

Best Practices Implementation

- **Work-Study Guide**
- **Non-profit Internship Guide**
- **Student Volunteering Guide**
- **Mentoring Guide**
- **Training Modules**

Targeted Program Calendar

- **Student Leaders Conference**
- **One day regional events: e.g. MLK Day and GPC Day activities**
- **Targeted campaigns: VITA, Reading**
- **Alternate Spring Break: Philadelphia**
- **Mentoring**

Website and Mailing List

- **Traditional and Reverse Volunteer Database**
- **Non-profit Internship Network**
- **Online Resource Center**
  - **E-newsletter**
  - **Best Practices Content**
  - **Student Involvement Listings Calendar**
  - **Partner Content**