

Collaborative Advantage



Leveraging Collective Assets
of Higher Education Industry
for Regional Economic Development

*Creating Pennsylvania's Future
Higher Education - Business Summit
December 5-6, 2005*

Collaborative Advantage



Dr. Patrick M. Joyce

Vice President, University Advancement
Carlow University

Pittsburgh

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Todd Hoffman

President,
Collegia, Inc.

Boston



Borrowing a page from tourism . . .





Regions across the U.S. are positioning themselves as knowledge economy hubs



Life after high school in Milwaukee is all about one thing - fun. Join in.

milwaukee.collegelife.com

PHILADELPHIA IS
onebigcampus

BOSTON
AMERICA'S
COLLEGE TOWN



COLLEGE 360°
Cleveland Northeast Ohio Akron

campus central
LANCASTER, PA THINK OUTSIDE THE BOOKS

the
COLLEGE city
PITTSBURGH

COLLEGE
valley
Lehigh Valley, PA

BALTI
MORE
COLLEGETOWN

Knowledge Corridor

ITHACA
A Classic College Town



Pennsylvania's regional CEW initiatives

Philadelphia Inquirer

Behold, a 'brain gain in PA. (Mar. 17, 2005)

“For the first time, Pennsylvania has overtaken New York as the top destination for first-time freshmen leaving their home states to attend college.”

the
COLLEGEcity
PITTSBURGH

campus central
org

COLLEGE
valley
Lehigh Valley, PA

PHILADELPHIA IS
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Regional Higher-Education Centric Collaborations

Who Benefits:

COLLEGES & UNIVERSITIES ⇒ **Student & Faculty Yield**

TOURISM ⇒ **Visitor & Student Spending**

ECONOMIC DEVELOPMENT ⇒ **Graduate Retention**

CIVIC/REGION ⇒ **Perceptions & Vibrancy**

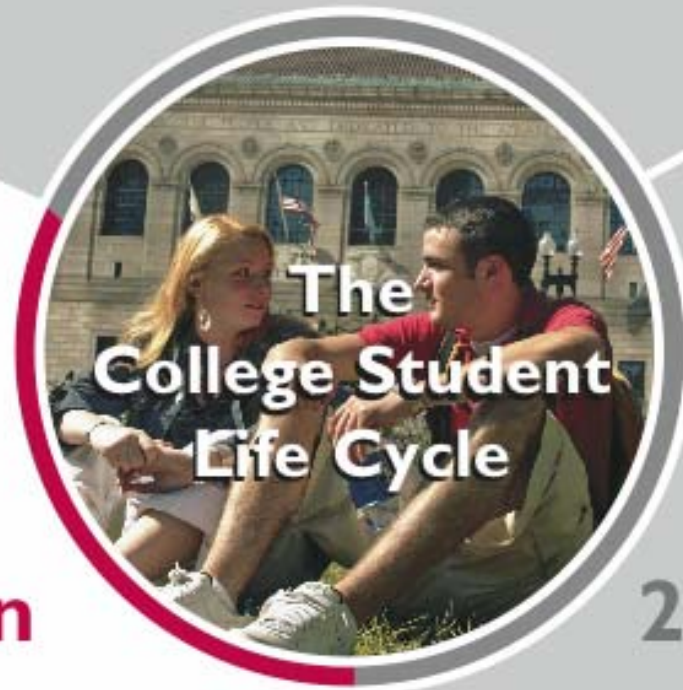
CORPORATIONS ⇒ **Worker Supply**

ENTREPRENEURSHIP ⇒ **New Companies & Jobs**

Different objectives.

A shared focal point.

I. Attraction



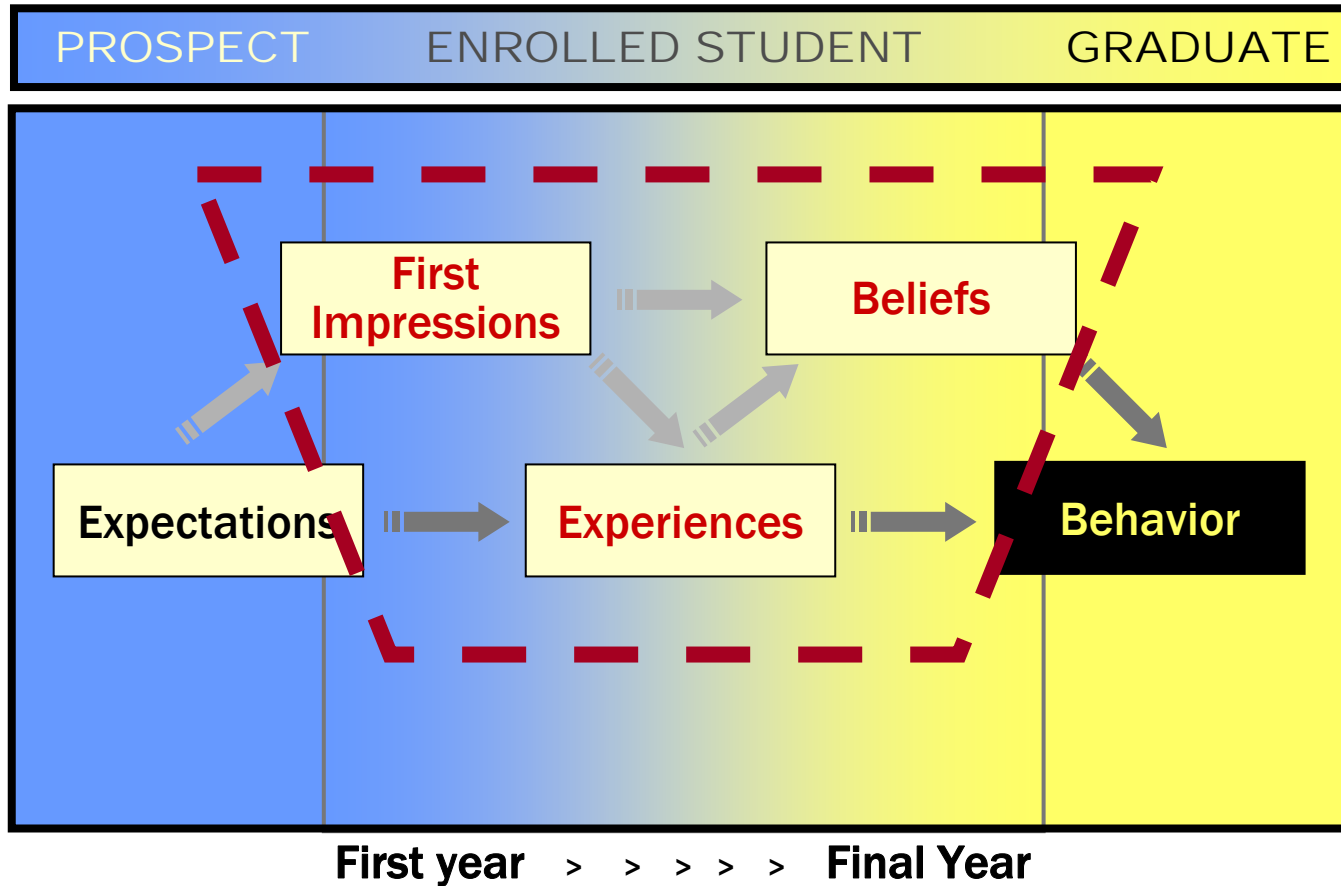
3. Retention

motivating area
graduates to stay
and become part of the
knowledge based workforce

2. Engagement



“Retention starts with attraction”



College
Educated
Workers

“Decisions happen before they occur.”



“Two times when their bags are packed...”

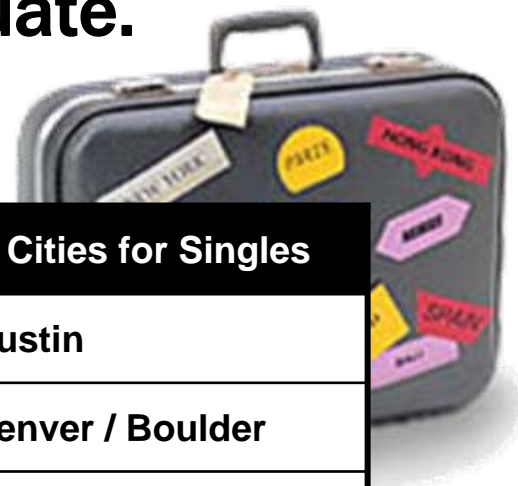
1. When they head off to college.



Out-of-state Freshmen		
1.	PA	26,341
2.	NY	22,470
3.	MA	19,686
4.	CA	13,957
5.	FL	13,892

US Dept. of Education, Fall 2002

2. When they graduate.



Top Cities for Singles	
1.	Austin
2.	Denver / Boulder
3.	Boston
4.	Wash./Baltimore
5.	Atlanta
14.	Philadelphia

Forbes Magazine, June - 2003

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Annette B. Mattei

Director, Research
Pennsylvania Economy League,
Project Manager, KIP

Philadelphia



GREATER PHILADELPHIA'S KNOWLEDGE INDUSTRY PARTNERSHIP



Knowledge Industry Partnership



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Knowledge Industry
Partnership

What is KIP:

A broad based coalition of Greater Philadelphia civic, government, business, and higher education leaders . . .

The Scope of KIP:

3-year, \$7.8 million initiative to “create positive first-hand experiences – early and often – throughout the entire student life cycle ...”

Philadelphia's Knowledge Industry Partnership

1

The College Selection Process



2

The Enrolled Student Experience



3

The After-College Decision



	KIP CHAIR James P. Gallagher, Ph.D. – Philadelphia University	
	MANAGING PARTNER David Thornburgh – Pennsylvania Economy League	
LEAD PARTNERS		
ATTRACT Meryl Levitz Greater Philadelphia Tourism Marketing Corporation	ENGAGE Stephanie Naidoff Philadelphia Commerce Department	RETAIN Richard Bendis Innovation Philadelphia

At a macro level, data helps:

- Take stock of your strengths
- Appreciate the challenges
- Identify the opportunities

At a micro level, data helps:

- Devise appropriate tactics
- Evaluate effectiveness

	FTE Enrollment (000s)	Number of Institutions	R&D Spending (millions)
1	California (1,267)	California (349)	California (\$3,345)
2	New York (788)	New York (296)	New York (\$1,920)
3	Texas (676)	Pennsylvania (228)	Texas (\$1,696)
4	Illinois (493)	Texas (184)	Pennsylvania (\$1,342)
5	Pennsylvania (431)	Ohio (157)	Maryland (\$1,330)
6	Florida (397)	Illinois (155)	Massachusetts (\$1,268)
7	Ohio (371)	Massachusetts (119)	Illinois (\$1,046)
8	Michigan (313)	North Carolina (118)	North Carolina (\$899)
9	Massachusetts (313)	Florida (112)	Michigan (\$878)
10	North Carolina (281)	Michigan (102)	Ohio (\$808)

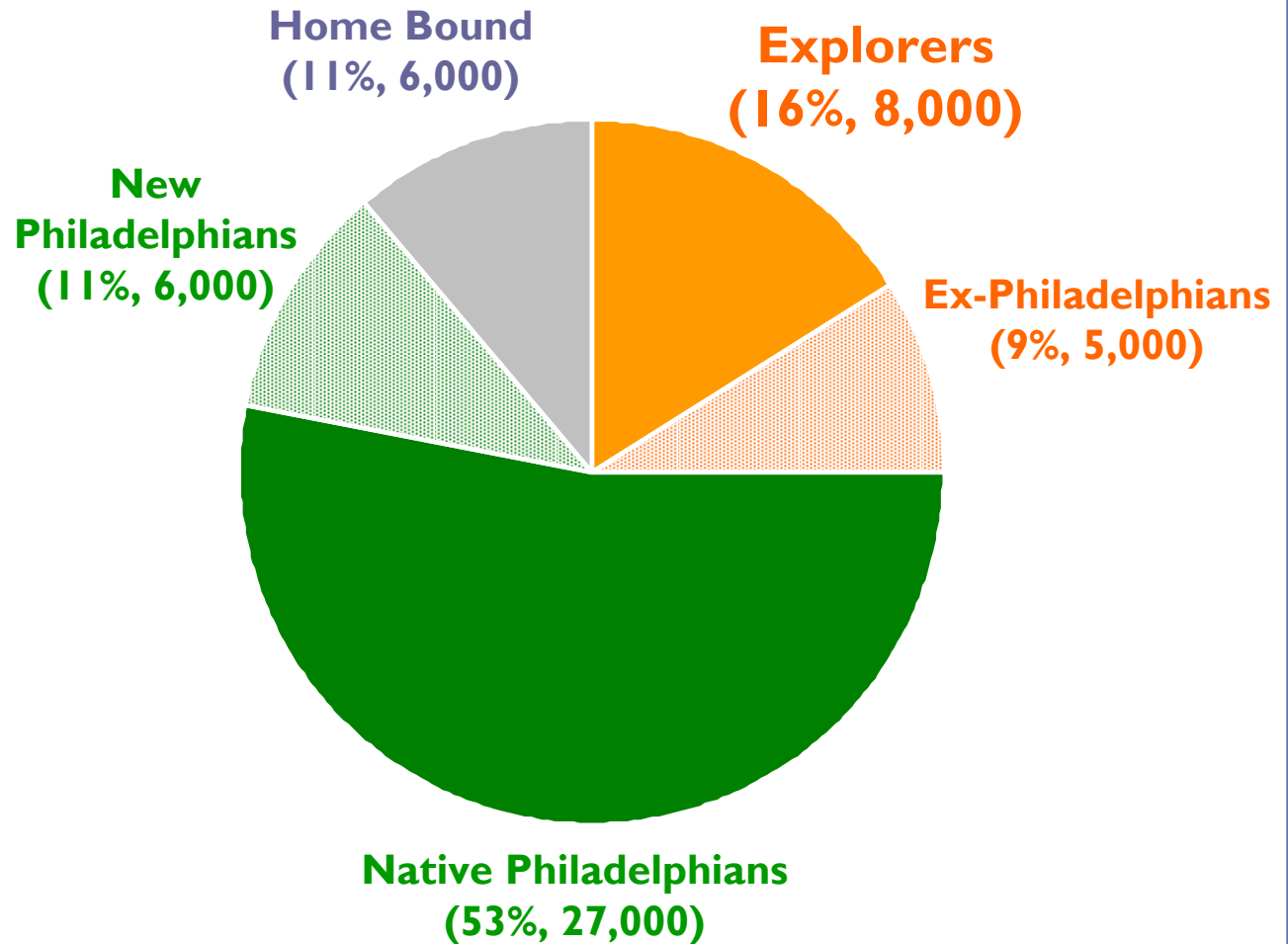
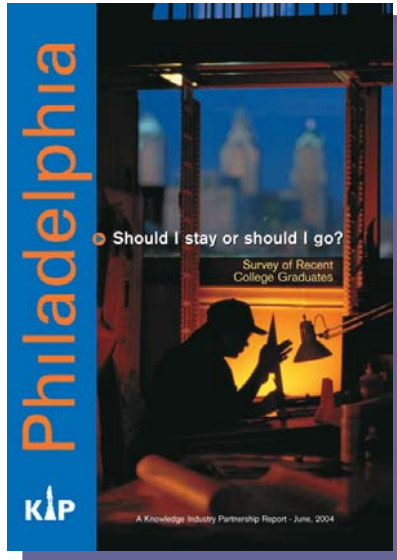
Source: PA Economy League, *Greater Philadelphia's Knowledge Industry: Leveraging the Region's Colleges and Universities in the New Economy*, Fall 2000

Regional clusters throughout Pennsylvania: Philadelphia, Pittsburgh, State College, Scranton-Wilkes-Barre, Lehigh Valley, Harrisburg, Erie, Reading, Lancaster

Education Attainment		Regional population with at least a BA
#1	Washington, DC	48.9%
#2	San Francisco	45.1%
#3	San Jose	44.1%
#4	Boston	41.1%
#5	Denver	37.4%
#6	Oakland	37.3%
#7	Seattle	37.0%
#8	Minneapolis-St. Paul	36.3%
#9	Indianapolis	35.4%
#10	Atlanta	34.9%
#22	Philadelphia	31.2%

Philadelphia is **92nd of the 100 largest US cities** in the percent of its workforce with at least a college degree. **Only one in seven** Philadelphians 25 or older has an associates' or baccalaureate degree.

Identifying the Opportunities



Near-term goals/metrics:

- Increase demand to attend school in Philadelphia by **10%**
- Improve student impressions – quantity and quality
- Raise graduate retention rate by **5%**

While bearing in mind the long-term outcomes:

- Become a major college/young person destination
- Elevate educational attainment
- Jumpstart regional entrepreneurship

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James J. Zeller

Assoc. Provost, Johns Hopkins University
and President, Governing Board
Baltimore Collegetown Network

Kristin Campbell

Executive Director
Baltimore Collegetown Network

Baltimore

Baltimore Collegetown Network



www.baltimorecollegetown.org

4/16/2007



Member Institutions

The Baltimore Collegetown Network is a consortium of 16 institutions

- Baltimore City Community College
- Baltimore Hebrew University
- Baltimore International College
- College of Notre Dame of Maryland
- Coppin State College
- Goucher College
- Johns Hopkins University (& Peabody Institute)
- Loyola College
- Maryland Institute College of Art
- McDaniel College
- Morgan State University
- Towson University
- University of Baltimore
- University of Maryland, Baltimore
- UMBC
- Villa Julie College



Colleges in Baltimore

- Bring people to the city
 - 100,000 students
 - 27,000 employees
 - 11,000 new undergraduates annually
 - 39,000 out-of-state and international students
- Contribute \$3.3 billion to the local economy
- Encourage tourist spending
 - 60,000 students and parents visit our campuses each year
- Advance workforce development
 - 15,000 students graduate from our institutions each year.
- Transport students
 - 65,000 riders used the Collegetown Shuttle last year



Funding and Governance

- Funding
 - Member institutions
 - Baltimore Community Foundation
 - Whiting-Turner Contracting Company
 - Goldseker Foundation
 - MD Department of Health and Mental Hygiene (shuttle)
- Governance
 - Governing Board of one VP from each institution
 - Leadership Advisory Board
 - Two staff members



Goals

- **Attract outstanding students to the region**
bring students to Baltimore because of it, not in spite of it
- **Engage students in campus and city life**
involve students in arts and culture, internships and volunteer opportunities while they are here
- **Retain students in the area**
change current trends
- **Share resources between campuses**
help institutions respond to higher ed budget cuts and increasing student demands
- **Raise the profile of Baltimore as a college town**



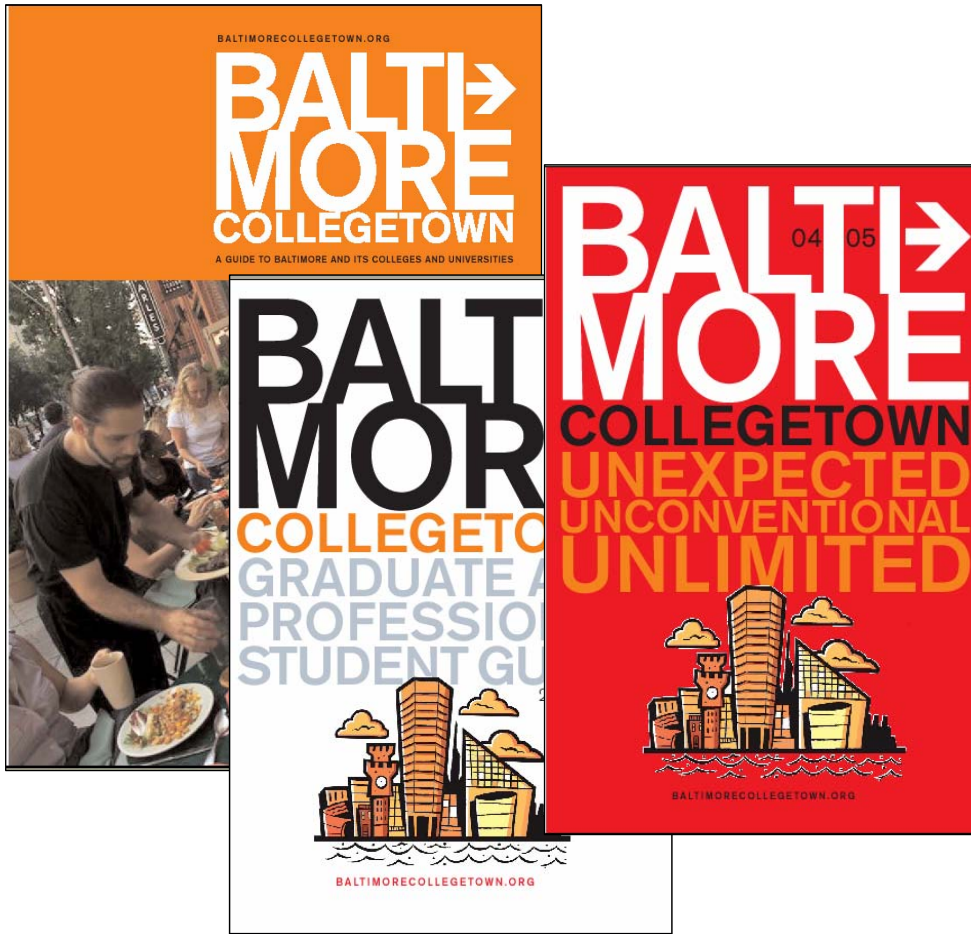
Collegetown Shuttle



- Links seven institutions with each other and area social destinations (Inner Harbor, Penn Station, mall)
- New GPS system allows online tracking
- Supported by DHMH sponsorships and participating institutions



Publications



- Describe Baltimore attractions, people, culture
- Distributed to current and prospective students, parents, guidance counselors and campus visitors by BCN institutions.



Website

The screenshot shows the homepage of Baltimore Collegetown. At the top left is the logo 'BALTIMORE COLLEGETOWN' with the URL 'BALTIMORECOLLEGETOWN.ORG'. To the right, there's a section 'VISIT OUR 15 COLLEGES' with a 'SELECT A COLLEGE' dropdown menu. Further right is 'PLAN YOUR TRIP' with an illustration of a shopping basket and text: 'BOOK A HOTEL ROOM, BUILD AN ITINERARY, FIND EXCURSIONS ...AND MORE!'. Below these are several icons representing different categories: a city skyline, a pizza, a shopping bag, a camera, a radio, a calendar, a microscope, and a house. The main content area is divided into three columns. The left column is red and titled 'B-MORE BASICS' with sub-sections: EATS, NIGHTLIFE, SHOPPING, ATTRACTIONS, SPORTS & REC, THE ARTS, INTERNSHIPS, and NEIGHBORHOODS. Below this is a search bar with options: LEARN ABOUT COLLEGETOWN, RIDE THE SHUTTLE, VOLUNTEER, and SEARCH. The middle column is dark red and titled 'HOT TIPS' with a large downward arrow. It contains three bullet points: 'Intern at Collegetown!', 'Catch a movie at Towson Commons for matinee prices anytime with your student ID.', and 'Show off your figure (...ights, that is) at the Fells Point ice rink'. The right column is orange and titled 'UPCOMING EVENTS'. It lists several events with dates and descriptions, such as 'EYES FOR CONSUELA by Sam Shepard' and 'Tour de Clay at MICA: The Swedish Show'. At the bottom of this column is a 'TICKET DISCOUNTS' section with an illustration of a hand holding a ticket.

- Find events, restaurants, nightlife, sports, neighborhoods, and more
- Submit reviews
- Learn about colleges
- Book hotels online
- Resources for businesses, parents, guidance counselors

www.BaltimoreCollegetown.org
4/16/2007



Online Resources

The screenshot displays the Baltimore Collegetown website with several key sections:

- Navigation:** HOME, EVENTS, PLAN YOUR TRIP, SEARCH, THINGS TO DO, COLLEGES.
- RESOURCES FOR BUSINESSES:** POST AN INTERNSHIP. Includes a "Dear Employer" message and information about successful internships.
- PLAN YOUR TRIP:** GETTING TO BALTIMORE. Includes a form to "Join the Baltimore Half Price Tickets mailing list" with an email input field and a "Go" button.
- TICKET DISCOUNTS:** We are very excited to present our first weekly discounted ticket offer in partnership with the Greater Baltimore Cultural Alliance! Please check below for HALF-PRICE tickets to area events and attractions. Ticket prices are good from today, **March 17 through next Wednesday, March 23**. Offers are open to college students, faculty, and staff with a valid ID.
Have fun in Baltimore this week!
March 17, 2005 - March 23, 2005
- Event Details:**
Price: original \$5, now \$2.50
Baltimore Museum of Art
Art Museum Drive at North Charles & 31st Streets
Baltimore, MD 21218
Tel: 410-396-7100
Web: www.artbma.org

- Plan a Trip
- Find an Intern
- Get half-price tickets



Participation

- Governing Board
- Chief Financial Officers
- PR/Marketing
- Student Affairs
- Student Activities
- Careers/Internships
- Fine Arts Deans
- Transportation
- Admissions
- Human Resources
- Student Leaders
- International education
- Off-campus housing

Moving Ahead

- Assessment of three-year campaign
- Increase business and community partnerships
- Publication and website updates
- Grow inter-institutional connections
- Collegetown Master Plan

Questions?



www.baltimorecollegetown.org

4/16/2007



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Bill Flanagan

Exec. VP and Chief Public Affairs Officer
Allegheny Conference
for Community Development

Pittsburgh

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QUESTIONS
AND ANSWERS

FOR THE
PANELISTS

- ⌘ Pat Joyce
- ⌘ Todd Hoffman
- ⌘ Annette Mattei
- ⌘ Jim Zeller
- ⌘ Kristen Campbell
- ⌘ Bill Flanagan

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CONCLUDING QUESTION
FOR PANELISTS:

*LESSONS LEARNED? OR
RECOMMENDATIONS FOR FUTURE?*