

It's more than a variety of colleges that makes Philadelphia an educational epicenter—thanks to big-city, off-campus resources which provide a window into the real world.



**OneBigCampus** is the real nom de plume for Philadelphia because of the 80 plus institutions of learning in and about the city.

knowledge is  
**POWER**  
*the future in learning*  
by Joel Warner

In the fall of 2001, Autumn Wendel traded the rolling fields of her native Lancaster County, Pennsylvania, for the wide avenues of Philadelphia, matriculating with the Temple University Class of 2005. At the time, Wendel didn't have a strong opinion of Philadelphia—she'd chosen Temple because of its curriculum—not its location.

THREE YEARS LATER, WENDEL HAS BECOME A Philadelphia fanatic. "It's been a mind-opening experience for me," she says. "Whatever you want to do, you can find it in the city."

A dance major, Wendel has taken open classes with the Pennsylvania Ballet and interned with the local Rennie Harris Pure Movement Dance Company, one of the most acclaimed hip-hop dance groups in the country. To let off steam, she cheers on the home team at Sixer's games, noshes at Geno's Cheesesteaks in South Philly, catches a few tunes at Chris' Jazz Club in Center City, and peruses her friends' artwork in posh galleries in Old City.

Like the nearly 300,000 other students currently studying in the region, Wendel has discovered that Philadelphia is not just the City of Brotherly Love and the Birthplace of American Liberty, but it's also, as the city now calls itself, "One Big Campus." College students aren't the only ones benefiting from Philadelphia's wealth of educational opportunities: Academic, civic and business leaders are teaming up to use Philadelphia's

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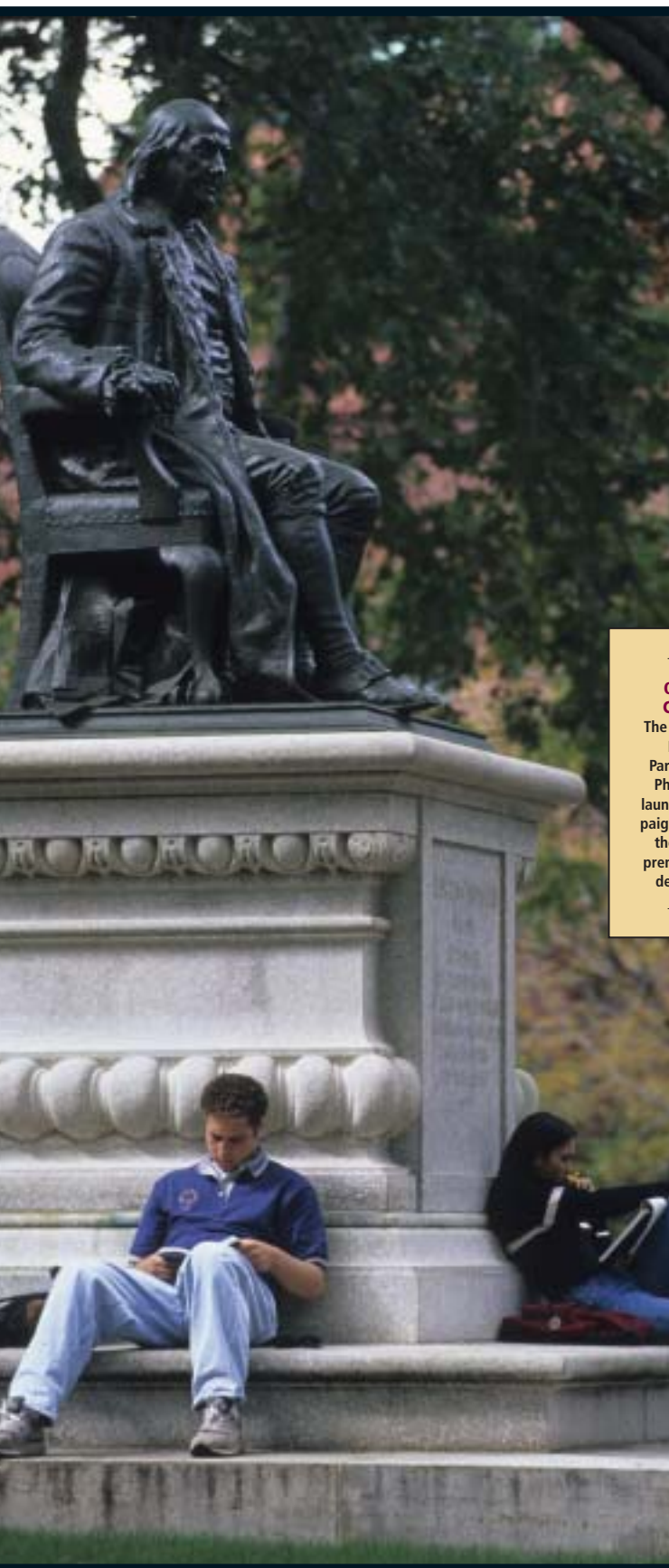


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In 1749 Benjamin Franklin unveiled one of his most unusual ideas: the “Publick Academy of Philadelphia,” now better known as the University of Pennsylvania.



**ONE BIG CAMPUS**  
The Knowledge Industry Partnership in Philadelphia launched a campaign to present the city as a premier college destination.

higher education industry to jumpstart a bold revitalization of the entire region.

In 1749 Philadelphia, Benjamin Franklin unveiled one of his most unusual ideas: the “Publick Academy of Philadelphia,” a college quite unlike its colonial cousins—Harvard, William and Mary, Yale, and Princeton—which were designed for clergy education. Franklin’s college would prepare students for business and public service—the nation’s first liberal-arts curriculum. Now, 255 years later, Franklin’s grand experiment is still going strong—it’s now the Ivy League University of Pennsylvania.

Franklin’s love of learning was infectious. Today there are over 80 colleges and universities in and around Philadelphia. Schools include the University of Pennsylvania’s Wharton School, one of the top business programs in the country, and national top liberal-arts colleges like Bryn Mawr, Haverford and Swarthmore. There are research institutions like Temple University and co-op schools like Drexel University. There are major regional universities like Arcadia and Villanova, and some of America’s first historically black educational institutions like Cheyney University and Lincoln University. There are also health-science institutions like the University of the Sciences and the Philadelphia College of Osteopathic Medicine, and arts schools like The Curtis Institute of Music, Moore College of Art and Design, and the University of the Arts.

It’s more than the variety of colleges that makes Philadelphia an educational epicenter. Thanks to Philadelphia’s big-city resources, small-town accessibility, and prime East Coast location, there’s hardly a better place for students to apply their homework assignments to real-world challenges and opportunities. Technology students design microscopic robots as part of an initiative to turn the Delaware Valley into “Nanotech Valley.” Health Science students are conducting genetic research at the world-renowned Children’s Hospital of Philadelphia, the oldest children’s hospital in the country. Art students showcase their work on the big screen at the Festival of World Cinema, on the catwalk at Saks Fifth Avenue fashion shows, and on the stage at the new Kimmel Center for the Performing Arts.

Philadelphia colleges and universities are taking increasing advantage of these off-campus resources. Drexel University’s urban Philadelphia location used to hurt its reputation, says Drexel President Constantine Papadakis. Now it’s the third-most-important factor in students’ decision to attend the university.

“We think we have succeeded in promoting Philadelphia as a location that has no hassle, but has good quality,” says Papadakis.

Temple University is also embracing its Philadelphia environs. The university is in the process of moving its Tyler School of Art from its suburban location onto its main urban campus. Today there are five times the number of Temple students living near its urban campus than there were five years ago.

“Being in Philadelphia works to our benefit,” says Mark Eyerly, Temple’s chief communication officer. “It is very much an

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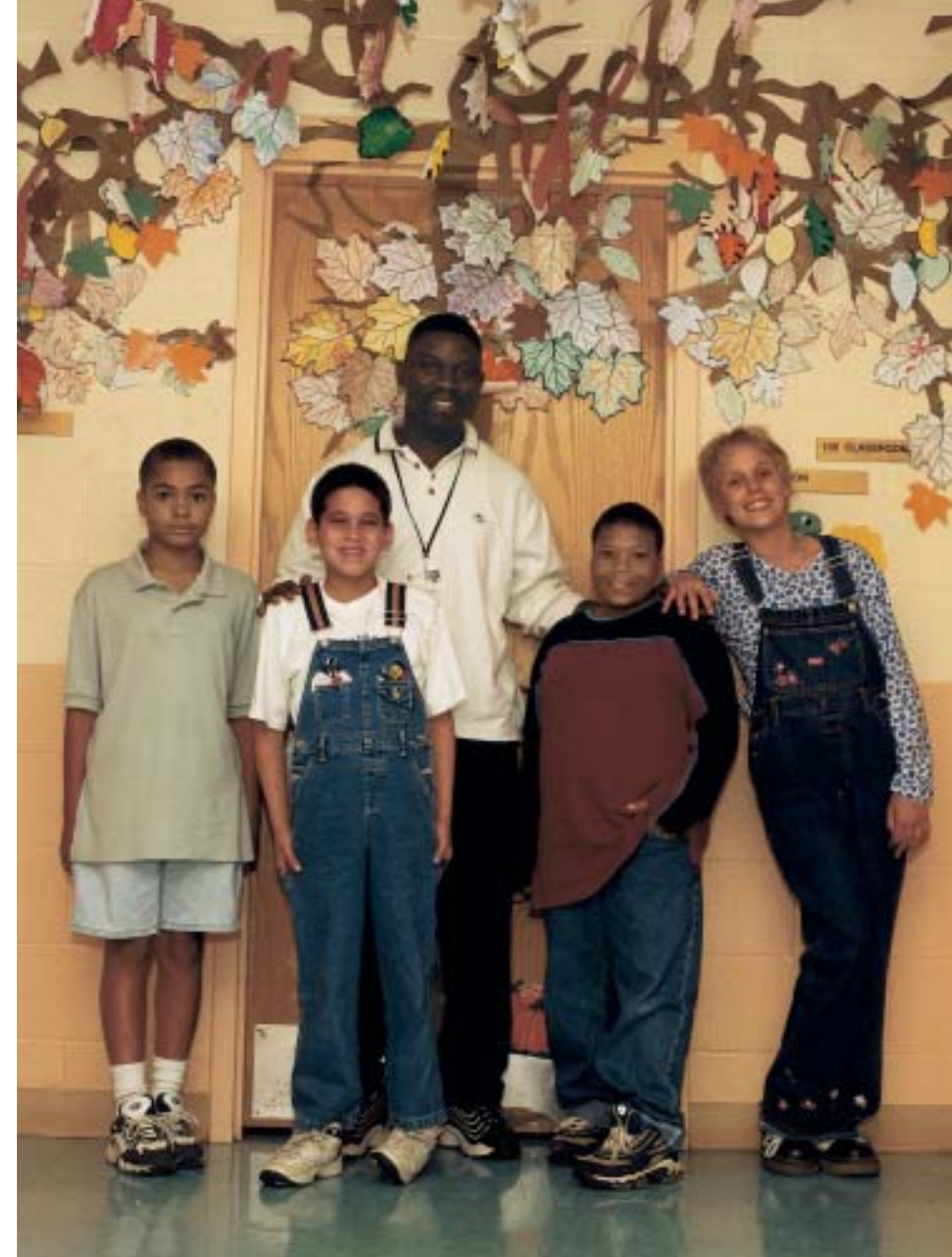
Devereux’s programs and products are internationally recognized as treatment models for persons with mental, educational, and developmental disabilities. With operations in 13 states and the District of Columbia, Devereux has its headquarters in Villanova, Pa. and is a significant community presence throughout greater Philadelphia. Devereux is one of only two organizations of its kind nationwide that has an A- Standard & Poor’s bond rating.

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**Center City Philadelphia's residential population grew by 9 percent in the 1990s, making it the third-largest residential downtown in the country.**

education for the real world."

Even schools outside the city proper are making Philadelphia a major part of the curriculum. Thanks to the region's excellent public transportation system, all the opportunities of a bustling metropolitan center are just a short train ride away for schools in the 11-county area region like Swarthmore, Haverford, Widener, Arcadia, and Chestnut Hill College. At Bryn Mawr College on the Main Line, the three-year-old PRAXIS program combines academic study with off-campus fieldwork, often in Philadelphia. PRAXIS students are applying their studies at the University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia public schools and the Philadelphia District Attorney's Office.

If local colleges and universities are using their Greater Philadelphia location to their advantage, they are repaying the city by spurring economic development and

cultural revitalization. Fourteen of the region's 24 largest employers are research-intensive. University of Pennsylvania alone employs 28,000 people, making it the largest private employer in the city.

"(Colleges and universities) constitute a very large employment base within the city," says Duane Bumb, Philadelphia deputy commerce director. "They become anchors in the neighborhoods in which they are located."

It should be no surprise that an academic epicenter like Philadelphia is also rich in corporate-development programs, especially since two of the country's top-20 executive-development programs—the University of Pennsylvania's Wharton School and The Pennsylvania State University's Smeal College—are in or near the region. Private professional training programs in the area often find themselves working hand-in-hand with local universities on consulting projects. "I think more

and more consulting companies are partnering with universities, especially in Philadelphia," says Elizabeth Treher, co-founder of the Learning Key, a training, consulting, assessment and executive coaching company based in Washington Crossing, outside Philadelphia. "Learning doesn't stop once you get your diploma."

One of the best places to witness the impact of the region's higher education industry is in Center City Philadelphia. The neighborhood's residential population grew by 9 percent in the 1990s, making it the third-largest residential downtown in the country. Businesses are moving into the area, and local restaurants, bars and clubs are doing a booming business. Much of this growth and color is due to an influx of college graduates: one-third of all residents in Center City, which is home to 11 college campuses, are between the ages of 18 and 29.

"The last decade has been amazingly strong for us in attracting college gradu-

**The Pennsylvania State University, chartered in 1855, is one of the largest research institutions on the East Coast.**

ates," says Paul Levy, executive director of the Center City District of Philadelphia. "That younger group has really fueled nightlife and activity."

Major regional decision makers are now aiming to repeat Center City's success. In April 2003, the Knowledge Industry Partnership was founded to promote the use of Philadelphia's colleges and universities to revitalize the entire region.

"We are inviting students to Philadelphia, introducing them to the region once they're here, and helping them achieve their first important steps in their professional career here in Philadelphia," says David Thornburgh, executive director of the Pennsylvania Economy League, a nonprofit public-policy-research organization managing the Knowledge Industry Partnership.

The first step is attracting more students to the region, a job assigned to Meryl Levitz, president and CEO of the Greater Philadelphia Tourism Marketing Corp.

Working with the Boston-based consulting firm Collegia, Levitz is encouraging more prospective students and their parents to visit Philadelphia schools, spend more time exploring Philadelphia and return home with a more positive opinion of the region. A Web site ([www.onebigcampus.com](http://www.onebigcampus.com)), a travel-desk hotline, and a promotional magazine are already in place to roll out the red carpet for visiting students and parents. "When you are picking a school in Philadelphia, you are getting a whole city for no extra money," says Levitz. "It's important to get that message out early in the process."

Once the students are enrolled in Philadelphia schools, the next step is getting them invested in the region. That's the task of James J. Cuorato, Philadelphia commerce director, and Campus Philly, a student-run organization designed to unite and energize Philadelphia students. Campus Philly publishes a weekly student

newsletter ([www.campusphilly.org](http://www.campusphilly.org)), runs a citywide student-discount program, and hosts a college festival each fall.

Finally, the Knowledge Industry Partnership is working to insure there are jobs waiting for Philadelphia students when they graduate. Rich Bendis, president and CEO of Innovation Philadelphia, a public/private entrepreneurial economic development organization, is pledging to help create 5,000 new internships in the next five years by helping businesses create internship programs, sponsoring career development fairs and creating an internship database ([www.careerphilly.com](http://www.careerphilly.com)).

The Knowledge Industry Partnership already has one success story: Temple student Autumn Wendel plans on staying in Philadelphia once she graduates. The city is affordable, offers lots of opportunities for dancers, and best of all, she loves the place.

Says Wendel, "I am going to stick to Philly." ★

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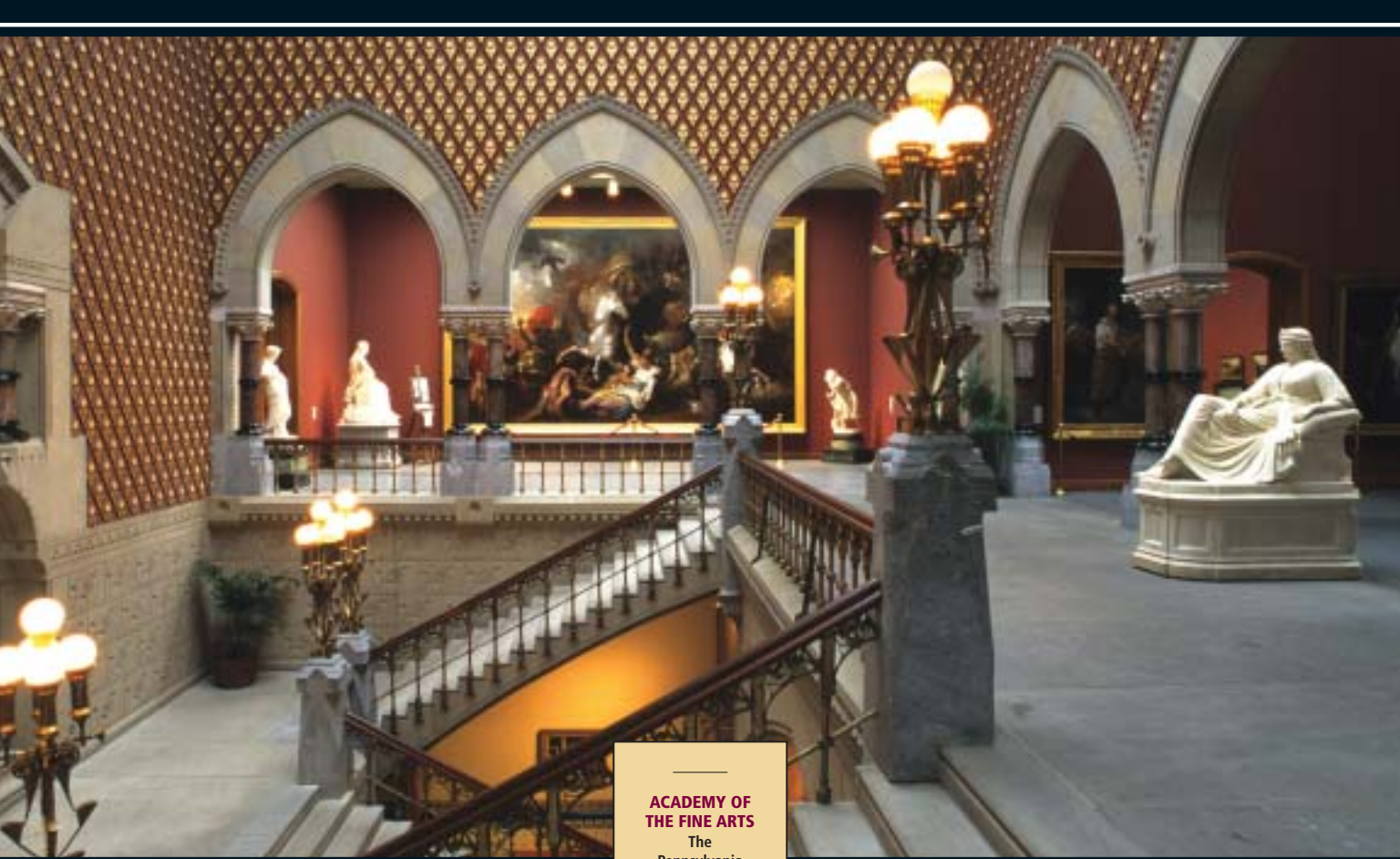
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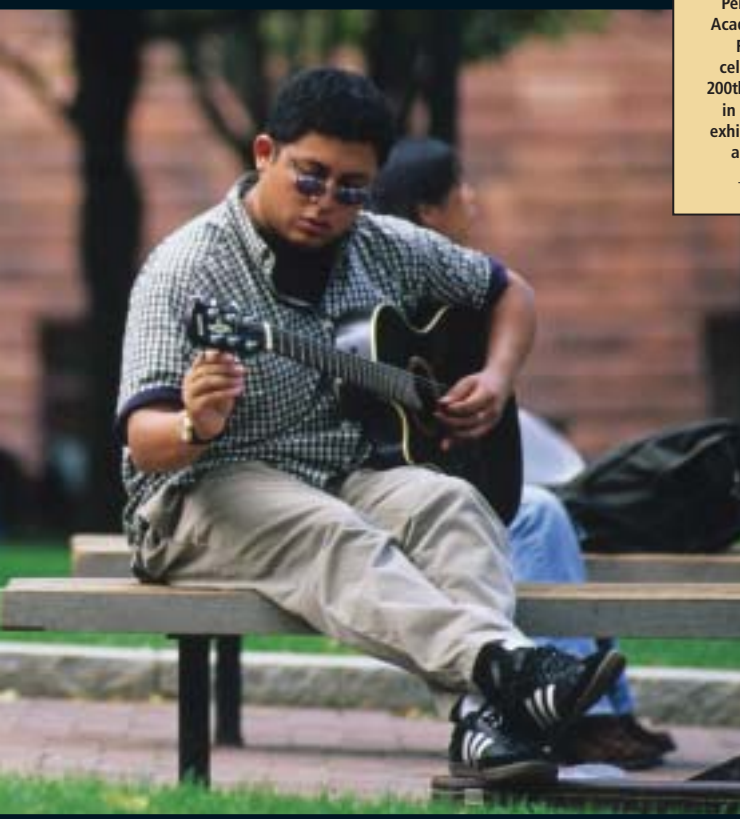
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