

# In Philly: Learn then leave

## City shooting for higher college-grad retention rate

**PHILADELPHIA** In efforts to keep college students from leaving Philadelphia after they graduate and attract high-tech companies to the city, the city will hold a week of events designed to showcase Philadelphia as a good place work and live.

According to recent studies, the city loses 36 percent of its graduates each year and ranks 92nd among 100 large cities for its percentage of college students with four-year degrees.

While Philadelphia retains more graduates than Boston, according to a 2003 survey, just 18 percent of Philadelphia's population of people age 25 or older have a bachelor's degree, compared to 26 percent in Boston, which ranks it third, 2000 census figures show.

"That's the reason Philadelphia needs to ramp up its magnetic pull," said David Thornberg, executive director of the Pennsylvania Economy League.

The week of events, being led by Campus Philly, an initiative of the Philadelphia Department of Commerce, will be held Sept. 24-Oct. 1.

"We want to show [students] Philadelphia is a nice place to be ... get a job and eventually raise a family," said Randy Giancaterino, a spokesman for the Commerce Department.

Laura Beitman

MORE COVERAGE, P/2

Most graduates of city colleges move elsewhere to find jobs.

**PHILADELPHIA** Jon Herrmann may be one of Philadelphia's success stories.

The North Jersey resident graduated from the University in Pennsylvania in 2000, landed a job at a start-up company and now, at age 27,

heads up a city initiative, is married and has no plans to leave anytime soon.

But that's not the case for the city's 55,000 college graduates each year, city officials said.

While 64 percent of graduates

stay in Philadelphia, only 29 percent of students who come to the city for school from elsewhere end up staying, said Herrmann, executive director of Campus Philly, a city initiative started in 1999 to keep graduates in the region. (About 86 percent of graduates who grow up in Philly stay here, officials said.)

A sluggish local economy is one factor feeding the quality of the workforce in Philadelphia, according to David Thornberg, executive director of the Pennsylvania

**"The city continues to lose jobs and the region continues to grow very slowly."**

DAVID THORNBERG, EXECUTIVE DIRECTOR OF THE PA. ECONOMY LEAGUE



MICHELLE FREEMAN, of Drexel, left, and Amy D'Aulerio, of Temple, take part in yesterday's Campus Philly exhibit at LOVE Park.

Economy League.

"The city continues to lose jobs and the region continues to grow very slowly. There isn't as great a sense of opportunity as there might be somewhere else," Thornberg said. "Is the lack of jobs depressing educated young people or is the number of educated young people depressing the work force? Is it supply or demand? It's both."

Laura Beitman  
lbeitman@metro-philly.com

## Students can revel in Campus Philly

**WITH ABOUT** 300,000 full-time college students and 80 area universities, it's no wonder that the region is crawling with college students. Next week, 20,000 of those students are expected to attend the city's 2005 Campus Philly Kick-Off Week, which runs Sept. 24-Oct. 1. For a full list of events and times, check [www.campus-philly.org](http://www.campus-philly.org).

### Sept. 24

College Day on the Parkway, starting at 10 a.m., features 11 area museums offering free admission to students with valid college ID. Kickoff event, 2 to 7 p.m., Eakins Oval, includes Franklin Paine's Skateboard Jam and the Idealist.org Involvement Fair.

### Sept. 28

CareerPhilly Internship Fair,

10 a.m. to 2 p.m., Amtrak's 30th St. Station, will feature 160 employers.

### Sept. 30

Graduate Student Mixer, 5 to 7 p.m., World Cafe Live.

### Oct. 1

Chillin' on the River, noon, Schuylkill River Park & Trail near Locust Street entrance.

METRO