





Baltimore is a college town  
AND a Metroversity (and that's a big deal)

# What is a **metroversity**?

An urban area whose colleges positively impact the quality of life for all who work, live, and study there

# Top **metro**versities?

1. Boston

2. Raleigh

**3. Baltimore**

Really? **YES.**

**Not** Chicago Philadelphia Los Angeles Atlanta  
San Francisco Houston New York Miami  
Cleveland Pittsburgh Washington DC

# Metroversity study rankings (2012)

**3<sup>rd</sup>** research expenditures

**5<sup>th</sup>** federal grants and contracts

**10<sup>th</sup>** higher ed institution expenditures

**10<sup>th</sup>** faculty/staff employment

**\$1,900** per capita per year economic impact

\$1,840 per capita per year for business and finance industries

# Baltimore Collegetown study rankings

**14** colleges

**120,000** students

**\$17.2** billion economic contribution

**162,918** (63,000 direct) jobs

**300,000** out-of-state visitors  
(\$51.4 million in expenditures)

Community College of Baltimore County  
Coppin State University  
Goucher College  
Johns Hopkins University  
Loyola University Maryland  
Maryland Institute College of Art  
McDaniel College  
Morgan State University  
Notre Dame of Maryland University  
Stevenson University  
Towson University  
University of Baltimore  
University of Maryland, Baltimore  
UMBC

**attract** engage **retain**

## Survey of College Students

Conducted every three years since 2003

Open March 30 through May 29, 2012

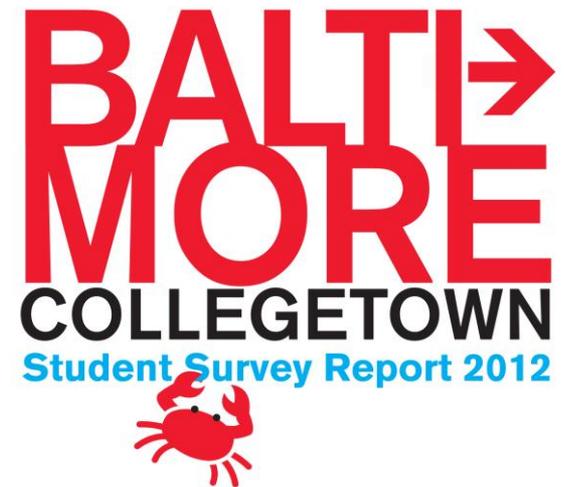
Results released September 21, 2012

2,802 students from 16 colleges responded

86% full time students / 14% part time

58% from Md / 37% out of state / 5% international

71% undergraduate / 28% graduate / 1% other



**attract** engage retain



**FUEL THE ENGINE**

**attract** engage retain

**Why did you select your school?**  
(top four answers)

1



Program  
Quality

2



Financial  
Aid

3



Job  
Opportunities

AND



Location In/Near  
Baltimore

attract engage retain

## What words would you use to describe Baltimore? (top four answers)

- |               |       |
|---------------|-------|
| 1. Accessible | (56%) |
| 2. Dangerous  | (54%) |
| 3. Vibrant    | (51%) |
| 4. Friendly   | (45%) |

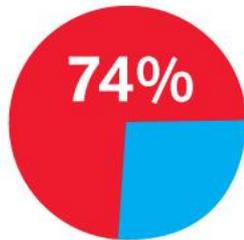


In 2009, dangerous was **first**.  
Perceptions are changing.

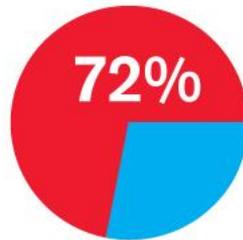
**attract** engage retain

**Would you recommend the  
Baltimore region to a friend to:**

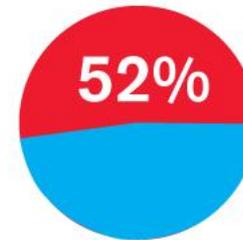
**go to school?**



**visit?**

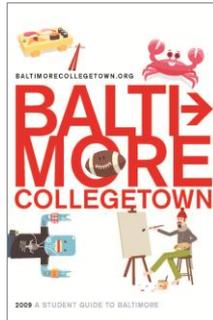
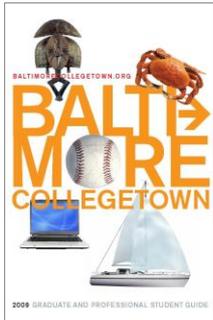


**live?**



**attract** engage retain

What **Collegetown** is doing



1 million copies in 9 years

THINGS TO DO COLLEGES RESOURCES SHUTTLE INTERSHIPS EVENTS



3 million visitors in 9 years

attract **engage** retain



**STUDENT CONNECTIONS  
SUPPORT OUR COMMUNITY**

attract **engage** retain

What do you like best about Baltimore? (top three answers)



**Activities**

(music, restaurants, nightlife, and art)

**(32%)**



Inner Harbor/Waterfront (13%)



People/Community (11%)

Places where students like to go in Baltimore: (top five answers)



**Inner Harbor (81%)**



Towson Town Center (63%)

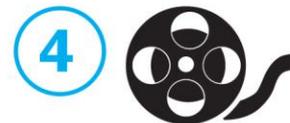


Art Museums/Galleries (55%)

AND



Fell's Point (55%)



Movies (49%)

attract **engage** retain

Do you volunteer in the area?

**YES**

**36%**



29% of adults in Maryland volunteer.

attract **engage** retain

Have you had or do you plan to have an  
internship?

**YES**

**69.7%**



Up from **64%** in 2009

attract **engage** retain

## What **Collegetown** is doing

### **Collegetown Classes**

take a class at another college with our academic agreement

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### **Collegetown Shuttle**

ride between 7 colleges, shopping, Penn Station, and more

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### **Collegetown Internship Board**

search hundreds of listings and get your career started now

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### **Collegetown Serves**

get into the community with LeaderShape & our yearly conference

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### **Collegetown Nightlife**

have fun with new half-price and free tickets every week

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### **Collegetown Online**

find things to do, reviews, maps, green living, student grants, more

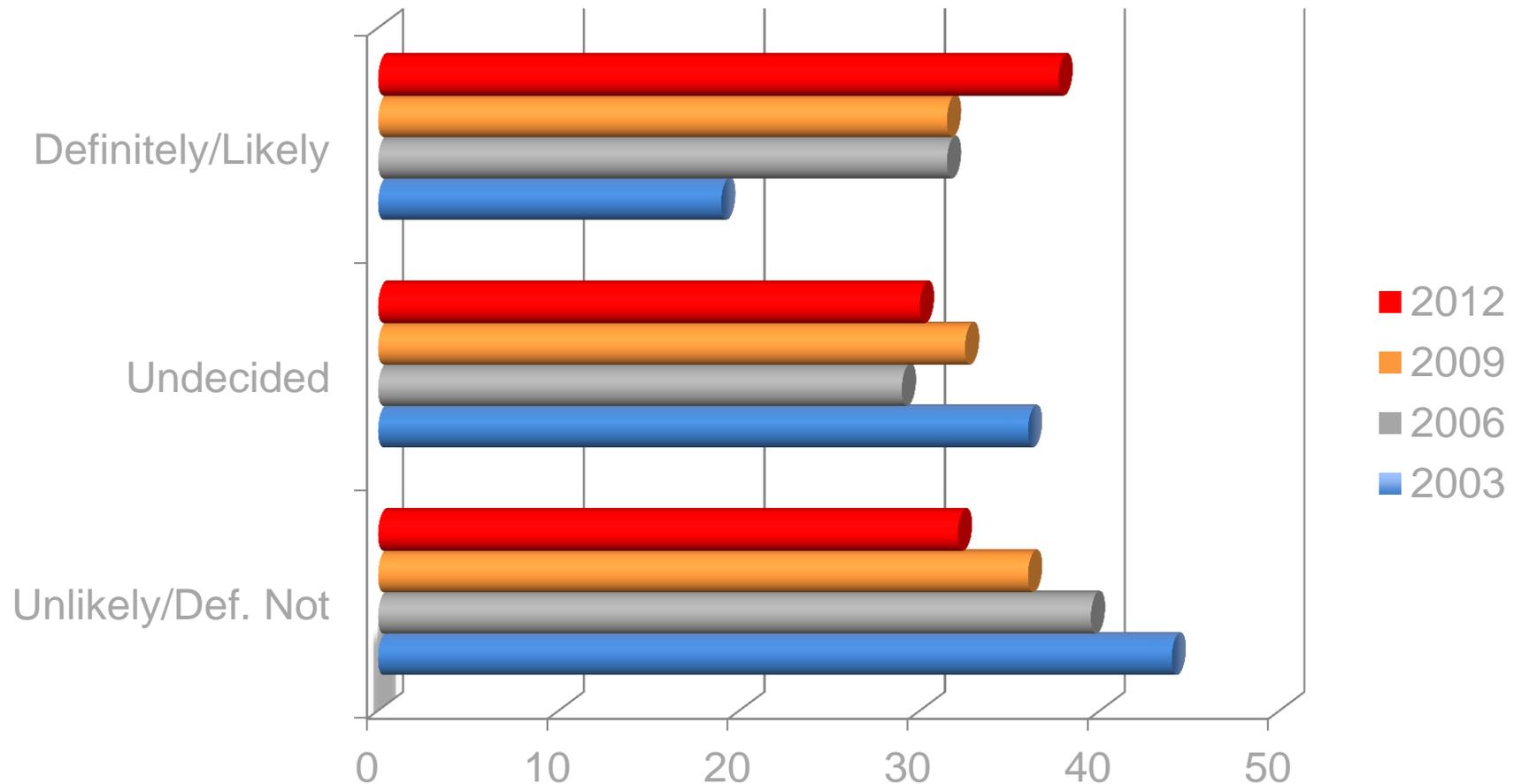
attract engage **retain**



**SUSTAIN AND GROW  
OUR COMMUNITY**

attract engage **retain**

How likely are you to **stay in Baltimore** after you graduate?



attract engage **retain**

## **Top reasons students say they will stay:**

- 1.** Job
- 2.** Family/Hometown
- 3.** Quality Of Life

## **Top reasons students say they will leave:**

- 1.** Job **AND** Crime/Grime
- 2.** Want To Try Something New

attract engage **retain**

What is Baltimore missing that you wish it had?

①  **Better Transportation**  
**(36%)**

②  **Less Crime** (15%)

③  **Nothing** (11%)

#1 answer in every survey over the last ten years.

attract engage **retain**

What **Collegetown** is doing



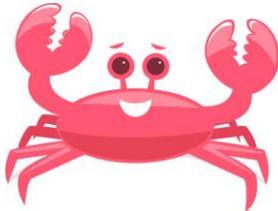
### **Transportation**

90,000 riders from 7 colleges



### **Internships**

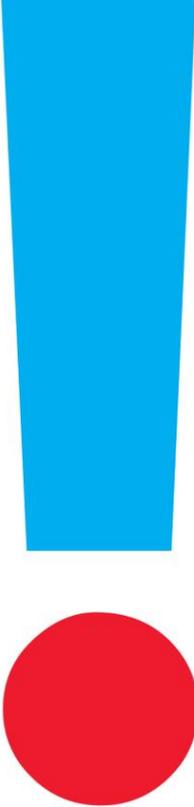
Hundreds of listings, developed with Maryland Career Consortium as one stop for employers (post once, distribute to 14 campuses)



### **Events**

Welcome to Baltimore for Grad students,  
Service Learning conference

# What to Remember

- 
- Baltimore is a **metroversity**.
  - We must continue to attract, engage, and retain students.
  - Students are **attracted** to colleges in Baltimore and like going to school here.
  - More students are **engaged** in the region through volunteering and internships.
  - Students like the range of activities here as well as the waterfront and the people in our community.
  - Jobs and transportation emerged as the factors that can **retain** students.
  - Transportation continues to be the first thing students say is lacking in the region.

More information: [www.BaltimoreCollegetown.org/survey2012](http://www.BaltimoreCollegetown.org/survey2012)