

Penn's Strategic Approach to Economic Inclusion

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Executive Vice President

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What does a university and health system have to do with creating jobs and supporting economic development?

It is part of the Philadelphia story of the last 50 years, and the next 50 years.

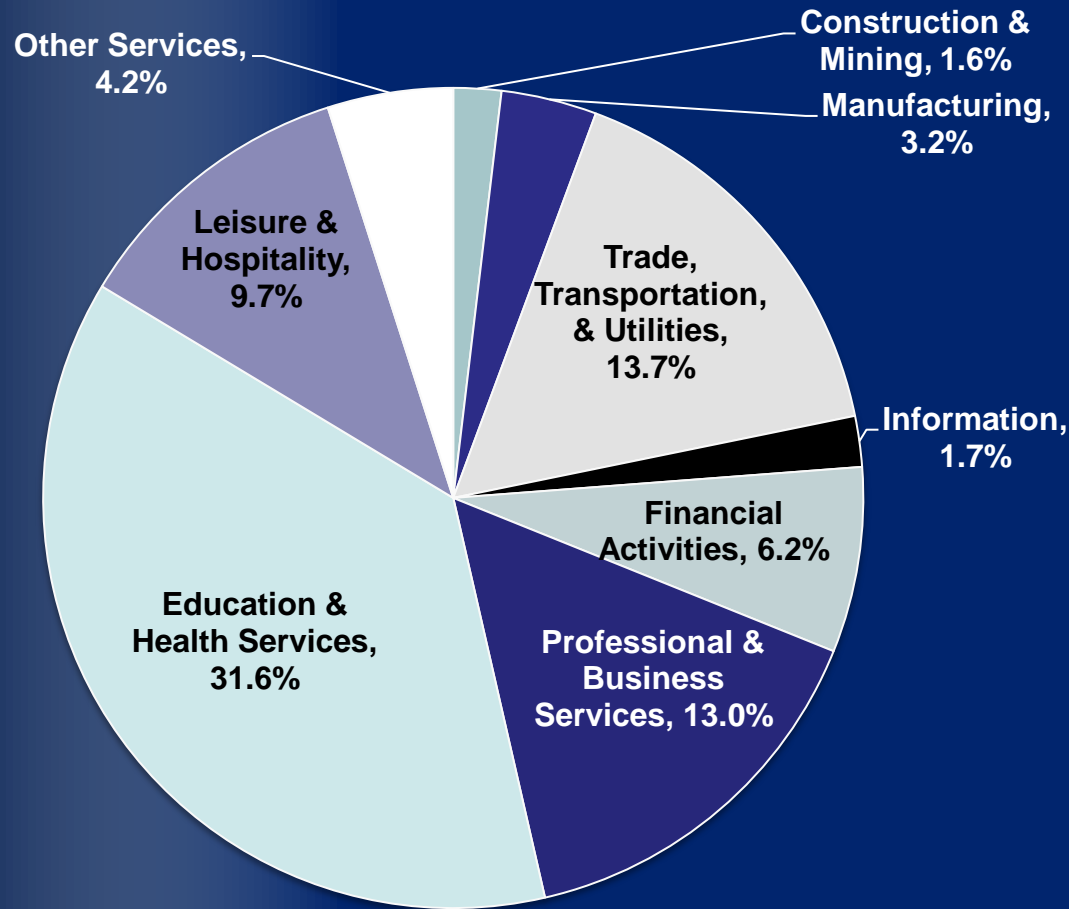
University City

Neighborhood Stats:

- Jobs: 72,997 (10% of all PHL jobs)
- Sq. ft. office space: 2.5M (95% occupied)
- Retail Premises: 750 (90% occupied)
- Residential Population: 50,000. (50% 25 years or older with Bachelor's Degree)
- Ave. HH Income: \$48,000
- Median Home sale price \$314,000
- Residential occupancy: 90%
- College Students: 43,000



Smart City: Philadelphia's Economy Is Diverse, Balanced, Anchored By "Eds & Meds"



Education and health services recorded the largest employment gain, adding more than **11,000 jobs in Philadelphia**, since November 2012.

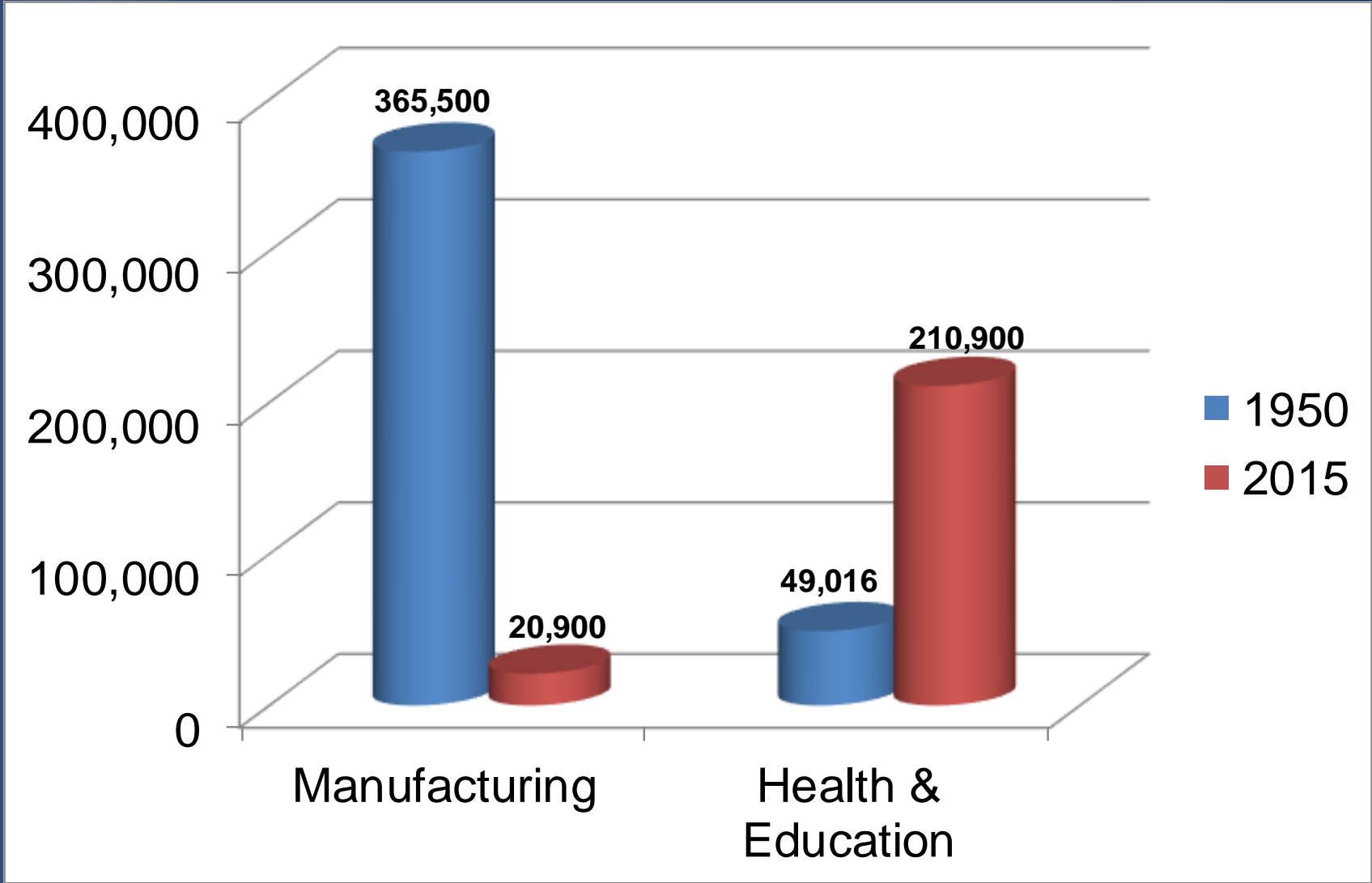
Greater Philadelphia is the **2nd largest** medical research & education center in the United States.

Source: Bureau of Labor Statistics. Quarterly Census of Employment and Wages.

*2014 averages are calculated using preliminary numbers for December 2014, and are subject to change.

Massive Change in Philadelphia Job Types: From Brawn to Brains

1950 – 2015



Sources:
1950 U.S. Census
HIS & Walter Licht, Professor of History at the University of Pennsylvania
Bureau of Labor Statistics
Philadelphia Works, Sept. 2015

Once we were The “Workshop of the World” known for a range of trades

HENRY DISSTON & SONS

SPECIAL SAWS ETCHED TO ORDER

No. 405
Beech Handle, Polished, Curved Grip, Brass Screws, Skewback Blade.

| | | | | | | |
|-------|-------|-------|-------|-------|-------|---------|
| 10.50 | 11.25 | 12.25 | 13.25 | 14.25 | 15.25 | 17.25 |
| | | | | | | per do. |

No. 060
Beech Handle, Varnished Edge, Brass Screws, Skewback Blade.

| | | | | | | |
|------|-------|-------|-------|-------|-------|---------|
| 9.50 | 10.00 | 10.50 | 11.15 | 11.90 | 12.60 | 14.50 |
| | | | | | | per do. |

No. 061
Beech Handle, Special Finish, Curved Grip, Brass Screws, Skewback Blade.

| | | | | | | |
|------|-------|-------|-------|-------|-------|---------|
| 9.75 | 10.50 | 11.50 | 12.50 | 13.50 | 14.50 | 16.50 |
| | | | | | | per do. |

No. 035
Beech Handle, Varnished Edge, Brass Screws, Skewback Blade, Blued.

| | | | | | | |
|------|------|------|-------|-------|-------|---------|
| 7.55 | 8.60 | 9.60 | 10.60 | 11.60 | 12.60 | 14.60 |
| | | | | | | per do. |

No. 075
Beech Handle, Varnished Edge, Brass Screws, Skewback Blade.

| | | | | | | |
|------|------|------|------|-------|-------|---------|
| 8.25 | 8.75 | 9.25 | 9.75 | 10.25 | 10.75 | 12.30 |
| | | | | | | per do. |

Packed one-third dozen in box

140

1873-1874

WINTER SILENCE HOLIDAYS

John B. & F. S. Stearns

FINE SOFT & STIFF FEEL & COMFORT

HAT MANUFACTURER

100-30-100-51

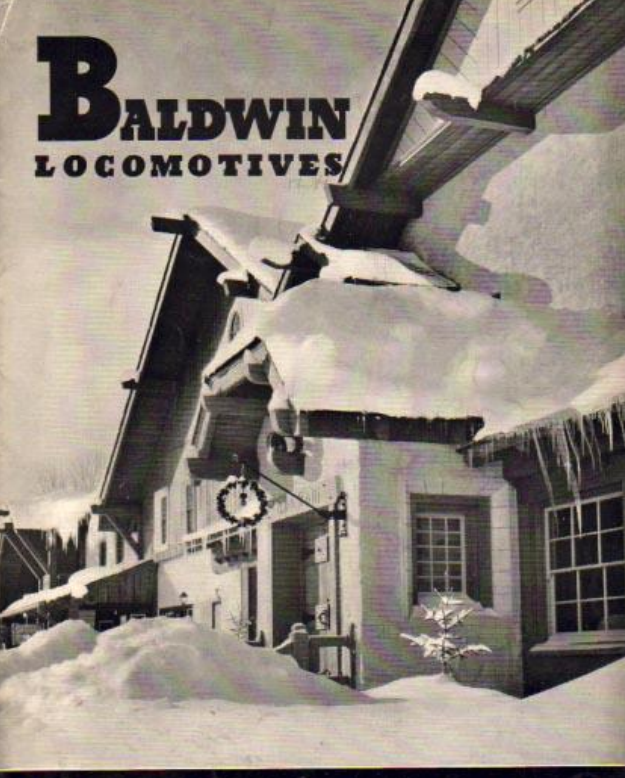
PHILADELPHIA

| | | | |
|-----------|--------|-------|-------|
| Butterfly | Bowler | Derby | Derby |
| Derby | Derby | Derby | Derby |
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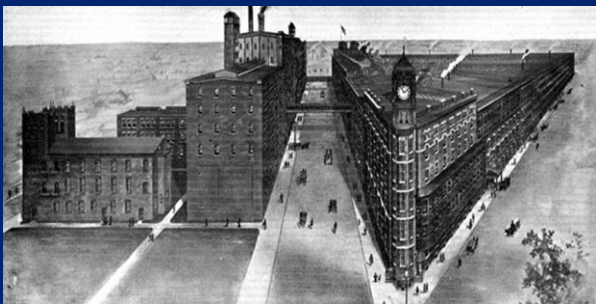
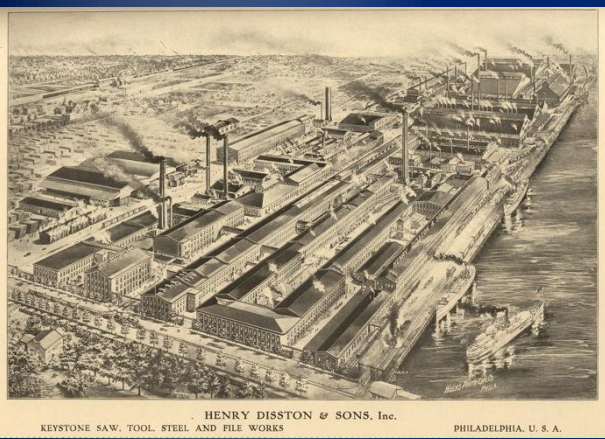
Please do not cut out patterns, but order from names and styles

BALDWIN

LOCOMOTIVES

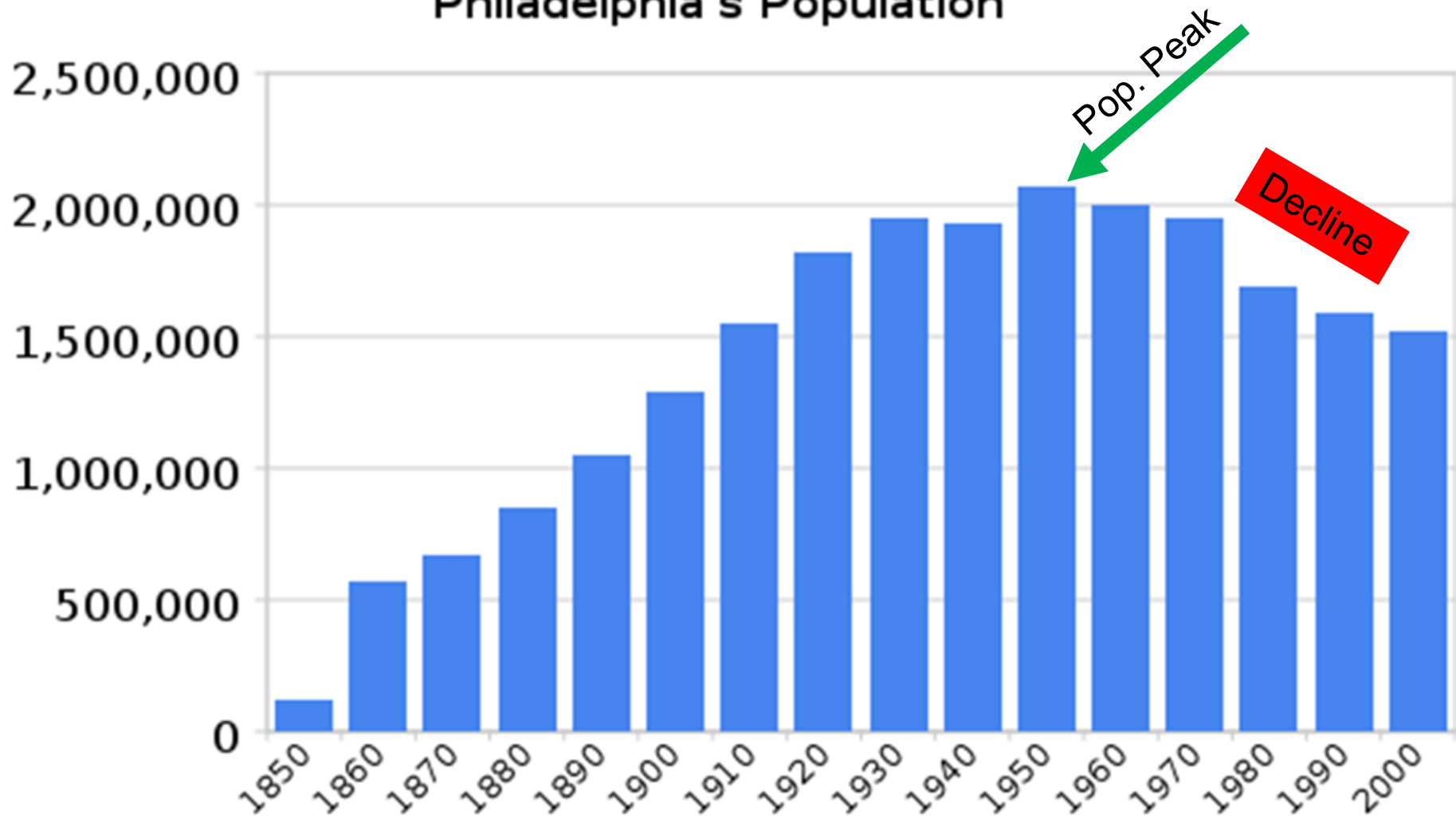


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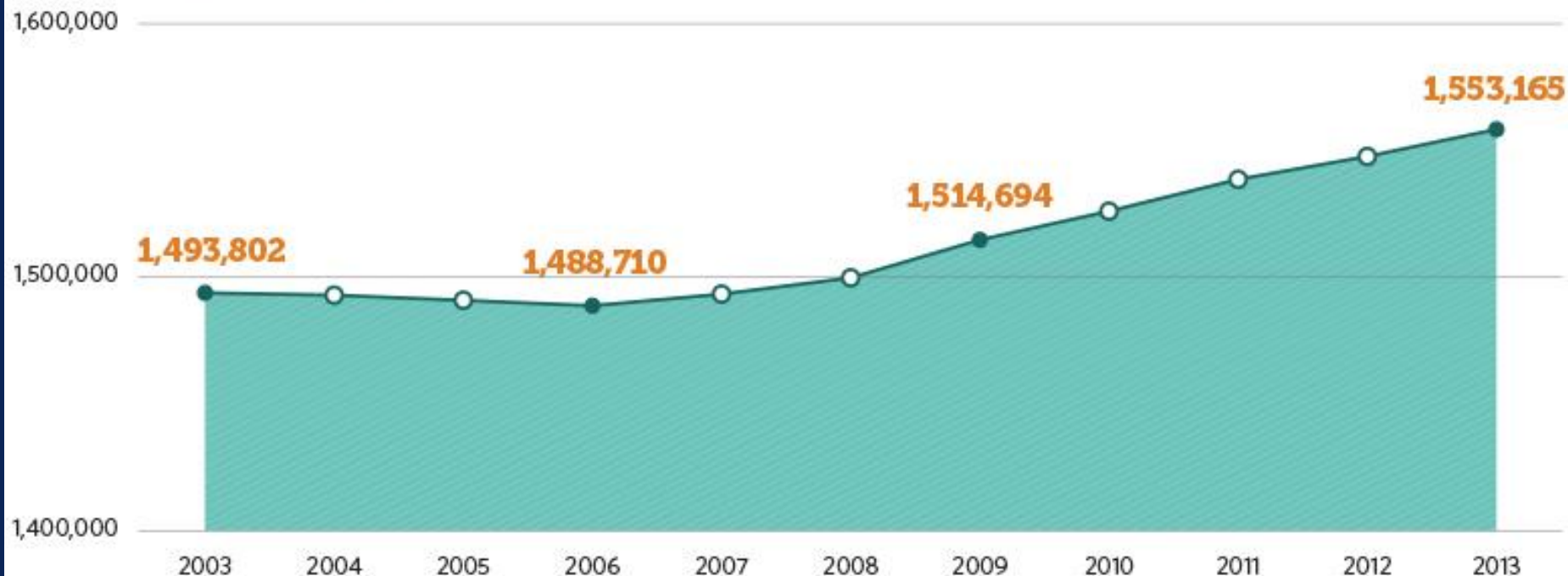
Historic Loss of Population, second only to Detroit in the same time frame

Philadelphia's Population



Some Trend Lines are Turning Positive

Philadelphia Population



In 2013, Philadelphia's population grew for the seventh consecutive year. But the size of the increase was smaller than in recent years, due primarily to higher domestic out-migration.

Source: U.S. Census Bureau

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Did this impact University City and Penn?

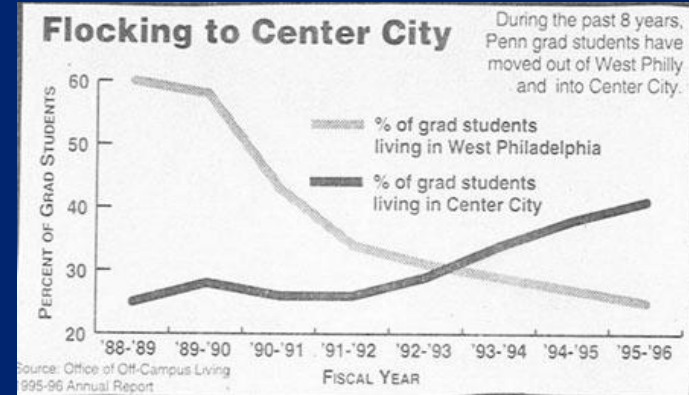
Milestones of note



Urban Renewal



Campus Character



Students Vote with their feet



Science Center



Blight

The Philadelphia Inquirer
Friday, October 31, 1997
Researcher Vladimir Sled was stabbed to death a year ago trying to protect his fiancée.
Penn neighborhood remembering murder

Increase in Crime

1945

1960s

1970s

1980s

1990s

Evolution of Local Engagement



Sheldon Hackney

1981-1993

Netter Center for Community Partnerships:
Academic Based Community Service
Local Civic Engagement
Supporting Public Education



Judith Rodin

1994 -2004

West Philadelphia Initiatives:
Safety and Security
Housing and Homeownership
Retail and Commercial Development
Public Education
Economic Inclusion



Amy Gutmann

2004-present

The Penn Compact:
•Inclusion
•Innovation
•Impact

All these Penn Presidents share
a commitment to...

Strategic Approach to Economic Inclusion

Large Employer: Skills Development & Hiring

Identify community resources and partnerships for recruiting a workforce that is local and diverse; and provide skills development programs.



Significant Builder: MBE/WBE Construction

Monitor and strengthen local and diverse participation on construction projects among contractors and skilled tradespersons; provide strategy on measuring progress and increasing capacity.



Big Consumer: Local Purchasing:

Grow the pool of potential local, minority and women business partners; strengthen outreach activities to increase the diversity supplier base.



Large Employer:
Skills Development & Hiring

Connecting Job Seekers to Penn Opportunities
From *Penn Job Center* Temporary Workers to Full
Time employees in the Penn Community



Karen Brann
School of Engineering
And Applied Sciences



Tope Ligali
Center for Minority Serving
Institutions



Ann Miller
Wharton Innovation Group

Big Consumer:
Purchasing goods & Services:

\$344 million spent with
Philadelphia-based
businesses.FY15



Connecting Suppliers to Penn's Buyers

\$122 million spent
with West
Philadelphia-based
businesses.FY15



Significant Builder:
MBE/WBE Construction

Connecting MBE/WBE to Penn Capital projects

For Capital Projects More than \$5 million, Penn's inclusion goal is to hire 25% MBE and WBE Contractors and subcontractors



33% of total contract spending Minority and Women owned business enterprises. FY 15

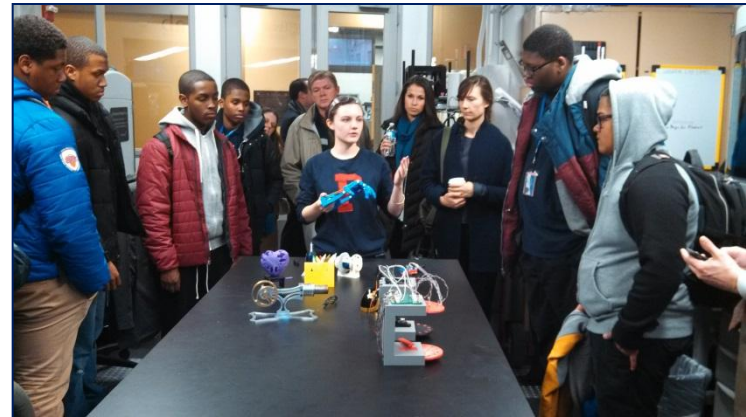
ACE Mission

(Architecture, Construction Engineering):

Penn Supports this National Organization

- Engage high school students in careers in construction
- Career guidance from active professionals; Insight into the building industry, and access to construction sites
- Skills training in communications and team-building
- Introduction to college programs, internships, employment and scholarships. (Scholarships awarded to Philadelphians - \$60K in 2014-15)

Being hosted by Penn Medicine
on the PCAM South Tower
project and FRES on the New
College House project



West Philadelphia Skills Initiative



Established in 2010 to match underemployed
West Philadelphians with open positions
At some of Philadelphia's largest employers

<https://youtu.be/Y8gsGdjd6Lg>