**OUR MISSION**

The Baltimore Collegetown Network brings colleges and universities together to attract, engage, and retain students and raise the profile of Baltimore as a great college town.

**ABOUT THE SURVEY**

Online Spring 2018
2700 students
16 schools

- 89% full-time students
- 73% undergraduate students
- 51% from Maryland
- 9% international students

**Why** To measure perceptions and attitudes about the Baltimore region.

**ATTRACTION**

**Why It's Important** | Attracting college students to Baltimore fuels the local economy. In addition to billions in economic activity, 160,000 students are key to metropolitan area’s growth and bring diversity, energy, and ideas.

**ENGAGEMENT**

**Why It’s Important** | Engaging students in the community supplements their classroom learning through volunteering, completing internships, and exploring art and culture. This activity supports local businesses, nonprofits, and neighborhoods.
Why It's Important | Baltimore's strong job market means many students find employment here following graduation, but jobs are just one reason students say they might stay or go. Partnerships between education, government, and business leaders can incentivize graduates to stay to grow our workforce, population, and economy.

Top reasons students say they will stay:
1. Jobs
2. Cost of Living
3. Network and Connections

Top reason students say they will leave:
NEW CITY

Do you have or plan to have an internship?
YES 67%

What is Baltimore missing that you wish it had?
BETTER TRANSPORTATION

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

<table>
<thead>
<tr>
<th>Definitely/Likely</th>
<th>Undecided</th>
<th>Unlikely/Definitely Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>34%</td>
<td>29%</td>
</tr>
</tbody>
</table>

34% in 2015
38% in 2012
32% in 2009
32% in 2006

35% in 2015
30% in 2012
33% in 2009
29% in 2006

38% in 2015
32% in 2012
36% in 2009
40% in 2006

CONCLUSIONS

Why It’s Important | For 20 years, Baltimore Collegetown Network has actively worked to attract, engage, and retain students to the Baltimore area. Attracting college students to Baltimore fuels the economy and grows the region. We articulate the message that Baltimore is a great college town and seek thoughtful collaborations with our members and partners.

Baltimore Collegetown Network
P.O. Box 11049
Baltimore, MD 21212
410.532.3035
info@BaltimoreCollegetown.org
www.BaltimoreCollegetown.org