

# **EDS/MEDS IN PHILLY: A 2020 VISION A WHYY CIVIC FORUM**

**July 28, 2009 in the WHYY Civic Space**

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## **HOPES AND FEARS:**

- hope      Leverage rich science system for gains – as, for example, math and science strengths around Drexel have been leveraged with K-12 schools nearby
- fear/hope Growth in other sectors. Right now, Eds/Meds seem to be the only growth sector. There is a concern that growth in that sector might falter, but hope that it and other supporting sectors could grow in tandem
- hope      Adults will keep pursuing training/education which are often cut back on this first in recession
- fear      Independent players/offers could be frozen out if government health care doesn't provide openings in part because stimulus and legal/corporate structure favor large entities over independent providers
- fear      Forward progress will be lost or stalled even in some partnerships and "silo" breaking that is taking place
- fear/hope Health care legislation will be passed (with positive implications and negative implications for eds and meds in region)
- hope      Other non-core functions will be preserved as eds/meds grow, in particular, Community Development
- hope      Laid-off workers will get training/support to get higher education to pursue new opportunities. Eds/meds is the new economy, and institutions are well positioned to offer job training in these fields
- hope/fear Regional emphasis (it's a good thing bringing in suburban wealth and strengths, but it could inhibit developing inner city/minority human capital)
- hope      Schools capacity – if they plan well they can build/protect areas now that will enable strong growth in the future; hope they can avoid losing incoming students
- hope      continue to leverage resources (human, fiscal, social) to grow both eds and meds

- hope Camden K-12 will be better at preparing students for life after high school
- hope Camden K-12 will be better connected to the community
- hope Utilize skilled workers in educational institutions. If highly skilled workers are laid off, K-12 and universities should gather them for teaching/assisting.
- Fear Fear that gaps between haves and have nots; between immigrants and local talent will deepen. This could be exacerbated if schools keep failing American youth, and institutions/companies seek overseas talent to compensate.
- hope Strategically use stimulus funds to align/integrate higher and K12 education
- hope We'll cut the drop-out rate – as the Mayor has made a priority.
- hope All Philadelphians can get to college and succeed
- hope Kids who are prepared will not be priced out (of college tuition, of housing, ...)

### **Traits of the hoped-for 2020 Philadelphia:**

- Rich exchange of ideas that are implemented across sectors: education, medical, technology transfer, etc.
- Fast business cycle that takes advantage of and support new business development and growth in science and research
- Meds and other industries cooperate to build new educational models
- The region is universally recognized as a global life-sciences center: environmental, health, pharmacies, medical/biological devices, etc.
- There is a rich variety of desirable and affordable housing options throughout the city and region – affordable for entry level through executive workers.
- The region is seen as a destination spot for young people.... A destination/place to stay for those who are in school (K-12 as well as 12-16)
- Lower tax structure that is sustainable and supports business development and growth
- Dynamic diversification for great entrepreneurial activity. Low regulation and low tax with global appeal, in eds and meds and other business areas.
- Cross-county and cross-state collaboration

- Strong, varied and flexible partnerships and consortia: across industries, among industries and schools (K-12 and 12-16 schools)
- Education (K-12) is radically improved
- Clear education to vocation pathways (both K-12 to vocation and 12-16 to vocation pathways)
- Higher graduation rate in all region colleges and universities... we've moved from the bottom to the top 10.
- Strong venture capital community
- Shared vision and shared strategic objectives that political, corporate and educational institutions and players all actively support

### **ISSUES TO ADDRESS:**

- The divisions (public-private; eds-meds; city-suburban; etc.) need to be eliminated; must rethink to find links *(6 votes)*
- Overcome the lack of clearly understood career paths and talent paths available to current residents, particularly the least advantaged *(2 votes)*
  - One solution is to develop clear paths
  - Another solution is to provide grants to those going into fields in this area
- Unclear what resources are available to those most in need (or in need at all)
  - One solution is better marketing of what's here and what we have to offer.
  - Perhaps create a “menu” of resources/opportunities/etc. *(1 vote)*
- Barriers – literacy, social class, economics, underperforming school system, the complications of finding one's way through the educational system (K-12, 12-16) – are a threat to providing a skilled/knowledgeable workforce. *(4 votes)*
  - There is a rich set (or perhaps rich sets) of opportunities in the region, but those barriers weaker our ability to exploit those opportunities.
- Funding is not aligned or coordinated to support K-16-work force pathways to flourish. *(1 vote)*
  - Yes, there is a significant amount of funding out there, but it is not sufficient and
  - It's complicated to access what funding there is
- Business culture is not sufficiently collaborative, too competitive for resources (across sectors) and there is a lack of business institutional commitment.
- Challenges to access, affordability, effectiveness *(0 votes)*

- Economy is *too* tied to eds and meds. We need other sectors that are strong. (2 votes)
- Science and technology as careers are not on the “radar” of kids or families.

## **TOP ISSUES GROUPS DECIDED TO WORK ON IN DEPTH**

### **Divisions: need to eliminate (6 votes)**

- Educational barriers to creating a work force that can take advantage of the rich menu of what the region has to offer (4 votes)
- The lack of clearly understood career paths and talent paths (2 votes)
- Economy *too* tied to eds and meds. (2 votes)

### **Issue 1: Divisions: need to eliminate (6 votes)**

#### **Top Challenges/Threats:**

- Industry, education, community disagree on how economic dollars should be spent
- Global competition
- Barriers to collaboration
- Status quo/fear or greed

#### **What we Stopped Doing:**

- Stopped thinking mainly on short-term goals

#### **What we Kept Doing, but did better:**

- Articulated with multiple stakeholders in the Philadelphia region
- Connected enlightened self-interests
- Developed better collaborations
- Recruited assets to drive business.

#### **What we Started Doing:**

- Developed a strategic plan for Philadelphia region which links industry, community, education
- Transformed systems for growth
- Developed a shared vision
- Developed common commitment

- Specific talent recruitment
- Incentivize good teachers for science and math curricula
- Created pilot programs and solutions
- Established support for new initiatives.

**Key stakeholders:**

- Universities (Penn, Jefferson)
- Mayor
- Governor
- Research institutions

**Key Assets/Resources:**

- Funding streams
- Government (e.g., NIH, CDC)
- Ben Franklin Technology Partners
- Politicians
- Neutral conveners

***Issue 2: Educational barriers to creating a work force that can take advantage of the rich menu of what the region has to offer (4 votes)***

(Rephrased as: *Talent to be activated*)

**Top Challenges/Threats:**

- Inadequate funding for K-12 educational system
- Inadequate funding for adult literacy and education
- Low completion rates
- Complexity of navigating the systems

**What we Stopped Doing:**

- Stopped competing within the region
- Stopped underfunding K-12 schools

**What we Kept Doing, but did better:**

- Made it easier to navigate the system
- Better utilization of employer-based tuition programs
- Increased teacher quality with a focus on developing staff and holding them accountable
- Industry validated degrees

**What we Started Doing:**

- Access and affordability
- Started communicating and exporting great ideas
- Equitably funding K-12 and aligning funding with goals
- Created a college completion report card
- Better aligned education and social service system

**Key stakeholders:**

- Educational institutions – K-12 and higher education
  - Boards of trustees
  - School boards
  - Educators
- Unions
- Business community
- Consumers (children, students, workers in need of training/retraining/upskilling)

**Key Assets/Resources:**

- Over 90 institutions of higher learning
- Major medical hub
- Location
- Across system attention to education as an issue (and possible new influx of funds for education)
- Specific programs and innovations
- Population that is ripe to be activated.
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***Issue 3: The lack of clearly understood career paths and talent paths (2 votes)***

**Top Challenges/Threats:**

- People don't know the range of jobs in eds and meds
- We can come up with policies, but its complicated to align and execute

**What we Stopped Doing:**

- Being so focuses on traditional 4year degrees
- Competing against each other

**What we Kept Doing, but did better:**

- Linking students to internship, co-ops, other career development opportunities
- Vocation-specific, career specific high school opportunities

- Good “menus” for the regions youth to pick from.
- Balance recruitment with a “home grown” focus

**What we Started Doing:**

- Encourage non-traditional teaching
- Imagining career paths for all of our majors
- Teaching career paths as part of the curriculum
- Optimize continuity, transfer ability (stacking credentials, degrees)

**Key stakeholders:**

- P-12 schools (administrators, teachers, parents and students)
- Higher education
- Employers (eds and meds, and others)
- Taxpayers

**Key Assets/Resources:**

- We know a lot... need to work on the doing
- High-caliber eds and meds are already here!

***Issue 4: Economy too tied to eds and meds. (2 votes)***

**Top Challenges/Threats:**

- Too large of a city/region to rely on one sector
- Health care reform may affect region’s jobs/employment prospects
- Lac of job diversity
- Negative association of business environment

**What we Stopped Doing:**

- Stopped relying on one industry to get through times
- Stopped focusing only on what we did well in 2009
- Stopped tying educational system/worker training to just one sector.

**What we Kept Doing, but did better:**

- Knowledge-sharing within region
- Use eds/meds to our advantage to develop new opportunities

**What we Started Doing:**

- Found effective ways to harvest local talent

- Gave local talent wider array of opportunities and didn't just funnel them to eds/meds
- Brought new industries/sectors to region.

**Key stakeholders:**

- Investors
- Business leaders
- Educational/Academic leaders
- State/local governments

**Key Assets/Resources:**

- Colleges/knowledge base
- Diversity within the region
- Geography
- Build on/market success of eds/meds