



NEWS RELEASE

from

AICUP

Association of Independent Colleges
and Universities of Pennsylvania

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FOR IMMEDIATE RELEASE

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THROUGH JOB TRAINING AND ENTREPRENEURSHIP INITIATIVES, PENNSYLVANIA'S PRIVATE COLLEGES ARE 'STARTING UP PA'

HARRISBURG, September 25, 2014 -- Lawmakers, legislative staff, higher education advocates and representatives from private colleges gathered today at the state Capitol to learn about the economic value of independent colleges in a symposium called, "Starting up PA: How Pennsylvania's Private Colleges and Universities are Helping Pennsylvanians Get Back to Work."

The symposium, hosted by the Association of Independent Colleges & Universities of Pennsylvania (AICUP), offered a unique perspective on the role independent higher education plays in preparing students to enter the workforce, by filling in-demand jobs, inspiring budding entrepreneurs and reinvigorating the Commonwealth's economy. Additionally, AICUP this morning unveiled its new publication, "*Starting up PA!*" and announced the beginning of a 15-week social media campaign. The brochure features 15 student and alumni entrepreneurs from Pennsylvania's private colleges and universities; the social media campaign will highlight one entrepreneur per week on AICUP's website (www.aicup.org), Twitter (@AICUP), and Facebook (www.facebook.com/AICUP1) using the hashtag #StartingUpPA.

AICUP President Don Francis said, "Pennsylvania's private colleges and universities are doing innovative work to engage students, train highly-skilled workers and foster a sense of creativity and independence, which will serve them well in their chosen careers. Whether by filling voids in the job market or encouraging graduates to carve their own path in the workforce, our schools are doing a fine job of shaping the future of the Commonwealth and ensuring continued economic vitality in years to come."

The event featured remarks from special keynote speaker Carolyn Boser Newhouse, Deputy Secretary for Innovation and Investment for the Pennsylvania Department of Community & Economic Development and a panel discussion titled, "How Our Colleges Helped Us Become Entrepreneurs" with moderator Lisa Getzler-Linn, Director of the Baker Institute for Entrepreneurship, Creativity and Innovation at Lehigh University. Young alumni entrepreneurs from Pennsylvania's private colleges and universities served as panelists during the forum.

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When discussing the important role the private college sector plays in fostering entrepreneurship, Getzler-Linn noted, "Entrepreneurship, creativity and innovation are words that embody our collective future. At Lehigh University's Baker Institute and at colleges and universities across Pennsylvania, students from all disciplines are provided the knowledge, skills and support to empower them to solve problems and create value by innovating and implementing solutions in any field."

Additionally, AICUP's Vice President of Research, Ron Uroda, presented a report called, "Pennsylvania's Private Colleges & Universities and High Priority Occupations", detailing future workforce needs in Pennsylvania and how private colleges and universities are producing well-trained, skilled and knowledgeable graduates for the workforce.

Uroda added, "The demographic makeup of Pennsylvania is changing, and the state as a whole is not only getting older but is also becoming more racially and ethnically diverse. As such, Pennsylvania's private colleges and universities are committed to working with policymakers to ensure that the Commonwealth has workers that reflect the state's diversity and have the skills needed by employers in the emerging high-tech economy."

The Association of Independent Colleges & Universities of Pennsylvania (AICUP), the only statewide organization that serves exclusively the interests of private higher education within the Commonwealth, exists to complement and support the work of campus leaders. With a membership of 88 private colleges and universities within Pennsylvania, the Association provides a variety of services and programs tailored specifically to the needs and situation of independent higher education. A list of AICUP's member colleges and universities is included on its website at www.aicup.org.

Note: If you would like to receive a copy of the "Starting up PA!" brochure, please email Casey Smith at smith@aicup.org or call 717-232-8649 x 232.

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