



the hill
UNIVERSITY HILL CORPORATION
736 Irving Avenue
Syracuse, NY 13210

For Immediate Release - January 9, 2014
Contact: Laurie Reed, Director of Marketing
315-422-8284

Syracuse Earns a Spot in the Top 20 College Destinations in Small Metropolitan Areas

The 2013-2014 College Destinations Index (CDI) developed by the American Institute for Economic Research (AIER) ranks Syracuse as one of the top 20 college destinations in small metropolitan areas.

The study measured the informal learning environment and lifestyle opportunities in 229 metropolitan statistical areas in the U.S. that are homes to colleges and universities. The top 75 College Destinations are identified from census regions with 15,000 students or more.

“This designation is great news for the city, the region, and of course for Syracuse University,” says Kevin Quinn, senior vice president for public affairs at Syracuse University. “A strong and healthy host city is absolutely essential not only to attracting prospective students to the university but also to retaining them in the area after graduation. It’s gratifying to know that the collaborative efforts of our local leaders, business, educational, and nonprofit sectors to enhance opportunity and quality of life have been recognized in this way.”

Communities were classified based on population:

- Major Metros with greater than 2.5 million residents
- Mid-Size Metros with 1 to 2.5 million residents
- Small Metros with 250,000 to 1 million residents
- College Towns with under 250,000 residents

The objective ranking covered 12 key criteria that enrich the optimal college student experience. Here are the stats that earned Syracuse a place in the top 20:

Academic Environment

- Student Concentration – 99.7 college students per 1,000 population
- Student Diversity – 5.2% of student body that are non-residents
- Research Capacity - \$234 academic research & development expenditure per capita
- Degree Attainment - 35.16% of 25-34 year old population with B.A. degree or higher

-more-

Syracuse Ranked in Top 20 College Destinations

Page Two

Quality of Life

- Arts & Leisure - 42.3 establishments per 100,000 population in arts, entertainment & recreation
- City Accessibility – 6.4% of workers 16+ who commute via public transportation, bike, or walk
- Creative Class – 38.9% of workforce in the creative class
- Cost of Living - \$784 per month rent for an average 2-bedroom apartment

Professional Opportunity

- Earning Potential - \$36,904 income per capita
- Entrepreneurial Activity - .3% net increase in total number of businesses per 100,000 population
- Unemployment Rate – 7.7%
- Brain Drain or Gain – 1.004 year-over-year ratio of population with B.A. degree living in the area

Within the Small Metro classification, other cities in the top 20 included Boulder, CO (#1); Ann Arbor, MI (#2); Durham, NC (#4); Lexington, KY (#9); Albany, NY (#12); and Binghamton, NY (#13).

According to AIER, the CDI demonstrates an economy in recovery. Many changes in the rankings have brought college destinations back to numbers they had seen before the economic crash. For students, as for the larger economy, this spells good news as opportunities expand for work, cultural enrichment and the informal networking that can last a lifetime.

The American Institute for Economic Research (AIER) produces unbiased, non-partisan research and critical analysis of important economic issues designed to help ordinary Americans protect their interests, and to help policymakers make better decisions for a strong America. AIER's research is based on the principles of positive economics, independent of commercial or political special interests.

The University Hill Corporation, comprised of the executive leadership of the Hill's institutions and organizations, is charged with making thoughtful, long-range decisions for the Hill community. The Corporation works with its members to implement an active agenda, planning for the growth, development, and social well being of University Hill, executing new development, and coordinating programs.

For more information on AIER's College Destinations Index, go to www.aier.org

###