

THE UNIVERSITY OF SCRANTON ECONOMIC & COMMUNITY IMPACT TO THE GREATER SCRANTON AREA

OVERVIEW

In quantitative and qualitative ways, The University of Scranton makes a positive economic and community impact on the City of Scranton and Northeastern Pennsylvania.

ECONOMIC IMPACT: Established economic impact studies and formulas, including those used by the Association of Independent Colleges and Universities of Pennsylvania, indicate that every dollar in university expenditures generates an estimated \$1.11 worth of additional economic activity. For the 2010-2011 academic year, University of Scranton expenditures of **\$182,989,697** generated an overall regional economic impact of **\$386,108,261**.

COMMUNITY IMPACT: Students, faculty and staff are involved in hundreds of community service and volunteer programs that have a positive impact on the region and the City of Scranton. Just in the 2010-2011 academic year, approximately **3,030** Scranton students provided more than **175,000** hours of volunteer service, much of it in Northeastern Pennsylvania. In addition, the University is committed to an investment of resources to aid students, staff, and faculty in their service of others. In its 2010-11 annual budget, the University's expenditures for administrative staff positions that support service and related expense lines totaled **\$899,540**.

The University is **nationally recognized** for community service. It is among just 119 colleges to have earned the highly selective Community Engagement Classification designated by the Carnegie Foundation for the Advancement of Teaching. In 2011, Scranton was named to the President's Higher Education Community Service Honor Roll and was ranked No. 36 among the **top 50 service-oriented master's universities** in the nation by *Washington Monthly*.

JOB CREATION AND SURVEY OF STUDENT SPENDING

JOB CREATION: Established economic impact studies and formulas estimate that .68 additional jobs are created in the local economy for each university employee. Using this formula, **1,782** jobs can be directly or indirectly attributed to our presence in the region. As of the fall of 2011, the University employed 916 full-time faculty and staff, and an additional 291 part-time employees.

SURVEY OF STUDENT SPENDING: For the past several years, the University, together with the other Lackawanna County colleges, has conducted a survey of student spending. The survey has a special emphasis on downtown Scranton and is designed to provide business owners and community leaders with information and insight that can help to tap the economic potential of the more than 14,000 students enrolled in these colleges. Students were asked to estimate their weekly spending for a number of categories (e.g. shopping, dining, cultural events, entertainment, rent, utilities and groceries). University of Scranton students, which total over 6,000, reported spending an average of **\$1.4 million** off-campus each month.

ANNUAL CONTRIBUTION, FEES AND TAX PAYMENTS

VOLUNTARY CONTRIBUTIONS: The University of Scranton meets or exceeds all requirements for tax exemption in the Commonwealth of Pennsylvania. Nevertheless, the University is the most consistent nonprofit in the City to provide an unrestricted, voluntary contribution. The University currently contributes **\$175,000** to the City of Scranton as well as **\$58,500** to Lackawanna County. Just since 1989, the University's contributions to the City have totaled more than **\$2.5 million** and over **\$1.2 million** to the County.

ANNUAL FEES AND TAX PAYMENTS: The University’s non-profit status does not cover all taxes and fees, especially when related business partners (e.g. ARAMARK and Follett) are taken into consideration. In addition, University employees pay wage taxes and an annual Local Services Tax, which was instituted to support the City’s emergency services.

2011 Summary of Annual Contributions, Fees and Tax Payments	Amount
University Voluntary Contributions to City & County	\$233,500
Wage Tax for 546 University Employees Living in Scranton	\$525,313
Local Services Tax on University Employees	\$92,364
Local Services Tax on ARAMARK & Follett Employees	\$11,950
Mercantile Tax Paid to the City & School District by ARAMARK & Follett	\$19,512
Total:	\$882,639

TAXES/FEES ON RECENT MAJOR CONSTRUCTION PROJECTS

The University pays fees and taxes associated with construction projects on campus. The following are actual and expected permit fees and building privilege taxes for the construction of the DeNaples Center (campus center), Condron Hall (sophomore residence hall), Loyola Science Center and Mulberry Street Apartment/ Fitness complex.

Fee or Tax	DeNaples	Condron	Science	Apartment/ Fitness (est)	Overall Totals
Building Permits	\$292,464	\$232,603	\$506,654	\$253,629	\$1,285,350
Business Privilege Tax	\$167,432	\$133,162	\$299,200	\$259,450	\$859,244
Project Totals:	\$459,896	\$365,765	\$805,854	\$513,079	\$2,144,594

In addition, the City requires the University to pay a Third Party Inspection Fee. These fees do not go to the City but rather to an independent contractor. The combined actual and estimated fees for the above projects are \$477,036.

MULBERRY STREET IMPROVEMENT PROJECT

The multi-million dollar Mulberry Street Improvement Project, spearheaded by the mayor of Scranton, Scranton City Council and The University of Scranton, entered its final phase in the fall of 2011 and is expected to be completed in the spring of 2012. The University has contributed **\$3.3 million** to this ambitious beautification project, which was developed by the combined efforts of Ayers Saint Gross, a nationally respected architectural firm in Baltimore, Md., and Burkavage Design Associates, a local architectural firm.* First announced in 2007, the project improves the Mulberry Street corridor and seamlessly connects the campus to the surrounding neighborhood.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC) SUPPORT IN SCRANTON AREA

The University of Scranton Small Business Development Center (SBDC) provides educational programs and no cost, confidential consulting services to entrepreneurs looking to start or grow a small business in Bradford, Lackawanna, Monroe, Pike, Susquehanna, Tioga, Wayne & Wyoming counties. The following data points are specific to the City of Scranton for the period from Jan. 2010 - Dec. 2011:

** Updated as of May 2012*

- **163** clients were provided with a total of **1066** consulting hours.
- **\$385,500 in approved financing** was received by clients consulted in the City of Scranton, based on business plan development and projection assistance supplied by the Scranton SBDC.
- **8** businesses were started.
- **41** new jobs were created and **19** existing jobs were saved.

UNIVERSITY-DOWNTOWN COLLABORATION

The University's Office of Community Relations has undertaken several initiatives to increase the interaction of students, faculty, staff and parents with downtown Scranton. More than **85** Resident Assistants took part in a downtown tour and dinner as part of their August 2011 orientation. Over **250** students participated in an inaugural "Downtown Scavenger Hunt" in September 2011 that included over **30** downtown locations. Hundreds of parents and students attending Family Weekend dined downtown at one of over 15 restaurants using the "Family Table" discount program. Promotional campaigns such as "Shop Scranton, Shop Local" around the Christmas holiday encouraged students to patronize downtown shops and businesses, which reported higher student customer traffic as a result.

CAMPUS EVENTS PROVIDED FREE TO THE PUBLIC

Every year the University hosts over **100 free events** that are open to the public, including art exhibits at the Hope Horn Gallery, Performance Music concerts, as well as a variety of lectures and athletic events. Academic competitions in the areas of math, science and computing are provided to area school groups in addition to special workshops. In April 2011, the University hosted Taiwan's Bangxi Opera group, offering a unique, interactive Chinese musical workshop free to schools and a full-length opera at the Scranton Cultural Center as a gift to the community.

UNIVERSITY LIBRARY

The Harry and Jeanette Weinberg Memorial Library, the leading academic library in Northeastern Pennsylvania, is open to the public. Residents of Lackawanna County who are borrowers in good standing at the Scranton Public Library may register to borrow books, free of charge. There are **536** registered Lackawanna County Borrowers. Of these, **491** list their city address as Scranton.

USE OF FACILITIES BY COMMUNITY GROUPS

Since 2004, the University has hosted **4,051** events by community organizations, waiving more than **\$386,000** in room usage fees.

STUDENT VOLUNTEER PROGRAMS

The University's Community Outreach Office works regularly with over **120** Scranton area non-profit organizations to engage students in addressing community needs through special programs including: spring and fall break service trips; food, clothing, holiday gift and blood drives; FIRST (Freshmen in Reflective Service Together) week-long program; EFFORT (Excess Food for Others Recover Team) food collection program; Safe Trick or Treat; Community Christmas Day breakfast for Scranton residents; and Easter Egg Hunt for area children. On September 9, 2011 more than **750** University students, faculty and staff volunteered at nearly a dozen non-profit agencies, joining the University's new president, Kevin P. Quinn, S.J., for a special "Celebration of Service" as the first in a weeklong series of Inauguration events.

COMMUNITY-BASED SERVICE LEARNING

Throughout the academic year, students participate in community activities as part of their course work. In the 2010-2011 academic year, **135** service-learning classes were conducted. **2040** students engaged in academic service learning for a total of **21,420** hours. This included **1355** majors from the Panuska College for Professional Studies, which requires **40** service hours for graduation.

LEAHY COMMUNITY HEALTH & FAMILY CENTER

EDWARD R. LEAHY JR. CLINIC FOR THE UNINSURED: Since opening in 2007, the Leahy Clinic has provided free health care services to uninsured Lackawanna County residents who may otherwise forgo health care, or seek care inappropriately in hospital emergency rooms. The Clinic operates one evening a week year-round, with 15 physicians and six RN's volunteering on site, and more than 35 physicians providing services off site. In 2010-2011, **135** students contributed **1500** hours; **1200** patients were treated; **500** prescriptions dispensed; and **180** immunizations administered.

UNIVERSITY OF SUCCESS: Each year, this college readiness program provides an intensive two-week summer academic experience on the University's campus for **20** local 8th grade students. Volunteers provide mentoring and support for students through high school. In 2011, 7 out of 12 graduating students received a full or partial college scholarship as a result of their participation in the program.

OTHER LEAHY CENTER PROGRAMS: University faculty and students provide a range of other services through The Leahy Center. The Peacemakers Afterschool Program, led by Counseling Department faculty, is offered on Friday afternoons for 6 weeks each semester, connecting 10 student mentors with 20 multicultural children ages 9 to 13. The Alice V. Leahy Food Pantry & Clothing Closet, run by student volunteers, offers non-perishable food, personal care items and clothing two hours per day on Mondays and Tuesdays or by appointment. Other services include weekly counseling and physical therapy services, a nutrition clinic and smoking cessation classes.