

THE UNIVERSITY OF  
**SCRANTON**  
A JESUIT UNIVERSITY

# University-Downtown Engagement May 2, 2014

*In partnership with  
Scranton Tomorrow and the Greater Scranton Chamber of Commerce*



# Downtown Engagement Overview



- ❖ Student Survey Outcomes
- ❖ Downtown Engagement Activities Review
- ❖ SBDC Small Business Internship Initiative Update
- ❖ Discussion/Further Ideas for Collaboration



# Student Survey Feedback

## ❖ Student Respondent Demographics

- ❖ Great Response! 676 students took the survey
- ❖ Surveyed both undergraduate and graduate students
- ❖ Mix of all class years
- ❖ Majority Female: 74%
- ❖ Students from 1) PA (46%), 2) New Jersey (24%), 3) New York (19%)
- ❖ Transportation: 44% have Cars; 13% use public transportation, 19% borrow a car, 23% don't have easy access to transportation





# Student Survey: Spending

## ❖ **\$1.2 Million Per Month Off-Campus**

- ❖ University of Scranton students spend \$1.2 million off-campus per month, including at retail shops, on entertainment, at restaurants and on rent, utilities and groceries.
- ❖ Some spending down, other increased:
  - ❖ 97\$ per month in 2014, \$101 average per month in 2011 on dining, shopping, entertainment.
  - ❖ 666\$ on rent, utilities, groceries per month in 2014, up from \$616 in 2011



# Student Survey Feedback: Dining

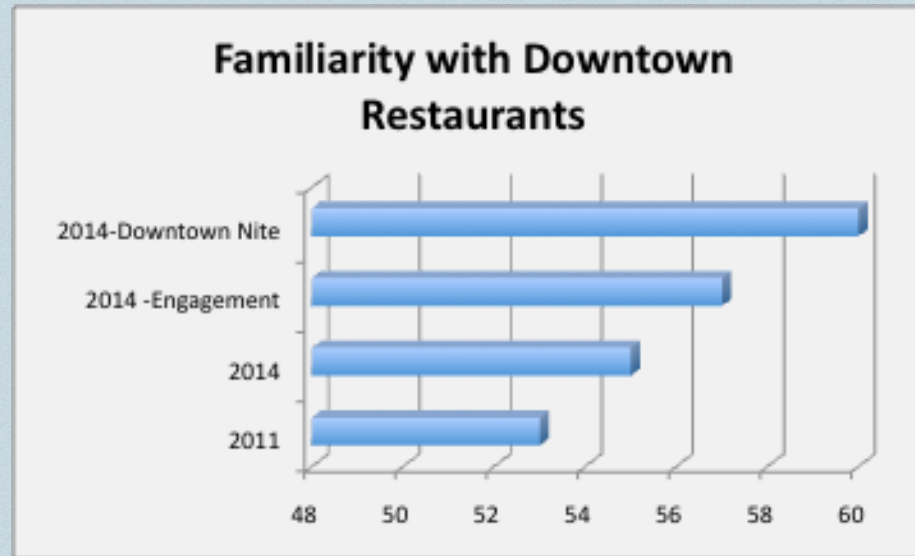
- ❖ 84% of Students Dine at Downtown Restaurants or the Mall



- ❖ Increase in Dining at Downtown Restaurants: from 78% in 2011 to 80% in 2014, and up to 84% of those who participated in Downtown Nite
- ❖ On average, most students dine at downtown restaurants less than once a month. Increases in frequency from 2011: once a week or more up to 14% from 10% in 2011, and 1-2 times per month up to 31% in 2014 from 26%.



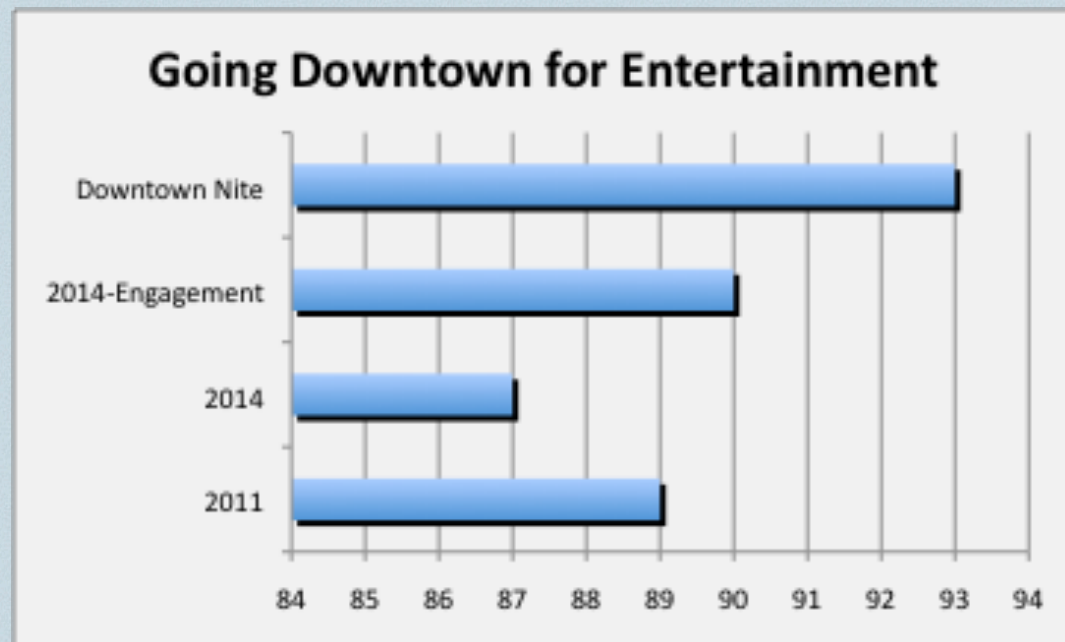
# Student Survey: Dining



- ❖ Familiarity: 55% of students are familiar with downtown restaurants, going up to 60% for students who attended Downtown Nite
- ❖ For restaurants that existed now and in 2011, familiarity increases even greater: 52% in 2011, up to 59% in 2014, and 64% for Downtown Nite students. Students patronizing restaurants more: 29% in 2014 up from 23%.
- ❖ Some restaurants saw large increases, e.g. 49% patronizing in 2011 up to 67% in 2014.

# Student Survey: Entertainment

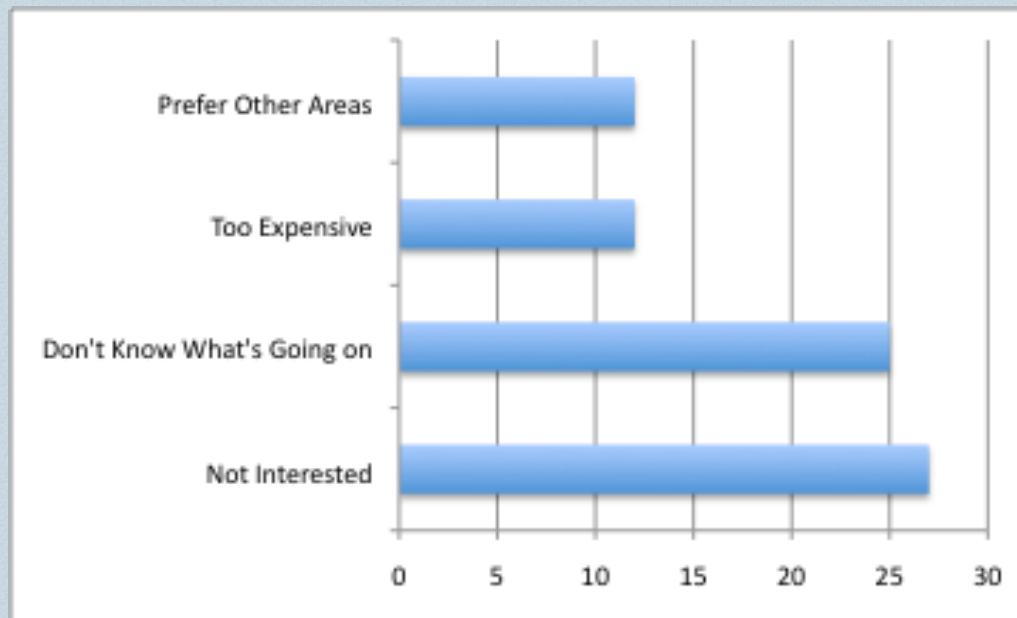
- ❖ 87% of Students go Downtown for Entertainment
- ❖ Use of Downtown for entertainment decreased from 2014 to 2011, however increases among downtown engagement group





# Student Survey: Entertainment

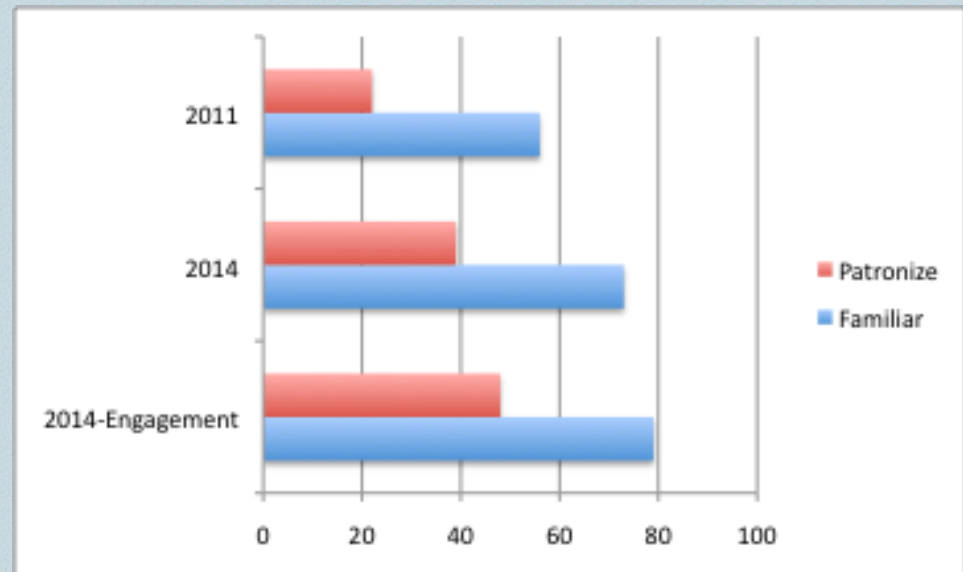
## ❖ Student Comments: Why Not Downtown?





# Entertainment/Cultural Venues

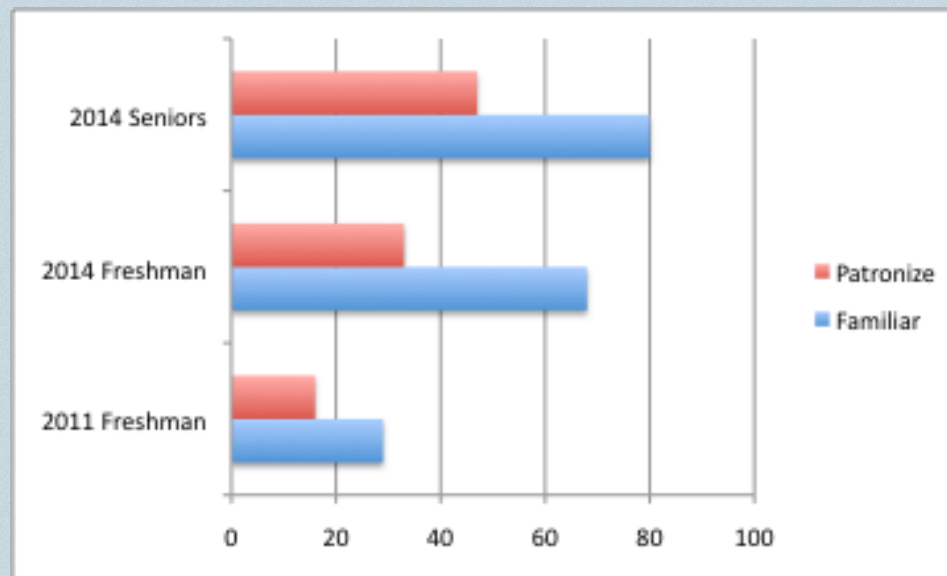
- ❖ Attendance at Downtown Activities/Cultural Venues Increased from 25% in 2011 to 30% in 2014
- ❖ Most Popular Downtown Activity: La Festa Italiana at 77%
- ❖ Familiarity with Downtown Events Increased: 51% in 2014 vs. 45% in 2011
- ❖ First Friday Major Changes: 73% familiar in 2014, from 56% in 2011. 39% attend in 2014, 22% in 2011, up to 48% of engaged group.





# Changes Across Class Years

- ❖ Downtown Activity has increased among students who were freshmen in 2011 and are now seniors in 2014
- ❖ Downtown Activity increases as students are in Scranton longer
- ❖ Example from First Friday: In 2011, 29% were familiar with First Friday. 3 years later, those students are seniors and 80% are familiar. Of 2014 freshman, 68% are familiar. Of 2014 freshman, 68% are familiar.





# Student Survey: Shopping

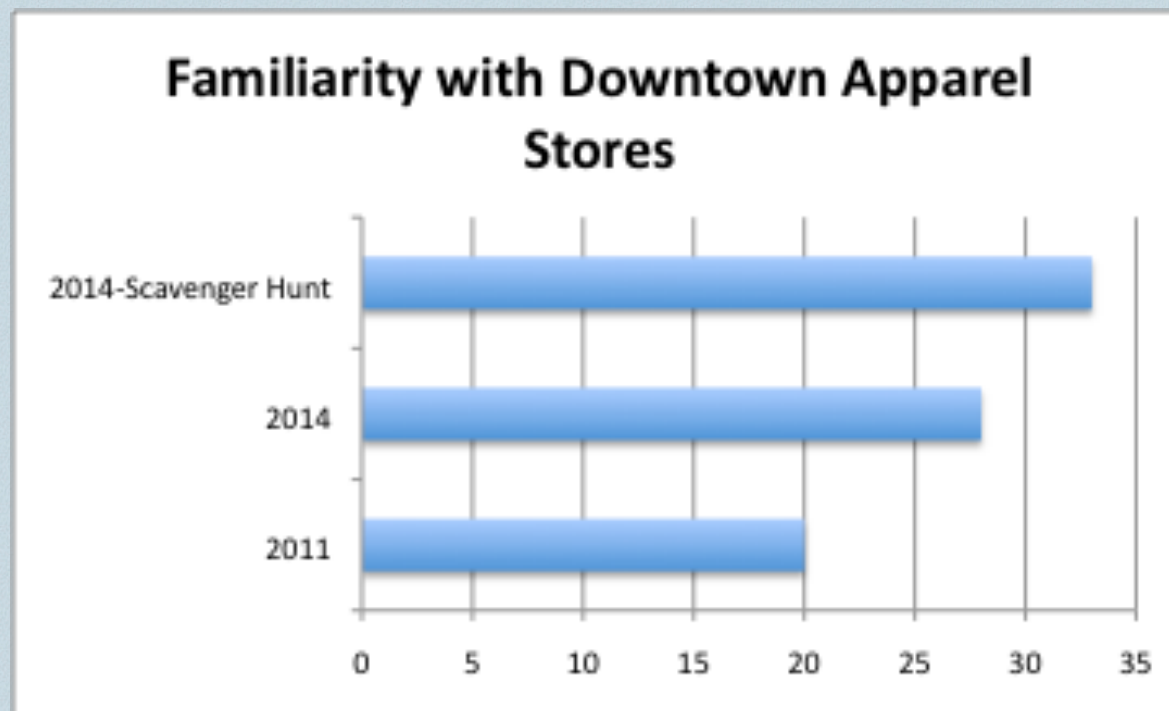
- ❖ 87% Shop at Downtown Shops or the Mall. More Students patronizing Downtown Shops: 66% in 2014 up from 59% in 2011, even higher at 73% of engagement group
- ❖ Those who “never” shopped downtown positive change: 41% in 2011 down to 27% among the engaged group.
- ❖ Students shopping downtown 1-2 times is up to 21% in 2014 from 16% in 2011.





# Student Survey: Shopping

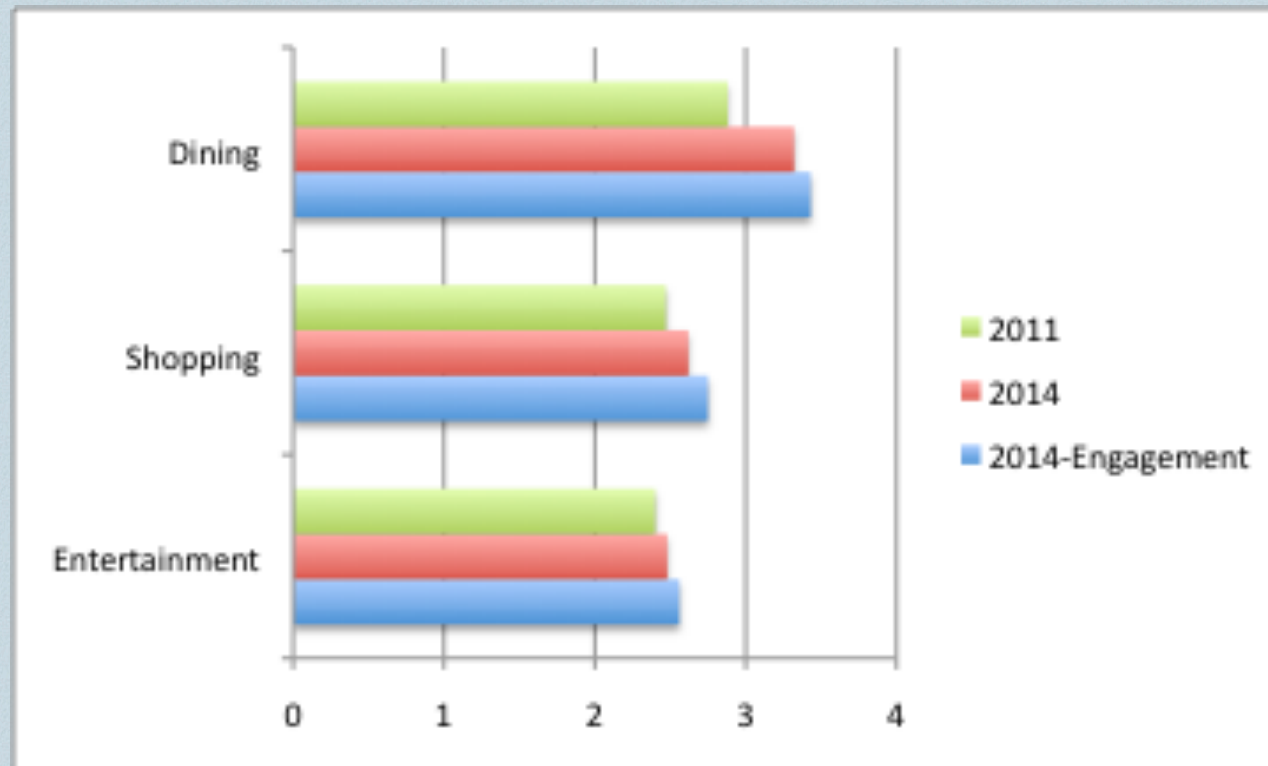
- ❖ 28% familiar with downtown/Mall apparel shops, 33% of Scavenger Hunt, 20% in 2011.
- ❖ When comparing the same shops, 32% in 2014 vs. 23% in 2011.





# Student Survey: Downtown Destination

## ❖ Increase in Positive Views



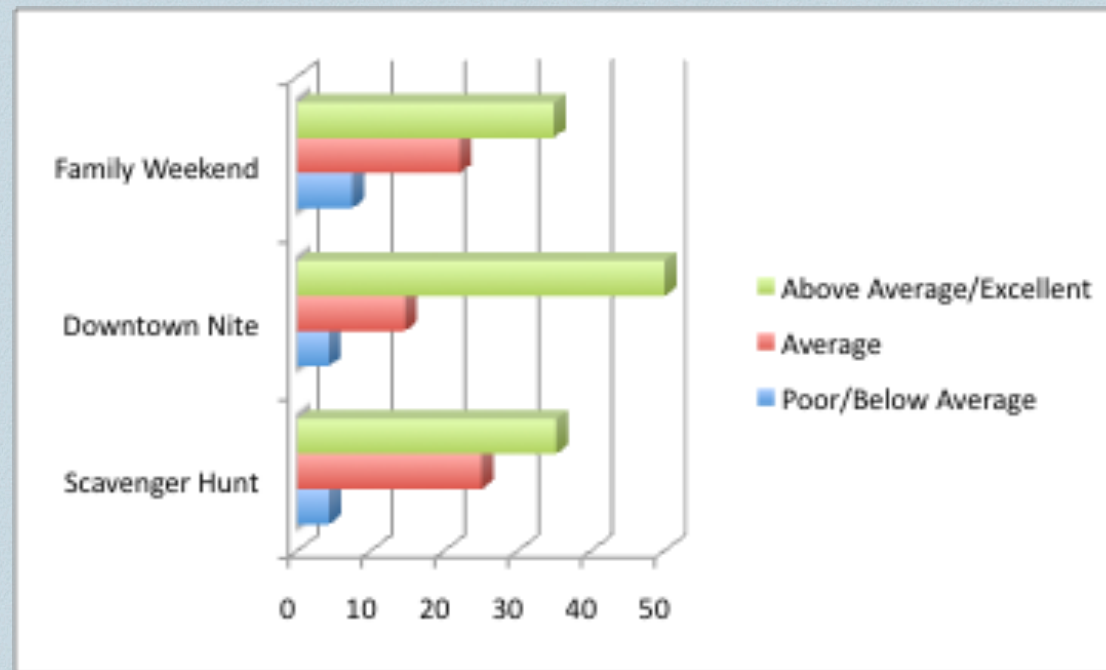


# Student Survey: Initiatives

## ❖ Downtown Engagement Initiatives

- ❖ 42% of respondents participated in some engagement event
- ❖ Downtown Nite most popular

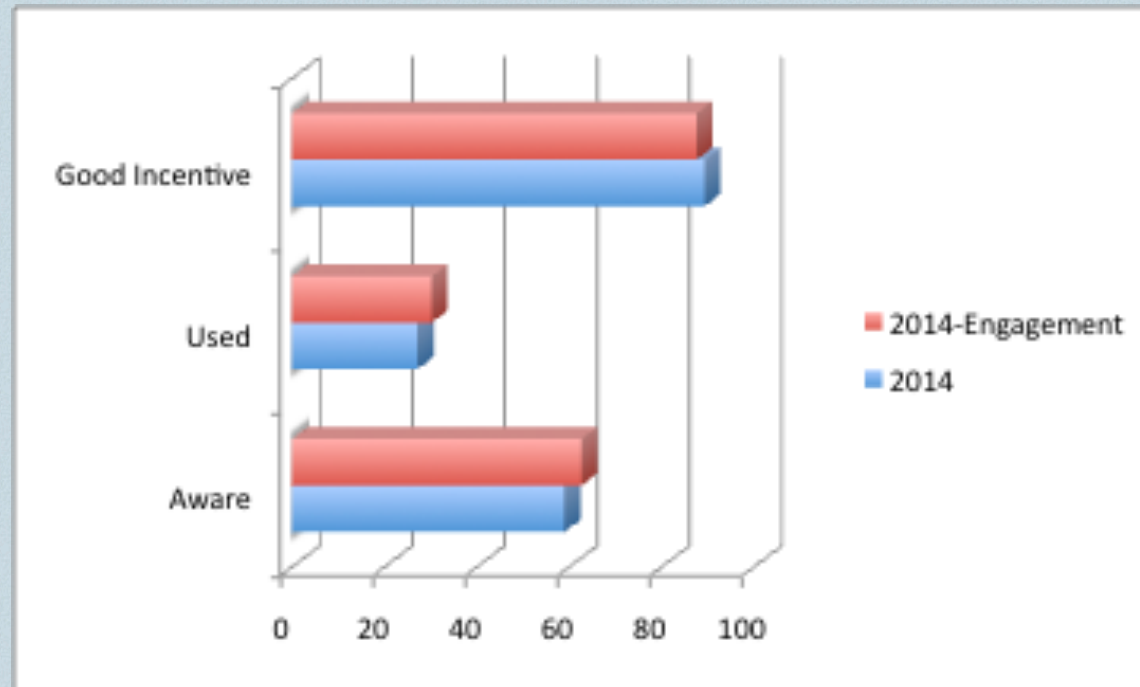
I look forward to the Downtown Dinner & Movie Night every semester!





# Student Survey: Discounts

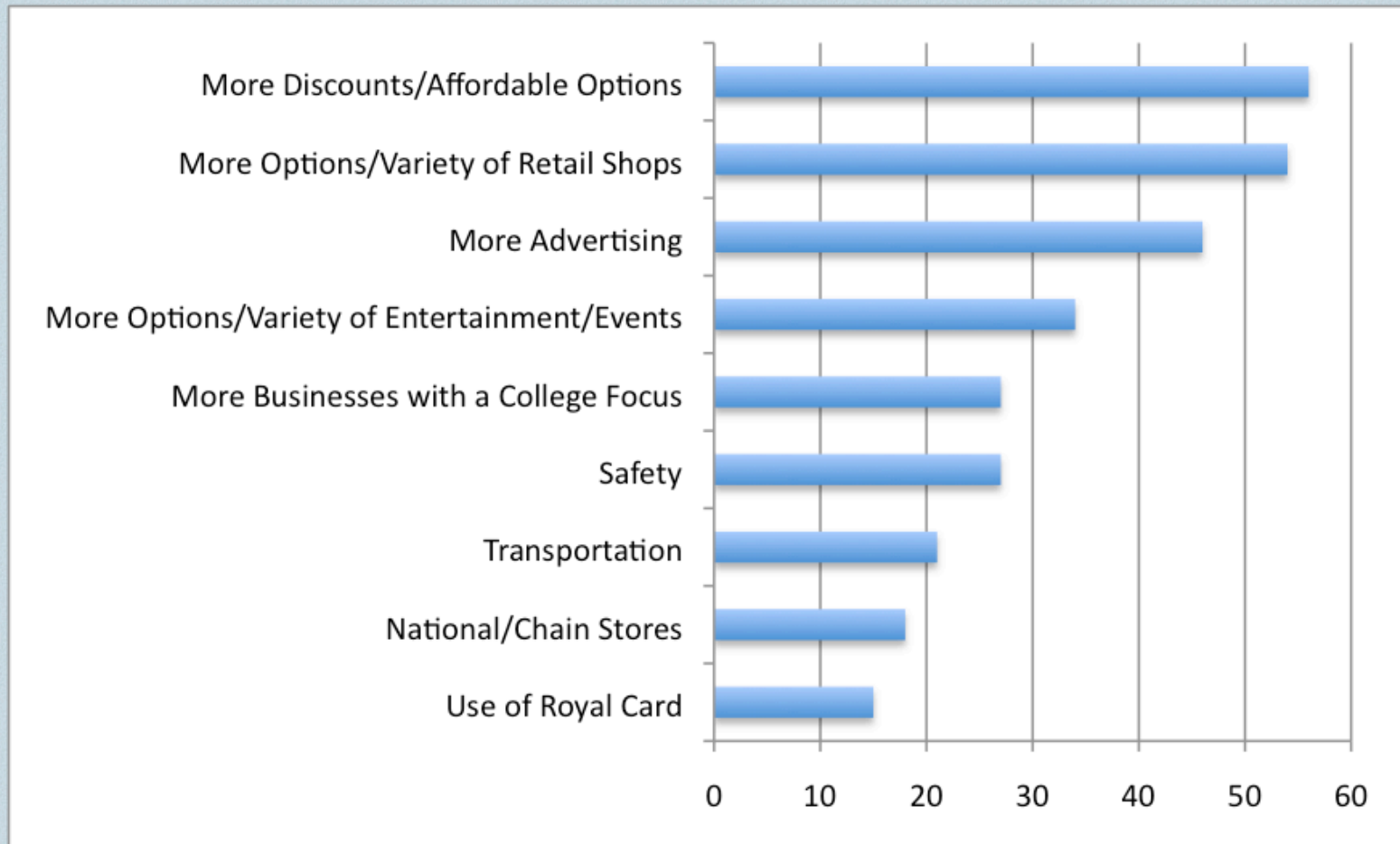
## ❖ Discounts Remain Key for Students





# Student Comments: Changes

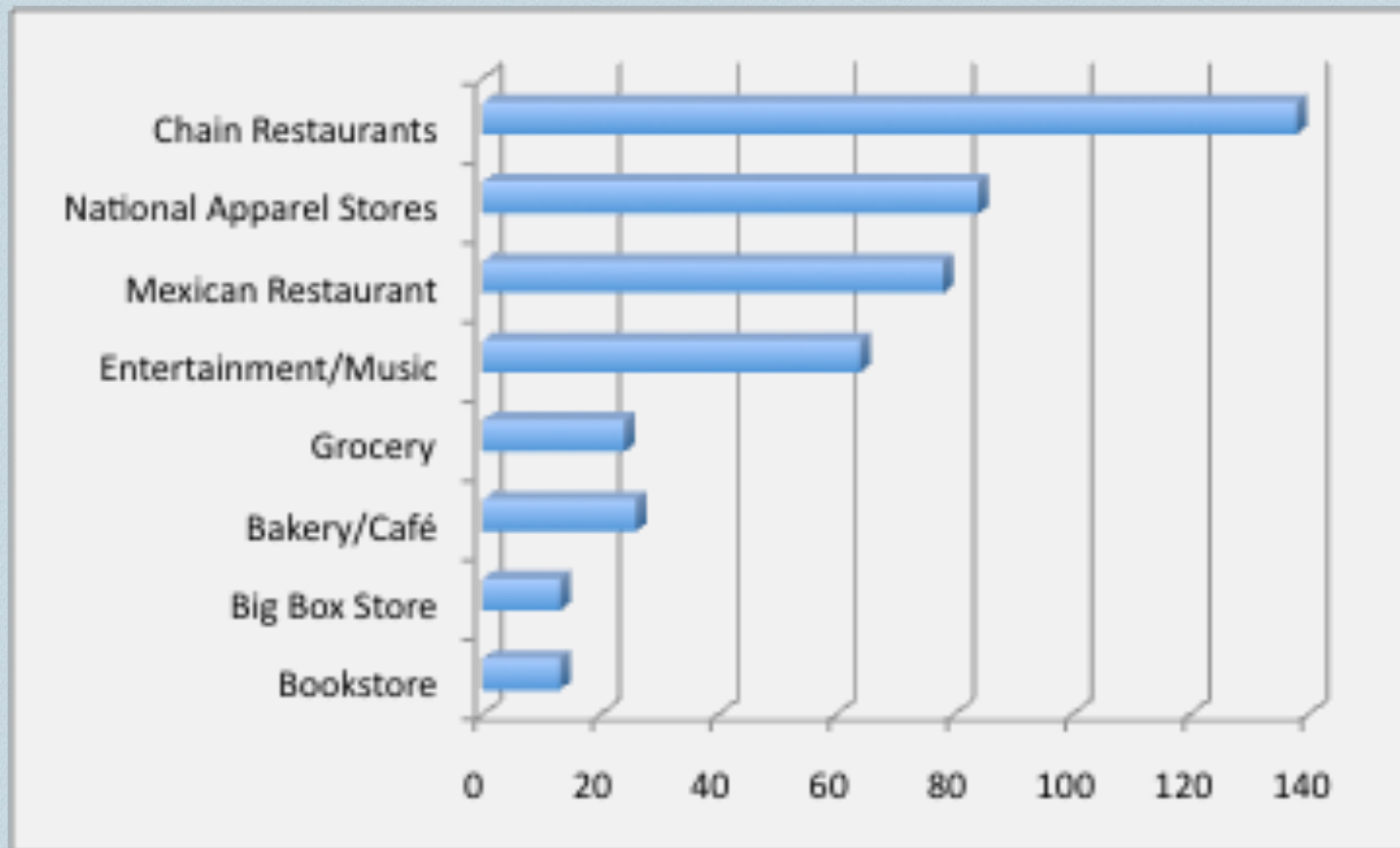
## ❖ What changes could be made to the downtown area?





# Student Comments: Changes

❖ **What kinds of businesses could be added?**





# Survey Summary

- ❖ More students are dining at downtown restaurants, shopping at downtown retail shops and attending events/cultural venues than in 2011. Participation in First Friday increased significantly (17%).
- ❖ Room for growth: students could be going downtown more frequently.
- ❖ Familiarity has increased of downtown restaurants, entertainment events, and apparel shops -- familiarity of retail stores could increase.
- ❖ Increases across the board among students who participated in downtown engagement activities, with clear improvement from freshman in 2011 to seniors in 2014, indicating a shift of campus culture.
- ❖ Opportunities: More student discounts, increased advertising, more events/activities to boost downtown as entertainment destination.



# University-Downtown Engagement

- ❖ **Downtown Tours:** Resident Assistants and Student Groups
- ❖ **Special Events:** Downtown Scavenger Hunt and Downtown Nite
- ❖ **Leveraging Campus Partnerships:** Downtown Dining Program During Family Weekend
- ❖ **Campus Promotions:** Shop Scranton, Shop Local & Mobile App
- ❖ **Service Projects:** Downtown Planters & Back to School Bonanza
- ❖ **Incentives:** Royal Card Downtown





# Collaborative College Events

- ❖ College Night “First Friday”
- ❖ Lackawanna County College Battle of the Bands
- ❖ Downtown Outdoor College Movie Night with Scranton Tomorrow





# Tapping Students: New Small Business Internship Initiative



- ❖ Collaborative program begun spring 2013
- ❖ Connecting small businesses and students
- ❖ Pilot in Downtown Scranton



# Internship Initiative Update

## ❖ **Piloted Downtown Businesses**

- ❖ Condron & Company - Marketing
- ❖ Carl von Luger - General, Communications
- ❖ The Fanciful Fox - Retail Marketing

## ❖ **Current Opportunities**

- ❖ Precision POS / O-ez.com - Software Development
- ❖ DePietro's Pharmacy - Business, Marketing
- ❖ The Hilton Scranton & Conference Center - Human Resources, with Accounting
- ❖ Jive Jerky, Jive Java - Business, Marketing, Culinary





# Internship Initiative Update

Opportunities are added on an ongoing basis!

How Businesses Can Learn More  
Contact [sbdc@scranton.edu](mailto:sbdc@scranton.edu)

How Students Can Apply  
[www.scrantonsbdc.com/internships](http://www.scrantonsbdc.com/internships) or contact their Career Service department

**The Small Business Internship Initiative:** a collaborative program with partners:  
*The University of Scranton Office of Community Relations, Lackawanna County Commissioners,  
The Greater Scranton Chamber of Commerce, City of Scranton, Scranton Tomorrow & Career Services  
of: Baptist Bible College & Seminary, Johnson College, Keystone College, Lackawanna College,  
Marywood University, Penn State – Worthington & The University of Scranton.  
Coordinated by The University of Scranton Small Business Development Center.*



For more information about the  
University's Downtown Engagement  
Initiative contact:

Office of Community Relations

570-941-4419

[community@scranton.edu](mailto:community@scranton.edu)

[www.scranton.edu/community](http://www.scranton.edu/community)