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 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?

[Bar chart showing reasons for not visiting downtown: Prefer Other Areas, Too Expensive, Don’t Know What’s Going on, Not Interested]
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.
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

![Bar chart showing increase in positive views for Dining, Shopping, and Entertainment categories over years 2011, 2014, and 2014-Engagement.](chart.png)
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?**

<table>
<thead>
<tr>
<th>Change</th>
<th>Count</th>
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<tr>
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<tr>
<td>More Options/Variety of Retail Shops</td>
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<td>More Advertising</td>
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<td>More Options/Variety of Entertainment/Events</td>
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<td>More Businesses with a College Focus</td>
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<tr>
<td>Use of Royal Card</td>
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</table>
Student Comments: Changes

- What kinds of businesses could be added?
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

How Students Can Apply
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:

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