

WILLIAM PATERSON
UNIVERSITY

Economic Impact Report





Key Highlights: Serving Students in All 21 Counties in New Jersey

- \$70 million in recent construction projects to modernize the campus.
- \$83 million in various grants and contracts from public agencies and foundations since 2015 to support research and technological improvements, advance scholarship, and develop programs.
- \$1.5 million in energy savings since 2010 through the largest solar panel installation of a four-year college or university in the United States.
- \$785 million combined economic impact on the State of NJ through the University's annual budget, tax contributions of employees, and indirect economic impact.

The Economic Impact of William Paterson University on New Jersey

Set on 370 wooded acres in northern New Jersey and part of the towns of Wayne, North Haledon, and Haledon, William Paterson University is located in Passaic County, just a few miles from the city of Paterson. The University is a center of economic activity, education, cultural events, sports, and business development for its region and beyond.

Founded in 1855, William Paterson is one of the oldest institutions of public higher education in the state, serving more than 10,000 students and employing nearly 2,700 people. The University offers 53 bachelor's degree programs, 24 master's degree programs, and two doctoral programs: the doctorate in clinical psychology and the doctor of nursing practice. Its wide range of degree programs are offered through five academic colleges: Arts and Communication, the Cotsakos College of Business, Education, Humanities and Social Sciences, and Science and Health. The University also has satellite programs at Mercer County Community College to allow citizens of Mercer County and the region surrounding Trenton, the state capital, an opportunity to achieve an affordable four-year education.

Background

The University has a major impact on the economy and well-being of the local community, region, and state.

William Paterson is a comprehensive university that offers undergraduate degrees, masters programs, and two doctoral programs (a doctorate in clinical psychology and doctor of nursing practice). Programs are developed and updated in response to workforce trends. For example, the University recently redesigned its MBA program, developed new master's programs in applied business analytics, materials chemistry and sales, and offers a new bachelor's degree in actuarial science.

Every year, more than 350 teachers graduate from the University's College of Education ready to enter the teaching workforce. William Paterson alumni are highly represented among New Jersey's teachers, school principals, and superintendents.

The College of Education has earned national recognition for its work in preparing future teachers and educational professionals for urban schools and for supporting the growth and development of educators from underrepresented populations, including:

- Establishing more than 50 Professional Development School partnerships, from pre-school through high school, in northern New Jersey.



- Developing site-based graduate programs throughout the state.
- Securing grants and funding from the U.S. Department of Education, the Dodge Foundation, the Taub Foundation, the Woodrow Wilson New Jersey Teaching Fellowship Program, and the National Science Foundation Robert Noyce project, among others.

In the field of health care, William Paterson has been a leader in New Jersey with its long-respected nursing program and communication disorders program. The University's nursing program features:

- Program affiliations with more than 50 health care agencies in the surrounding North Jersey region, including major hospital and medical centers, public health agencies, clinics, and nursing homes.
- Opportunities for nurses-in-training to provide medical support to the community of northern New Jersey while actively working in some of the noted local trauma centers.
- Partnerships with Atlantic Home Care & Hospice, Hackensack University Medical Center, Morristown Memorial Hospital, St. Claire's Hospital (Denville and Boonton campuses), St. Joseph's Medical Center in Wayne and Valley Home Care, to name a few.

The University also has an active Speech and Hearing Clinic that serves the public while it provides students with practical experiences. Hundreds of patients utilize the on-campus clinic annually to be tested and treated for problems with speech and hearing.

William Paterson University's nationally ranked Cotsakos College of Business—with programs accredited by the Association to Advance Collegiate Schools of Business (AACSB)—is home to the Global Business & Finance Institute and the Russ Berrie Institute for Professional Sales. It also contains the Passaic County Small Business Development Center (SBDC), a recognized leader throughout the county for individuals seeking to start or expand their businesses. In 2017, the Center counseled more than 500 clients, helped start 44 new businesses, and assisted in the creation of more than 66 new jobs. The Center also helped local small businesses obtain more than \$12 million in new loans for business expansion. And every semester, under the direction of a professor, MBA and undergraduate students assist several local businesses by developing business plans or assisting with digital media marketing plans. Coupled with an active School of Continuing and Professional Education, the University is known for its workforce development and training programs tied to the strategic economic goals of the state.





The University enriches the communities in which it resides—Wayne, Haledon, and North Haledon—and boosts the local economy through its purchases of goods and services and through the patronage of its students, faculty, and staff who frequent local restaurants, stores, and other businesses.

William Paterson also continues its partnership with the Paterson Great Falls National Historical Park. And through its Paterson Metropolitan Region Research Center, the University sponsors programs such as “Paterson through the Arts,” a recent conference featuring panels of artists, musicians, and art educators from the city of Paterson.

Economic Impact of Major Construction Projects

Several projects were recently completed to modernize facilities in the academic core of the campus. They include a \$31 million renovation by general contractor Benard Associates in Wayne, NJ, to Hunziker Hall and Preakness Hall. These two facilities, constructed in 1950 and 1960, respectively, total 100,000 square feet. Overall, the two buildings provide 27 state-of-the-art classrooms with more than 900 seats, as well as offices and support space for academic departments. Preakness Hall opened in 2017 and Hunziker Hall opens for the fall 2018 semester.

The University is currently working on a \$38 million construction project for a new residence hall by local contractor DOBCO Group based in Wayne, NJ, with anticipated occupation by August 2019. The new building will house 288 beds, quiet study spaces, and open lounge areas.

Economic Impact of Employment and Annual Spending

The annual budget of the University is approximately \$230 million, of which payroll for nearly 2,700 full-time and part-time employees is \$111 million. These employees contribute nearly \$4.2 million in state taxes before deductions and also contribute to their local New Jersey communities and school districts. In addition, using a standard multiplier of 2.4*, the annual budget produces approximately \$554.4 million of additional or indirect economic impact throughout the state for a combined economic impact of \$785.4 million. This is 11 times the amount provided by the state in appropriations to support the education of more than 10,000 students. Using the U.S. Department of Commerce’s methodology for determining additional job creation linked to an institution’s annual expenditures**, an estimated additional 10,917 jobs are created from the activities of William Paterson University.





Impact on the Environment

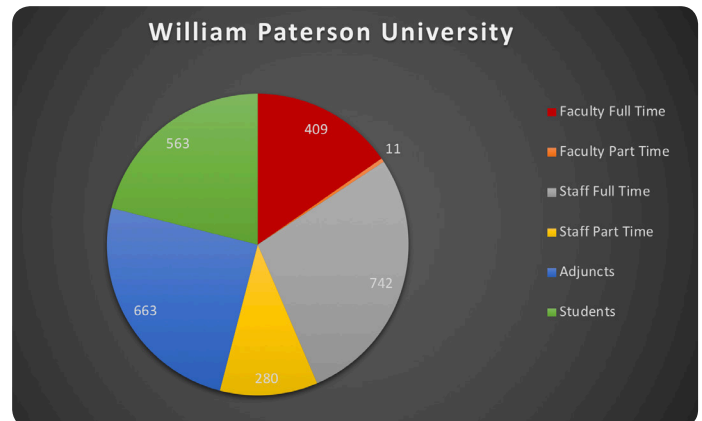
William Paterson University is committed to being an energy-efficient, sustainable, and environmentally friendly institution. The institution's dedication to sustainability, which extends back more than a decade, was reaffirmed as part of the University's Strategic Plan 2012-2022, which noted the institution's determination to become a "green" campus by substantially increasing recycling and energy efficiency programs.

The University's solar panel installation continues to rank as one of the largest on the campus of a four-year college or university in the United States. The panels generate 3.1 megawatts of energy for a savings of approximately \$300,000 each year and \$1.5 million since 2010.

Other initiatives include the creation of the Department of Environmental Science, which offers bachelor's degrees in environmental sustainability, environmental science, and earth science.

To further conserve natural resources, significantly reduce greenhouse gas emissions, and reduce the cost of trash hauling, the University's Department of Physical Plant Operations instituted a single-stream recycling program. In 2017, the University recycled more than 220 tons of aluminum, cardboard/paper, scrap metals, plastics, glass, and wood.

Energy-efficient technologies have reduced electrical consumption by more than 30 percent and natural gas consumption by nearly 50 percent since 2000.



409 Faculty Full Time • 11 Faculty Part Time • 742 Staff Full Time • 280 Staff Part Time • 663 Adjuncts • 563 Students

Multiplier*	Estimate 2.4	Source Based on "Guidelines on How to Prepare an Economic Impact Study of an American College or University Using Integrated Postsecondary Education Data System (IPEDS) Survey Data"
Coefficient for estimating jobs attributable to expenditures**	0.0000139	Based on the median income of \$71,637 in New Jersey



Impact of University Research

The University receives funds through grants and contracts from public agencies and foundations. These awards are used to advance scholarship, promote research, develop programs, purchase equipment, and provide services related to research. Research funding is used to support technological improvements, student support, the development of educational resources, and specialized training and professional development. The University has also received funds for a variety of other programs, including small business development, arts activities, professional development for educators, and other types of activities. Since July 1, 2015, William Paterson University has received more than \$83 million to support all types of projects.

Through research, William Paterson faculty work on issues that have an impact on our communities, our state, our country and the world. For 2018, the University received notable awards and funding from both public and private institutions, including:

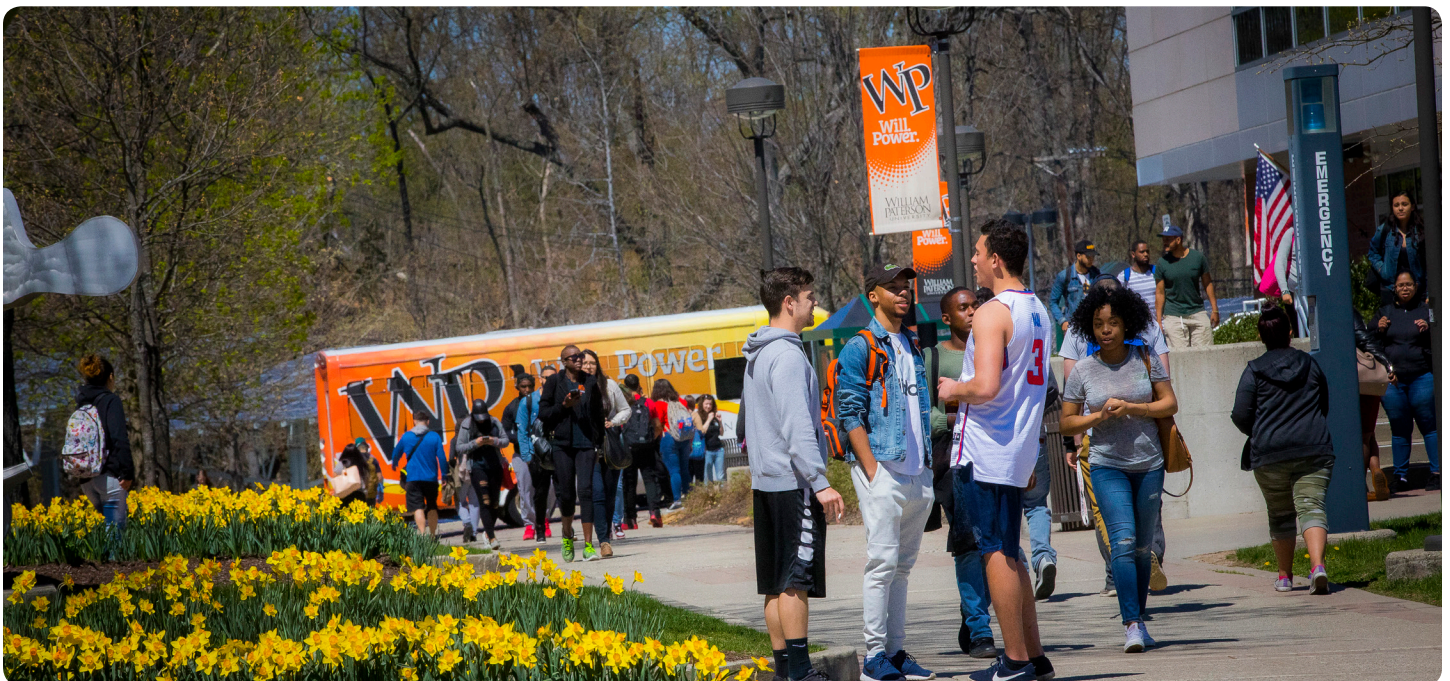
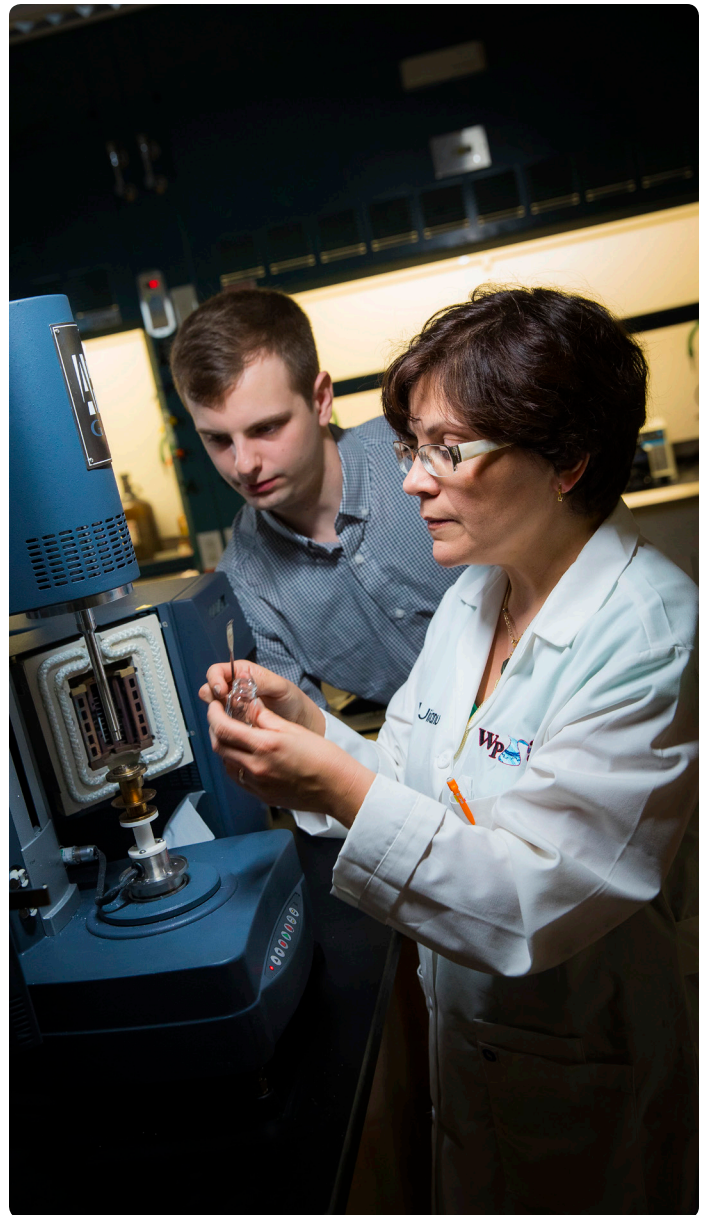
- National Science Foundation grant to Professors Michael Griffiths and Nicole Davi, environmental science, for a multi-year collaborative project with the other universities and international partners, to support climate change research.
- The US Department of Education award to Professors Kabba Colley and Darlene Russell, elementary and middle School education, for travel to Senegal and Gambia with William Paterson students and area teachers. They will conduct research that will lead to development of teaching materials as well as scholarly publications.
- American Chemical Society Petroleum Research Fund award to Professor Jonathan Foley, chemistry, for research with students, to advance fundamental understanding about a new approach for precisely controlling the interactions between visible light and chemical systems mediated by hybrid nanoparticles.
- New Jersey Division of Mental Health and Addiction Services award to Professor William Kernan, public health, to support a multi-year education and outreach project to schools and communities in Passaic County on the *Use of Opioid Pain Relievers for Sports-Related Injuries in Young Athletes*.

Serving and Staying in New Jersey

William Paterson is one of the largest degree-granting institutions in the state, preparing New Jersey's workforce for the jobs of today and tomorrow. In fall 2017, 8,838 undergraduate and 1,414 graduate students were enrolled. More than 60,000 alumni have remained in New Jersey with a worldwide network of more than 75,000 graduates. The University's students, employees, and alumni hail from all of New Jersey's 21 counties.

William Paterson University Representation in 21 Counties in New Jersey

COUNTY	EMPLOYEES	STUDENTS	ALUMNI
Atlantic	0	41	310
Bergen	348	2,450	15,586
Burlington	2	122	672
Camden	4	89	438
Cape May	0	8	119
Cumberland	0	12	71
Essex	225	1,060	4,814
Gloucester	1	43	205
Hudson	54	435	1,605
Hunterdon	2	24	499
Mercer	7	201	753
Middlesex	40	318	1,716
Monmouth	26	179	2,152
Morris	200	867	8,229
Ocean	7	99	2,268
Passaic	668	3,254	13,871
Salem	0	6	33
Somerset	28	105	1,033
Sussex	58	294	3,304
Union	52	374	1,538
Warren	14	73	816

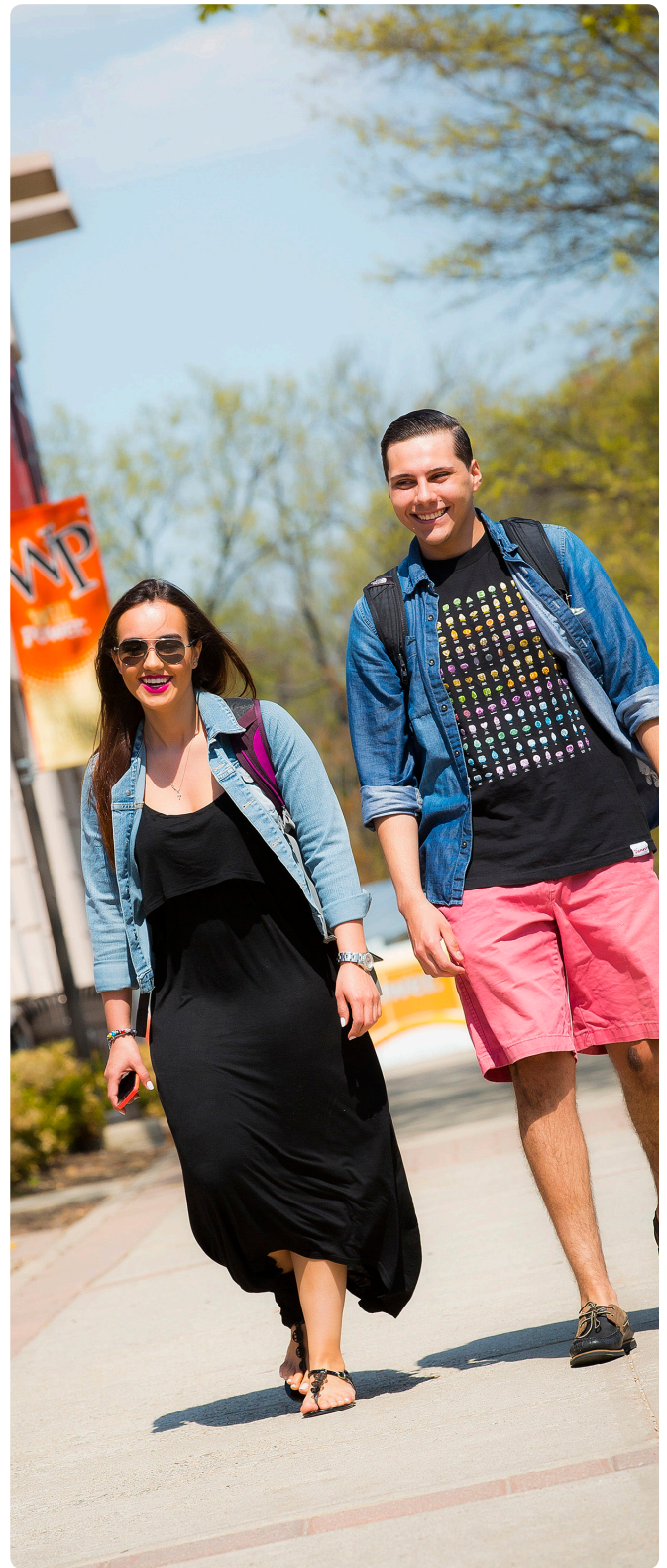


William Paterson University's Partnerships

The University fosters a climate where collaboration with industry, not-for-profit organizations and government agencies provides productive relationships with organizations of all sizes through advisory boards, the Career Development Center, and Pesce Family Mentoring Institute.

The Career Development Center helps students select fields of study that match their interests and which benefit the strategic workforce development plans of the state. William Paterson has developed successful partnerships with employers by providing them with quality interns and well-educated graduates. As we continue to grow as a university, we look forward to enhancing these relationships. A sample of our partners includes:

Americorps	Passaic County Superior Courts
Atlantic Health Care Systems	Peace Corps
Automatic Data Processing, Inc.	PNC Bank
AXA Advisors	Preakness Healthcare Center
Barnum Financial	PSEG
Cedar Crest	Quick Chek
Clear Channel Radio	R&J Public Relations
Deloitte	Reckitt Benckiser
Empire Wealth Strategies	Roche USA
Enterprise Rent-A-Car	SaxBST LLP
Ernst & Young	Sherwin Williams
Federal Bureau of Investigation	Sobel & Company
Forester Financial	Sony USA
Graybar Electric	Staples
Habitat for Humanity	Sun Chemical
Indeed.com	Target
Johnson & Johnson	Township of Wayne
KPMG	Travelers Insurance
Kreinces & Co., CPA's, LLC	TTI, Inc.
Merrill Lynch	United Parcel Service
MTV Networks	United States Drug Enforcement Administration
MWW Group	US Navy
MetLife Stadium	Vanguard
National Broadcasting Company	Verizon Wireless
NBC Universal	Walt Disney World
New England Financial	Warner Music Group
New Jersey Community Development Corporation	WB Mason
New York Yankees	Wells Fargo
Northwestern Mutual Financial Network	Xerox Corporation



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