

WILLIAM PATERSON  
UNIVERSITY

# Economic Impact Report





## 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 nearly 11,000 students and employing 2,880 people. It offers more than 250 degree and non-degree programs and has satellite programs at Mercer County Community College to allow citizens of Mercer County and the region surrounding the state capital of Trenton an opportunity to achieve an affordable four-year education.

### Background

The University has a major impact on the development of local public schools, area health care providers, workforce development, and environmental sustainability.

The Woodrow Wilson Foundation has awarded the University a multi-year grant of \$400,000 to develop a new teacher preparation program for the science, technology, engineering, and mathematics (STEM) disciplines with the goal of increasing the number of science and math teachers in the public school system of New Jersey. The award builds on the reputation of the College of Education for its long-term outreach to local schools to better prepare administrators and teachers for the challenges of the twenty-first century.

As of fall 2015, 10 new science and mathematics teachers from the first cohort of Woodrow Wilson Teaching Fellows have been employed in high-needs schools; the second group of 10 teachers will be available to the job market in August 2016. Annually, over 460 teachers graduate from the College of Education ready to enter the teaching workforce. Our alumni are highly represented among New Jersey's teachers, school principals, and superintendents. In addition to receiving funding to prepare teachers, the University has received grants to prepare principals, including a \$3.1 million grant from the United States Department of Education's Office of Innovation and Improvement to prepare,

retain, and support highly effective school leaders for Paterson Public Schools. At the conclusion of this grant, 40 future leaders will have received full scholarships to obtain a master's degree in educational leadership leading to principal licensure. The College of Education prepares teachers and supports educators' retention through over 40 Professional Development School (PDS) partnerships. These schools include professors in residence, leaders in residence (in selected schools), and free/reduced cost workshops in support of educators' continuous learning.

William Paterson has been partnering with Paterson schools for many years and currently has 25 Professional Development Schools in the city of Paterson. These schools include preschool, elementary, middle, and high schools. Three of the 25 are charter schools. Several of the University's Professional Development Schools are within walking distance of the Great Falls National Historical Park and have







In 2013, the University entered into a partnership agreement with the Paterson Great Falls National Historical Park and has participated in numerous events and activities including a cooperating agreement to present a Day of Innovation program in collaboration with Paterson Public Schools in spring 2016. The University looks forward to working with the Park throughout the centennial year of the National Park Service and has recently circulated a call for papers for a forum on “Changing Attitudes Towards Preserving History and the Environment” in November 2016. Through the work of its Paterson Metropolitan Region Research Center, the University sponsors symposia on a regular basis on topics concerning the environment and people of Paterson and the lower Passaic River Valley and its suburbs.

been very involved in a variety of programs there including a centennial class at School No. 7.

In the area of health care, the University has an active public speech and hearing clinic that serves the public while it provides students with practical clinical experiences. Hundreds of patients utilize our on-campus clinic annually to be tested and treated for problems with speech and hearing. Our communications disorder and sciences students also gain valuable practical experience in many of our finest hospitals, rehabilitation centers, and local school districts.

Offering one of the few doctorate of nursing practice degrees in the state, William Paterson has a long tradition of educating future nurses and nurse administrators for leadership roles in health care. Partnerships with Atlantic Home Care & Hospice, Bergen Regional Medical Center, Hackensack University Medical Center, Morristown Memorial Hospital, St. Claire’s Hospital (Denville and Boonton campuses), St. Joseph’s Medical Center Paterson, Valley Home Care, and Visiting Health Services of New Jersey, to name a few, provide exemplary opportunities for future nurses to assist in providing medical support to the community of northern New Jersey while actively learning and working in some of the noted local trauma centers.

William Paterson University’s nationally ranked Cotsakos College of Business—accredited by the Association to Advance Collegiate Schools of Business (AACSB)—is home to the Global Business and Finance Institute and the Russ Berrie Institute for Professional Sales. It also contains the Passaic County Small Business Development Center, a recognized leader throughout the county for individuals seeking to start or expand their businesses. In 2015, the Center worked with 1,600 clients, helped start 38 new businesses, and assisted in the creation of more than 133 new jobs. The Center also assisted local small businesses to obtain nearly \$10 million in new loans for business expansion. 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.







## Economic Impact of Major Construction Projects

With the passage of the Building Our Future Bond Act by the voters of New Jersey in 2012, William Paterson University shared in the \$750 million bond issue to expand its academic capacity and capabilities. In 2016, University Hall, a new \$40 million, 82,000-square-foot facility with classrooms, labs, and faculty offices, became the new home of the Nursing, Public Health, and Communication Disorders programs. Its additional core classroom space will accommodate increasing enrollment and serve all of the University's 11,000 students.

The University is also planning a \$31 million renovation to Hunziker Hall and Wing, two facilities constructed in 1950 and 1960 respectively, totaling 101,000 square feet. The building will provide 27 state-of-the-art classrooms with more than 900 seats. Hunziker will also provide over 50 new offices and support space for academic departments including English and philosophy. Other features include research facilities for kinesiology, a black box theater, and support space for faculty development and administrative offices. Hunziker Wing and Hall are anticipated to be completed in 2017 and 2018 respectively.

Long-standing parking issues experienced by our students, faculty, and staff were effectively addressed by the construction of a new parking garage, which was completed in 2014. The cost for the 1,065 space, five level garage was approximately \$25 million. The garage provides convenient, accessible parking to the campus' most common destinations.

In 2011, the University completed an \$85 million comprehensive renovation of its Science Complex with a 67,000-square-foot addition of state-of-the-art classrooms, laboratories, and research facilities designed to promote scientific research and encourage an interactive learning environment. The Science Complex now contains 18 state-of-the-art modular research laboratories that support undergraduate studies and research. The 12 teaching labs serve upper-level courses in biology, biotechnology, molecular research, physics, tissue culture, physical, analytical and organic chemistry, physiology, environmental science, ecology, and instrumentation. The project employed more than 100 New Jersey

workers over a three-year period and utilized products from numerous local suppliers.

In 2007, a complete renovation and modernization of the University Commons was completed at a cost of \$54 million. Since 2002, William Paterson has invested more than \$325 million to build or renovate facilities (primarily funded by student tuition and fees).



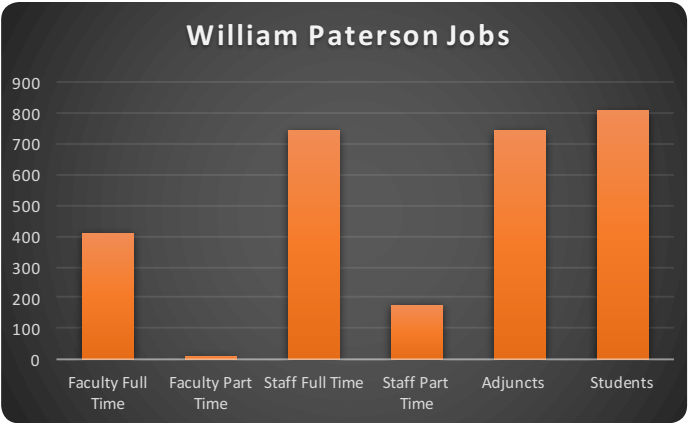


# Economic Impact of Employment and Annual Spending

As one of the largest institutions in the state, William Paterson University has a significant impact on the overall economy of the state and region. The annual budget of the University is approximately \$223 million, of which payroll for 2,880 full time and part-time employees is \$120 million. These employees contribute nearly \$4.3 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 \$312 million of additional or indirect economic impact throughout the state for a combined economic impact of \$535 million. This is 11 times the amount provided by the state in direct appropriations to support the education of 11,000 students. Using the U.S. Department of Commerce’s methodology for determining additional job creation linked to an institution’s annual expenditures\*\*, we estimate that an additional 7,439 jobs are created from the activities of William Paterson University.

## Impact on the Environment

William Paterson University’s commitment to environmental sustainability is an example to its students and the surrounding community and beyond. The \$18 million solar panel installation, installed in 2010-2011, continues to rank as one of the top ten largest installations on a campus of a four-year college or university in the United States. The panels have generated over 1.3 million watts of power, which is the equivalent of burning 10 million pounds of coal. The University targets carbon neutrality as a goal and includes conservation efforts that integrate sustainability across the curriculum, such as a new bachelor’s degree in environmental sustainability. In addition to the significant reduction in carbon gas emission, the University has saved more than \$17 million over the same time period through additional cost avoidance measures. An additional 114kw rooftop solar array is planned at University Hall. Rooftop solar arrays are also being considered for 11 other campus buildings.



411 Faculty Full Time • 13 Faculty Part Time • 742 Staff Full Time • 178 Staff Part Time • 742 Adjuncts • 806 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



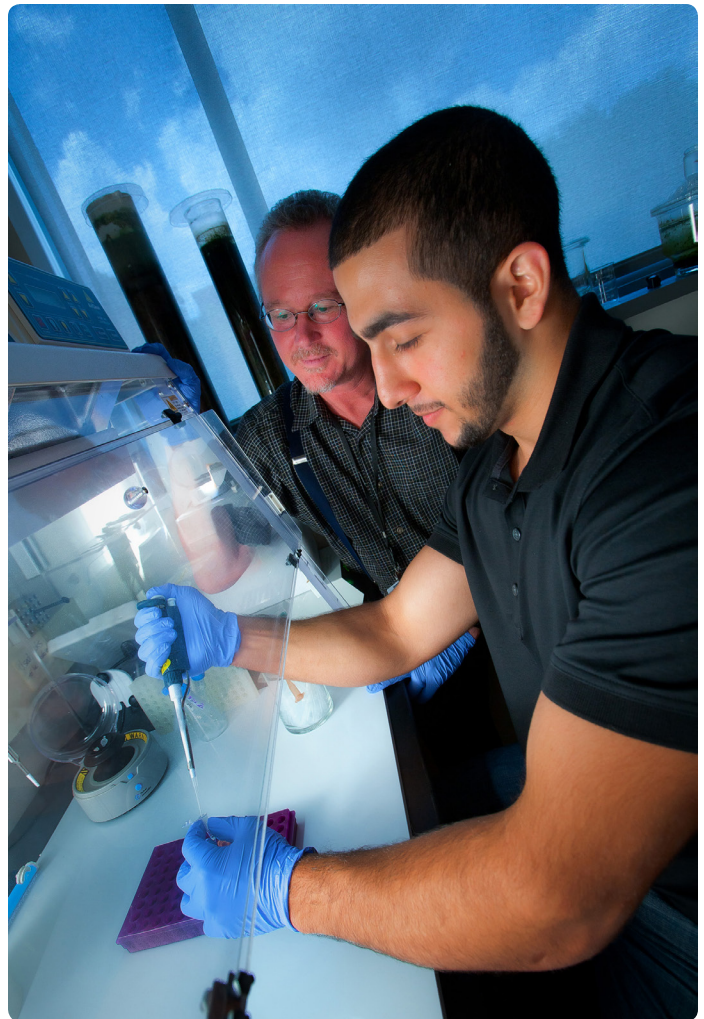


## Impact of University Research

From fiscal year 2007 to fiscal year 2015, William Paterson University saw a steady increase in funds received through grants and contracts from public agencies and foundations. These monies were used to advance scholarship, promote research, develop programs, purchase equipment and provide services related to research efforts. The funds were used for technology improvements, student support, specialized training and professional development, support for small business entrepreneurs, and a wide variety of other sponsored programs. Over this period, the University has been awarded \$71,208,029 for all of these efforts.

Through research, our faculty work on issues that have an impact on our communities, our state, our country and the world. Dr. Michael Griffiths, a paleoclimatologist in the Department of Environmental Science, has received a National Science Foundation grant to study the geochemistry of caves in the remote mountains of Southeast Asia in order to better understand the role of the tropics in global climate change over the past 100,000 years. He has also received an American Chemical Society Petroleum Research Fund grant to analyze a collection of fossil shark teeth in order to gain a greater understanding of the ocean temperature and the composition of the seawater at the time the tooth was formed. His research offers insights into past ocean temperature and seawater composition and the migratory patterns of sharks.

Dr. Emmanuel Onaivi, a neurobiologist in the Department of Biology, received a National Institute of Health grant to study the behavioral effects of specific cell membrane receptors in



the brain, known as CB2 cannabinoids. This will provide a deeper insight into potential therapeutic drugs for pain and autoimmune, mental, and neurodegenerative disorders. This research had such specific requirements that Dr. Onaivi and his collaborators had to invent a new mouse model which resulted in the submission of William Paterson University's first patent application. The new transgenic mouse will eventually be available to investigators in higher education and industry to support their own research.

Dr. Amy Learmonth, a developmental psychologist in the Department of Psychology, received a grant from the Governor's Council for Medical Research and Treatment of Autism to investigate whether young children with autism will learn better from a video or a live person.

Working with agencies of the County of Passaic, the Township of Wayne and other local communities, Glen Sherman, associate vice president and dean of Student Development, William Kernan, associate professor and chairperson, in the Department of Public Health, and the University are taking an active leadership role in the development of programs and strategies to combat alcohol and other drug abuse among all age groups.





## William Paterson University Representation in 21 Counties in New Jersey

COUNTY	EMPLOYEES	STUDENTS	ALUMNI
Atlantic	15	57	300
Bergen	505	2,665	14,691
Burlington	23	104	618
Camden	20	91	404
Cape May	2	12	109
Cumberland	3	11	70
Essex	329	1,090	4,457
Gloucester	17	39	188
Hudson	123	490	1,402
Hunterdon	8	34	476
Mercer	22	208	634
Middlesex	106	354	1,655
Monmouth	61	193	2,030
Morris	270	923	7,750
Ocean	34	124	2,122
Passaic	912	3,294	12,985
Salem	5	11	28
Somerset	47	132	974
Sussex	93	356	3,246
Union	102	359	1,406
Warren	18	96	793
<b>TOTAL</b>	<b>2,715</b>	<b>10,643</b>	<b>56,338</b>



### 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 2015, 10,862 students were enrolled, including 9,398 undergraduate and 1,464 graduate students. More than 56,338 alumni have remained in New Jersey with a world-wide network of more than 75,046 graduates. Our students, employees, and alumni hail from all of New Jersey's 21 counties. As a state university, William Paterson is here to serve all New Jersey residents.



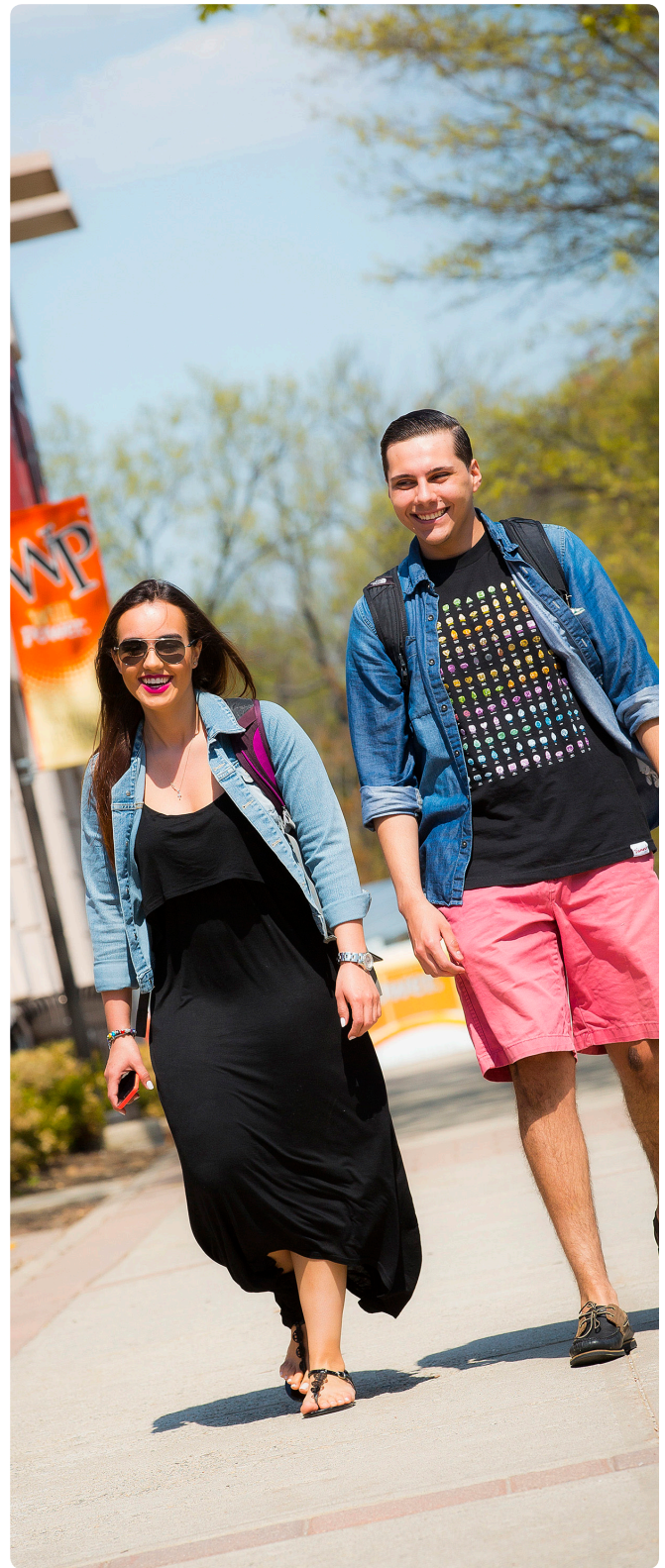


## William Paterson University's Partnerships

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

The Center is designed to assist students in selecting 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 ready to take their place in the world. As we continue to grow as a university, we look forward to enhancing these relationships. A sample of our partners includes:

Automatic Data Processing, Inc.	Passaic County Superior Courts
Atlantic Health Care Systems	Peace Corps
AXA Advisors	Pearson
Barker Titan Adhesives	PNC Bank
Becton Dickinson	Preakness Healthcare Center
Brown & Brown	PricewaterhouseCoopers
Cedar Crest	PSEG
Clear Channel Radio	Quick Chek
Crowne Roll Leaf	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
Graybar Electric	Sony USA
Haier America	Staples
Indeed.Com	Sun Chemical
Johnson & Johnson	Target
KPMG	Township of Wayne
Memorial Sloan Kettering Cancer Center	Toys R Us
Merck	United Parcel Service
Merrill Lynch	United Postal Service
Mondeléz International	United States Drug Enforcement Administration
MTV Networks	Vanguard
MWW Group	Verizon Wireless
National Broadcasting Company	Walt Disney World
NBC Universal	WB Mason
New England Financial	Wells Fargo
Novartis Pharmaceuticals	Xerox Corporation



### Economic Impact Report

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