

# 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 and just a few miles from the city of Paterson. As a result, 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 11,500 students and employing approximately 3,000 people. It offers more than 250 degree and non-degree programs and has satellite programs at Mercer County Community College to allow citizens of Trenton an opportunity to achieve an affordable four year degree.

### Background

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

The Woodrow Wilson Foundation just 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 markedly 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.

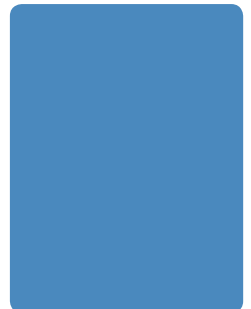
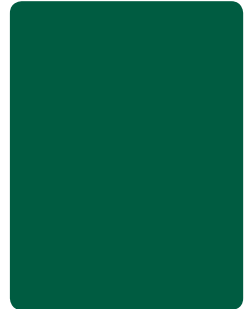
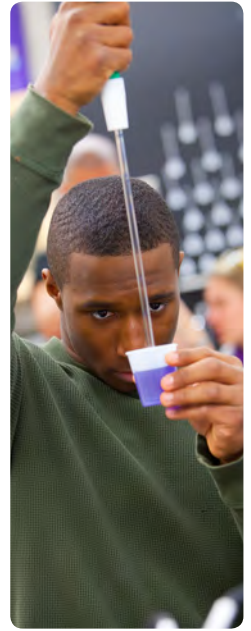
Between the academic years 2008-09 and 2011-12 alone, the College of Education has graduated 1,616 highly trained graduate and undergraduate teachers to educate New Jersey's students. Our alumni are highly represented among New Jersey's teachers, school principals and superintendents.

In the area of health care, the University has an active public clinic in speech and hearing that serves the public as well as provides students with practical clinical experiences. Hundreds of patients come to our on-campus Speech and Hearing clinic annually to be tested and treated for problems associated with these human functions. Our speech and hearing major students also gain valuable, practical, experience in many of our finest hospitals, rehabilitation centers and local school districts.

With one of the few doctorates of nursing practice degrees in the state, William Paterson has a long tradition of educating future nurses and nurse administrators to lead the important health care industry. 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 large community of northern New Jersey while actively 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 Financial Services 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 2012, the Center worked with 1,700 clients and helped start 23 new businesses that created more than 100 new jobs. The Center also assisted local small businesses to obtain more than \$1.24 million in new loans for business expansion. Coupled with an active Center for Continuing Education and Professional Development, the University is known for its work force development and training programs tied to the strategic economic goals of the state.

More recently, the University began a partnership with the newly created Great Falls National Park to help design the historical and cultural aspects of the Park as it evolves over the next ten years. Students, faculty and staff are involved with an oral history project documenting the lives of former workers and their families in the textile industry of the city of Paterson as well as planning commemorative symposiums for the 100<sup>th</sup> anniversary of the famous Paterson Silk Strike. Collaboration with the U.S. Department of the Interior will allow the Great Falls National Park to become a cornerstone of tourism and economic regeneration to New Jersey's third largest city.





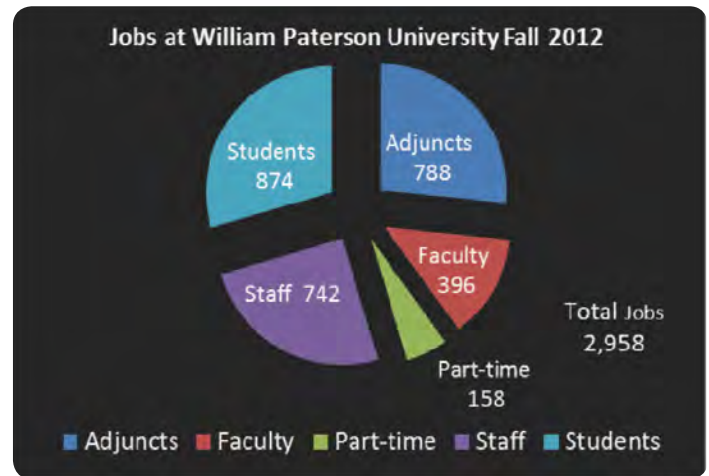
## Economic Impact of Employment and Annual Spending

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 2,958 full time and part-time employees is \$114 million. These employees contribute nearly \$4 million in state taxes before deductions and also contribute to their local New Jersey communities and school districts. 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 5,800\* jobs are created from the activities of William Paterson University. In addition, using a standard multiplier effect of 2.4, the annual budget probably produces an additional \$500 million\*\* economic impact throughout the state. This is 14 times the amount provided by the state in direct appropriations to support the education of 11,000 students.

## Economic Impact of Major Construction Projects

Since 2002, William Paterson has invested more than \$240 million to build or renovate facilities primarily funded by students as part of the cost of tuition and fees. In 2007, a complete renovation and modernization of the University Commons was completed at a cost of \$54,141,000. In 2010, the University completed construction on a new 67,000-square-foot expansion to its Science Complex that provides students and faculty with contemporary classrooms and research facilities designed to promote scientific research and encourage an interactive learning environment. The Science Complex contains 18 state-of-the-art modular research laboratories designed to support undergraduate studies and research and 12 teaching labs for upper-level courses in areas such as biology, biotechnology, molecular research, physics, tissue culture, physical, analytical and organic chemistry, physiology, environmental science and ecology, and instrumentation. The \$85 million project employed more than 100 New Jersey workers over a three year period and utilized products from numerous local suppliers, thus offsetting some of the repercussions from the national economic recession.

With the passage of the Building our Future Bond Act by the voters of New Jersey in 2012, William Paterson University will share in the \$750 million bond issue to expand its capacity and to renovate buildings dating from the 1950s and 1960s. The major priority is to build a new allied health and academic building with classrooms, labs and faculty space to house Nursing, Public Health and Communication Disorders programs as well as additional core classroom space to accommodate increasing enrollment.



## 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 solar panel installation installed in 2010-2011 ranks among the top ten largest installations at higher education institutions in the United States. It generates nearly 20 percent of the institution's power needs and through the public private partnership, will lower expenses on electricity by \$3 to \$4 million over the next decade. 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.

## Impact of University Research

Between fiscal year 2007 and fiscal year 2011, 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, and develop programs, purchase equipment and services related to research efforts and for technology improvements. Over the past decade, the University has been awarded \$55,012,454 for these efforts.

Through research, our faculty work on issues that have an impact on our communities, our state and our country. One example is the research of Biology Professor Michael Peek in the preservation and revitalization of American beach grass. The devastation from Superstorm Sandy was much less severe in areas where there are natural or engineered dunes. The research conducted on beach grass will support dune health and better position our coastline against future storms. University research is also being conducted on our bee populations by Associate Professor David Gilley, New Jersey's only academic bee researcher. Gilley seeks to ascertain how certain pesticides affect the honeybees that have an impact on our state's agriculture.

Assistant Professor Sheetal Ranjan is developing programs to prevent and reduce violence against women on the campus and in our community. This work is being done thanks to a grant from the U.S. Department of Justice's Office on Violence Against Women.

Working with the County of Passaic, the Township of Wayne and other local communities, Glen Sherman, associate vice president and dean of Student Development, and the University are taking an active leadership role in the development of education and programs to combat substance abuse and the growing problem of alcohol use among all age groups.

## Serving and Staying in New Jersey

Between 2001 and 2012, the University saw a ten percent growth in enrollment and is now at capacity unless additional facilities are constructed. During that same period, William Paterson University conferred degrees at the undergraduate and graduate level upon 22,360 students. 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 the fall 2012, 11,423 students were enrolled, including 10,089 undergraduate and 1,334 graduate students. More than 51,410 alumni have remained in New Jersey with a world-wide network of more than 68,402 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 Representation in 21 Counties in New Jersey			
County	Employees	Students	Alumni
Atlantic	11	73	268
Bergen	524	3009	13372
Burlington	31	118	551
Camden	21	106	372
Cape May	2	19	97
Cumberland	5	13	69
Essex	325	1046	4069
Gloucester	8	33	173
Hudson	113	521	1201
Hunterdon	11	43	458
Mercer	30	247	473
Middlesex	96	399	1397
Monmouth	55	238	1870
Morris	253	1024	7166
Ocean	34	168	1959
Passaic	927	3161	11958
Salem	2	9	25
Somerset	38	124	900
Sussex	99	418	3065
Union	92	338	1216
Warren	16	84	751
<b>Total</b>	<b>2693</b>	<b>11,191</b>	<b>51,410</b>

## 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 and through the Career Development and Gloria S. Williams Advisement Center. 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 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:

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| Automatic Data Processing, Inc.        | Peace Corps                                   |
| American Telephone and Telegraph       | Pearson                                       |
| Atlantic Health Care Systems           | PNC Bank                                      |
| AXA Advisors                           | Preakness Healthcare Center                   |
| Barker Titan Adhesives                 | PricewaterhouseCoopers                        |
| Becton Dickinson                       | Primerica                                     |
| Brown & Brown                          | PSEG  |
| Cedar Crest                            | Quick Chek                                    |
| Clear Channel Radio                    | R&J Public Relations                          |
| Crowne Roll Leaf                       | Reckitt Benckiser                             |
| Enterprise Rent-A-Car                  | Roche USA                                     |
| Ernst & Young                          | Ronetco Supermarkets (Wakefern/ Shoprite)     |
| Federal Bureau of Investigation        | Sax Macy Fromm                                |
| Graybar Electric                       | Sherwin Williams                              |
| Haledon Police Department              | Sobel & Company                               |
| Indeed.Com                             | Sony USA                                      |
| Johnson & Johnson                      | Staples                                       |
| Memorial Sloan Kettering Cancer Center | Sun Chemical                                  |
| Merck                                  | Target  |
| Merrill Lynch                          | Township of Wayne                             |
| Mondeléz International                 | Toys R Us                                     |
| MTV Networks                           | United Parcel Service                         |
| MWW Group                              | United Postal Service                         |
| National Broadcasting Company          | United States Drug Enforcement Administration |
| NBC Universal                          | Vanguard                                      |
| New England Financial                  | Verizon Wireless                              |
| Northwestern Mutual                    | Walt Disney World                             |
| Financial Network-Olson Group          | Watson Pharmaceuticals                        |
| Novartis Pharmaceuticals               | WB Mason                                      |
| Passaic County Superior Courts         | Wells Fargo                                   |
|  | Xerox Corporation                             |
|  | xpedx-International Paper Co.                 |

	Estimate	Source
Coefficient for estimating jobs* attributable to expenditures.	0.0000278	2003 Bureau of Economic Analysis, US Department of Commerce.
Multiplier**	2.4	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"

**Economic Impact Report**  
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 Patrick DeDeo, Director  
 Office of External Relations • 973.720.2224