

WILLIAM
PATERSON
UNIVERSITY

Will. Power.



Economic Impact Report

Wayne 2018



Economic Impact Report — *Wayne 2018*

William Paterson University: Bringing Economic and Cultural Vitality to Wayne, New Jersey

William Paterson University is a leading public university with more than 10,000 students enrolled in undergraduate and graduate degree programs in five academic colleges: Arts and Communication, Cotsakos College of Business, Education, Humanities and Social Sciences, and Science and Health. An Honors College provides a rigorous curriculum for academically gifted students. Its more than 76,000 alumni can be found throughout New Jersey, the nation, and the world.

The University offers a wide range of learning opportunities in its classrooms, laboratories, and studios, and throughout the campus, as well as at various off-campus locations. William Paterson’s more than 400 full-time faculty members are highly distinguished and diverse scholars and teachers, and include 41 Fulbright Scholars and recipients of numerous other awards, grants, and fellowships. Students benefit from individualized attention from faculty mentors, small class sizes, and numerous research, internship, and clinical experiences.

Located on a 370-acre hilly, wooded campus in suburban Wayne, William Paterson borders on High Mountain Park Preserve, nearly 1,200 acres of wetlands and woodlands. Cultural events take place throughout the year, featuring both the University’s own talent and renowned professional artists.

Programs include concerts featuring jazz, classical, and contemporary music; theater productions; gallery exhibits.

The campus is just three miles from the historic Great Falls in Paterson and 20 miles from New York City.

William Paterson University strengthens Wayne Township by educating its citizens, serving the members of the community, and contributing to the town’s economic health.

Making an Impact in Wayne

William Paterson University contributes every day to Wayne Township’s economic vitality and to the quality of life of its residents through public service and a broad range of programs and initiatives.

The University has nearly 3,000 full-time and part-time employees who purchase goods and services locally. Annual University spending of \$2.25 million, using a multiplier of 2.4*, produces approximately \$5.4 million of additional or indirect economic impact throughout the township for a combined economic impact of \$7.65 million. Using the U.S. Department of Commerce’s methodology for determining job creation linked to expenditures**, it is estimated that an additional 106 jobs are created locally from the activities of William Paterson University.

In 2017, student spending through the Pioneer Express Card alone, a cashless way for students to make purchases on and off campus, totaled nearly \$912,000 in Wayne.

Nearly 3,100 William Paterson alumni live in Wayne and contribute approximately \$37 million dollars in property taxes (based on the Township’s average tax rate in 2017). In addition, 218 University employees live in Wayne paying an additional \$2.7 million in property taxes. The University also paid \$729,860 to the Township in water and sewage expenditures.

The University’s impact on Wayne includes property taxes paid by alumni and employees living in the community; local vendors supported by University spending; and the daily economic activity generated by thousands of students, employees, and visitors.

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

Special Events Enrich the Community

Special events, including major speakers, live theatre, contemporary art, concert music, NCAA athletics, and family-friendly entertainment enrich the community. Throughout the year, Ben Shahn Galleries offers a broad variety of contemporary artworks.



William Paterson was selected to host the final New Jersey gubernatorial election debate in October 2017 in a packed Shea Center for Performing Arts. This

was the fourth time the University hosted a gubernatorial debate, having done so in 2013, 2009, and 1997, underscoring our long institutional commitment to civic engagement. Sports fans visit campus to enjoy watching 13



Pioneer teams compete in NCAA Division III Athletics. Now in its 40th year, the acclaimed Jazz Room Series is one of the nation's largest and most prestigious university-sponsored jazz series, encompassing the complete spectrum of the genre. Grammy Award-

winning saxophonist Joe Lovano recently performed with the University Jazz Orchestra. Additionally, for 39 years the Distinguished Lecturer Series has been



bringing notable personalities from the worlds of politics, government, the arts, literature, sports, science, and business, along with original programs—to Wayne, New Jersey.

Student Spending in Wayne Using the Pioneer Express Card* in 2016-17

Quick Chek	\$206,349
CVS	\$198,978
Brother Bruno's Pizza Deli & Bagels	\$124,559
UBER	\$91,270
Park Wayne Diner	\$69,478
Biagio's 2	\$62,705
Happy Panda	\$49,634
Wendy's	\$48,834
Momma's Boy	\$19,629
Subway	\$19,171

Total Pioneer Express Card Spending in Wayne \$912,181

**The Pioneer Express Card is a convenient, cashless way for students to make purchases both on and off campus.*

University Annual Purchases Total More Than \$1.3 Million from Wayne Companies

Top Local Wayne Vendors 2017 University Expenditures

Township of Wayne	\$729,860
Lou's Landscaping & Design	\$357,530
Wallington Plumbing & Heating Supply Co.	\$80,478
Frank Semeraro Construction Co. Inc.	\$27,977
Precision Landscaping Inc.	\$15,025
North Jersey Metal Fabricators Inc.	\$11,920
Seela's Paint	\$11,002
Hilton Garden Inn	\$10,910
Brother Bruno's Pizza Deli & Bagels	\$8,693
Alpine National Inc.	\$8,200
KAL Intl. Mktg. Specialist	\$7,467

Purchases in 2017 include more than 30 additional Wayne companies.



University Quick Facts

- 10,252 students
- 2,082 residential students
- 1,147 full-time employees
- 1,578 part-time employees



Serving the Community

William Paterson University offers a wide variety of programs and services for professionals and the general public.

- The David and Lorraine Cheng Library welcomes members of the Wayne community to use its main and reference collections.
- The College of Education keeps a strong partnership with the Wayne Board of Education by providing its schools with student teachers, resources, and teacher-enrichment programs.
- The University's Campus Police are members of the Passaic County Rapid Deployment Team and respond to local and county-wide emergencies.
- The School for Continuing and Professional Education offers specialized programs for business leaders, the non-profit community, and for adults seeking new careers or professional advancement. Summer Precollege Youth Programs for grades 4 to 12 include more than 60 academic enrichment courses. More than 1,000 middle and high school students participated in summer 2017 programs with 18 percent coming from Wayne Township.

William Paterson University enriches Wayne Township and boosts the local economy through its purchases of goods and services, visitor and student spending, and cultural enrichment. The campus has provided a stable source of jobs and income for residents and local businesses since 1951.

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