

**WILLIAM
PATERSON
UNIVERSITY**
Will. Power.



Economic Impact Report Wayne 2016



Economic Impact Report — *Wayne 2016*

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

William Paterson University provides a challenging, supportive, intellectual environment for nearly 11,000 students enrolled in five academic colleges: College of the Arts and Communication, Cotsakos College of Business, College of Education, College of Humanities and Social Sciences, and the College of Science and Health.

Founded in 1855 and accredited by the Middle States Commission on Higher Education, William Paterson today offers more than 250 undergraduate and graduate academic programs.

Located on 370 wooded hilltop acres in suburban Wayne, New Jersey, the University is just 20 miles from New York City, adjacent to 1,200 acres of wetlands and woodlands, and only three miles from the Paterson Great Falls National Historical Park.

The University's advanced facilities provide students with a wide range of learning opportunities in its classrooms, laboratories, and studios, and throughout the campus, as well as at various off-campus locations.



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 \$28.5 million, using a multiplier of 2.4*, produces approximately \$68.5 million of additional or indirect economic impact throughout the township for a combined economic impact of \$97.1 million. Using the U.S. Department of Commerce's methodology for determining job creation linked to expenditures**, it is estimated that an additional 1,350 jobs are created locally from the activities of William Paterson University.

In 2016, student spending through the Pioneer Express Card alone, a cashless way for students to make purchases on and off campus, totaled nearly \$811,000 in Wayne.

More than 3,000 William Paterson alumni live in Wayne and contribute approximately \$32 million dollars in property taxes (based on the Township's average tax rate in 2016). In addition, 261 University employees live in Wayne. The University also pays \$217,743 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

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

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. 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.



Sports fans visit campus to enjoy watching thirteen Pioneer teams compete in NCAA Division III Athletics. The University's

Distinguished Lecturer Series brings notable personalities from the worlds of politics, arts, literature, sports, and business to campus.

Every year, dozens and dozens of programs at the University attract a variety of experts from the world of politics, government, the arts, science, and business to the



campus.

Top right: Pulitzer Prize-winning historian Jon Meacham at the Distinguished Lecturer Series. Left: Jazz vocalist Cécile McLorin Salvant. Right: The William Paterson University Women's Basketball Team advanced to the Sweet Sixteen of the



NCAA Division III Tournament. Bottom left: 2016 Multidisciplinary conference, Exploring Anger and Political Transformation.

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

CVS	\$226,391
Quick Chek	\$185,032
Brother Bruno	\$144,038
Park Wayne Diner	\$79,759
Happy Panda	\$40,511
Wendy's	\$34,883
Biaggio's Pizza	\$33,447
McDonald's	\$30,660
Wayne Hills Diner	\$9,237
Momma's Boy	\$7,762

Total Pioneer Express Card Spending in Wayne \$810,881

**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 \$23 Million from Wayne Companies

Top Local Wayne Vendors 2016 University Expenditures

Benard Associates Inc.	\$23,020,673.00
Sodexo Inc. & Affiliates	\$4,242,184.00
Follett Bookstore	\$69,713.94
Wallington Plumbing & Heating Supply Co.	\$40,373.12
KAL Intl. Mktg. Specialist	\$29,533.25
Precision Landscaping Inc.	\$23,200.00
Dobco Inc.	\$19,690.00
North Jersey Metal Fabricators Inc.	\$14,218.00
St Joseph's Wayne Hospital Foundation	\$10,800.00
Residence Inn by Marriott	\$10,595.97

Purchases in 2016 include more than 30 additional Wayne companies.



University Quick Facts

- 10,862 students
- 2,158 residential students
- 1,156 full-time employees
- 793 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 serves as a liaison to the community by identifying programs of interest to local business and hosting job fairs open to the public. Summer youth programs provide high quality, specialized camps for middle and high school students, exposing them to the opportunities that a college campus can offer.

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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Patrick DeDeo, Associate Vice President
Governmental Relations and External Affairs
973.720.2224 • Dedeop@wpunj.edu

