



ECONOMIC IMPACT REPORT — WAYNE

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

William Paterson University provides a challenging, supportive, intellectual environment for more than 11,300 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 Great Falls in Paterson.

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.



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.

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 more than 1,100 full-time and 2,000 part-time employees who purchase goods and services locally. In 2010, student spending through the Pioneer Express

Card alone, a cashless way for students to make purchases on and off campus, totaled nearly \$600,000 in Wayne.

Nearly 2,600 William Paterson alumni live in Wayne and contribute more than \$26 million dollars in property taxes (based on the Township's average tax rate in 2010). More than 200 University employees live in Wayne. The University also pays \$295,675 to Wayne 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.

Special Events Enrich the Community



Special events, including major speakers, live theatre, contemporary art, concert music, NCAA

athletics and family-friendly entertainment enrich the campus. Throughout the year, Ben Shahn

Galleries offers a broad variety of contemporary artworks. The acclaimed Jazz Room Series, now in its thirty-third year, 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—entering its thirty-fourth year—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 left photo: Renowned actor Al Pacino interviewed by Richard Brown at the Distinguished Lecturer Series. Middle left: Dr. Leonel Fernandez Reyna (at podium), president of the Dominican Republic, recently visited

the campus to provide a keynote address and sign an exchange agreement with the University. Bottom left: Legendary jazz drummer Roy Haynes, performed at the University's Jazz Room Series. Top right: The William Paterson University Women's Basketball Team advanced to the Sweet Sixteen of the NCAA Division III Tournament. Bottom right: A guest viewing artwork from the Joan and Gordon Tobias Collection of African Art at Ben Shahn Galleries.

Economic Impact

Student Spending in Wayne Using the Pioneer Express Card* in 2010

| | |
|---------------------------------|-----------|
| 1. CVS | \$231,508 |
| 2. 7-11 | \$140,805 |
| 3. Brother Bruno | \$88,407 |
| 4. Wendy's | \$37,543 |
| 5. Park West /King George Diner | \$29,380 |
| 6. Wayne Hills Diner | \$18,698 |
| 7. Happy Panda | \$15,455 |
| 8. Sam's Bagel & Deli | \$13,507 |
| 9. Wayne Brick Oven Pizza | \$8,978 |
| 10. Salad Works | \$5,319 |
| 11. Taco Maker/Subway/Jakes | \$3,871 |
| 12. Cheesesteak Express | \$2,179 |
| 13. Baja Fresh | \$1,405 |

Total Pioneer Express Card Spending in Wayne \$597,055

**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 \$3.2 Million from Wayne Companies

Top Local Wayne Vendors

| | |
|--------------------------------------|----------------|
| Dobco Inc. | \$1,323,978.00 |
| J R Contracting Environmental | \$196,074.60 |
| Field Communications | \$191,164.93 |
| Frank Semeraro Construction Co. Inc. | \$48,527.31 |
| KAL Intl. Mktg. Specialist | \$41,229.89 |
| Graziano | \$25,000.00 |
| Normann Staffing Service | \$24,291.90 |
| Wallington Plumbing | \$23,709.43 |
| Two Suns Design Inc. | \$17,765.46 |
| Adorno & Yoss LLP | \$15,177.56 |

Purchases from more than ninety additional Wayne companies total \$1.3 million.

2010 University Expenditures



University Quick Facts

- 11,300 students
- 2,300 residential students
- 1,114 full-time employees
- 2,042 part-time employees





Students gather in University Commons

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

Serving the Community

The 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 Center for Continuing and Professional Education serves as a liaison to the community by identifying programs of interest to local business and hosting monthly 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 only a college campus can offer.

