Endicott College

Beverly, Massachusetts

Impact

The Educational, Social, and Economic Contributions of Endicott College to the Beverly Area

Fall 2011

Office of the President and the Endicott Research Center • 376 Hale Street • Beverly, MA 01915 • (978) 232-2001

A Community Resource

Proud of Our Hometown

Endicott College is proud to be a part of the rich cultural tradition of the North Shore. Like many other institutions of higher learning, we seek to contribute to the social, educational, and economic health of our community. Think of the cities and towns where colleges are located – Wellesley, Amherst, Newton, and Boston to name just a few. The college's name becomes synonymous with that of the city or town. And with good reason. Colleges attract not only thousands of students, but also thousands of visitors, enhancing the reputation of their communities. As Endicott has grown to become an institution that is nationally and internationally recognized, we have been pleased to shine the spotlight on our hometown.

A History of Service and Support

In the past 20 years, Endicott College has placed a high priority on serving our community.

- Through community and volunteer service, our students and staff give generously of their time and talents to a wide array of agencies, organizations, and individuals in need.
- Our interns work in more than 290 companies and businesses on the North Shore.
- We create jobs and buy goods and services in the area, adding to the strength of the local economy.
- We have committed resources to aid the Beverly public schools, police, municipal government, and fire departments, with lasting effect for local residents.
- We hosted and sponsored the Youth at Risk Conference as well as the Conference of Mayors and Chiefs of Police of Massachusetts.
- We welcome the public to cultural and athletic events, and we open our campus for use by outside businesses, groups, and individuals for events both large and small.

What else does Endicott do for the local community?

Endicott College is the largest donor of both cash and services to Beverly. Here are a few examples of our support:

- Endicott College returns, as a gift to the city, lost real estate taxes from homes, owned by the College, that are located outside the main campus (north of Hale Street).
- Endicott College recently made a pledge of $450,000 over four years to the City of Beverly.
- In FY 2011 the College paid over $539,945 in fees and permits.
- Each night we provide free food to the homeless shelter.
- We have raised over $63,000 for cancer research and other health and community agencies in FY 2011.
- The College donates goods or cash equivalents, sponsors low or no cost events, and provides scholarships to local students. Endicott gifts totaling more than $365,000 support events and agencies such as the Youth at Risk Conference, Beverly High School and youth athletic programs, Massachusetts Office for Victim's Assistance, Riverhouse Shelter, Beverly Rotary, Beverly Main Streets, Arts Fest Beverly, North Shore and Beverly Chambers of Commerce, and many others.

Taken as a whole, Endicott's support is impressive!

Our Continuing Commitment

We value the faith and trust of countless residents who have voiced their appreciation for these efforts, and we embrace our responsibility to use our resources for the good of the community. It's a commitment that continues to benefit many people, both on and beyond our campus.

Richard E. Wylie, *President*

Direct Impact on the Local Economy

Endicott College's 647 faculty and staff members and its 4,423 students are both wage earners and consumers. Approximately 145 (22%) of the College's faculty and staff and 1,900 students (43% of the student body (including residential students), reside within the Beverly city limits.

Note: The following values are based on FY 2010, ending June 30, 2010.

TOTAL DIRECT IMPACT

- Payroll – Total compensation paid ..... $24.0 million[1]
- Taxes paid to the Commonwealth of Massachusetts ..... $1.3 million[1]
- Local purchases – supplies, equipment, etc. ..... $12.1 million[1]
- Utilities – gas, electric, oil, sewage, water ..... $2.6 million
- Estimated expenditures of students who live on campus ..... $5.0 million[2]
- Estimated expenditures of parents, alumni, and other College visitors ..... $3.1 million[3]

Subtotal ..... $48.1 million

- Capital Projects ..... $4.3 million

Total ..... $52.4 million

- •Cash and in-kind gifts to the City of Beverly ..... $0.6 million

[1] *Figures are shown without the use of an economic multiplier.*

[2] *Based on average of $3,000 per year per full-time student. Estimated expenses include $1,000 for books, $1,000 for transportation, and $1,000 for personal/miscellaneous spending.*

[3] *Based on a conservative estimate of 149,436 visitors per year spending an estimated average of $20.57 on goods and services in the local economy.*

Local Students

4,423 students were enrolled at Endicott and its branch campuses for the Fall 2010 semester. Of that group, 2,474 students reside in Massachusetts, and 662 students live in the 6th Congressional District. Home towns include:

Amesbury	15	Lynn	27	Reading	25
Bedford	5	Lynnfield	13	Rockport	12
Beverly	146	Manchester	13	Rowley	7
Boxford	7	Marblehead	17	Salem	43
Burlington	25	Merrimac	4	Salisbury	3
Danvers	36	Middleton	6	Saugus	18
Essex	4	Nahant	1	Swampscott	10
Georgetown	9	Newbury	3	Topsfield	8
Gloucester	44	Newburyport	8	Wakefield	17
Groveland	3	North Andover	23	Wenham	6
Hamilton	3	North Reading	17	West Newbury	3
Ipswich	18	Peabody	42	Wilmington	21

Endicott "Gull Card"

Endicott students are able to use their "Gull Cards" for identification, dining, main gate access, residence hall access, and spending in the local community. Currently 23 local businesses accept Gull Card payments, encouraging students to become patrons at area businesses. Last year, student Gull Card spending alone totaled $328,874.

Financial Aid

As of July 1, 2011, 342 of the 662 area residents at Endicott College (or 52%) are receiving financial aid. These students are receiving a total of $4,411,065 in financial aid, of which $1,755,492 (or 40%) are Endicott College funds.

Additionally, 69 of the 342 area students receiving financial aid (or 20%) are residents of the Beverly area. These students are receiving a total of $849,018 in financial aid, of which more than $315,515 (or 37%) are Endicott College funds.

Community Service

Community Service is an integral part of the Endicott College experience. During the 2010–2011 academic year, Endicott College students donated 15,727 hours of community service. Listed below are some of the organizations to which faculty, staff, and students volunteered their time and/or provided financial assistance:

America Reads Program
American Cancer Society
  Making Strides Walk for Breast Cancer
American Cancer Society Relay for Life
Area events for local families
  e.g. Easter Egg Hunt, Safe Trick-or-Treating, Holiday Open House
Autism Speaks
Belle of the Ball
Beverly Arts Fest
Beverly Beaches Clean-ups
Beverly Bootstraps
Beverly Chamber of Commerce
Beverly Children's Learning Center
Beverly Community Council
Beverly Cove Improvement Association
Beverly Hospital
Beverly Kiwanis Club
Beverly Main Streets
Beverly Parks Clean-ups
Beverly Police
Beverly Public Schools
Beverly Recreation Department
Beverly Rotary Club (Endicott Rotaract Club)
Beverly School for the Deaf
Beverly Senior Center
Beverly YMCA
Charles River Watershed Association
Coast Sweep
Costa Rica Community Service Project
Cove School Recess Monitor Program
Creative Living, Inc.
Danvers Public Schools
Express Yourself (Beverly Arts Program)
Essex County Community Foundation
Family & Children's Services of Greater Lynn
Food, Book, and Toy Drives
For Jake's Sake
The Food Project
Girdler House
Harborlight Community Partners
Leukemia and Lymphoma
  (Light the Night Walk)
Massachusetts Campus Compact (AmeriCorps)
McPherson Youth Center
North Shore Chamber of Commerce
North Shore Community Development Coalition
North Shore Habitat for Humanity
North Shore Hospice
North Shore Music Theater
North Shore Rape Crisis Center
North Shore United Way
North Shore Visiting Nurse Association
Northeast ARC
Nueva Esperanza (New Hope), Holyoke, Mass.
Operation Troup Support
Pathways for Children
Project Bread, Inc.
Red Cross Blood Drive
Renewed Hope
River House Homeless Shelter
Salem District Attorney's Office
Salem Harbor Community Development Center
Salem Health Department
Salem Housing Authority
Salem Public Schools
Salem Shelter School's Out
SeniorCare
Special Olympics, Essex County
Strongest Link
Symphony by the Sea
The Greater Boston Food Bank
The Open Door Pantry
Trustees of Reservation
Walk for HAWC
Youth at Risk Conference

Community Service – Key Projects

Here are just a few of the activities in which members of the College community have shared their time and talents with residents of neighboring cities and towns.

Alternative Spring Break

This year, 20 students and two staff members went to Phenix City, Alabama to team up with Habitat for Humanity of Russell County. They arrived to four concrete slabs and throughout the week teamed up with several other volunteer groups to frame, dry wall, roof, and put on vinyl siding to complete the building of four houses.

Boston Children's Theater

Endicott College partners with Boston Children's Theater to share professors, workshops, and performance spaces. Through this partnership, programs for children ages 4–16 are offered each summer at Endicott College's Center for the Arts.

Federal Work Study, "America Reads"

During 2010–11, students allocated over 1,272 hours of labor to nearby non-profit community partners and local school systems. This commitment increased the reading comprehension skills of children and young adults within our community.

Relay for Life

Students, staff, and faculty came together to raise money for the American Cancer Society by hosting and coordinating the fund raising event, "Relay for Life." More than $42,378 was collected as a result of this 12-hour walk.

Day of Caring

Each year this event kicks off our Community Service programming. In September, students and staff venture off the Endicott campus and into the local community for a day of work, camaraderie, and caring. Originally begun as a response to the tragedies of September 11th, the "Day of Caring" is designed to focus attention on the needs of others, particularly those in our local community.

Coast Sweep

Members of the Environmental Club, joined by other students, participate in a state-wide effort to clean state beaches.

Neighborhood Events

Safe Trick-or-Treating brings more than 350 Beverly children to campus for Halloween activities and give-aways. The College also hosts an Easter Egg Hunt in the spring and a Holiday Open House in December. Throughout the year, students and staff volunteer at the Greater Beverly YMCA, providing assistance to such programs as "Kid's Fun Night" and special needs events, including swim lessons and blood drives.

The Post Sports Center

Endicott College provides athletic facilities to Beverly High School for night and day football, lacrosse, and soccer games. Among its many programs, the Post Center for Sports Science and Fitness Studies hosts Special Olympics all-day events and prep school basketball tournaments.

Center for the Arts

Endicott's hallmark building supports a variety of arts studies and performance venues, with facilities that include a 250-seat recital hall with professional acoustics, a 100-seat black box theater, and several art galleries for student and visiting artists exhibits. The community is encouraged to attend various art exhibits, performances, and programs at the Center.

Community Service – National Recognition

Corporation for National and Community Service

For two consecutive years, Endicott College was named to the President's Higher Education Community Service Honor Roll, the highest federal recognition a college or university can receive for its commitment to volunteering, service learning, and civic engagement.

Institutions of Higher Learning

Contributing to their Communities, their States, and their Regions

The education sector is one of the top employers in New England, providing jobs to 491,450 people in FY '10.
Source: Bureau of Labor Statistics May 2010 Occupational Employment and Wage Estimates

Economic Impact of Accredited Schools in New England

Source: New England Association of Schools and Colleges (NEASC) Economic Impact Report, Winter 2010

Type of Institution	Economic Impact of Institutions in Massachusetts *	Economic Impact of Institutions in New England *
Elementary, Middle, and Secondary Schools	$7,763,091,562	$17,114,056,678
Higher Education Institutions	$72,921,358,593	$118,095,483,986
Total	**$80,684,450,155**	**$135,209,540,664**

* *Economic impact calculated without the use of an economic multiplier*

- The economic impact of Massachusetts' accredited schools, totaling more than $80 billion, was nearly double the amount of money expended by the Commonwealth of Massachusetts in the reported year (about $41.8 billion). (*Source: NEASC Economic Impact Report, Winter 2010)*
- There were 691 NEASC-accredited institutions in Massachusetts, including 585 elementary, middle, secondary, technical, and career schools and 106 higher education institutions. (*Source: NEASC Economic Impact Report, Winter 2010)*
- Enrollments in NEASC-accredited schools, colleges, and universities represent 7% of the New England population, which, as of 2010, was over 14.4 million. (*Source: IPEDS 2009 Fall Enrollment Survey, United States Census 2010)*
- Inter-industry transactions between schools and other businesses help stimulate and stabilize the economy. Everyday school operating expenditures become consistent streams of revenue for companies that provide services such as heating, cleaning, phone, and internet service to educational institutions.

U.S. Enrollment at Institutions of Higher Learning

Source: IPEDS 2009 Fall Enrollment Survey

Type of Institution	Massachusetts Enrollment	Percent	United States Enrollment	Percent
Public	219,380	43%	15,040,173	71%
Private	293,096	57%	6,269,544	29%
Total	**512,476**	**100%**	**21,309,717**	**100%**

- Massachusetts has the highest concentration of college and university students in New England. In fall 2009, 51% of the students enrolled at higher education institutions in New England were studying in Massachusetts, while the remaining 49% were enrolled at institutions across the five other New England states. *(Source: IPEDS 2009 Fall Enrollment Survey)*
- Higher education institutions in Massachusetts enrolled 32,879 foreign (nonresident alien) students in fall 2009 who contributed to the state economy by spending on local goods, entertainment, recreation, housing, utilities, and food. *(Source: IPEDS 2009 Fall Enrollment Survey)*

Economic Impact of Independent Colleges and Universities on Massachusetts

- Massachusetts is the only state in the nation that educates more college students in the independent sector (over 293,000) than the public sector. Just imagine the cost to the taxpayers of the Commonwealth if the state subsidy of higher education were doubled. *(Source: IPEDS 2009 Fall Enrollment Survey)*
- Independent colleges and universities save Massachusetts more than $3 billion in tax expenditures, and they have an economic impact of $23 billion each year. *(Source: Association of Independent Colleges and Universities in Massachusetts [AICUM] Case Statement, December 2010)*
- Massachusetts independent colleges granted 75% of the Bachelor and Master's degrees earned by minority students in the 2009-10 academic year. Who would support this important segment of our society if the independent sector did not assume this opportunity or responsibility? *(Source: 2010 IPEDS Completions Survey)*
- Massachusetts independent colleges accounted for over 70% of all Bachelor degrees and over 83% of all graduate degrees in the 2009–10 academic year. How significant is the independent sector in creating and maintaining our much-needed workforce? *(Source: 2010 IPEDS Completions Survey)*
- 80% of Massachusetts independent colleges have endowments below $350 million, with a median endowment of $32.1 million. *(Source: AICUM Case Statement, December 2010)*
- Independent higher education in the Commonwealth employs 100,711 workers. By comparison, other prominent Massachusetts employers with the largest work forces include: Mass Mutual Life Insurance – 27,000; State Street Corp. – 13,642; Raytheon – 12,064; Fidelity Investments – 9,500; and EMC – 8,900. Higher education is Massachusetts' most successful business; it drives our economy and workforce development. *(Source: AICUM Case Statement, December 2010)*

Endicott students and staff raise awareness and funds for many good causes. Last year's events included (top photo) the Annual Polar Plunge, which benefits the Beverly Affordable Housing Coalition and River House Homeless Shelter, and the two-day Relay for Life to benefit cancer research and patient services.

ENDICOTT COLLEGE MISSION STATEMENT

The mission of Endicott College is to instill in students an understanding of and an appreciation for professional and liberal studies. Deeply woven within this philosophy is the concept of applied learning, which has been the hallmark of Endicott. Linking classroom and off-campus work experience through required internships remains the most distinguishing feature of the College.

Endicott has a vision for the total development of the individual within a community that fosters an appreciation of diversity, international awareness, community service, and moral and ethical values. Endicott is an innovative and vibrant, student-centered institution that supports undergraduate and graduate students in their pursuit of knowledge.

Common threads run through the fabric of the Endicott experience: increased self-confidence, stronger professional skills and technological competencies, and perhaps the most valued of all, lives open to change.

Endicott College is an affirmative action/equal opportunity employer and is committed to the principles of equal employment and complies with all federal, state, and local laws and regulations advancing equal employment. The College's objective is to employ individuals qualified and/or trainable for open positions by virtue of job-related education, training, experience, and qualifications without regard to sex, race, religion, color, age, physical disability, sexual orientation, national or ethnic origin or citizenship, veteran status, genetic information, pregnancy, or any other status protected by law.

Endicott College is accredited by the New England Association of Schools and Colleges.