

ENDICOTT COLLEGE

Beverly, Massachusetts



IMPACT

*The Educational, Social, and Economic
Contributions of Endicott College
to the Beverly Area
Fall 2009*



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 256 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, and the police and fire departments, with lasting effect for local residents.
- 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 recently made a pledge of \$450,000 over four years to the City of Beverly.
- In 2008 the College paid over \$154,000 in fees and permits.
- Each night we provide free food to the homeless shelter.
- Last year we raised over \$35,000 for cancer research and an additional \$23,000 for other health and community agencies.
- The College donates goods or cash equivalents, sponsors low or no cost events, and provides scholarships to local students.
- Other Endicott gifts last year totaling more than \$163,000 supported events, agencies, and organizations such as the Youth at Risk Conference, Beverly High School and youth athletic programs, Riverhouse Shelter, Beverly Rotary, Beverly School for the Deaf, the Newspapers in Education program, the North Shore and Beverly Chambers of Commerce, and many more.

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 our many efforts to enrich the lives of our neighbors and friends, and we embrace our responsibility to use our resources for the good of the community. It's a commitment that benefits everyone.



Richard E. Wylie, *President*

DIRECT IMPACT ON THE LOCAL ECONOMY

Endicott College’s 560 faculty and staff members and its 4,218 students are both wage earners and consumers. Approximately 23 percent of the College’s faculty and staff, and 43 percent of the student body (including residential students), reside within the Beverly city limits.

Note: The following values are based on FY 2008, ending June 30, 2008.

TOTAL DIRECT IMPACT

• Payroll – Total compensation paid	\$21.1 million ¹
• Taxes paid to the Commonwealth of Massachusetts	\$.9 million ¹
• Local purchases – supplies, equipment, etc.	\$10.3 million
• Utilities – gas, electric, oil, sewage, water	\$2.7 million
• Estimated expenditures of students who live on campus	\$4.5 million ²
• Estimated expenditures of parents, alumni, and other College visitors	\$2.4 million ³
Subtotal	\$42.0 million
• Capital Projects	\$16.7 million
Total	\$58.7 million

¹ Figures are shown without the use of an economic multiplier. In prior years Endicott College has used a multiplier of 2.0 to symbolize the number of times each dollar spent cycles through the local economy. Multipliers may be used to represent the indirect and induced impacts of fiscal spending. However we feel the above representation provides the reader a more straightforward view of Endicott College’s fiscal impact that is less reliant on theoretical models.

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 106,927 visitors per year spending an estimated average of \$23.11 on goods and services in the local economy.

LOCAL STUDENTS

Approximately 4,218 students were enrolled at Endicott and its branch campuses for the Fall 2008 semester. Of that group, 2,184 students reside in Massachusetts, and 628 students live in the 6th Congressional District. Home towns include:

Amesbury.....	14	Ipswich	18	Peabody	48
Bedford	2	Lynn	19	Reading.....	19
Beverly	111	Lynnfield	12	Rockport	11
Boxford	7	Manchester.....	4	Rowley.....	10
Burlington	20	Marblehead	11	Salem.....	33
Danvers	42	Merrimac	5	Salisbury	9
Essex.....	4	Middleton.....	6	Saugus	45
Georgetown	9	Newbury	2	Swampscott.....	11
Gloucester	47	Newburyport.....	15	Topsfield	7
Groveland	6	North Andover.....	19	Wakefield.....	23
Hamilton	2	North Reading.....	17	Wilmington	20

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 18 local businesses accept Gull Card payments, encouraging students to become patrons at area businesses. It is likely that the number of businesses partnering with Endicott College will increase. Last year, student Gull Card spending alone totaled \$236,132.

FINANCIAL AID

As of June 1, 2009, 290 of the 628 area residents at Endicott College (or 46%) are receiving financial aid. These students are receiving a total of \$3,197,055 in financial aid, of which \$1,301,264 (or 41%) are Endicott College funds.

Additionally, 46 of the 628 area students receiving financial aid (or 7%) are residents of the Beverly area. These students are receiving a total of \$424,256 in financial aid, of which more than \$154,313 (or 36%) are Endicott College funds.

COMMUNITY SERVICE

Community Service is an integral part of the Endicott College experience. During the 2008–2009 academic year, Endicott College students donated 11,753 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 Relay for Life
Area events for local families,
e.g. Easter Egg Hunt, Safe Trick-or-Treating,
Holiday Open House
Belle of the Ball
Best Buddies
Beverly Affordable Housing Coalition
Beverly Arts Fest
Beverly Beaches Clean-ups
Beverly Bootstraps Program
Beverly Chamber of Commerce
Beverly Community Council
Beverly Cove Improvement Association
Beverly Food Pantry
Beverly Hospital
Beverly Kiwanis Club
Beverly Little League
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
Breast Cancer Walks
Cape Ann Food Pantry
Cape Ann Habitat for Humanity
City-Year, Boston
Coast Sweep
Cove School Recess Monitor Program
Danvers Public Schools
Express Yourself (Beverly Arts Program)
First Night Beverly

Food, Book, and Toy Drives
Food Project
Junior Olympics
Leukemia and Lymphoma
(Light the Night Walk)
Massachusetts Campus Compact (AmeriCorps)
McPherson Youth Center
Mexico Community Service Project
in Puebla, Mexico
North Shore ARC
North Shore Chamber of Commerce
North Shore Hospice
North Shore Music Theatre
North Shore Rape Crisis Center
North Shore United Way
North Shore Visiting Nurses Association
Nueva Esperanza (New Hope), Holyoke, Mass.
Operation Helping Hands
OXFAM
Pathways for Children
Red Cross Blood Drives
Renewed Hope
River House Homeless Shelter, Beverly
Rotary
Salem District Attorney's Office
Salem Harbor Community Development Center
Salem Health Department
Salem Housing Authority
Salem Public Schools
Salem Shelter School's Out
Special Olympics, Essex County
Star House
Strongest Link
Symphony by the Sea
Trustees of Reservations
Walk for HAWC

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, 18 students and two staff members traveled to Waveland, Mississippi to assist with post-Katrina clean up and rebuilding efforts.

Boston Children's Theatre

Endicott College has partnered with Boston Children's Theatre, with goals to share professors, workshops, and performance spaces. Endicott offered programs for children ages 4–16 in summer 2009 at its new Center for the Arts.

Federal Work Study, "America Reads"

Over the course of the 2008–09 year, students allocated over 1,500 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." Over \$32,000 was collected as a result of this 12-hour walk.

Best Buddies

In collaboration with the Best Buddies organization, Endicott students provided more than 350 hours of friendship and companionship to people with intellectual disabilities. This partnership is facilitated by North Shore ARC and the local chapter of Best Buddies.

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, participated in a state-wide effort to clean state beaches.

Neighborhood Events

Safe Trick-or-Treating brings over 300 Beverly children to campus for Halloween activities and give-aways. Students and staff volunteer at the Greater Beverly YMCA, providing assistance to such programs as "Kid's Fun Night" and events for special needs children. They also assist during 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. The Post Center hosts Special Olympics all-day events and prep school basketball tournaments.

Center for the Arts

Endicott's newest 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 theatre, and several art galleries for student and visiting artist exhibits. The community is encouraged to attend various art exhibits, performances, and programs at the Center.



Help where help is needed:

Above, instead of relaxing during Spring Break, a group of Endicott students and staff went to Waveland, Mississippi where the effects of Hurricane Katrina are still keenly felt.

At right, students help to clean local beaches during the annual Coast Sweep.



INSTITUTIONS OF HIGHER LEARNING

Contributing to their Communities, their States, and their Regions

The following information relates to NEASC-accredited schools for the most recent year in which figures are available – Academic Year 2005-2006.

Source: *New England Association of Schools and Colleges Economic Impact Report, Spring 2008*

“The education sector is one of the top employers in New England, providing jobs to 484,340 people in FY06.”

Economic Impact of Accredited Schools in New England

Type of Institution	Economic Impact of Institutions in Massachusetts*	Economic Impact of Institutions in New England*
Public Schools, K-12	\$3,073,412,315	\$7,053,435,233
Private Schools, K-12	\$3,200,494,019	\$7,385,273,395
Technical and Career Schools	\$411,094,242	\$586,584,911
Higher Education Institutions	\$63,401,995,243	\$99,650,596,848
Total	\$70,086,995,819	\$114,675,890,387

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

- The economic impact of Massachusetts’ accredited schools, totaling more than \$70 billion, is greater than the amount of money expended by the State of Massachusetts that year (about \$39 billion).
- There were 701 NEASC-accredited institutions in Massachusetts, including 294 public and 263 private elementary, middle, and secondary schools, 38 technical and career schools, and 106 higher education institutions.
- Enrollments in NEASC-accredited schools, colleges, and universities represent 12% of the New England population which, as of 2006 was slightly over 14 million.
- 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.

Enrollment at Institutions of Higher Learning in New England

Source: *New England Association of Schools and Colleges Economic Impact Report, Spring 2008*

Type of Institution	Massachusetts Enrollment	Percent	New England Enrollment	Percent
Public	185,218	41%	453,962	51%
Private	266,245	59%	430,932	49%
Total	451,462	\$100%	884,894	100%

- Enrollments in NEASC-accredited colleges and universities in Massachusetts represent 7% of the state population, which was 6.4 million in 2006.
- Massachusetts has the highest concentration of college and university students in New England. In 2006 over half (51%) of students enrolled at NEASC-accredited colleges and universities in New England were studying in Massachusetts while the remaining 49% enrolled at institutions across the five other New England states.
- Higher education institutions in Massachusetts attracted 28,009 foreign students who affected the state economy by spending on local goods, entertainment, recreation, housing, utilities, and food. According to the Institute of International Education, these foreign students had in economic impact of \$868,983,710.

Economic Impact of Independent Colleges and Universities on Massachusetts

Source: 2008 AICUM (Association of Independent Colleges and Universities in Massachusetts) Case Statement.

- Massachusetts is the only state in the nation that educates more college students in the independent sector (over 250,000) than the public sector. Just imagine the cost to the taxpayers of the Commonwealth if the state subsidy of higher education were doubled.
- Each year, independent colleges and universities save Massachusetts taxpayers more than \$2 billion in tax expenditures, AND they have positive impact on the economy totaling approximately \$23 billion.
- Massachusetts independent colleges enroll nearly 80% of the minority students attending four-year colleges in the Commonwealth. Who would support this important segment of our society if the independent sector did not assume this opportunity or responsibility?
- Massachusetts independent colleges account for over 70% of all Bachelor degrees and over 85% of all graduate degrees. How significant is the independent sector in creating and maintaining our much-needed workforce?
- 79% of Massachusetts independent colleges have endowments below \$350 million, with a median endowment of \$30.7 million. Ideally, endowments should equal an institution's operating expenses for one year. 50% of Massachusetts independent colleges have endowments that equal less than three months of operating expenses.
- Higher education is Massachusetts' most successful business; it drives our economy and workforce development. Institutions of higher learning in the Commonwealth employ 90,692 workers. By comparison, the some of the largest and most prominent employers in Massachusetts have much smaller work forces; for example: Fidelity Investments - 12,326, Raytheon - 12,064, and EMC - 7,700.



Raising awareness, raising funds: Once again, Endicott sent a large contingent of students and staff to participate in the annual Walk for HAWC (Help for Abused Women and Children), which provides direct services including a confidential hotline, court advocacy, and group support, to families in 23 cities and towns throughout the North Shore.

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.