Lasell College

Dear Newton Community Members:

Lasell is inextricably woven into the fabric that is Newton. Its involvement with the community dates back to the year the College was founded; 1851. We’re embedded in the Auburndale neighborhood, and that’s exactly where we want to be.

Our location, and our connection to the community, is an important part of what makes Lasell stand apart from other schools in the area. We strive to nurture that relationship, and we do, in a myriad of ways.

As you will learn from the pages of this publication, many of our students and members of the faculty have volunteered in organizations across the City of Newton. From student mentors engaging with youngsters at The Second Step to athletes helping Learning Prep students prepare for a Special Olympics competition, Lasell community members reach out and reach out often.

In addition, our students intern at local businesses and organizations. A total of 110 students interned at Newton organizations last academic year including the West Suburban YMCA, the Newton-Needham Chamber of Commerce and Hotel Indigo, to name just a few.

Recently, we created a new Vice President of Communications, Community and Government Relations position. In that role, Ruth Shuman has spent the last several months working with City leaders to collaborate on several new projects, including a student-produced video promoting “The College Experience,” during NewtonSERVES week.

Also, the College has launched a new initiative called the Small Business Institute – which involves Newton-Needham Chamber members, small businesses and faculty and students from Lasell – providing services to and working to build support for Newton’s business community.

Lasell is proud of its tangible contributions to Newton and the surrounding area, and remains committed to building its relationship with the community for years into the future.

Sincerely,

Michael B. Alexander
President
Lasell College and Lasell Village contribute directly to the local economy in taxes paid, utilities, payroll and local purchases.

### Direct Impact Lasell College

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll - total compensation paid</td>
<td>$20.3M</td>
</tr>
<tr>
<td>Taxes paid to Commonwealth of Massachusetts (State withholding taxes)</td>
<td>$894K</td>
</tr>
<tr>
<td>Local purchases (supplies, equipment, including payments to the College for contracts and wage reimbursements)</td>
<td>$3.9M</td>
</tr>
<tr>
<td>Real Estate Taxes</td>
<td>$59K</td>
</tr>
<tr>
<td>Utilities (gas, oil, electric, sewer, water)</td>
<td>$2.02M</td>
</tr>
<tr>
<td>Capital Projects</td>
<td>$6.7M</td>
</tr>
</tbody>
</table>

### Financial Aid - Local Students

Local students (101 from Newton and surrounding area) received $1,099,330 in financial aid, $657,947 of that was provided by Lasell.

### Additional Impact

Estimated expenditures of students (avg.)

\[(1,178) \times $200/\text{month} = $1,884,800\]

$1.9M

### Direct Impact Lasell Village

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll - total paid</td>
<td>$4.7M</td>
</tr>
<tr>
<td>Taxes paid to Commonwealth of Massachusetts (State withholding taxes)</td>
<td>$197K</td>
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<tr>
<td>Local purchases (activities, supplies, including payments to the College for contracts and wage reimbursements)</td>
<td>$2.4M</td>
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<tr>
<td>Utilities (water, sewer, gas, electric)</td>
<td>$907K</td>
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<tr>
<td>Real Estate Taxes</td>
<td>$642K</td>
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<tr>
<td>Total Capital Projects</td>
<td>$617K</td>
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</tbody>
</table>

**GRAND TOTAL**

$45.9M
Lasell College: Your Neighbor in the Community

By the Numbers

$4,800  Lasell’s annual donation to Auburndale Community Library

50-100  Number of computers donated each year to the local community

110  Number of Lasell students who interned at Newton businesses or non-profit organizations

10  Number of years Lasell has had a partnership with Williams Elementary School

700  Number of service hours Lasell athletes volunteered in academic year 2012-13

8,500  Number of people who visited with the Lasell Admission Office including students and their guests

$175,000  Estimated total rental discount/fees waived for Newton groups
Key Partnerships

• The women’s basketball team coached students from Learning Prep High School, helping them prepare for a Special Olympics tournament. The men’s baseball team and women’s softball teams helped paint the Learning Prep cafeteria, hallways and gym.

• Twice a month, Lasell students mentored approximately a dozen Barry Price Center participants through Lasell’s Barry Price Club and also held a dance at Lasell for the participants each semester, resulting in 420 hours of service.

• More than 35 Lasell students mentored youngsters through The Second Step, volunteering approximately 580 hours during academic year 2012-13. As in past years, mentors were oriented in a “Domestic Violence 101” nine-hour training that preceded the mentoring activities.

• Lasell students completed 50 hours each in Newton and Waltham public schools including the Williams, Lincoln-Eliot, Cabot and Ward elementary schools for a total of 4,710 hours.

• Lasell’s RoseMary B. Fuss Center for Research on Aging and Intergenerational Studies has collaborated with Newton-based Discovering What’s Next to complete work on three grants supported by the Tufts Health Plan Foundation. The grants explore strategies for raising awareness about encore career possibilities for adults 55+ in the Greater Boston area.

• Newton Girl Scouts, San Juan del Sur Sister City Project, Newton West Little League, NKP Media Inc., Suzuki School of Newton, Kids’ Karate, and Newton Public Schools – Superintendent’s Office all utilized Lasell facilities during the 2012-13 academic year for free or at reduced rates.

• Members of Lasell’s Enrollment Management team volunteered on the Charles River as part of a joint effort by the Charles River Watershed Association and Charles River Canoe and Kayak to rid the waterway of invasive water chestnuts. In addition, the College paid for the removal of the material once it had been collected.
The College seeks to contribute to the quality of life in the City of Newton through its positive impact in such areas as the economy, cultural life and community service. Our goal is to maintain positive relationships between Lasell College, our neighbors and the greater Newton community. We also strive to establish and enhance relationships with area businesses, non-profits and government entities with the purpose of promoting opportunities for student internships, service and research, as evidenced in the map below.
Community Service/Community Relations

1 Birthday Wishes
2 Citizens for Affordable Housing in Newton (CAN-DO)
3 Facing Cancer Together
4 John M. Barry Boys & Girls Club of Newton
5 Newton Cultural Alliance
6 Newton Cultural Council
7 Newton-Needham Chamber of Commerce
8 Newton Public School District
9 Cabot Elementary School
10 Lincoln-Eliot Elementary School
11 Ward Elementary School
12 Williams Elementary School
13 NewtonSERVES, Mayor’s Office
14 Newton-Wellesley Hospital (Domestic Violence/Sexual Assault Program)
15 San Juan Del Sur Sister City Project
16 The Second Step
17 Small Business Institute
18 West Suburban YMCA
19 Learning Preparatory School
20 Newton Food Pantry
21 Boston Ballet School – Newton
22 Auburndale Community Library
23 Suzuki School of Newton
24 Partakers Inc.
25 New TV
26 Newton West Little League
27 Newton Girl Scouts
28 Charles River Watershed Association
29 Newton Parks and Recreation
30 Kids’ Karate
31 Catching Joy, Inc.
32 NKP Media
33 Barry Price Center
34 Robert Goodman, P.C. (2)
35 Newton North High School (2)

Internships

36 Ame & Lulu
37 Lasell College Radio
38 Newton/San Juan Del Sur Sister City Project
39 Questex Media Group LLC
40 Newton Cultural Center
41 Lasell College
42 Mount Ida College
43 Newton South High School
44 Marathon Physical Therapy and Sports Medicine
45 Yamawaki Art & Cultural Center
46 Skiler Love
47 Links of London
48 Lasell College Web and Marketing
49 Newton Police Department (2)
50 Newton District Court, Probation Department (2)
51 Newton District Court, Clerk of Court’s Office (4)
52 Earle Realty
53 Newton-Needham Chamber of Commerce
54 Hotel Indigo
55 Crowne Plaza Hotel Boston-Newton
56 I Do Wedding Workshops
57 Brennan Library
58 The Second Step (4
59 John M. Barry Boys & Girls Club (9)
60 Newton-Wellesley Hospital (Domestic Violence/Sexual Assault Program)
61 RoseMary B. Fuss Center for Research on Aging and Intergenerational Studies
62 Lasell Village
63 Newton School for Children
64 Partakers, Inc.
65 West Suburban YMCA Teen Center
66 Lincoln-Eliot Elementary School (2)
67 Barry Price Center
68 Newton Community Service Centers Inc.
69 Down Under Yoga
70 Birthday Wishes
71 Williams School After School Program (10)
72 Rockwell Preschool (5)
73 City of Newton: Department of Public Works and Environmental Affairs Division
74 MDM Marketing
75 McKesson Health Solutions
76 C & J Clark America Inc.
77 Roberta Andrade Fragrances
78 Lasell College Office of Communication (2)
79 TD Bank
80 The Fessenden School
81 Lasell College Office of Development and Alumni Relations (2)
82 Sports and Physical Therapy Associates
83 Beacon Hill Athletic Club
84 Lasell College Graphic Design League
85 Lasell College Alumni Office
86 Nightclub & Bar Media Group
87 Sodexo
88 Lasell Small Business Institute (4)
89 Lasell College Business Office, Accounting
New Partnerships

**Boston Ballet School – Newton** - Lasell and the Boston Ballet School in Newton have developed a partnership that includes dance classes for credit for Lasell students at the school and summer housing for Ballet students on campus.

**Newton Food Pantry** – Weekly, volunteers from Lasell’s Food Service vendor Sodexo transport food items to the Centre Street Food Pantry in Newton - helping the organization provide much-needed supplies to local residents.

**New TV** – Lasell became a platinum sponsor of the local cable TV channel, solidifying the partnership. Lasell classes use the studios, and an intern is placed at the organization each year. This Fall, one student organized the Haunted House event for New TV.

**Small Business Institute** – Lasell’s new Small Business Institute (SBI) has worked together with the Newton-Needham Chamber of Commerce to host a number of community-oriented events over the last year. The goal of the SBI is to provide support through student and faculty projects to small businesses in the community. Five projects have been completed so far.

**Birthday Wishes** – Lasell’s Fashion Department has held events and fashion shows to benefit this local organization, which provides birthday parties for homeless children.

**Partakers Inc.** – This local organization runs a program to support inmates as they enter a college program. Lasell has placed interns and volunteers at the organization. In the future, Lasell students will help run an event for the group.

**Catching Joy** – Lasell has partnered with this local non-profit on several events, including one to teach children to give back to the community. Catching Joy promotes volunteerism beginning with young children and their families.
Citizens for Affordable Housing in Newton (CAN-DO)—Earlier this year a Lasell student conducted a research project for this group and created a presentation for a high-profile event. Ten Hospitality students volunteered to help with the event.

NewtonSERVES—A Lasell student created a documentary for NewtonSERVES, focusing on the college experience including interviews with local high school and college students. The student also received a community service award from the Mayor’s Office for the project.
Lasell’s Center for Community Based Learning provides support and opportunities for students, faculty and staff to engage with community organizations on mutually beneficial projects. Beyond the long-term projects, such as those with the Newton Public Schools, Lasell students also participated in several one-time community service events for a total of 1,653 hours involving 643 student attendees, over the last academic year.

**Those events included:**

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>All for Haiti Fundraiser</td>
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<tr>
<td>Charles River Clean-up</td>
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<tr>
<td>Greater Boston Food Bank</td>
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<tr>
<td>Voter Registration</td>
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<tr>
<td>Volunteer Fair at Lasell</td>
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<tr>
<td>Veterans Care Packages</td>
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<tr>
<td>Earth Day Festival</td>
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<tr>
<td>First Fridays of Service</td>
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<tr>
<td>Bone Marrow Drive</td>
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<tr>
<td>Trick-or-Treat/Canned Goods</td>
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<tr>
<td>Boston Food Bank</td>
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<tr>
<td>Red Cross Blood Drive</td>
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<tr>
<td>Belle of the Ball</td>
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<tr>
<td>Barefoot Walk</td>
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<tr>
<td>Light The Night (Domestic Violence)</td>
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<tr>
<td>Giving Tree</td>
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<tr>
<td>Habitat House Build/Newton</td>
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<tr>
<td>Newton Food Pantry</td>
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<tr>
<td>Dress For Success</td>
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<tr>
<td>Prom Dress Drive</td>
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<tr>
<td>Mass Coalition for Homeless</td>
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<tr>
<td>Sleepout for Homelessness</td>
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<tr>
<td>Hurricane Sandy</td>
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<tr>
<td>Donation Drive</td>
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<tr>
<td>Gaining Ground Farm</td>
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<tr>
<td>Newton Literacy Program</td>
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</table>
Independent higher education employs more Massachusetts workers than many of the State’s largest employers.

Massachusetts is the only state in the nation to educate more college students in the Independent sector (274,695) than the public sector (121,888) and community colleges (105,117).

Independent colleges graduate 71% of minority students who earn a bachelor's degree and 70% of minority students who earn a graduate degree. Approximately 23% of students enrolled in these colleges are minority.

Massachusetts independent colleges account for 66% of all bachelor degrees (36,261) in AY2013 and 85% of all graduate degrees (37,197) in AY2012.

Independent higher education institutions employ 88,129 workers compared to public higher education, which employs 36,858 workers.

Independent higher education employs more Massachusetts workers than Raytheon (12,400), State Street (12,347) and Verizon (10,000).

Sources: IPEDS 2011, AICUM, and BBJ Book of Lists 2013

Honors:

Lasell College was named to the 2013 President's Higher Education Community Service Honor Roll with distinction for its strong commitment to service and compelling outcomes in the community. The award is the highest federal recognition a college or university can receive for its commitment to volunteering, service-learning and civic engagement. It is the fourth year in a row Lasell has received this honor.
Mission Statement

Lasell College engages students in the practice of their fields of study through collaborative learning, that fosters lifelong intellectual exploration and social responsibility.

Lasell College

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