

LASELL COLLEGE

Community Impact Report 2010-11



www.lasell.edu



Michael B. Alexander

Lasell: A Partner in the Community

Lasell College has been a long-time partner with the City of Newton, and, over the years, the College has contributed to the social, educational, and economic well-being of the greater community. The College, its students, faculty, and staff have positively affected the area's residents, businesses, and organizations in many ways. We are pleased to showcase the impact Lasell has made and continues to make.

Lasell has a history of support and service.

- Lasell regularly purchases goods from local vendors.
- The College offers its facilities to organizations, including a local Girl Scout troop, the League of Women Voters, and the Office of the Mayor.
- Lasell provides volunteer services to many local organizations, including The Second Step, Boys and Girls Club of Newton, and The Barry Price Center.
- Lasell has initiated several recent construction projects totaling \$33 million in the last four years.

Lasell makes a difference in several other ways.

- The College supports the re-opened Auburndale Community Library.
- Lasell's partnership in Nicaragua with the Newton/San Juan Del Sur (SJDS) Sister City Project is thriving.
- Lasell works actively with Discovering What's Next (DWN) to develop encore career programming, hosting the Encore Career Summit in 2010.
- The College serves the Newton Public Schools through participation in the national programs America Reads and America Counts.
- The College recently made contributions to neighborhood sidewalk and road construction totaling \$178,000.

This involvement with community organizations ties directly to our educational mission to connect students to learning opportunities inside and outside of the classroom through real-life projects.

Lasell and Lasell Village will continue to explore new ways of cultivating relationships and beginning new ones within the City and the Commonwealth, as well as responding to our neighbors' needs. We are always open to new ideas to benefit the local community, and we look forward to hearing from you.

Sincerely,



Michael B. Alexander
President, Lasell College



Lasell's Direct Impact on the Local Economy

Lasell's faculty, staff members, and students are both wage earners and consumers whose spending habits have a direct impact on the community as a whole.

Total Direct Impact	
Payroll - total compensation paid	\$17.7M
Taxes paid to the Commonwealth of Massachusetts (State Withholding Taxes - payroll)	\$748K
Local purchases - supplies, equipment, etc. (Accounts Payable checks cut to local businesses/people— includes \$305k in water/sewer and \$87k in real estate taxes)	\$1.45M
Utilities - gas, electric, oil, sewage, water	\$1.9M
Capital Projects (FY09)	\$9.5M
SUB TOTAL	\$31,298,000
Additional Impact	
Estimated expenditures of students (1,264) living on campus (\$200/month each)	\$2,022,400
Estimated expenditures of other visitors (3,000) on campus (\$300/person)	\$900,000
SUB TOTAL	\$2,922,400
Financial Aid - Local Students	
Local students (including 31 from Newton) received \$1,806,546 in aid, of which \$748,666 was provided directly from Lasell College.	\$748,666
SUB TOTAL	\$748,666
GRAND TOTAL	\$34,969,066

Lasell Village Total Direct Impact (figures rounded)	
Payroll - total paid	\$4,331,770
Taxes paid to the Commonwealth of Massachusetts (State Withholding Taxes)	\$180,274
Local purchases - activities, supplies, etc. (Includes payments to the College for contracts and wage reimbursements)	\$2,248,723
Real Estate Taxes	\$597,302
Water and Sewer Expenses	\$134,092
Gas	\$292,978
Electric	\$523,911
Total Capital Projects	\$617,159
Total	\$8,926,209

Local Students

During the 2010-11 academic year, 1,949 students were enrolled in undergraduate and graduate programs (unduplicated headcount). From fall enrollment, 1,100 students (61%) resided in Massachusetts at admission, and 143 students (7.9%) came from within the 4th Congressional District.

Hometowns include:

- Acushnet
- Berkley
- Brookline
- Dartmouth
- Dighton
- Dover
- Fairhaven
- Fall River
- Foxborough
- Freetown
- Halifax
- Lakeville
- Mansfield
- Marion
- Mattapoissett
- Middleborough
- Millis
- New Bedford
- Newton
- Norfolk
- Norton
- Raynham
- Rochester
- Sharon
- Sherborn
- Taunton
- Wareham
- Wellesley
- Westport

Look for the Torch Card



Lasell College recently launched a new identification card—the **Torch Card**—for all students, faculty, and staff that allows cardholders access to campus buildings and the ability to make purchases at local businesses in the community. Retailers in Newton and the Auburndale neighborhood, including several restaurants, are participating in the program.

Person-to-Person: Lasell Contributes with Community Volunteers

Community service is a way of life at Lasell College. **Fifty-seven percent** of the student body participated in some form of course-based service in the past year. An additional group of students provided service through student clubs and the Athletic department. While many offices and departments actively promote and facilitate service, The Center for Community Based Learning (CCBL) is specifically charged with the mission of community engagement and, with community partners, co-creates either major projects or one-time service opportunities. During the most recent academic year, in the Newton Public Schools alone, Lasell tutors provided **6,854 hours of service**, with **73 tutors** in the fall and **63 tutors** in the spring.

In addition to these significant partnerships with area community organizations, Lasell students also participated in several one-time community service events for a total of **1,701 hours** involving **547 student attendees** over the last academic year.



America Reads, America Counts



Lasell Cooks/Newton Food Pantry



Cradles to Crayons

Events include:

- Charles River Clean-Up*
- Newton Community Farm*
- Volunteer Fair at Lasell*
- Bone Marrow Drive*
- Alzheimer's Memory Walk*
- Trick-or-Treat/Canned Goods*
- Boston Food Bank*
- Baby Shower - Sandra's Lodge*
- Light The Night (Domestic Violence)*
- Giving Tree*
- Habitat House Build/Newton*
- Newton Food Pantry*
- Dress For Success*
- Winter Jubilee Cradles to Crayons*
- Science Club For Girls Leadership Day*
- Advocacy/Mass Coalition for Homeless*
- Sleepout for Homelessness*
- Candyland Fashion Show/Benefit*
- Gaining Ground Farm*
- Community Day Center Dinner*
- Understanding Our Differences*
- Newton Literacy Program*
- American Red Cross Blood Drive (2 per year)*

Did You Know?

Recent Lasell Internships with Newton Businesses/Organizations

- NewTV
- Newton/San Juan Del Sur Sister City Project (Nicaragua)
- *Newton TAB*
- Boston Jewish Film Festival in Newton
- Newton Girl Scouts
- Boys and Girls Club of Newton
- Newton District Court—Probation and Clerk's offices
- Newton Police Department
- Relationship Violence Action Coalition (RVAC)-Newton City Hall
- The Second Step
- Education Development Center (EDC)
- Newton Commission on Aging

Reaching Out: Key Community Service Projects and Partnerships

Below are a few highlights of the activities involving Lasell College that have impact on the community.

The Second Step in Newton benefits from student involvement through Lasell's Center for Community Based Learning (CCBL). The Lasell mentoring project with Second Step increased the number of mentors over the last school year: 20 in the fall and 12 in the spring. Those Lasell College students provided 416 hours of mentoring.

The College has partnered with the **Waltham Community Day Center**, where students received community service credit to provide services to homeless people from the surrounding area who utilize the Center. Students organized an exhibit of photographs taken by Day Center guests.

Lasell recently began working with **Discovering What's Next (DWN)**. Through a grant, Lasell became the site for the Encore Career Summit in November 2010.

For several years, Lasell has partnered with the **Lincoln-Eliot School** in Newton to facilitate disabilities awareness through the Understanding Our Differences program to 3rd, 4th, and 5th-grade students. Lasell students have also tutored children at the afterschool America Reads and America Counts programs and summer school program.

In 2011, Lasell began working with Newton-based non-profit **Birthday Wishes** to provide birthday parties to children in homeless shelters.

For the past two years the College has worked with the **Barry Price Center** to mentor participants from the ASCENT program—inspiring two Lasell students to start a new student club to facilitate mentoring on an ongoing basis.

The **Auburndale Community Library** re-opened in 2010 with support from Lasell College and other area businesses who donated funds to open the library on a part-time basis. Lasell also donated furniture and landscaping services.

Lasell Fashion Department faculty and students worked with **Newton-Wellesley Hospital** over several years to develop a garment for women to wear when having mammograms. The Joanies Project—as it was called on campus—produced 500 of the garments. They are being used at a satellite office today.

The **Lasell College Brennan Library** is a part of the Minuteman Library Network and open to all community members for borrowing and library programs. In addition, computers are available for use.

The **Newton Girl Scouts** have access to Lasell facilities for weekly troop meetings and special events on campus. In addition, Lasell Fashion majors designed a workshop for the Girl Scouts about body image and plan to host a science fair for the Girl Scouts.

The Lasell College **Winslow Archives** are a free resource for historians and others looking to learn more about the history of Lasell, women's education, and Auburndale and Newton through its in-depth collection of artifacts, documents, photographs, and correspondence collected and maintained by the College.

Lasell's partnership with the **Newton/San Juan Del Sur (SJDS) Sister City Project** is ongoing. In Nicaragua, students volunteer with the Newton Workshop for Appropriate Technology and the Free High School for Adults—both Sister City initiatives. Lasell also sends donations to the partner city.

Lasell recently worked with the **Newton Childcare Commission** to develop a marketing research study.

Lasell College and Sodexo have teamed to donate used cooking oil to local shelters—which is then converted to heating oil. **The Pine Street Inn** currently benefits from this effort.

Lasell's Yamawaki Art and Cultural Center and Wedeman Gallery host theater and music performances and art exhibits throughout the academic year that are open to the public.

Lasell College offers a **10% graduate tuition discount to full-time employees** of the City of Newton.

The **Lasell Athletic Department** offers free admission to all athletic activities for Newton residents. To view the Lasers' schedule, go to <http://laserpride.lasell.edu>.

Independent higher education institutions employ 100,711 workers; public higher education employs 37,839 workers.

Economic Impact of Independent Colleges and Universities in Massachusetts

Massachusetts is the only state in the nation to educate **more college students in the independent sector** (226,772) than the public sector (89,704) and community colleges (50,590). *Source: USDOE*

In 2008, independent colleges and universities **saved Massachusetts taxpayers nearly \$3 billion** in higher education expenditures. The overall economic impact of independent colleges in Massachusetts is greater than \$23 billion.

Independent colleges **graduate nearly 84% of the minority students** who received degrees in the Commonwealth. Approximately 23.6% of the students enrolled in these colleges are minority students. *Source: USDOE AY07*

Massachusetts **independent colleges account for 70% of all bachelor degrees** (34,430) in AY 2007 and 85% of all graduate degrees (24,322) in AY 2007.

Independent higher education institutions employ 100,711 workers compared to public higher education, which employs 37,839 workers.

Independent **higher education employs more workers** than Mass Mutual Life Insurance (27,000), Raytheon (12,064), EMC (8,900), and Verizon (14,000) combined.

From the December 2010 AICUM (Association of Independent Colleges and Universities in Massachusetts) Case Statement. Source: IPEDS 2009, the Boston Business Journal, Book of Lists Jan. 2010 and Mass.gov Housing and Economic Development 2010.

Do the Math: Contributions from Institutions of Higher Learning

The following information relates to New England Association of Schools and Colleges (NEASC) accredited schools for the most recent year in which comprehensive school financial figures are available, academic year 2006-2007.

Economic Impact* of Accredited Schools in New England		
Type of Institution	Impact in MA	Impact in New England
Public, private and technical schools, K-12	\$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

Source: New England Association of Schools and Colleges Economic Impact Report, Winter 2010.

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

The economic impact of Massachusetts' accredited schools, more than \$80.6 billion in FY 07, is nearly double the amount of money expended by the state that year (\$41.8 billion).

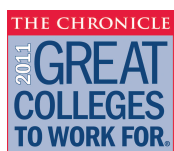
Enrollment at Institutions of Higher Learning in New England				
Type of Institution	MA Enrollment	Percent	New England Enrollment	Percent
Public	186,680	44%	441,932	52%
Private	235,678	56%	402,347	48%
Total:	422,358	100%	884,279	100%

Source: New England Association of Schools and Colleges Economic Impact Report, Winter 2010.

NEASC-accredited higher education institutions in Massachusetts enrolled 422,358 students, representing nearly 7% of the state's population of 6.4 million.

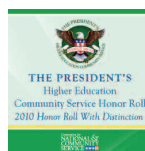
Higher education institutions in Massachusetts enrolled 28,680 foreign students who spent money on local goods, entertainment, recreation, housing, utilities, and food. According to the Institute of International Education, these foreign students had an economic impact of \$937.6 million in 2007.

Lasell Receives Honors for Its Work and Involvement



In 2011, Lasell College was named one of the best colleges in the nation to work for, for the third year in a row, according to a new survey by *The Chronicle of Higher Education*.

Lasell College won the 2011 Massachusetts Campus Compact (MACC) Presidents' Community Partnership Award honoring the College's work with local non-profit The Second Step, which provides services for families transitioning away from abuse. The award recognizes the innovative work of MACC members in partnership with a local school or non-profit organization to benefit a Massachusetts community.



Lasell College was named to the 2010 President's Higher Education Community Service Honor Roll (with distinction) for its strong commitment to service and

compelling campus/community partnerships that produce measurable results for 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.



Lasell College was ranked as a "Best Regional College" and in the "Great Schools at Great Prices" category for 2011 by the national publication *U.S. News and World Report*.

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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Lasell College Green Campus Initiative—

Single-stream recycling allows students, faculty and staff to recycle most of their waste, all within one bin. In the first three months of single-stream recycling on campus, four tons of waste were saved from the landfill.