Economic Impact Study
~ Fiscal Year 2011 ~

Be the change. Be the future. Be at Becker.
PREFACE

This report outlines the annual economic and social impact of Becker College on Worcester County.

The report uses the most recent regional input-output modeling system (RIMS II) provided by the U.S. Department of Commerce to estimate how much direct and indirect sustained economic activity derives from Becker College’s presence in Worcester County. RIMS II measures the recirculation of dollars within the local economy through increases in economic output deriving from Becker College spending.

The employee, student, and financial data utilized were provided by the Colleges of Worcester Consortium fact sheet; Becker College’s Office of Financial Aid, Office of the Registrar, and Office of Institutional Research; the U.S. Department of Labor Bureau of Labor Statistics; the CollegeBoard; and the National Corporation for Community Service.

The final total economic impact excludes economic activity stemming from spending by individuals and families during general campus visits, commencement, the inauguration of President Robert E. Johnson, athletic events, cultural activities, and alumni events.

The final total economic impact amount also excludes the potential positive impact the Massachusetts Digital Games Institute (MassDiGI)—a first-in-the-nation, statewide center facilitating cooperation and innovation among the digital games industry, the public sector, and academia—has and will continue to have on Worcester County.
INTRODUCTION

Established in 1887, Becker College is home to two distinct campuses located in Worcester and Leicester, Massachusetts. The College offers 29 undergraduate degree programs. For the past two years, The Princeton Review has named Becker among the top-10 colleges in the U.S. and Canada for video game design. U.S. News World Report called the College a destination for game designers. It is one of only two private colleges in New England to offer AVMA-accredited undergraduate programs in animal sciences, and ranked #1 in New England and #15 nationally amongst private colleges/universities in awarding undergraduate animal science degrees in 2010-2011. Enrollment in the animal science programs has grown 30 percent since 2008. The College's nursing program is ranked among the best in Massachusetts, with a May 2011 NCLEX pass rate of 100 percent. In April 2011, the Commonwealth of Massachusetts designated Becker as the home to the Massachusetts Digital Games Institute (MassDiGI). The College's enrollment has grown to nearly 1,800 students. Becker has more than 21,000 alumni and nearly 400 full-time and part-time employees. The College's total operating revenue is $31,388,921.

Despite its nonprofit status, the College paid more than $43,000 in real estate taxes in FY11 and over $78,000 in water and sewer fees. The College paid an additional $12,842 in other financial contributions to Worcester County.

In FY11, Becker students participated in 44,079 hours of practicum, pre-practicum, externship or internship experiences and performed more than 120,000 hours of community service. Nearly 1,500 students attended admissions-related events at Becker in FY11, including accepted students’ day, decision day, coach-hosted visits, Experience Becker day, group visits, open houses, and private visits. Most came with family and friends, who brought their purchasing power to Worcester County.

In September of 2011, Becker College inaugurated Robert E. Johnson, Ph.D. as the College's tenth President. An involved community leader throughout his career, Dr. Johnson has served on dozens of nonprofit boards, and has presented to corporations, organizations, and colleges on the topics of leadership, strategic marketing and planning, personal brand, diversity, higher education, and volunteerism. Since arriving at Becker College, he has joined the board of directors of local organizations including the Colleges of Worcester Consortium, Worcester Educational Collaborative, Worcester Regional Chamber of Commerce, and the Worcester Regional Research Bureau. In March of 2011, the Governor of the Commonwealth of Massachusetts appointed him to the board of the Massachusetts Technology Collaborative, an organization that promotes technology-sector growth through partnerships among industry, academia, and state government.
ECONOMIC AND SOCIAL IMPACT

This report derives the total direct and indirect economic impact of Becker College from three areas: direct spending, in-kind contributions, and volunteer service.

Direct Spending

The College directly employs 157 full and part-time faculty members and 236 full and part-time administrators and staff, with an annual payroll of nearly $11.5 million. Of these employees, 61 percent reside in Worcester County. According to the Bureau of Labor Statistics, approximately 64 percent of an individual’s income is spent on food, housing, and transportation.\(^1\) Using these parameters, Becker College employees annually spend an estimated $7,350,866 in Worcester County. This estimate does not include spending on entertainment, health care, education, goods and services, etc.

Based on data from the CollegeBoard, the Becker College Office of Financial Aid estimates that the cost of room and board for a student living off-campus is approximately $12,656\(^2\) annually. In FY11, 1,154 Becker students lived off-campus, sending approximately $14,605,024 directly into the Worcester County economy. This is a conservative estimate that does not include spending by students living on campus.

Becker spent more than $6.6 million on capital expenditures in FY11, including $4.7 million of a total $9.4 million on a new, 35,727-square-foot campus center on its Leicester campus. Using RIMS II multipliers, Becker’s capital expenditures created a total indirect final demand output of $11,941,640.63.\(^3\) The total direct and indirect final demand output from Becker College capital expenditures equates to $18,552,014.63 added to the Worcester County economy annually.

Through spending on capital expenditures in FY11, Becker College created 189 jobs in Worcester County.

In FY11 Becker College as an institution spent $2,230,385.00 on goods and services provided by firms operating within Worcester County, including the cost of utilities, health care, and other outsourced operations. Using RIMS II multipliers to measure the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand, Becker institutional spending equates to an indirect final demand output of $3,955,810.84 added to the Worcester County economy annually. The total direct and indirect final demand output from Becker College institutional spending equates to $6,186,195.84 added to the Worcester County economy annually.

Using RIMS II multipliers to measure the total change in the number of jobs that occurs in all industries for each additional one million dollars of output delivered to final demand, Becker institutional spending equates to 82 jobs created annually in Worcester County.

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\(^2\) CollegeBoard. Higher Ed Trends & Related Reports (2012)

\(^3\) RIMS II Multipliers. Table 1.5 Total multipliers for output, earnings, employment and value added by detailed industry in Worcester County (2002/2008)
Becker College values its role as a pillar of both the Worcester and Leicester communities. The College believes strongly in social responsibility and therefore provides services that contribute to the betterment of the community.

In-Kind Contributions

• The Friends of Newton Hill program was formed to promote the restoration, maintenance, and use of the Newton Hill section of Elm Park. The group is dedicated to maintaining the park's natural beauty, trails, and paths. The College provided employee Rick Miller with work release time to focus his attention on this important initiative. The direct value of his time was approximately $1,800.

• During the winter of 2011, the College provided $40,000 worth of snow removal for Worcester’s Elm Park neighborhood, directly benefiting abutters of Becker College property as well as the Department of Public Works.

• Students who originally resided in Worcester County were awarded $2,086,671 in scholarships during FY11 to help pay for attendance at Becker College. These scholarships included:

  - **The Robert and Marie Cousy Scholarship**
    Boston Celtic Hall of Famer Bob Cousy and his wife, Marie, initiated this endowed scholarship to encourage underprivileged students to attend Becker College. The College awards these scholarships to full-time students who were residents of Worcester Housing Authority (WHA) properties. Cousy scholars are also eligible for summer employment/internships at the WHA.

  - **Ebenezer Crafts Scholarships**
    These awards are made to residents of the town of Leicester who graduated from Leicester High School.

• Students earned more than $275,000 in work-study programs through the College.

• In FY11, Becker contributed $10,000 to support community causes benefiting both the Worcester and Leicester communities, including contributions to the Hanover Theatre and other community organizations.

• As part of the inauguration of Becker College President Robert E. Johnson, more than 350 Becker students and staff participated in a day of service dedicated to Elm Park beautification. The College donated more than $4,000 worth of equipment and supplies to aid in this effort.

• The College allows organizations to use its facilities for meetings, sporting events, symposia, and a variety of other functions. Leicester Parks and Recreation utilizes the Becker gymnasium and turf field throughout the year. The turf field also serves as the home to the Worcester Fury—a semi-pro football team—free of charge. The value of the facility use is approximately $10,000.
ECONOMIC AND SOCIAL IMPACT (continued)

In-Kind Contributions (continued)

• MassDiGI, housed at Becker College, serves as a statewide institute representing a partnership among the digital games industry, academia, and the public sector to strategically foster job growth and economic development through this cutting-edge industry. Through this collaboration, Worcester County will gain new jobs, a larger tax base, and additional economic activity.

• In the fall of 2011, 10 Leicester and Worcester Public School students took part in the Becker College dual-enrollment program, which allows high school students to take a college-level course and experience a college campus environment.

• Becker received the Urban Design Appreciation Award from Preservation Worcester in recognition of the College’s adaptive re-use of historical properties on its Worcester campus, stewardship of its campus as part of the National Register District and showing community commitment through investing in MassDiGI.

• More than 80 Becker College student-athletes and coaches presented $2,500 worth of sporting equipment to the Elm Park Community School. The presentation marked the launch of a new after-school academic and athletic collaboration between the College and the community school.

• In March of 2011, 15 Becker veterinary science students provided free pet clinics for residents of six Worcester Housing Authority properties.

• The Franklin M. Loew Lecture Series, named for Becker College’s eighth president, is a public forum that invites scholars and professionals to present lectures on topics of interest and importance to the Becker College community. All lectures are open to the Becker College community and to the general public at no charge. In FY11, the College spent $10,000 on the lecture series.

• Becker College is heavily invested in the beautification of the Elm Park neighborhood. The College cleans and maintains sidewalks, prunes trees, plants flowers and shrubbery and provides general cleanup after storms and inclement weather. Becker’s efforts contribute to the area being recognized as one of the best neighborhoods in Worcester. The annual financial contribution towards this endeavor is approximately $5,000.

The total value of in-kind contributions made by the College in FY11 totals $2,444,971.00.
COMMUNITY SERVICE AND INTERNSHIPS

One of the College’s core values is social responsibility.

We believe that by helping others, we enhance our own lives and the lives of others. Community service is part of the Becker College experience, with strong participation among students, faculty, and staff. Becker students were responsible for more than 120,000 hours of service last year as part of residence life, clubs, and course work. Nearly 45,000 hours went towards practicum, pre-practicum, externship and internship experiences.

According to the Corporation for National and Community Service, the total value of the time logged equates to a monetary value of $3,504,727.44. The Becker community regularly supports such causes as the United Way of Central Massachusetts Annual Campaign and Day of Caring, Worcester the City that Reads Give-a-Book campaign, Worcester Local First and its annual food drive, Red Cross blood drives, care packages for troops, and much more.

Becker College has partnered on community service initiatives with many organizations including but not limited to:

- American Red Cross
- Animal Rescue League
- Audio Journal
- Baby’s Breath
- Big Brother, Big Sister
- Community Cat Connection
- Council on Aging
- Elm Park Community School
- The First Baptist Church
- Greater Worcester Housing Connection
- Habitat for Humanity
- Leicester Police Department
- Leicester Town Hall
- The United Way
- Worcester Adult Learning Center
- Worcester AIDS Project
- Worcester Boys and Girls Club
- Worcester County Food Bank
- Worcester Youth Center
- YWCA

Continued on next page.
COMMUNITY SERVICE AND INTERNSHIPS (continued)

On-campus, students and faculty have developed clubs and organizations that directly impact Worcester County, both economically and socially.

Active Minds
Active Minds is a national student organization dedicated to raising awareness, providing information, and removing the stigma attached to mental health issues and mental illness. The group collaborates closely with Becker College counseling services to make students aware of the prevalence, risks, signs, and symptoms of disorders and to encourage conversation about mental health issues on campus.

Animal Health Club (AHC)
The mission of the Animal Health Club is to inform our peers and the public about the need for good health care for animals in our communities. We offer our assistance and time to help animals and their owners in need by volunteering at local shelters and vet clinics, and by offering informative programs to the public.

The Becker Journal Online (BJO)
The Becker Journal and Becker Journal Online (www.BeckerJournalOnline.com) is the College's student-run publication. The goal of the publication is to publicize current, relevant, helpful, and insightful, news, advice, and events taking place around the Becker community.

Black Student Union (BSU)/ALANA (African, Latino, Asian, Native American)
BSU/ALANA helps to build and sustain an inclusive campus community that values and respects all members of Becker College. BSU/ALANA provides initiatives that promote access to and diversity within our student, faculty, and staff communities.

Clean Campus Initiative
The Clean Campus Initiative is dedicated to maintaining the appearance of Becker College. The cleanliness of our learning environment plays an important role in student morale, and it is our objective to ensure it is kept in the best possible condition.

Community Service Club/Habitat for Humanity
The goal of this club is to enhance the learning experience of Becker College students through community service opportunities. The main project is the Habitat for Humanity Collegiate Challenge Alternate Spring Break—a time when students travel to another state (usually in the South) and work with the Habitat for Humanity affiliate to help provide affordable housing for low-income families. This club personifies the Becker College educational experience, serves as a catalyst for bonding among students, and provides participants with a sense of accomplishment and pride.

Gay-Straight Alliance (GSA)
The mission of the Gay-Straight Alliance (GSA) is to convey information about the lesbian, gay, bisexual, and transgender (LGBT) community, encourage Becker College students to have an open mind and an open heart, and bring speakers to campus to discuss relevant topics.
COMMUNITY SERVICE AND INTERNSHIPS (continued)

Mazunte Turtle Project Club
The Mazunte Turtle Project Club focuses on raising money to send Becker College students on an outreach project to help the survival rates of hatching sea turtles in Mazunte, Mexico. In addition, more than 200 hours of community service are dedicated to various projects, including spaying and neutering stray cats and dogs.

Mission2Go
The Mission2Go club is dedicated to volunteering all over the world to improve the lives of others. Its projects present Becker College students as socially responsible and caring global citizens.

National Student Nurses Association (NSNA)
The NSNA brings together and mentors students preparing for the initial licensure as registered nurses as well as those enrolled in baccalaureate completion programs, conveying the standards and ethics of the nursing profession and promoting the development of the skills students will need as responsible and accountable members of the nursing profession.

One Health
The One Health Initiative is a movement to forge co-equal, all inclusive collaborations between physicians, osteopaths, veterinarians, dentists, nurses and other scientific-health and environmentally related disciplines, including the American Medical Association, American Veterinary Medical Association, the American Society of Tropical Medicine and Hygiene, the Centers for Disease Control and Prevention (CDC), the United States Department of Agriculture (USDA), and the U.S. National Environmental Health Association (NEHA). Additionally, more than 600 prominent scientists, physicians and veterinarians worldwide have endorsed the initiative.

Pre-Veterinary Club
The mission of this club is to unite students in any major at Becker College who share a common dream: to be accepted into veterinary school. Students are provided with veterinary information and resources and, by joining the club, become members of the American Pre-Veterinary Medical Association (APVMA).

Student Athletic Advisory Committee (SAAC)
SAAC enhances the Becker College student-athlete experience by promoting opportunities for all student-athletes, protecting their welfare, and fostering a positive image—while maintaining the tenets of the Division III philosophy.

Student Government Association
The Becker College Student Government Association (SGA) serves as the official voice of all Becker College students. The SGA protects and promotes the best interests and rights of the student body, and serves as the liaison between the students and the College administration. In addition, SGA works with student groups to enhance the overall student experience and promotes Becker College through community service activities.
### SUMMATION

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<th>SELECTED ITEMS</th>
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<th>INDIRECT</th>
<th>TOTAL</th>
<th>JOBS CREATED</th>
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<td>Capital expenditures</td>
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<td>Institutional spending in Worcester County</td>
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<td>Student spending in Worcester County</td>
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<td><strong>TOTAL value of volunteer and practicum hours</strong></td>
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SUMMATION

Becker College spending in Worcester County equates to an estimated overall annual economic impact of more than $49 million and an annual employment impact of 561 jobs. The total value of the College’s volunteer and internship time equates to more than $3.5 million annually.

Becker College is a key economic engine in Worcester County. Institutional spending and capital expenditures by the College directly and indirectly increase revenue and create jobs. Prospective and current students and their families, as well as faculty, staff, and public attendance at Becker-hosted athletic events, lectures, and other cultural activities also serve as an integral financial resource for the area.

The mission of Becker College is to deliver to each student a transformational learning experience—anchored by academic excellence, social responsibility, and creative expression—that prepares graduates to thrive, contribute to, and lead in a global society. Students leave Becker College ready to enter the workforce, to create jobs, and spur economic activity in Worcester County and around the world.