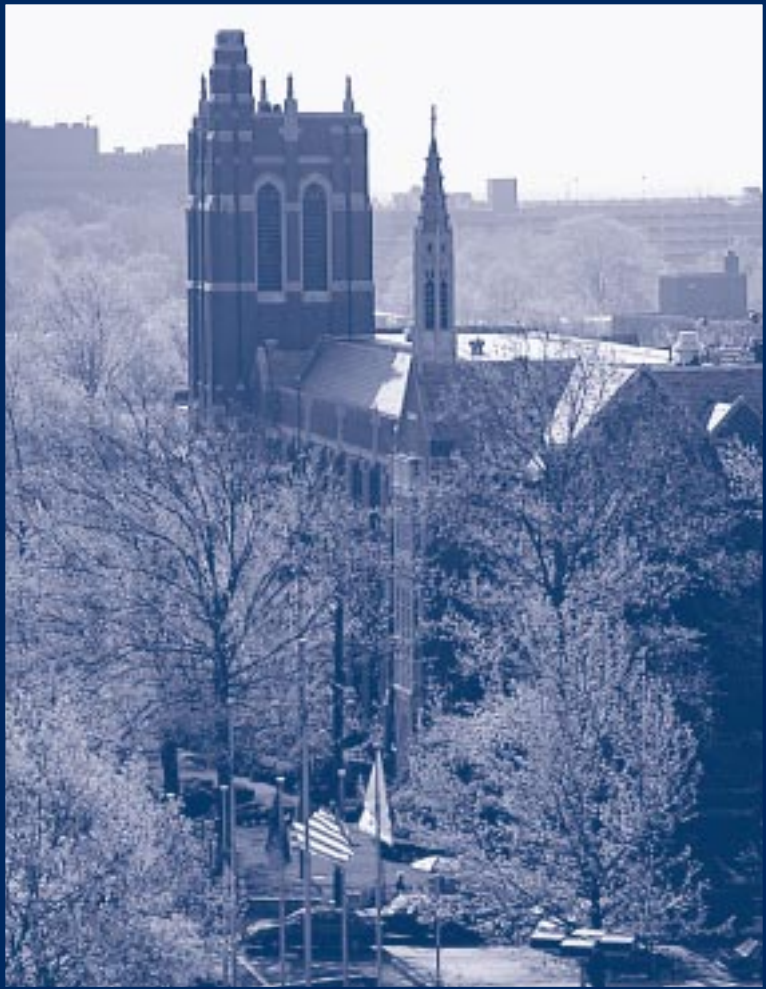


Enhancing the Quality of Life



**An Economic and
Social Impact Report**

Our Roots and Our Record

La Salle University is located in the northwest section of Philadelphia on the edge of historic Germantown, one of the oldest neighborhoods in the city. Founded by the Christian Brothers in the lower Kensington section of Philadelphia in 1863, La Salle moved to its present campus in 1929 and became a university in 1984. In addition to this main campus, La Salle has a rapidly-growing satellite campus in Newtown, Bucks County serving 1,000 students, mostly in professional graduate degree programs.

La Salle derives its name from Saint John Baptist de La Salle, who founded the Brothers of the Christian Schools in late 17th century France. He founded the order to provide education and career preparation to the poor and working class. So, the heritage of the University is one of empowering people to fulfill their God-given potential.

La Salle is an independent, coeducational, Catholic university offering 55 graduate and undergraduate degree programs to more than 3,100 full-time undergraduate students, 900 evening and weekend students, and 1,600 graduate students. Approximately 1,900 students reside on the University's 100-acre campus.

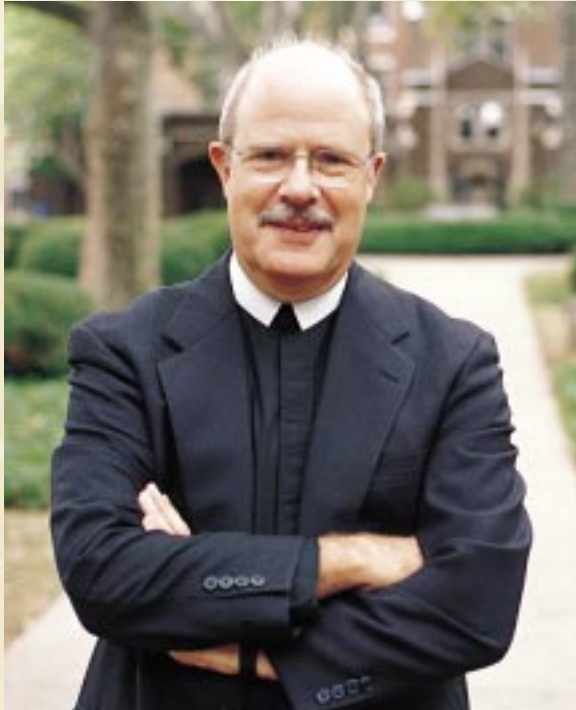
La Salle has consistently earned national recognition for the quality of its programs and the value of its education. Most recently, it was ranked among the top 20 universities in the Northeast by *U. S News & World Report* for the sixth year in a row. La Salle is ranked in the top three percent among schools of its type for preparing students to achieve the Ph.D. degree.



Statue of St. John Baptist de La Salle

La Salle University

CONTRIBUTING TO THE QUALITY OF LIFE IN OUR REGION



Michael J. McGinniss, FSC.

*Michael J. McGinniss, FSC
President, La Salle University*

For nearly 140 years La Salle has been a vital force in its neighborhood, the City of Philadelphia, and the state of Pennsylvania, helping to improve the lives of people. From an economic standpoint, La Salle plays an important role in the area's vitality. The University hires locally (even being honored by the federal government for its efforts), buys locally, and gives back locally. At a time when many are leaving the city, the University is more committed than ever to maintaining a strong presence in the region. Additionally, we will play a key role in educating the region's workforce through undergraduate, graduate, and continuing education programs, which include many innovative curriculums in high-technology.

But we also realize that our educational mission – and our impact — extends beyond our classrooms. La Salle is a Christian Brothers University, and the historic mission of the Christian Brothers is one of service to others. We believe that assisting the larger community through economic and human resources is a worthy legacy of that mission.

La Salle students volunteer and work in public schools to teach and mentor younger students. Our staff works to provide GED training and classes free of charge, and our Non-profit Management Development Center works with area groups to provide better services for their constituencies. The Neighborhood Nursing Center provides primary healthcare and health education valued at over \$3 million to approximately 30,000 area residents. Each October our University Ministry and Service Center sponsors "Branch Out Day," during which faculty, staff and students donate a Saturday to work with charitable and service organizations. More than half of the university's undergraduate students participate in formal volunteer programs.

We are proud of the impact La Salle has had in and out of the classroom since it was founded in 1863. It is our wish that we continue to have an important impact and continue our traditions that create that impact. We also believe that La Salle, Philadelphia, and Pennsylvania all have a bright future.

La Salle University

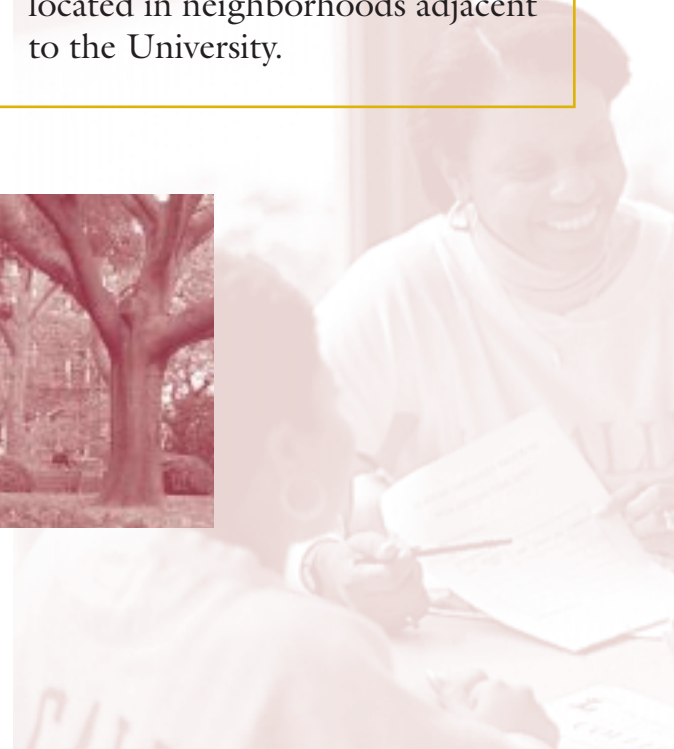
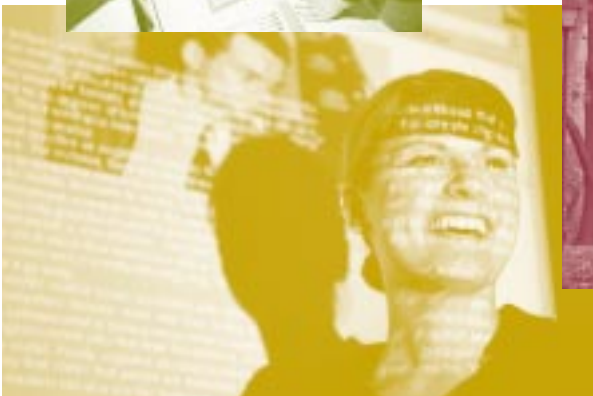
EXECUTIVE SUMMARY

Annual Payments to the City of Philadelphia

- **\$ 1.35 million** City wage tax paid by La Salle's 1,040 employees, on \$31.2 million in total taxable wages paid by the University in 1999.
- **\$ 374,000** Payments made to the City of Philadelphia for water and sewer services, permits, licenses and certificates.

Annual Expenditures with Philadelphia Businesses

- **\$ 12.5 million** Total purchases of goods and services from businesses located in Philadelphia.
- **\$ 650,000** of that total went to businesses located in neighborhoods adjacent to the University.



Financial Assistance for Education

- **\$ 8.9 million** Total amount of La Salle-funded aid given to 1,081 City of Philadelphia residents in 1999. This was just La Salle dollars, not federal or state grants or loans. The average award per student was \$8,162.
- **\$ 465,238** of the above-mentioned financial assistance went to 57 students who come from our local neighborhood (the Germantown-Logan-Olney-Wister area).
- **\$ 1.3 million** Value of tuition remission for 250 employees pursuing studies at the University—and tuition for full-time attendance in undergraduate programs for their spouses and dependent children.

Community Outreach Initiatives

- **\$ 1.8 million** Budget for three Neighborhood Nursing Centers, which serve approximately 30,000 people annually by providing prenatal services, health and lead screenings with follow-up, substance abuse counseling, immunizations, health service for abused women and children, school education, health fairs, and programs for low-income seniors living in HUD-funded housing.
- **\$ 1.3 million** Budget for Nonprofit Management Development Center, which increases the capacity of regional and local nonprofit staff and board members to manage and govern their organizations in a responsible, humanistic manner so they can better carry out their missions to serve the public good. Serves approximately 9,500 people annually.
- **\$ 2.9 million** Value of education services contributed to Philadelphia public and parochial schools by student teachers and volunteer tutors, impacting approximately 7,830 students.
- **\$ 500,000** Minimum value of the 100,000 hours of community service provided by 1,700 La Salle students engaged in formal volunteer programs.

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EXPENDITURES

Community Development

La Salle is a founding member of **Campus Boulevard Corporation (CBC)** and spends **\$32,000** annually in support of this organization. CBC was incorporated in 1981 by a consortium of nine educational, health-related, and nonprofit institutions in the area to work in partnership with neighborhood residents, businesses, government agencies, and other supportive organizations to achieve and maintain stronger, more viable area communities



Since its inception, CBC member institutions have invested more than \$200 million in renovation of existing facilities and the addition of new ones in an effort to serve the organization's goal: to make the area a more pleasant and secure place in which to live, study, and work. CBC has enjoyed notable success in improving mass transit facilities and services, revitalizing businesses and residential areas, and reducing the area crime rate. Most recently, CBC received a \$300,000 grant from the Pew Charitable Trusts for an "Incubator Without Walls" project to nurture new businesses and help existing ones thrive in the Olney corridor.



Day Care

La Salle University has spent **\$11,465** providing an on-campus building and building maintenance for the **Building Blocks Day Care** facility. A large majority of the children enrolled in the Center are from families in the adjacent communities.



Security and Safety

Among the community services provided by La Salle's Security and Safety force is the housing and protection of the neighborhood Red Cross Emergency Response vehicle. Security's Bicycle Patrol also acts as a liaison between the University community and the neighborhood Town Watch association.



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COMMUNITY OUTREACH AND PARTNERING

La Salle's Neighborhood Nursing Centers

The University's School of Nursing operates three **Neighborhood Nursing Centers** providing home and clinic prenatal services, health screening and follow-up sessions, lead screening and follow-up sessions, substance abuse counseling, immunizations, health services for abused children and women, and school health education. Additional community activities provided by the Center include an annual Job Fair, community health fairs, and health programs for low income senior citizens living in HUD-funded housing.

Neighborhood Nursing Center locations:

La Salle Neighborhood Nursing Center
Chew and Wister streets

La Salle Health Center at Hill Creek
500 Adams Avenue
(Corner of Rising Sun and Adams avenues)

La Salle Neighborhood Nursing Center
YWCA Building
5820 Germantown Avenue



With a budget of **\$1.8 million** for 1999, the Neighborhood Nursing Center served more than **30,000 people**.

La Salle's Neighborhood Nursing Center has received grants from the U.S. Department of Health and Human Services, the William Penn Foundation, and the Delaware Valley Chapter of the March of Dimes. Moreover, the Center has contractual arrangements with the City of Philadelphia Department of Health to deliver primary health care for at-risk, minority infants, children and women. Hundreds of the most vulnerable members of the community (in terms of age, condition, and income) depend on the health services provided by the Neighborhood Nursing Center. In October 2000, it received the Community Service Excellence Award from the U.S. Department of Health and Human Services: Health Resources and Services Administration. It also was presented with the Pennsylvania Public Health Association 2000 Award for Excellence in Health Promotion.



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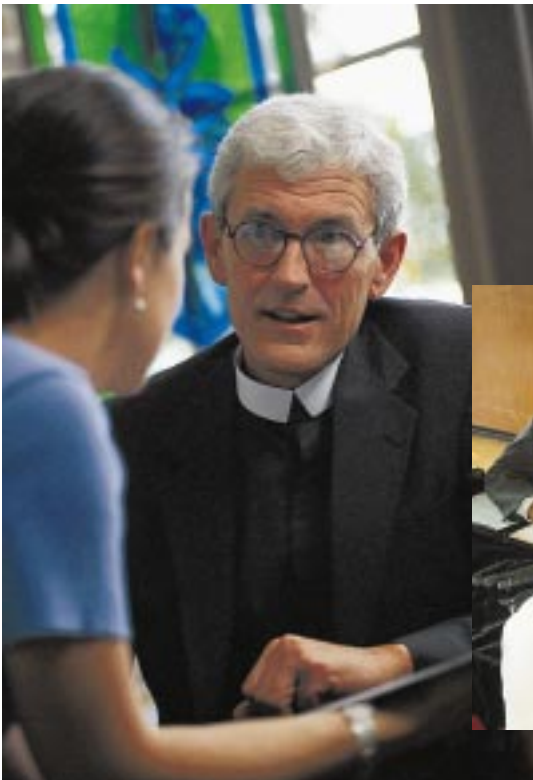
THE QUALITY OF LIFE IN OUR NEIGHBORHOOD

Nonprofit Management Development Center

Since 1981, La Salle's **Nonprofit Management Development Center** (NMDC) has offered programs for Delaware Valley nonprofit organizations under the auspices of La Salle University's School of Business Administration. With a budget of **\$1.3 million**, La Salle NMDC's mission is "to increase the capacity of Delaware Valley nonprofit staff and board members to manage and govern their organizations in a responsible, humanistic manner, so nonprofits can better carry out their nonprofit missions to serve the public good."

During 1999, La Salle NMDC helped build nonprofit capacity by providing:

- 6,000 hours of consulting to 200 nonprofits, primarily in the areas of strategic planning, board development, resource development, and human resources management
- 75 workshops provided to 2,500 nonprofit staff and board members as part of NMDC's public workshop series
- 50 semi-customized board training sessions for intact nonprofit boards to help them clarify their responsibilities
- 96,000 copies of Opportunity NOCs (nonprofit organization classified ads) were mailed to nonprofits, job centers, and career placement/planning offices
- 18,000 answers to basic nonprofit management questions, which came to NMDC by phone, fax and e-mail.



La Salle NMDC works primarily with mid-sized environmental, human service, social justice, social service, arts and cultural organizations whose budgets range from \$50,000 to \$5,000,000. La Salle's NMDC draws its consultants and trainers primarily from the La Salle University academic, professional staff, and alumni community. Since our initial Social Service Agency

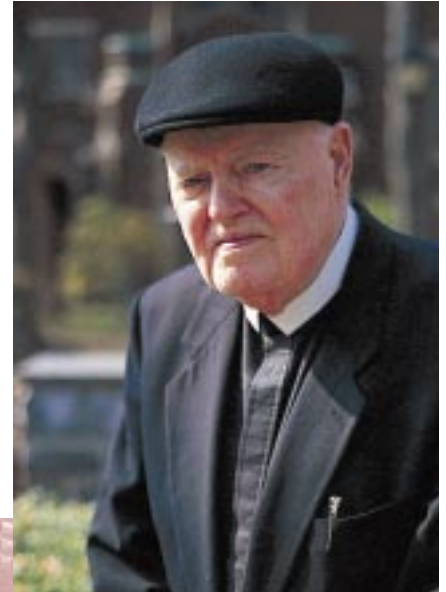
Management Education and Development program in 1981, La Salle NMDC has worked intensively with over 4,500 nonprofit organizations. Currently, La Salle NMDC's mailing list includes over 9,500 staff and board members from Delaware Valley nonprofit organizations.

University Ministry and Service

The **Office of University Ministry and Service** helps carry out La Salle's mission to prepare students for informed service and progressive leadership in their communities and to assist La Salle community members to openly bear witness to their convictions on world peace and social justice. The Office of Ministry and Service conducts more than 28 community learning activities, bringing students and faculty together in designing and implementing classroom-originated community service responses to neighborhood problems.

In the past five years, participation in La Salle service programs has grown by more than 400 percent. Currently, more than **1,700 La Salle students** are engaged in formal volunteer programs serving the community. They put in more than **100,000 hours of community service** in activities such as neighborhood clean-ups, trash collection and removal, early childhood health services delivery, youth recreation organization, food delivery for the homeless and aged, work with physically- and mentally-challenged children and adults, visitation and support for individuals suffering from AIDS, rebuilding of homes through Habitat for Humanity, and tutoring and mentoring of children from the immediate community who are in foster care.

La Salle University's **Department of Intercollegiate Athletics and Recreation** has enhanced and expanded its diverse community service/youth outreach efforts through an initiative entitled Project Teamwork. The program has had success in identifying youth programs where relationships have been established. Through education and other activities, including clinics and mentoring programs, Project Teamwork hopes to instill a positive attitude toward at-risk youths and aid in the prevention of anti-social behavior. Project Teamwork provides multiple opportunities for La Salle's



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student-athletes to give back and help support the surrounding community. The overwhelming majority of these services are delivered in the City of Philadelphia. Among services deemed necessary by City of Philadelphia officials, the replacement cost would be at least in excess of **\$500,000 per year**. The addition of fringe benefit costs would increase this figure to more than \$650,000. Additionally, University Ministry and Service works with faculty to incorporate community-learning activities into the coursework of their students. In 1996 the Pennsylvania Campus Compact awarded three of nine Student Community Service Awards to La Salle students for their significant and unique contributions for the betterment of their communities through volunteer and community service programs.

Since 1991, the **Center's General Education Diploma (GED) Testing Program** has served approximately **3000 students**, mostly from minority groups. As one of only four GED testing sites in Philadelphia,

the Center's GED Testing Program is staffed by administrators with bilingual Spanish/English certification. This activity is part of the overall Adult Learning Project (ALP). The ALP serves more than 150 adult students each year through four ESL (English as a Second Language) and five ABE (Adult Basic Education) courses. Since its inception in 1983, the ALP has assisted more than 2,750 students.



Community Use of Facilities

La Salle is, and always has been, a **community facility**. Of the 100 acres that comprise its campus, 12 are woods and parks. Neighbors are invited to and do use the University's facilities for recreation. From early morning until well into the evening, families and individuals from the neighborhood use La Salle's state-of-the-art tennis courts and outdoor jogging track. The University library is open to the community, as are many of the University's meeting and dining facilities throughout the year. City and state government officials make use of the University's meeting facilities several times per year, at no cost.



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EXTENDING EDUCATIONAL OPPORTUNITIES

- The total amount of **La Salle-funded aid** given to City of Philadelphia residents in 1999 was **\$8,923,426**. Fifty-seven students from the Germantown, Logan, Olney, and Wister communities received some \$465,238 in La Salle-funded aid in 1999.
- In 1999, La Salle awarded **1,081 mission grants**, totaling **\$3.6 million**. Mission grants are partial scholarships given to Philadelphia residents or graduates of 37 select schools within the Archdiocese of Philadelphia. They are renewable grants of \$3,500 annually for undergraduates.
- In **support of employment and educational opportunities for community residents**, more than 600 persons employed at La Salle reside in the University's most immediate neighborhoods and about **250** are pursuing studies at the University. In order to facilitate greater educational opportunities for its employees, La Salle offers tuition remission to all full-time employees for part-time attendance in undergraduate or graduate programs and tuition remission for full-time attendance in undergraduate programs for their spouses and dependent children. In 1997-98, the value of this benefit was **\$1.3 million**.
- La Salle's **Education Department** regularly works in partnership with approximately 25 secondary schools and more than 40 elementary and special education schools in the area. At these schools, La Salle students provide student teaching, therapy, and other related instructional and voluntary tutoring services. As a result, for decades, La Salle's Education Department has provided valuable student teachers to schools throughout the Philadelphia area.



La Salle's

COMMITMENT TO OUR COMMUNITY

- Jobs
- Support of Local Economy
- Financial Assistance for Education
- Educational Outreach
- Community Development
- Day Care
- Security and Safety
- Health Care Outreach
- Community Volunteerism
- Community Use of Facilities



For additional copies of this report, contact:

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