Living our Mission: The Commonwealth Campuses

A Discussion with the Board of Trustees
November 9, 2018
What Does it Mean to be a Modern Land-Grant University?

1. One Penn State 2025
2. The Commonwealth Campuses
3. Research
4. Outreach and Service to Communities
One University, 20 Undergraduate Campuses

- One mission
- One administration (academic leadership, business and finance operations, student affairs, research enterprise, and physical plant)
- One application for admission/Admissions Office
- One governing board
The Value of our Structure

- Integration across the state provides stability
- Affordable access to a world-class degree
- Pipeline for diversity
- Economic impact to communities
- Philanthropy tied to campuses
Integration Provides Stability

• Strength in numbers
• Provides access to more PA residents
  o 50% of all first-year students (60% of PA students) start at a CC; Nearly 4,000 student transitions annually—3,600 to UP
• Serves rural, suburban and urban populations
• Allows for regionalization (e.g. nursing and health-related entrepreneurship at Berks given proximity to Penn State Health St. Joseph)
20-Year Enrollment Trend: Commonwealth Campuses

Source: Official Fall Census Data 1999 - 2018
PA 12th Grade Public High School Enrollment/Projections

Source: PA Data Center, Public School Data
Providing Access to More PA Residents

• 75.2% of PA residents live within a 15-mile radius of a campus
• 95.6% of PA residents live within a 30-mile radius of a campus
Serving PA Families

- 82% of CC students are PA residents
- 57% of UP students are PA residents; 13% started at CC

Source: Official Fall 2017 Census Data
Students Enroll Close to Home

Source: Undergraduate Admissions Office
Affordable Access to a World-Class Degree

• Differential tuition structure saves PA students $$.
• Students can live at home/continue to work.
  o 62% work an average of 22 hours/week
• Provides opportunities for non-traditional, place-bound students.
  o 17% adults, including 1,000 veterans
• Campuses support adjustment to college academic expectations.
• High demand, high interest programs enable students to complete degrees near home.
First-Generation Students

- 37% of CC students are first-generation
- 1/3 of first-generation students at UP started at CC

Source: Undergraduate Admissions Office
Serving Families of Modest Means

Source: Penn State Office of Student Aid, Fall 2016

Data includes only students applying for aid
Community-Focused

PS Fayette hosts annual STEAM program to introduce female high school students to nontraditional careers.

PS Greater Allegheny Food Bank serves students and community members. They also opened the Free Store to supply customers with food and clothing, free of charge.

PS Lehigh Valley Scholarship Dinner celebrates students and thanks local donors. Event allowed donors to get to know the very students they have helped.
Student Aid

- 52% of all PSU Pell Grant recipients attend CC.
- Nearly half of UP Pell Grant recipients started at a CC.
- 81% of CC students receive aid, compared to 65% of UP students.
Pipeline for Diversity

• Diversity is essential—for business model, moral imperative and environmental richness.

• CC reflect diverse population in their catchment areas: UP is an exception (a broad catchment).
  o Birth rates declining in most PA counties (Avg. -4.3%); but increasing in urban areas in PA and nationally.

• CC students help build diversity at UP when they transition with the 2+2 model.
Minority Enrollment by Campus

Source: Official Fall 2017 Census Data
Providing Access for Underrepresented Groups

- 24% of CC students are from underrepresented groups
- \( \frac{1}{4} \) of UP underrepresented students started at a CC

Source: Official Fall 2017 Census Data
Economic Impact to Communities

- Penn State ranks No. 6 among top employers in PA.
  - 6 LaunchBoxes opened in 2016; 5 in 2017; 4 in 2018; 5 in progress
- Campuses are cultural centers; a magnet for communities.

Note: More comprehensive economic impact analysis underway.

Source: PA Department of Labor and Industry Center for Workforce Information & Analysis (1Q 2018)
## Invent Penn State Outcomes for CC Hubs

<table>
<thead>
<tr>
<th>Activity</th>
<th>FY '16-18</th>
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<tbody>
<tr>
<td>Entrepreneurs Assisted</td>
<td>592</td>
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<tr>
<td>Students Engaged</td>
<td>1,529</td>
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<tr>
<td>Faculty/Staff Engaged</td>
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<tr>
<td>New Product Development Projects</td>
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<tr>
<td>New Startups Program Graduates</td>
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<tr>
<td>New Companies in PA Communities</td>
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<tr>
<td>Jobs Created</td>
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<tr>
<td>Internships Created</td>
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<td>In-Kind Support Est. Value</td>
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<tr>
<td>External Matched/Leverage Funds</td>
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<tr>
<td>Total External Matched/Leveraged Funds</td>
<td>$4,949,609</td>
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Philanthropy/Volunteers Tied to Campuses

- Individuals and businesses connected to Penn State through campuses.
- PSAA: 21 Campus Societies and 200+ alumni volunteers serving more than 468,000 alumni who attended a CC.
- 20 CC Advisory Boards with 610 Board Members.
- 294 CC Campaign Committee Members.
- Local industries provide 3,500 internships annually.
Commonwealth Campus Philanthropy

- Total CC gift commitments to *A Greater Penn State* campaign are $128M.
- Over the past 10 years, the number of endowments for CC grew by 53%, from 1,248 to 1,915.
- Book value grew by 46%.
Penn State Abington

- Steve Taub spent his first two years at Abington before earning his degree at University Park.
- In Oct., he donated $17.3M to Abington: largest gift to that campus; second largest to any CC.
- Built his career in the Phila. region.
- Has donated more than $22M to Abington.
Penn State Shenango

- Paul Chadderton built his trucking business in Sharon, PA.
- Donated nearly $1M because “kids need more education than when I was young, and it’s only harder for them to find money to afford it.”
- Median family income of Shenango students who applied for aid: $27K; median at CC $64K; UP $114K.
Many Examples

Brandywine: Mark Dambly

York: Don Graham

Hazleton: Lofstrom Library

DuBois: Palumbo Charitable Trust

Altoona: Steve Sheetz, Hite Family

Abington: Ira Lubert
One University, Geographically Distributed Allows Us to be Successful

• Integrated model creates a stable student population.
  o Nearly 30,000 students each year across CC
  o 8,139 full and part-time faculty and staff
• Model allows every campus to be unique, while benefiting from Penn State’s global reputation.

Penn State Wilkes-Barre
Summary

• Key to fulfilling land-grant mission of access and affordability.
• Supports moral imperative and business model to build diversity.
• Powerful economic impact throughout the Commonwealth.
• Philanthropists, volunteers, and alumni groups tied to campuses.

Penn State Mont Alto

Schuylkill senior Catherine Holm, a veteran, mother, scholar and leader.
Discussion: Living the Land-Grant Mission through our Commonwealth Campuses

1. Can we do a better job communicating the value of the uniqueness of our CC structure?

2. How do we build on our investment in our campuses to advance Penn State’s land-grant mission?