

Higher Education in Tompkins County

Economic Impact Statement

A joint report by Cornell University, Ithaca College, and Tompkins Cortland Community College



Cornell University



Ithaca College



Tompkins Cortland Community College

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September 2009

Tompkins County and Higher Education

Population, 2000

City of Ithaca total population: 29,287

City of Ithaca college and university student population: 16,915 (58%)

Tompkins County total population: 96,501

Tompkins County college and university student population: 27,205 (28%)

Educational Attainment for Population Age 25 and Up, 2000

	Tompkins County	United States
Less than high school diploma	10%	20%
Bachelor's degree or greater	42%	24%

Median Age, 2000

Tompkins County 29 years

United States 35 years

Top Five Employers, 2007

1. Cornell University
2. Ithaca College
3. BorgWarner Automotive
4. Ithaca City School District
5. Cayuga Medical Center

Employment by Sector, Top Five, 2005

1. Private Education: 26%
2. Retail Trade: 11%
3. Health Services: 10%
4. Manufacturing: 8%
5. Leisure and Hospitality: 8%

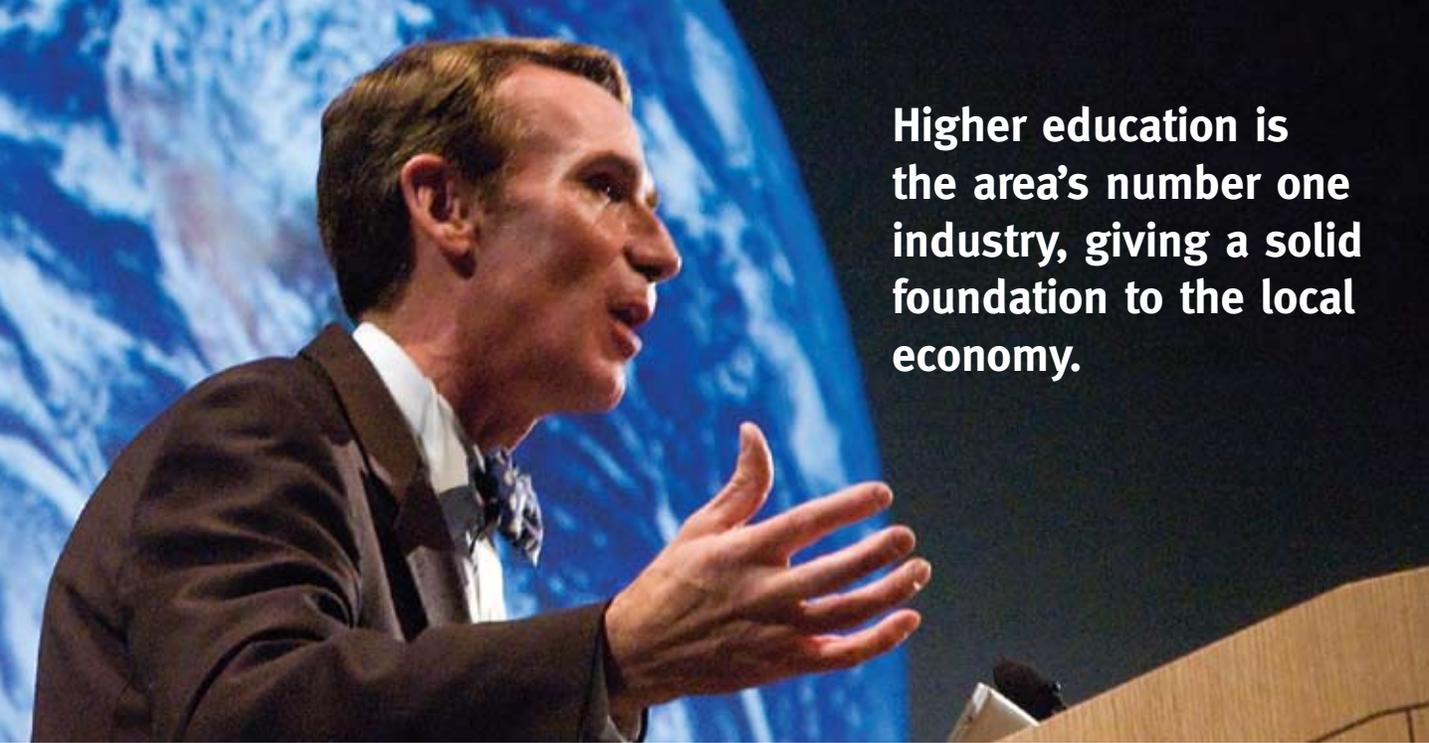
Annual Unemployment Rate, 2008

United States: 5.8

New York State: 5.4

Tompkins County: 4.1





Higher education is the area's number one industry, giving a solid foundation to the local economy.

Higher Education Makes Tompkins County Exceptional

Consult almost any demographic map of counties in the United States, and you are likely to notice an irregular box in the middle of New York State, set off from its neighbors in a sharply contrasting color. By the age of its residents, by their level of educational attainment, by income, by employment, and by a hundred lifestyle variables, Tompkins County is a standout.

That's largely because **higher education is the area's number one industry**. Tompkins County is home to Cornell University, one of the world's premier research universities; Ithaca College, a mid-sized, private comprehensive college; and Tompkins Cortland Community College (TC3). Together, they act as **a magnet for highly-educated people with a vast array of specialized skills**, from teaching Mandarin Chinese to producing award-winning documentaries to running electron beam lithography equipment. There are residents of Tompkins County who are developing stem cell solutions for arthritis, and residents who designed the Mars rovers that have transmitted terabytes of geological information from the Red Planet.

One result of this concentration of brainpower has been the steady growth of entrepreneurship in Tompkins County. **Cornell** has one of the **highest levels of research expenditures among its peers**, and its researchers have developed biodegradable plastics, environmentally safe disease and pest control methods for agriculture, photon chips, and bioanalytical systems. With Cornell's help, they are building companies around their inventions.

Ithaca College researchers are working on **innovative technologies** such as new adhesives for use in medical procedures and virtual reality games that will help children with motor impairment problems like cerebral palsy. Faculty and students combine education with important community service in clinics, such as the Sir Alexander Ewing Speech and Hearing Clinic, which serve families in the Tompkins County region.

In addition to offering more options in higher education, **TC3 is a vital force in area workforce development**, providing academic programming tailored to meet local employment needs, and workforce training and professional development programs.

Higher education has proved to be a **stable foundation for the local economy**. Together, the three institutions employ more than 14,000 Tompkins County residents, enroll more than 30,000 students per year, and generate billions of dollars worth of economic activity, from multimillion-dollar construction projects to millions of dollars worth of office supplies. Their workforces may contract during recessions; their spending may rise and fall; but their core business involves educating, housing, feeding, and transporting tens of thousands of people a year. In meeting those needs, Cornell, IC, and TC3 provide Tompkins County's economy with a **solid floor that isn't subject to the precipitous drops that characterize many industries**. They ensure the area's continued economic health, now and in the future.

Cornell University in Tompkins County

Undergraduate enrollment: 13,561

Graduate enrollment: 6,954

Faculty and staff (non-student; full- and part-time): 12,461

Undergraduate Colleges and Schools

College of Agriculture and Life Sciences

College of Architecture, Art, and Planning

College of Arts and Sciences

College of Engineering

School of Hotel Administration

College of Human Ecology

School of Industrial and Labor Relations

Graduate/Professional Schools

Graduate School

Johnson Graduate School of Management

Law School

College of Veterinary Medicine

(Cornell's medical schools, Weill Cornell Medical College and Weill Cornell Graduate School of Medical Science, are located in New York City, but the university encourages interdisciplinary biomedical research with the veterinary and engineering colleges. There is also a Weill Cornell Medical College in Doha, Qatar.)

Select Academic and Research Facilities

Herbert F. Johnson Museum of Art

Laboratory of Ornithology

Carl A. Kroch Library (Rare and Manuscript Collections)

Africana Studies and Research Center

Cornell Plantations (Natural Areas and Living Plant Collections)

Laboratory for Elementary-Particle Physics

Cornell High Energy Synchrotron Source

Veterinary Medical Center

Schwartz Center (Performing Arts)

Duffield Hall (Nanotechnology)

Rhodes Hall (Supercomputing Theory Center)





Cornell brings scholars from all over the world to Ithaca.

Cornell University

Cornell was founded in 1865 as a nonsectarian university open to men and women from every class and all ethnicities. Unique among its Ivy League peers, Cornell is both a private university and the land grant institution for New York State. The latter designation imparts **a sense of larger purpose** to every endeavor at Cornell, and attracts faculty and students who are motivated by a belief in the power of knowledge to improve the human condition.

With its distinctive mix of eminent scholarship, academic rigor, and commitment to public service, Cornell attracts students from every state in the union and over 120 countries. They learn from a distinguished faculty teaching **more than 4,000 courses**, and participate in cutting-edge research and scholarship.

Cornell's curriculum ranges from **renowned programs** in the humanities to influential work in the social sciences and interdisciplinary research in nanotechnology, biotech-

nology, supercomputing, and genomics. In recent years Cornell has expanded its international presence, opening the **first American medical school outside the United States** in Qatar and partnering with major institutions in China, India, and Singapore.

And by attracting the **brightest and most talented minds** from every region of the world to Ithaca, Cornell University has endowed Tompkins County with a cosmopolitanism that would be extraordinary for a community ten times its size.

Cornell also draws thousands of area residents to campus each day, to work in an environment where the product is high-quality education, where **personal growth** and learning are priorities, and where diversity is respected and valued. In so doing, the university has set a high standard for **workforce excellence** throughout the county.

Ithaca College in Tompkins County

Undergraduate enrollment: 6,250

Graduate enrollment: 400

Faculty and staff (non-student, full- and part-time): 1,549

Undergraduate Schools

School of Business

Roy H. Park School of Communications

School of Health Sciences and Human Performance

School of Humanities and Sciences

School of Music

Divisions

International and Interdisciplinary Studies

Graduate and Professional Studies

Select Academic and Research Facilities

Dillingham Center for the Performing Arts (two theaters)

Park Center for Independent Media

Whalen Center for Music (concert hall and recital hall)

Sir Alexander Ewing Speech and Hearing Clinic

Gerontology Institute

Physical and Occupational Therapy Clinic

Center for Life Skills

Park Center for Business and Sustainable Enterprise





Ithaca College offers more than 100 undergraduate degree programs.

Ithaca College

Ithaca College was founded in 1892 as a music conservatory and today comprises five undergraduate schools and a graduate program—while maintaining its original commitment to performance and excellence. IC’s modern, residential, 750-acre campus is equipped with state-of-the-art facilities, complementing more than 100 undergraduate degree programs, with **teacher certification in 15 fields**.

There is also a growing selection of graduate options, including doctor of physical therapy and master of arts in teaching degrees. A **student-to-teacher ratio of 12:1** ensures plenty of personal attention from the award-winning faculty. Satellite campuses in Washington, D.C., Los Angeles, and London, and affiliated study abroad programs in some 50 countries provide more educational and professional opportunities.

An Ithaca College education emphasizes **active learning** in the classroom and beyond. Students gain hands-on experience in the on-campus health and wellness clinics, as well as through a nationwide internship network that accommodates students of all majors. Students may also participate in dozens of co-curricular and extracurricular activities—the college has more than 150 student organizations devoted to athletics, politics, philanthropy, the professions, and almost anything students can think of—even a circus.

Students manage the college’s television station, two radio stations, two campus magazines, and a weekly newspaper—all of which consistently receive **top awards** from regional and national professional organizations.

TC3 in Tompkins County

Undergraduate enrollment: 3,269
High school student enrollment (for-credit courses): 3,000
Enrollment for customized training/workshops: 3,400
Faculty and staff (non-student, full- and part-time): 463

Academic programs

Associate's degree programs: 40
Certificate programs: 12
Online degree programs: 5

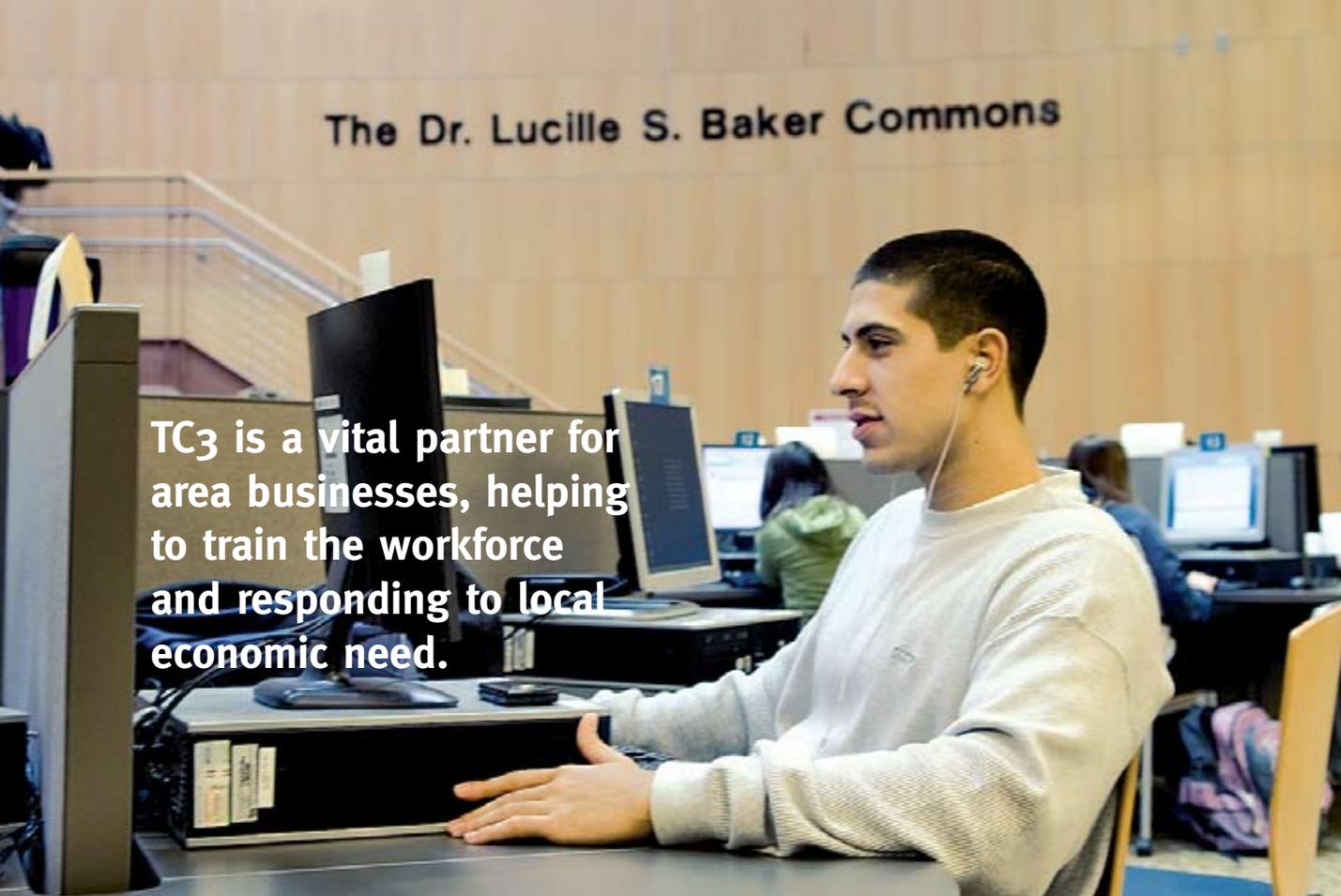
Select Academic Facilities

TC3 **recently completed a \$34 million campus master plan**, during which a new athletic facility was built and the main campus building underwent extensive renovations. The new athletic facility includes a gymnasium, the BorgWarner Morse TEC Field House, new locker rooms for the public as well as team locker rooms, a fitness center, administrative offices, training facilities, and more.

The main campus building underwent a major transformation, as the core of the building was converted to the Dr. Lucille S. Baker Commons, a learning commons housing the library, the Baker Center for Learning, and extensive student services. The TC3 Student Center was also added during this time, as well as the conversion and **addition of several new “smart” classrooms**.

In addition to academic and athletic facilities, TC3 is a pioneer in **community college housing**. Two new residence halls opened in the fall of 2009, bringing the campus total to seven, with about 800 beds for on-campus housing.





TC3 is a vital partner for area businesses, helping to train the workforce and responding to local economic need.

TC3 in Tompkins County

Founded in 1967, Tompkins Cortland Community College (TC3) is recognized by organizations such as the Middle States Commission on Higher Education for providing access to a high-quality educational foundation. With a combined full- and part-time enrollment of about 3,300 students, nearly 85 percent of whom will remain in the area upon graduation, TC3 is **woven into the fabric** of the local economic and academic spheres.

The college is a vital partner for area businesses, helping to train the workforce by offering academic programming **responsive to local economic need**. Through TC3.biz, the college offers customized workforce development training and professional development workshops to local companies, often securing state and federal grants to offset the cost.

TC3's **CollegeNow program** enables high school students to earn college credits, helping them to save money and get a head start on their college education. The college's successful liaison program assigns TC3 faculty members to work with the high school teachers who offer the bulk of instruction.

TC3's core curriculum is notable for its academic rigor, made possible by a dedicated staff and faculty and aided by access to faculty and resources at Cornell University, Ithaca College, and the State University of New York College at Cortland. The college was an **innovator among peers** in establishing the Global Connections program, which prepares students for study and employment in a global society. TC3 also has been recognized as a leading digital innovator among community colleges.

The Economic Impact of Higher Education in Tompkins County

All data are from 2007 and represent the combined impact of Cornell University, Ithaca College, and TC3. The Cornell figures are for the Ithaca campus only, with two exceptions: Operating revenue and operating expenses are for all Cornell University units, some of which are located outside Tompkins County.

Operating revenues: \$3 billion

Operating expenses: \$2.8 billion

Economic impact in Tompkins County: \$1.5 billion

Number of Full- and part time employees (non-student): 14,473

Payroll: \$787 million

Student enrollment: 32,863

Student off-campus spending: \$145 million

Purchase of goods and services excluding construction: \$182 million

Local taxes and fees: \$5.7 million





Higher Education and Tompkins County's Economy

The three higher education institutions have a significant direct impact on Tompkins County's economy. In 2007 alone, Cornell, IC, and TC3 spent \$787 million locally on payroll and \$182 million on goods and services, the latter figure excluding construction. But the economic impact of higher education on Tompkins County is even deeper and wider than the budget data suggest.

Each dollar the institutions spend in the local economy is respended locally, by employees using their paychecks to buy housing, food, transportation, and other necessities, and by local businesses that hire area residents to service their college accounts. This additional activity contributed to a total economic impact of nearly \$1.5 billion in 2007.

Major contributing factors include:

- **Construction.** In 2007, Cornell spent \$179 million on primary contracts for construction on its Ithaca campus, not including projects under the New York State University Construction Fund, creating an estimated 726 jobs in Tompkins County. IC spent more than \$19 million that year. Although the current economic recession has dampened construction activity in general, demand for new and modernized facilities continues and will be met as recovery takes hold.

- **Student spending.** The vast majority of Cornell and IC students are from outside Tompkins County, and TC3 draws a third of its students from outside the Tompkins-Cortland service area. Most of these students live in Tompkins County nine months out of every year, and depend on area businesses for a host of needs, from entertainment and clothing to housing and food. Off-campus student spending was worth an estimated \$145 million to the local economy in 2007.
- **Visitors.** All three institutions attract tens of thousands of visitors to the area each year. The most obvious example is their springtime commencement ceremonies. Every May Cornell graduates 6,000 students, whose 38,000 friends and relatives converge on Ithaca to celebrate with them. Graduation ceremonies at Ithaca College and TC3 generate smaller crowds, but their impact is still very noticeable; area hotels and restaurants are typically booked solid on those special weekends.

In 2007, Cornell surveyed a sampling of on-campus programs and determined that the university drew 172,370 visitors to Ithaca for commencement, athletic events, conferences, and similar activities. That same year, people from outside Tompkins County generated an estimated 40,300 visitor-days with Ithaca College as their primary destination.





The Cultural Impact of Higher Education in Tompkins County

The quality-of-life benefits of having three high-functioning campuses in one county can hardly be overstated.

- **Entertainment.** The three institutions present a dozen main-stage **theater productions** each academic year, as well as hundreds of **musical concerts** (from classical to hip-hop), dance concerts, film series, lectures, speeches, and in addition to their permanent collections, traveling exhibitions at **Cornell's Johnson Museum of Art** and the **Handwerker Gallery at IC**. Most of these opportunities are available to the public, many of them free of charge. Although the emphasis is on student achievement, there are frequent appearances by professional actors, musicians, artists, and filmmakers, enriching this small community with opportunities that are usually reserved for major U.S. metropolitan areas.
- **Sports.** All three institutions have strong inter-collegiate athletic programs. Cornell competes in NCAA Division I and the Ivy League, with 36 varsity teams; tickets for the **Cornell (the Big Red)** hockey season are particularly sought-after by students and

locals alike. **IC (the Bombers)** is a Division III school, with 24 varsity teams. **TC3 (the Panthers)** is part of the Mid-State Athletic Conference and the National Junior College Athletic Association and fields 10 teams. Area residents are encouraged to attend games at little or no cost.

- **Discovery.** Because its chief industry is higher education, Tompkins County has the resources to provide a wealth of opportunities for making learning a fun, family-oriented activity. Chief among these is the Discovery Trail, a partnership between Cornell's Laboratory of Ornithology (birds and nature), Cornell Plantations (botany), the Johnson Art Museum, the Museum of the Earth (geology), the Sciencenter (K-12 science), the History Center (local history), the Cayuga Nature Center (zoology), and the Tompkins County Public Library. The Fuertes Observatory (astronomy) on the Cornell campus is open to local stargazers every clear Friday night. Budding entomologists and neurologists will enjoy a visit to the Cornell insect and brain collections, respectively.





Higher Education in Tompkins County: Collaborations and Contributions

Student volunteers have been an important component of human services delivery in Tompkins County for more than a century, and faculty and staff from all three institutions serve local non-profits of every size and type. In myriad ways, large and small—from spending an afternoon chatting with senior citizens to raising companion dogs to participating in annual fundraising events such as Relay for Life and AIDS Ride for Life to planning full-scale programs that meet emerging needs in whole communities—they bring a wealth of knowledge to bear on improving the quality of life for area residents.

Examples include:

- **Access to College Education Program (ACE)**, a collaboration between Cornell, IC, TC3, and SUNY Cortland designed to area high school students with extra help preparing for college. Participating students spend time at all four schools learning about college life, academic majors, study skills, arts and entertainment, and career opportunities after college.
- **Make a Difference Day.** Each October more than a thousand Cornell and IC students spend a Saturday afternoon in the greater Ithaca community, building playgrounds, cleaning public areas, cooking in soup kitchens, and fundraising. About 50 nonprofit and

public organizations benefit from the students' efforts each year.

- **Local schools districts, community centers, and child care programs** get regular infusions of youthful energy as college students serve as teachers aides, tutors, and counselors; organize and run science fairs; and bring youngsters on campus to try out the facilities there. They hold fundraisers for local charity: for example, one of Ithaca College's two student radio stations, WVIC, does an annual 50-hour marathon to benefit agencies like the SPCA and Big Brother/Big Sister. Or they do one-time service, such as the Big Red football team trooping into an Ithaca elementary school to promote the love of reading. Cornell students alone contributed nearly 200,000 hours of community service in 2007, most of it in Tompkins County.
- **Ithaca Carshare** is a rental program aimed at making it easier for people to get around town without having to own a car, thereby meeting their transportation needs while relieving local traffic and parking congestion. Specially-equipped cars are parked on the Cornell and IC campuses, where Carshare members can pick them up for quick errands or whole weekends, depending on their needs. It's estimated that for every Carshare vehicle available, 15 cars come off the road, as members realize they can make do without a primary or secondary vehicle.

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For more information on doing business in Tompkins County:
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