

Muhlenberg College  
and its neighbors

Community Impact Report

September 2012

MUHLENBERG



**"Thank you for sending us such wonderful students, and for always finding the resources to make sure we have terrific support! The difference in how the program functions and what we're able to offer our participants now is simply night and day compared to where we were before!"**



Muhlenberg's roots in Allentown are deep – we've been here for almost 165 years, and we're not planning on going anywhere. The strength of our College is closely tied to the health of our community. We are neighbors, we are friends, we are allies. Muhlenberg takes this relationship very seriously.

We have a tremendous economic impact on our hometown, of course. In addition to our \$110 million annual budget, we bring thousands of families to the Lehigh Valley each year for campus visits. They stay in local hotels, eat in local restaurants, shop in local stores. Over the last 10 years, we've spent over \$68 million on construction and renovation, providing work to local craftsmen and contractors.

Muhlenberg's contributions to Lehigh Valley cultural life - plays, concerts, dance recitals, lectures - are another source of tremendous pride.

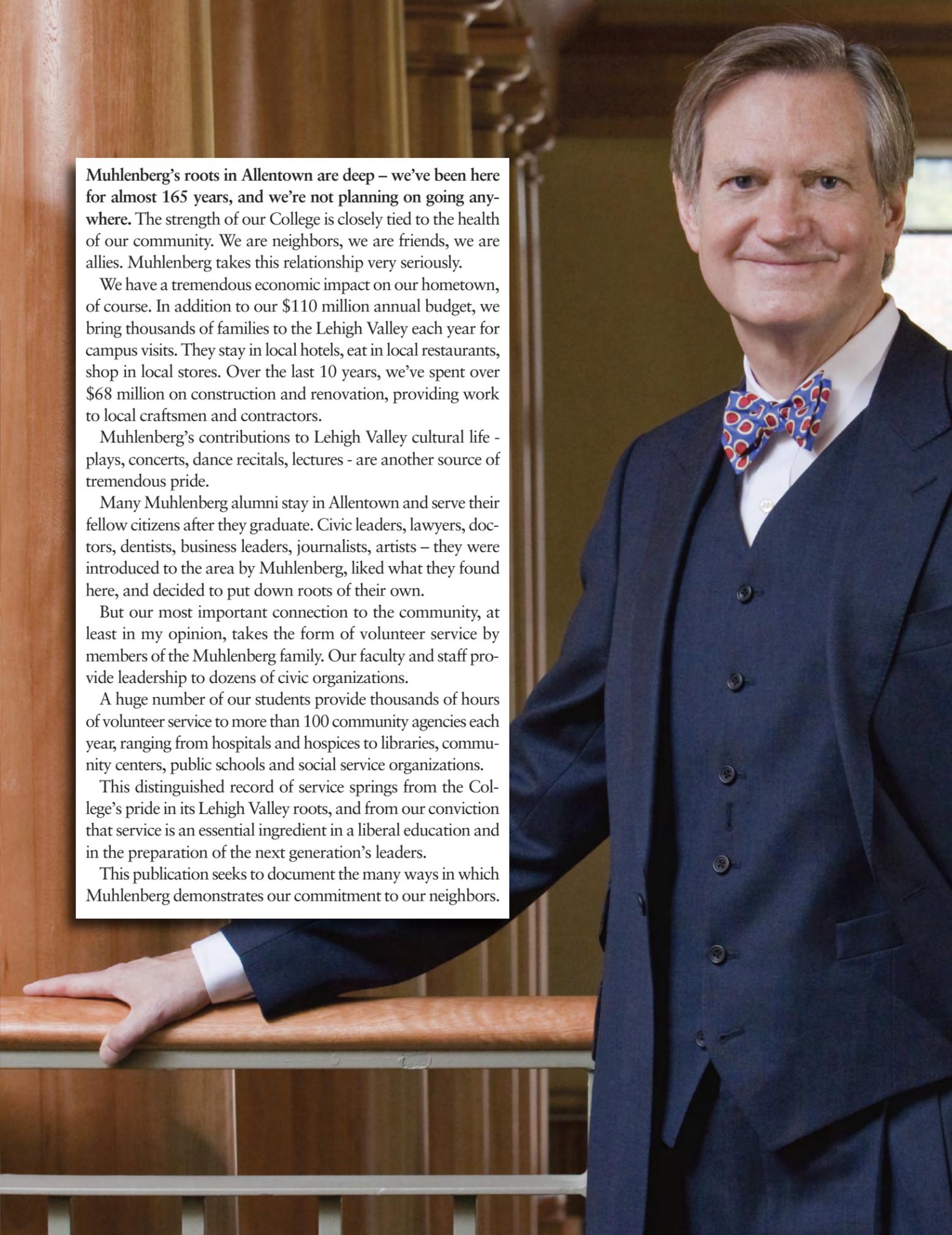
Many Muhlenberg alumni stay in Allentown and serve their fellow citizens after they graduate. Civic leaders, lawyers, doctors, dentists, business leaders, journalists, artists – they were introduced to the area by Muhlenberg, liked what they found here, and decided to put down roots of their own.

But our most important connection to the community, at least in my opinion, takes the form of volunteer service by members of the Muhlenberg family. Our faculty and staff provide leadership to dozens of civic organizations.

A huge number of our students provide thousands of hours of volunteer service to more than 100 community agencies each year, ranging from hospitals and hospices to libraries, community centers, public schools and social service organizations.

This distinguished record of service springs from the College's pride in its Lehigh Valley roots, and from our conviction that service is an essential ingredient in a liberal education and in the preparation of the next generation's leaders.

This publication seeks to document the many ways in which Muhlenberg demonstrates our commitment to our neighbors.



## Good neighbor. Good citizen. Vital resource.

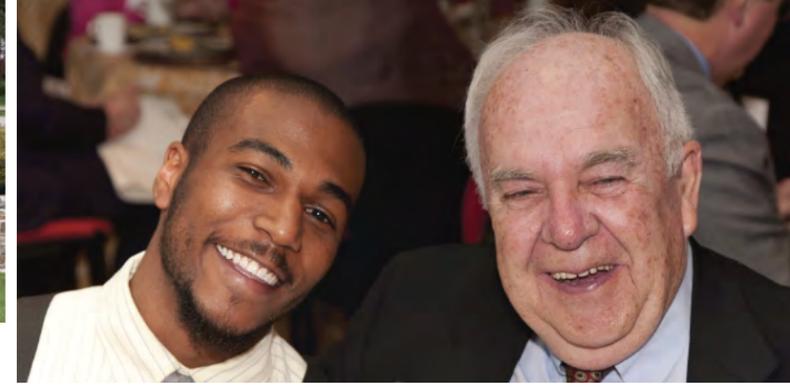
Muhlenberg College invests in its community every day in many ways. It does this by educating tomorrow's doctors, social workers, artists, and business leaders, employing inspiring and experienced faculty and staff and sharing their collective wisdom with all who wish to learn.



The City of Allentown, its school district and scores of non-profit and service agencies benefit directly as Muhlenberg students volunteer 30,000 hours a year to visiting hospice patients, tutoring children after school, serving at local soup kitchens, mentoring teens, assists health care providers who work with the uninsured, and many other services.

In recent years, college donations helped city police purchase a new cruiser, installed security cameras for APD use in West Allentown, and thermal cameras for the Allentown Fire Dept. The college collaborates with APD and the PA State Police on training exercises. In the future, the college will help employees pay for closing costs if they purchase a home in the Allentown school district.

Every year, the 164-year-old private, liberal arts college hosts the Jefferson Field Day games, Festival of the Bands and physical endurance testing for city police cadets.



And in past years, Muhlenberg College has provided a forum for internationally known guests such as Presidents Barack Obama and Bill Clinton, magician David Blaine and poet Galway Kinnell. Even Muhlenberg's own professor of political science, Christopher Borick, has become a community expert, tapping the pulse of the community with polls and offering opinions to major news sources.

The College's theater and dance program, ranked No. 1 in the country by the *Princeton Review* in 2011–2012, attracts appreciative audiences to award-winning musicals. The *Music Man*, starring Broadway actor and Muhlenberg alum David Masenheimer '81, and this season's Lehigh Valley premiere of *Hairspray* were wildly successful.

Muhlenberg's commitment to its community stems from deep-rooted traditions and values. This commitment not only continues, it thrives.





Higher education has a tremendous economic impact in Pennsylvania as well:

- 95 independent colleges and universities
- more than \$16 billion in economic impact and more than \$283 million in the Lehigh Valley
- \$5.4 billion in direct purchases of goods and services, including \$428 million in the Lehigh Valley
- more than 79,000 jobs in the state and nearly 6000 in the Lehigh Valley
- more than \$131 million in state income tax and more than \$100 million in local income taxes paid to municipalities across the Commonwealth
- with more than \$9 billion in revenues, private colleges and universities rank 11th among all Fortune 500 companies in Pennsylvania

*\*Source October 2010 report of the Association of Independent Colleges and Universities of Pennsylvania*

**In 2009, Muhlenberg College contributed \$127.3 million to the local economy.**



## Muhlenberg College's Economic Impact in the Lehigh Valley



In 2009, Muhlenberg College contributed \$127.3 million to the local economy. The majority of Muhlenberg employees live, play and raise families in Allentown and the surrounding area. In addition, more than 6500 prospective students and their families visit the Muhlenberg campus each year, often staying in Allentown hotels and dining in the area.

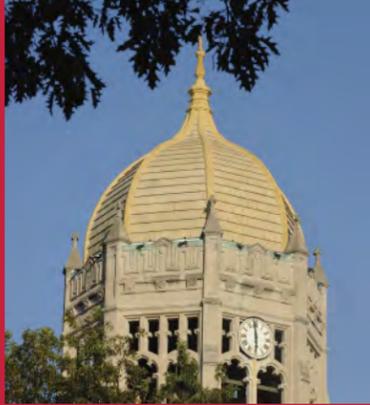
- Estimated Pennsylvania income tax: \$1,005,553
- Estimated Occupational Privilege Tax: \$35,137
- Local real estate, county and school district taxes: \$535,693 (not counting anything in Philadelphia)

Over the past eight years, the College has spent more than \$68 million on construction projects, using local companies and supplies.

The cumulative impact of these two considerations alone is significant. The College employs almost 750 full-time and part-time employees. In calendar year 2011, these employees paid:



KEN EK / CAMP IMAGINE



**“President Helm has agreed to provide an incentive program to help offset closing costs for Muhlenberg College employees who buy a house in the Allentown school district.”**

Team Capital Bank, Wells Fargo and KNBT/National Penn Bank are now offering lower closing fees and other incentives to College employees to buy homes in the Allentown School District. In addition to the mortgage incentives provided by the three local banks, President Helm has agreed to fund an incentive program to help offset closing costs for employees who buy homes in the Allentown School District. The College would offer a maximum of five \$1000 stipends per year. The stipulation would be that the employee purchase a primary residential home in the Allentown School District. President Helm has agreed to fund this project for five years. At that point, it will be evaluated to see if it has been well utilized.

## A Sample of City Organizations that Use Muhlenberg Athletic Facilities at Little or No Charge

- William Allen High School Boys and Girls Tennis Teams - use tennis courts for home matches and weekly practices for the past several years
- Allentown Police Department - annual use of both the indoor and outdoor tracks and the weight room to test cadets several times per year
- Host of the West End Alliance’s Annual St. Patrick’s Day 5K race - annual use of campus facilities for registration and post-race refreshments
- Allentown Recreation Department hosted the NFL Punt, Pass and Kick Competition - allowed the city to use Scotty Wood Stadium multiple years to host try-outs for this event
- Sportsfest Boys and Girls Basketball Tournament - provides both Memorial Hall and the field house as rain locations
- Stellar Boys and Girls Basketball Tournament - provides both Memorial Hall and the field house as rain locations
- City of Allentown’s Boys High School Basketball Summer League - provides both Memorial Hall and the field house as rain locations
- Festival of Bands - provided the use of Memorial Hall for the Allentown Band to host this annual event



**“...a tremendous community partner with government agencies, school districts and non-profit organizations...”**



■ Allentown Central Catholic High School Football - provided Scotty Wood Stadium for post-season practice space during the 2010 and 2011 Championship runs

■ Host of the Allentown A’s Annual Turkey Bowl Youth Football Games - provided Scotty Wood Stadium to host these youth games



## Local Safety Collaborations

Over the years, the College has provided several important donations to the City of Allentown. The College helped provide an infrared camera, that can see through smoke, to the West End fire station. Muhlenberg, Service Electric and the Allentown Police Department partnered to put several cameras throughout the West End, making the surrounding neighborhood much safer. This past year, College donations helped APD purchase a new police cruiser for the West End of Allentown.



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## Organizations and Events for which Muhlenberg has provided facilities for free or at a discounted rate

- ARC of Lehigh Northampton Counties
- All Allentown School District meetings
- ASD IU Transition Academy
- ASD Math Curriculum Professional Development
- ASD Phi Delta Kappa Forum
- ASD Admin Team
- ASD Gala Highnotes
- Blue Shield Health Care
- City of Allentown 5k Road Race (St Pat's run)
- City of Allentown 250th Birthday Celebration
- City of Allentown Polling Place
- Communities in Schools
- Connecting Our Community
- Democratic Congressional Debate
- Discover Lehigh Valley
- GAMSP August - DaVinci Center
- GAMSP June - DaVinci Center
- Jefferson Field Day
- Lehigh County Board of Elections
- International Facility Management Association
- Lehigh Saengerbund Chorus
- Lehigh Valley Community Foundation
- Lehigh Valley Audobon Society
- Lehigh Valley National Alliance on Mental Health
- Lutherans in Faith Together (LIFT)
- Mayor's Volunteer Luncheon
- Northeastern PA Lutheran Synod
- Parkland Volleyball Team
- Pennsylvania Institute of CPAs
- Pinebrook Family Recognition Night
- St. Luke's University Health Network
- Rose Garden Neighborhood Association
- West End Alliance



*"The time and energy that the students contributed were much appreciated. They added unique insight and fresh perspectives to established protocol."*



## Community Engagement Opportunities

### Intensive Experiences

The following opportunities are on-going and in-depth engagement experiences that include intentional conversations about the complexities of work with communities.

#### ■ Community Engagement Student Staff

Students work up to 10 hours weekly with community partners and staff with The Office of Community Engagement

#### ■ Civic Fellows

A semester-long experience including weekly volunteerism, in-depth conversations about topics such as personal identity, entering communities, social justice and advocacy, and a completed project to benefit local communities and the College

#### ■ AmeriCorps – Scholars in Service to Pennsylvania

Serve 300 hours in a calendar year related to selected social issues with a local organization, meet regularly to discuss work with communities and receive a Federal Education Award after completing the service year

#### ■ Summer Service Fellows

Student talents and interests are paired with community project plans and goals. Fellows complete 350 hours of service while enjoying a summer here in Allentown

### Weekly Programs

Programs facilitated weekly by student leaders with guidance from the Office of Community Engagement

#### ■ Arcadia Hospice - Visit with patients in hospice care

#### ■ Casa Guadalupe - After-school tutoring program for elementary and middle school children

#### ■ Shape It Up! - After-school program aiming to teach children the importance of exercise and nutrition while having fun in motion

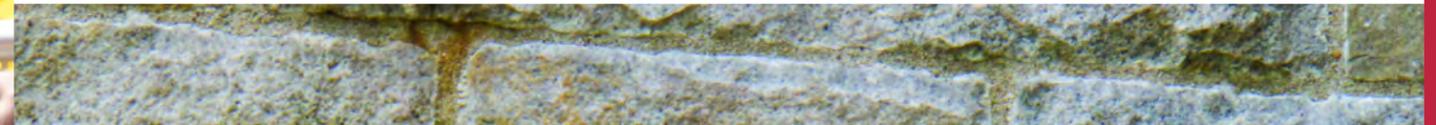
#### ■ Jefferson Arts - After-school program that focuses on visual and performance arts with 2nd grade students

#### ■ Daybreak - Drop-in center for adults in treatment for mental illness, drug and alcohol abuse and HIV/AIDS

#### ■ Service-Learning Club at SMMS - After-school program for Muhlenberg and middle school students to create and implement projects to support local communities

#### ■ IMPACT - Mentoring program at Muhlenberg for adjudicated teens

#### ■ Caring Place - After-school program with homework help and structured educational activities





**“The partnership that we have with Muhlenberg has become invaluable to me and the clients of Phoebe. The residents are always saddened when the classes end and enjoy the visits and activities with the students during the year.”**



■ **Good Shepherd Pediatric Rehabilitation** - Storytelling for kids in the inpatient unit

■ **Community Bike Works** - After-school program teaching children responsibility and life skills through learning about bikes

■ **Fridays at Phoebe** - An opportunity to socialize with elders and enjoy activities

■ **The Sanctuary** - Connect with animals (dogs, etc.) and maintain this new facility

■ **Jefferson/Central food pantries** - Staff two food pantries serving local neighborhoods

**Monthly/Bi-weekly Programs**

■ **Jefferson Elementary Golden Stallions Visit** - Students of the Month from Jefferson Elementary School visit to celebrate their success and learn about college

■ **Art Day at Cleveland Elementary** - After-school visual art program to expand childhood art experiences

**Clubs (a sample)**

These clubs are recognized independent organizations which work through the Office of Community Engagement

■ **Best Buddies**

Partners with ARC of Lehigh/Northampton counties to pair adults with intellectual and developmental disabilities in one-on-one friendships with college students

■ **Colleges Against Cancer**

Educate, fundraise and advocate in partnership with the American Cancer Society

■ **Habitat for Humanity**

Seeks to eliminate homelessness and substandard housing through affordable homeownership

■ **Adopt-a-Grandparent**

Pairs elders at the Phoebe home with Muhlenberg students in one-on-one relationships. Students plan monthly events for participants.

**Events & Programs (a sample)**

Annual events which depend on a large population of student volunteers.

■ **Blood Drives - Miller Keystone Blood Center**

Two annual campus blood drives attract more than 100 donors

■ **Pinebrook/Diakon Holiday Party**

Work with Pinebrook and Diakon foster agencies to host a holiday party for local foster families

■ **College Connect and Big for a Day**

Kids from the Allentown School District come to

Muhlenberg for an experiential campus tour and to learn about college life

■ **National Women in Sports Day**

Girls from after-school programs come to campus to learn the importance of physical fitness and nu-

trition and engage in sporting events

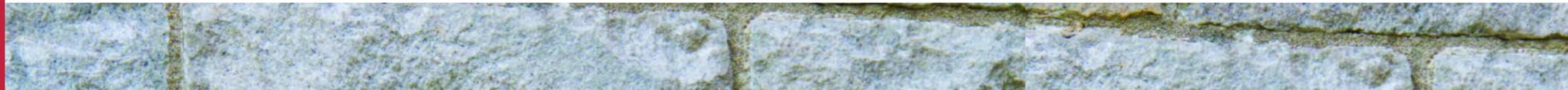
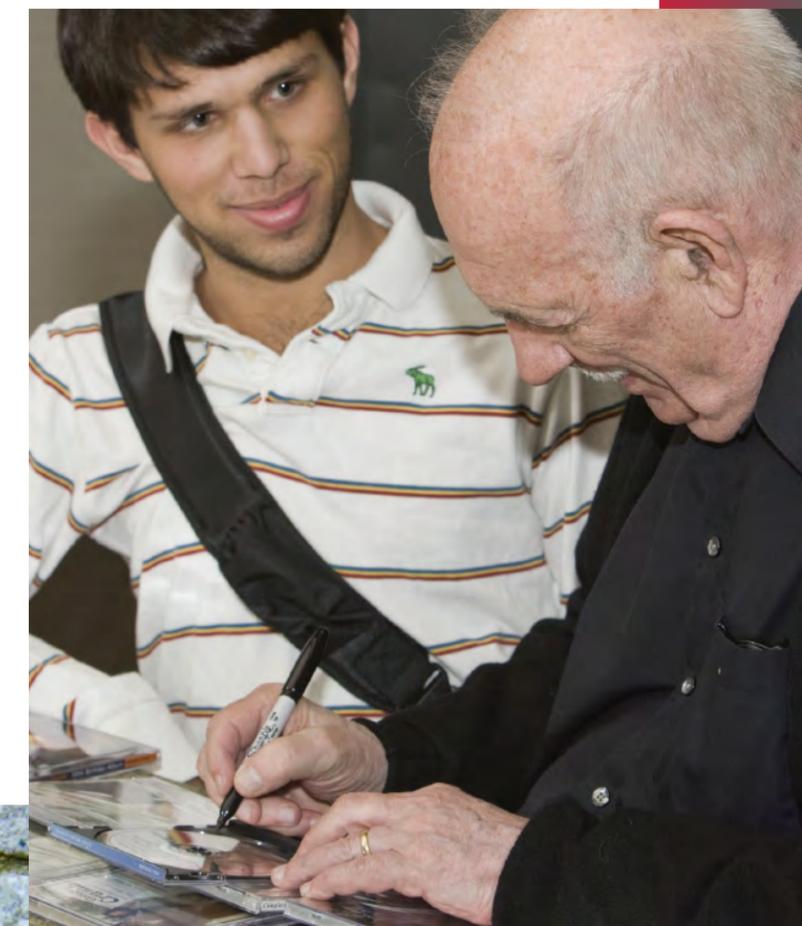
■ **Jefferson Field Day**

500 Jefferson Elementary School students come to Muhlenberg to participate in a full day of games and activities

## Service-Learning Courses 2010–2012

*Academic Service-Learning is a form of experiential education in which students and faculty collaborate with community partners to design programs and projects that are mutually beneficial and a rigorous learning experience*

- Environmental and Cultural Conservation in Latin America
- Special Topics: Field Studio Costa Rica
- Concepts of Federal Taxation
- Psychology of Adolescence
- Urban Ethnography
- Local Sustainability
- Community Performance Ensemble
- Community Performance Ensemble - DanceMax
- Citizen Journalism
- Documentary Research
- Psychology of Women
- Teaching Dance: Theory and Method
- Arts Administration
- Marketing in Non-profit Organizations
- What Do I Want to Be When I Grow Up?
- A House is not a Home
- Management
- Child Psychopathology
- Health Psychology
- Concepts of Biology: Genes, Genomics and Society
- Spanish in the Community: Interpreting
- Advanced Lab - Developmental Psychology
- Literacy in Primary Grades
- Middle Grades Literacy
- Organizational Behavior
- Writing in the Community
- Special Topics: Youth Media
- Literacy Education
- Crisis Earth





## Student Scholarships

**Yellow Ribbon Program**, supporting student veterans (up to 20 Wescoe and 10 traditional student scholarships offered).

**Si Se Puede (Yes You Can)** an initiative of the Latino Leadership Alliance provides educational scholarships to Latinos in our community. Wescoe supports this initiative by providing three \$500 scholarships.

**Community Service Scholarship** competitive scholarship, offered to members of the local community engaged in community service via their job or vol-

unteer service (up to three students are eligible for a two course per semester scholarship (up to five courses per year), eligible students retain their scholarship for their entire time at Muhlenberg).

**Allentown Police and Firefighter Scholarship** up to three officers per branch may receive a course scholarship per semester.

**Allentown School District** (up to three students from Allen and Deiruff HS-up to six total-are eligible to receive a Summer II course scholarship).

## Capstone Projects

**Capstone Projects**, Wescoe senior business, information systems or human resources majors enrolled in our accelerated degree completion program work with local for and non-profit organizations to complete an academic/service project. Projects completed:



**2012**  
**One Love Foundation**  
Business Plan

**Lehigh Valley Health Network**  
Visibility Wall Standardization

**Lehigh County Humane Society**  
Problems and Solutions

**Care Net of the Lehigh Valley**  
Business Process RE-Engineering

*The College has donated more than 1000 recycled computers to schools, churches, families, and non-profit and service organizations.*

**2011**

**Planet Brooklyn Academy**  
Feasibility Study-New Store

**Slate Belt Strength and Fitness**  
Business Model Review

**Habitat for Humanity**  
Hardware and Software Inventory

**Good Shepherd Rehabilitation Hospital**  
Developed Software Training Materials

**Bluestone Gardens**  
Operations Analysis and Recommendations

**St. Luke's Allentown**  
Spanish Language and Culture Class

**Lehigh Valley Laser Tag**  
Marketing Plan, Brochure, and Video

**Hugh Moore Park**  
Operations and Maintenance Audit

**The Children's Home of Easton**  
Improvements to Three H.R. Processes

**Good Shepherd Rehabilitation Hospital**  
Developed Computer Training Materials



**Whitfield House in Nazareth, PA**  
Increased Revenue and Accessibility

**Good Shepherd Rehabilitation Hospital**  
Training for New Managers

**Dream Come True**  
Business Practice Recommendations

**Nazareth Area Food Bank**  
Develop Website and Train Volunteers

**National Alliance on Mental Illness (NAMI)**  
Marketing Plan and Implementation





**The Miracle League of the Lehigh Valley**  
Development of Philanthropic Portfolio

**Lehigh Valley Health Network**  
Instructional Tool for Mass Immunization

**2010**  
**PPL**  
Analysis of Work Management Process

**Good Shepherd Rehabilitation Hospital**  
Manager Training Program

**Allentown Symphony Association**  
Infrastructure and Process Improvement

**Lehigh Valley Health Network**  
Evaluation of Relationship with OACIS

**United Way**  
Small Business Marketing Plan

**St. Luke's Health Network**  
Simulation Needs Assessment

**Seven Generations Charter School**  
Public Relations, Marketing, and Partnering

**Valley Youth House**  
Awareness of Street Outreach Program

**Arthritis Foundation**  
Plans for Awareness and Recruitment

**Allentown Symphony Association**  
Rodale Promotional Program

**LV Physician Group and Good Shepherd**  
Patient Experience Analysis

**Good Shepherd Rehabilitation Hospital**  
Training for New Managers

**LV Lifestyle Management Center**  
Paper File Management System



## Campus to Conference Room

**Campus to Conference Room** - "lunch and learn" programs offered by Wescoe staff and faculty on-site at the following local organizations at no charge to the community organization. Topics include: leadership, diversity, team-building, benefits of returning to school, managing multiple generations, social media, conflict resolution, decision making, etc.

<http://www.muhlenberg.edu/main/wescoe/communityPartners/campus-to-conf.html>

- Crayola Factory
- Lehigh County Conference of Churches
- TD Bank
- Aetna Insurance
- Cigna Insurance
- Day-Timers
- Alcan Packaging

- Orthopedic Associates of Allentown
- Air Products
- American Society of Training and Development (ASTD)
- Andesa Services
- Bear Creek Mountain Resort
- Lehigh Valley Professionals Group
- Lehigh Valley Chamber of Commerce
- National Association of Purchasing Managers
- Lehigh Valley Hospital - Sleep Disorders
- KNBT/National Penn Bank
- Good Shepherd Rehabilitation
- City of Allentown/Department of Information Technology
- Discover Lehigh Valley

The Wescoe School offers credit and non-credit courses on site at local organizations such as: Lutron and Lehigh Valley Hospital Network.

### The Muhlenberg College Center for Ethics

The Muhlenberg College Center for Ethics seeks to develop capacities for ethical reflection, moral leadership and responsible action by engaging campus and local community members in scholarly dialogue, intellectual analysis and self-examination about contested ethical issues. Center for Ethics events are all free and open to the public. Recent programs include Memory & Forgetting in 2011, Science&Sensibility in 2010 and the Ethics of Space and the Power of Place in 2009.

The Center for Entrepreneurship sponsors an annual Innovation Challenge - a campus wide event and competition where students create and develop an innovative product or service concept, produce a written proposal outlining the idea and its feasibility and present the proposal to a panel of judges. The judges include local business leaders, entrepreneurs and faculty members.



# A Sampling of Educational Camps for the Local Community

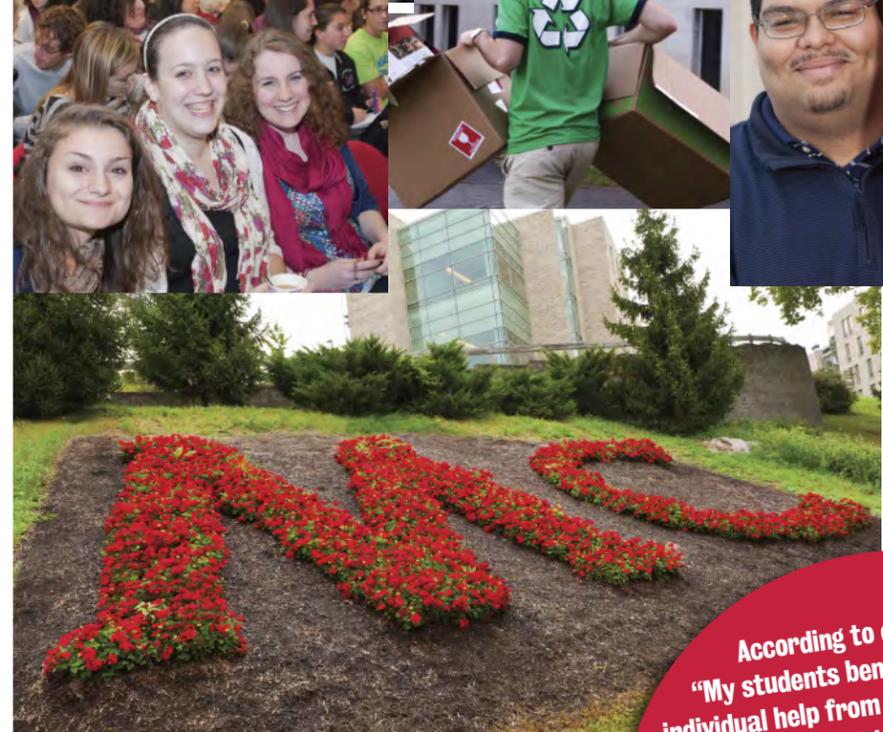


**Brain Camp** - Brain Camp is a one-week residential summer experience for high school students interested in the inner-workings of the brain. Students at Brain Camp live on campus at Muhlenberg College; attend hands-on workshops that explore brain anatomy, physiology, and development; and pioneer research projects in faculty laboratories. Funded entirely by grants, students accepted into Brain Camp attend the program at no cost!

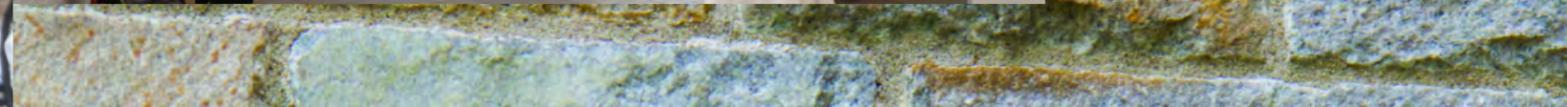
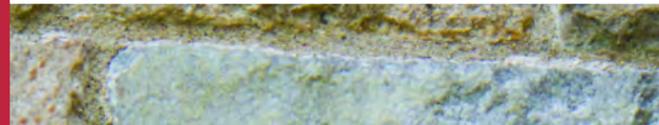
**Chemistry Camp** - High school students participating in Chemistry Camp learn practical techniques and see how they can be used to analyze environmental samples. They benefit from hands-on instruction in the use of departmental instruments, and gain experience in the classroom, field and laboratory. This week-long research experience only costs enrolled students the price of meals and recreation, about \$100. All instruction and housing costs are covered by the program's sponsors.

**HYPE** - Now in its seventh year, HYPE is a community of practice supporting Allentown youth as they use digital media tools to raise their voices about community issues. Through documentary work, they creatively challenge the stereotype of young people as "problems" and raise awareness about the real social issues that impede their community's health and well-being.

**Camp Imagine** - Middle school aged students explore their talents in acting, music and movement, in a safe and open environment, with the guidance of enthusiastic teaching artists at Camp Imagine, a four week long program that teaches concentration, cooperation, collaboration, communication and conflict resolution. Though the program is open to any area middle schoolers, students from the Allentown school district may attend Camp Imagine for free! Scholarships are available for students outside of the district, based on financial need and teacher recommendation.



According to one teacher, "My students benefitted by having individual help from the college students on concepts that they were struggling with. The college students read aloud and modeled good reading behaviors, circulated during lessons to keep students engaged, and monitored independent stations. This allowed me to maximize my instruction. As a result, our classroom's learning was increased."





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Professors Roland Kushner (business) and Michele Moser Deegan (political science) produced "Lehigh Valley Nonprofit Vital Statistics 2012," a report on the state of non-profit organizations in the Lehigh Valley. The report discusses the concerns and challenges of local non-profit groups as well as their role in the community.

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