Dear Friends:

Villanova University is a vibrant academic community founded in 1842 by the Order of St. Augustine. It is located in the heart of the Main Line suburbs of Philadelphia, yet its regional impact extends well beyond campus. As one of Delaware County’s largest employers and purchasers of goods and services, the University is a powerful economic driver that generates more than $10 million of annual activity right here in Radnor Township and nearly $700 million throughout the Commonwealth of Pennsylvania.

Villanova also is proud to be a contributing member of the community. Neighbors and local residents are invited to take part in campus programs and events, and to utilize campus fitness facilities through the popular Friends of Villanova program. The University seeks to share its resources in other ways, especially through community service.

At Villanova, service to others is more than just an extra-curricular activity; it is woven into the academic experience. Our students perform more than 220,000 hours of service each year, making Villanova one of the most community service-oriented campuses in the nation. Students volunteer at night, on the weekends and during semester breaks with a variety of partnering organizations, many of which are located locally.

This report helps illustrate the diverse impact of the University’s educational enterprise. We are pleased to be an engaged member of our local community and a contributing regional partner.

Sincerely,

Rev. Peter M. Donohue, O.S.A., Ph.D.
President
Villanova University, situated on a 260-acre campus in Radnor Township, is vital to the economic growth and development of Radnor, the Greater Philadelphia region and the Commonwealth of Pennsylvania. With an annual operating budget of $352 million, and more than 10,000 people living, learning and working on campus, the University generates significant economic activity and employment, and provides numerous intangible benefits to the surrounding and nearby communities.

At the local level, Villanova generates important benefits for Radnor Township and the Radnor Township School District. These include direct tax payments, tax payments arising from indirect economic activity, spending by visitors and students at local retail establishments and Villanova University permit and fee payments for construction projects. From FY06–FY10, on average, the University has had an annual impact of $2.7 million in Radnor through payments and taxes.

Villanova University contributes significantly at the regional level as well. The University’s annual direct and indirect expenditures generate over $666 million yearly in total economic activity for the region. $348 million of that total figure is recognized as earnings paid to the over 9,700 workers in industries and occupations whose jobs are a byproduct of Villanova operations. In addition, Villanova construction projects generate significant one-time impacts. From FY06–FY10, nearly $131 million in direct construction expenditures generated a regional economic impact of $282 million, including over $85 million in employee salaries and wages and nearly 2,300 total jobs.

Higher education is an investment that provides enormous returns for businesses, government and society as a whole, and Villanova University is an integral part of Greater Philadelphia’s robust network of colleges and universities. The University’s output—educated and skilled graduates—is a key component of the region’s future economic competitiveness.

<table>
<thead>
<tr>
<th>Radnor Township</th>
<th>Delaware County</th>
<th>5-county Region</th>
<th>PA State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual direct expenditures</td>
<td>$46.16 million</td>
<td>$109.77 million</td>
<td>$295.23 million</td>
</tr>
<tr>
<td>Indirect and induced expenditures</td>
<td>$12.45 million</td>
<td>$76.79 million</td>
<td>$371.00 million</td>
</tr>
<tr>
<td>Total economic impact</td>
<td>$50.61 million</td>
<td>$186.56 million</td>
<td>$666.23 million</td>
</tr>
<tr>
<td>Total employment</td>
<td>919</td>
<td>5,068</td>
<td>9,709</td>
</tr>
<tr>
<td>Total earnings</td>
<td>$14.65 million</td>
<td>$81.30 million</td>
<td>$347.68 million</td>
</tr>
</tbody>
</table>


Villanova’s estimated total annual economic impact throughout the Commonwealth is more than $692 million, which includes direct and indirect expenditures, earnings and spending. Of this figure, Villanova is estimated to have an economic impact of $51 million in Radnor Township, including average annual direct payments to the Township and School District totaling more than $18 million.
A Proud Member of the Radnor Community

Villanova University’s positive impact on Radnor Township is both quantitative and qualitative. Between FY06 and FY10, the University made payments totaling nearly $9.1 million to Radnor Township and the Radnor Township School District, which translated into an annual average payment of over $1.8 million. In FY10, Villanova paid nearly $1.6 million to Radnor Township, including more than $70,000 in real estate taxes. In that same year, the University directed to Radnor School District a total of nearly $429,000 in taxes, which represented approximately 10.2% of the district’s revenues from local sources.

In addition to direct payments, the University employs faculty and staff who are residents of Radnor. Together, the groups generate approximately $790,000 in annual tax revenue for the Township. Villanova students and staff are also active patrons of vendors located throughout Radnor, and the University’s Wildcard program allows students to purchase from participating merchants directly. The majority of retailers that participate in the Wildcard program are along Route 30 (Lancaster Avenue), with a number of retailers located in Radnor Township. In FY10, total Wildcard payments to local merchants amounted to more than $1.2 million, just one indication of local spending.

Beyond spending by members of the Villanova community, the University also generates spending from those coming to campus for events and conferences. Nearly 300,000 visitors come to the University each year and spend an estimated total of $7.5 million at Township businesses.

### Payments to Radnor Township and Radnor Township School District (FY06-FY10)

<table>
<thead>
<tr>
<th>Tax Type</th>
<th>FY06-FY10</th>
<th>Annual Average</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radnor Real Estate Taxes</td>
<td>$321,720</td>
<td>$64,344</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>Business Privilege Tax</td>
<td>$281,783</td>
<td>$56,357</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>Sewer Tax</td>
<td>$28,872</td>
<td>$5,674</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>Police</td>
<td>$520,923</td>
<td>$104,185</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>Municipal Services &amp; Emergency Tax</td>
<td>$876,258</td>
<td>$175,252</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>Permits and Fees</td>
<td>$1,903,651</td>
<td>$380,730</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>School Tax</td>
<td>$1,923,496</td>
<td>$384,699</td>
<td>FY06-FY10</td>
</tr>
<tr>
<td>Total Payments</td>
<td>$9,078,414</td>
<td>$1,815,683</td>
<td>FY06-FY10</td>
</tr>
</tbody>
</table>

Source: Villanova University (2011)
Villanova emphasizes involvement in the surrounding communities through service learning and service activities by students, faculty, staff and alumni. In addition, the University’s academic departments partner with area agencies, such as Radnor Township and the Delaware River Port Authority, to provide technical services, research and analyses that support public projects. The public is also invited to take part in educational, cultural, artistic, athletic and religious activities at the University, most of which are available free of charge.

The University is pleased to share its resources with neighbors and friends. It often waives room rental fees for local events such as the Radnor CommUNITY Breakfast, offering access to University programs and events and supporting community initiatives with donations of food, athletic apparel and other items. In addition, Villanova provides access to its athletic facilities (including fitness centers, swimming pools and open gyms) to Radnor Township residents through its “Friends of Villanova” program. More than 2,200 individuals have taken advantage of this program, which is available for just $25 per year.

Over the years, the University has established itself as a responsible and invested civic partner with a commitment to environmental responsibility and sustainability as well as community engagement. This civic engagement takes a variety of forms and affects multiple aspects of community life. One example is the Special Olympics Pennsylvania Fall Festival, which is the largest annual student-run Special Olympics event in the world. It has been hosted at Villanova for more than 20 years. Villanova is one of the most active campuses in the country for Habitat for Humanity participation. Since 2006, more than 2,000 students, faculty and staff have participated in Habitat Service Break Experiences, dedicating a week of service to Habitat affiliates throughout the country. In addition, the Campus Chapter regularly sends volunteers to Habitat for Humanity Montgomery County in Harleysville where students have raised money to sponsor the construction of three homes. Villanova students perform more than 220,000 hours of community service in the region and around the world, with many service sites and partners located close to campus.

Our relationship with Villanova University provides the youth of Kids First Now! with one-on-one mentoring opportunities and interaction with positive role models. Villanova students serve as tutors, organize visits to campus, and include us in University events. Through this involvement, our kids get to see a wonderful university up close while developing a great goal to work toward—a college education.

KEVIN STROMAN
President and President, Kids First Now!
Wayne, PA
(Shown here with Kids First Now! youth and members of Villanova’s Pi Beta Phi sorority.)
80 local merchants accept the wildcard as payment.

(80 local merchants accept the wildcard as payment. (as of FY11))

$1.2 million

ANNUAL WILDCARD SPENDING AT THESE MERCHANTS IN MILLIONS (FY11)

850,000+

ANNUAL VISITORS TO CAMPUS

NEIGHBOR’S UPDATE IS A REGULAR EMAIL NEWSLETTER PRODUCED BY VILLANOVA UNIVERSITY. IT HIGHLIGHTS CAMPUS NEWS, PROMOTES UPCOMING EVENTS AND OFFERS OPPORTUNITIES FOR NEIGHBORS AND FRIENDS TO BE INVOLVED. VISIT WWW.VILLANOVA.EDU/NEIGHBORS FOR MORE INFORMATION.

One book Villanova is a campus-wide effort spanning the academic year that presents a book worthy of close reading, discussion, course adoption, and dialogue among all members of the campus community. It concludes with an on-campus reading and signing by the author, which is open to the public.

$13.3 million

VILLANOVA UNIVERSITY STUDENT SPENDING ($ MILLIONS)

$22.82 million

VILLANOVA UNIVERSITY OFF-CAMPUS UNDERGRADUATE SPENDING

$9.29 million

VILLANOVA UNIVERSITY GRADUATE SPENDING

$45.41 million

STUDENT & VISITOR SPENDING ($ MILLIONS)

$60.41 million

SPENDING BY STUDENTS AND VISITORS

50%

PERCENTAGE OF TOTAL STUDENT AND VISITOR SPENDING OCCURRING IN RADNOR

$0

COST TO ATTEND VILLANOVA’S CULTURAL FILM & LECTURE SERIES, WHICH FEATURES MULTIPLE SHOWINGS OF TEN FILMS PER SEMESTER AND A LECTURE/DISCUSSION OF EACH FILM. THE SERIES IS INTEGRATED THEMATICALLY WITH FIRST TITLES INCLUDING “CINEMATIC IMAGES OF WOMEN,” “MTW: MEMORIES AND OBSSESSION” AND “FILM, FAITH AND PHILOSOPHY.” ADMISSION IS FREE FOR ALL ATTENDEES AND THE PUBLIC IS INVITED TO TAKE PART.
Economic Impact in the Region and Beyond

Villanova plays a key economic role by providing higher education to both local students and students from outside the area. In doing so, the University advances the productivity of—and employment opportunities for—its students, thereby increasing the quality of the region’s labor force. In addition, Villanova’s research and development efforts enhance the regional image, promote discovery and innovation and bring University-developed technology and research results to the community and local marketplace. This enhances the region’s attractiveness to companies, and thus strengthens the region’s economy. And with more than 60 percent of Villanova students coming from outside of the area, the University brings dollars into the local economy and helps market the Greater Philadelphia region.

Its location outside of Philadelphia also makes Villanova University an important player in the regional economy. Villanova supports area businesses through direct spending for goods and services and through the salaries it pays its faculty and staff. Spending by students, their families and visitors adds significant additional dollars to the local economy. Likewise, the University itself injects dollars into the economy by spending on capital construction projects, such as recently constructed new buildings for the College of Nursing and the School of Law. The economic and fiscal impacts of Villanova play a vital economic role in the region and throughout the Commonwealth of Pennsylvania.

60% RESIDENT OF VILLANOVA STUDENTS WHO COME FROM OUTSIDE THE REGION.

54% PERCENT OF VILLANOVA UNIVERSITY VENDOR SPENDING THAT OCCURS IN THE GREATER PHILADELPHIA REGION.

2,555 FULL- AND PART-TIME EMPLOYEES WORKING AT VILLANOVA

$164 MILLION TOTAL SALARIES AND WAGES OF VILLANOVA EMPLOYEES (FY11)

54% PERCENT OF VILLANOVA UNIVERSITY VENDOR SPENDING THAT OCCURS IN THE GREATER PHILADELPHIA REGION.
Villanova University is one of the region’s largest educational institutions, employing more than 2,500 (including 430 Radnor residents) in various capacities. The University faculty and staff gross payroll totaled more than $164 million in FY11, which does not include approximately $48 million in employee benefits and pension plan contributions. In addition, many faculty and staff are engaged in outside consulting and business activities and provide professional services to companies, governments, professional organizations and not-for-profits.

Villanova's day-to-day operational spending encompasses a host of University functions such as equipment purchases, routine maintenance, utilities, food services, library services, and ongoing student and professional services. The total non-payroll operating expenditures, including spending with vendors, from FY11 budget amounted to $188.6 million. Approximately $7.3 million of vendor spending occurred in Radnor Township, and $86 million occurred in the five-county Greater Philadelphia region.

Another component of the University’s economic impact is ancillary spending by students, faculty, staff and visitors on dining, lodging, groceries and retail. This spending promotes local economic growth by introducing additional financial resources into the regional economy.

Spending by Villanova students is the largest component of ancillary spending, representing more than $45 million each year. Students provide a significant source of revenue to local property owners and retailers. In addition, spending by visitors also contributes to the regional and state economies. Total visitor (non-student) spending amounts to nearly $15.0 million annually. In total, Villanova students and visitors combine to inject more than $60 million in spending into the regional economy each year, half of which occurs in Radnor Township.

**ANNUAL DIRECT EXPENDITURES**

One of the Largest Employers in the Region

Villanova University is one of the largest educational institutions, employing more than 2,500 (including 430 Radnor residents) in various capacities. The University faculty and staff gross payroll totaled more than $164 million in FY11, which does not include approximately $48 million in employee benefits and pension plan contributions. In addition, many faculty and staff are engaged in outside consulting and business activities and provide professional services to companies, governments, professional organizations and not-for-profits.

Villa Cx’s Annual Operating Budget FY11.

**$352+ MILLION**

Villanova University’s annual direct expenditures encompass a host of University functions such as equipment purchases, routine maintenance, utilities, food services, library services, and ongoing student and professional services.

We chose Garrett Hill 15 years ago as the location for Antonella’s because of the quality and diversity of the neighborhood, and its proximity to Villanova University. The support we get from those affiliated with Villanova represents roughly 25% of our total business and has played a big role in helping us grow. We have especially enjoyed getting to know the students. Many remain customers long after they graduate and stop in to order their favorite sandwich wherever they are in the area.

ANTONELLA AND RAYMOND SANTACROCE Owners, Antonella’s Italian Kitchen

Rosemont, PA

Villanova’s $188.6 million annual operating expenditures include spending with vendors, totaling nearly $86 million in the greater Philadelphia region. Another component of the University’s economic impact is ancillary spending by students, faculty, staff and visitors on dining, lodging, groceries and retail. This spending promotes local economic growth by introducing additional financial resources into the regional economy.

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**Ancillary Spending at Off-Campus Venues**

Another component of the University’s economic impact is ancillary spending by students, faculty, staff and visitors on dining, lodging, groceries and retail. This spending promotes local economic growth by introducing additional financial resources into the regional economy.

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**Ongoing Operational Spending**

Villanova’s day-to-day operational spending encompasses a host of University functions such as equipment purchases, routine maintenance, utilities, food services, library services, and ongoing student and professional services. The total non-payroll operating expenditures, including spending with vendors, from FY11 budget amounted to $188.6 million. Approximately $7.3 million of vendor spending occurred in Radnor Township, and $86 million occurred in the five-county Greater Philadelphia region.

**VILLANOVA UNIVERSITY FISCAL YEAR 2011 BUDGET ($ MILLIONS)**

- Total Accounts: $164.29
- Salaries & Wages: $130.25
- Benefits: $6,704
- Technology Related: $7,104
- Utilities: $5,914
- Supplies & Equipment: $353
- Library Related: $353
- Ongoing Student & Professional Services: $23,579
- Facilities Related: $12,083
- Cost of Goods Sold: $11,383
- Other Employee Benefits: $9,663
- Other: $352
Impacts of Infrastructure Capital Investment

Villanova’s capital infrastructure investments positively impact the regional economy. These investments not only increase the quantity and quality of the region’s capital stock, but also generate significant economic benefits via actual and associated construction spending.

From FY06-FY10, Villanova’s direct construction activity of approximately $131 million is estimated to have had a one-time impact that totals over $282 million in the five-county metropolitan region. The indirect and induced expenditures generated by these construction activities led to over $2 million in additional local tax revenue during this time period.

Source: Econsult Corporation (2011). Note: Total Economic Impact includes Total Salaries & Wages

### One-Time Impacts Attributable to Villanova Construction Projects FY06-FY10 ($ Millions & Total Jobs)

<table>
<thead>
<tr>
<th>TOTAL DIRECT EXPENDITURES</th>
<th>$130.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL JOBS</td>
<td></td>
</tr>
<tr>
<td>DELAWARE COUNTY REG.</td>
<td>1,040</td>
</tr>
<tr>
<td>PA STATE</td>
<td>2,296</td>
</tr>
<tr>
<td>TOTAL SALARIES &amp; WAGES</td>
<td>$451</td>
</tr>
<tr>
<td>DELAWARE COUNTY REG.</td>
<td></td>
</tr>
<tr>
<td>PA STATE</td>
<td>$102.6</td>
</tr>
<tr>
<td>TOTAL ECONOMIC IMPACT</td>
<td>$229.8</td>
</tr>
<tr>
<td>DELAWARE COUNTY REG.</td>
<td></td>
</tr>
<tr>
<td>PA STATE</td>
<td>$512.0</td>
</tr>
<tr>
<td></td>
<td>$729.7</td>
</tr>
</tbody>
</table>

From FY06-FY10, Villanova spent $131 million on construction projects including a new facility for the School of Law (top), Driscoll Hall – the new home for the College of Nursing (bottom left), and the Davis Center for Athletics and Fitness (bottom right). During that period, these and other University construction projects had a statewide economic impact of $320 million.

### Transformation of the Campus Landscape

In May 2011, Villanova launched its Transformation of the Campus Landscape initiative, a three-phase project that will be implemented over three years. The planned modifications aim to create a thoughtfully designed campus core that is highly integrated, vehicle-free, pedestrian-friendly, more accessible to people with different mobility needs and more aesthetically beautiful. This initiative is designed to improve the quality of life for Villanova community members and enhance the visitor experience while retaining the campus’ unique qualities and traditional identity.

Villanova Construction Projects FY06-FY10

<table>
<thead>
<tr>
<th>Direct Expenditures</th>
<th>$188.93</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Indirect &amp; Induced Expenditures</td>
<td>$319.66</td>
</tr>
</tbody>
</table>

### Villanova Construction Projects FY06-FY10

- **Phase I – 2011:** Vasey Plaza
- **Phase II – 2012:** Kennedy Oval
- **Phase III – 2013:** New Grotto
Founded in 1842 by the Order of St. Augustine, the University’s Augustinian Catholic tradition is the cornerstone of an academic community where students learn to think critically, act compassionately and succeed while serving others. Villanova prepares students to become ethical leaders who create positive change everywhere life takes them.

Villanova University enrolls a full-time undergraduate student population of approximately 6,400 students, plus an additional 4,000 students taking part in part-time, graduate or law programs. Students represent 48 states and 51 foreign countries, and degree programs are offered through the University’s five colleges—the College of Liberal Arts and Sciences, the Villanova School of Business, the College of Engineering, the College of Nursing and the Villanova University School of Law.

Villanova at a Glance

Colleges/Schools
- College of Liberal Arts & Sciences
- Villanova School of Business
- College of Engineering
- College of Nursing
- Villanova University School of Law

Enrollment (Fall 2011)
- Undergraduate full-time: 6,182
- Graduate: 1,599
- Law School: 941 (Includes traditional and joint Ph.D., J.S.D, and tax enrollments)
- Part-time and others: 135
- Total enrollment: 8,417

Undergraduate Profile (Fall 2011)
- 51% female, 49% male
- Students from 46 states; Washington, D.C.; the Virgin Islands; Puerto Rico; Guam and 55 foreign countries
- Student/faculty ratio: 11:1
- Average class size: 22
- Average tuition: $40,530
- Room and board: $10,940
- 53% of full-time undergraduate students receive University aid totaling more than $78 million
- Freshman-to-sophomore retention rate: 94%
- Graduation rate: 91%

Undergraduate Admission Statistics (Class of 2015)
- 15,392 applications
- 6,400 selected
- Mat 52% SAT scores of the recently admitted class: 1340–1440/1600, ACT: 30–33
- GPA range: 3.81–4.21 on a weighted 4.0 scale

Value
- #1 Great Schools, Great Prices (Regional Universities—North), U.S. News & World Report
- #25 National, Top Undergraduate Return on Investment, Bloomberg Businessweek
- #17 National, Best Values in Private Colleges, Alpinger’s Personal Finance

Academic Quality
- #1 University (Regional Universities—North), U.S. News & World Report
- Top U.S. Producer of Fulbright Students (Master’s Institutions), The Chronicle of Higher Education
- Villanova School of Business: #7 Nationwide, Best Undergraduate Business Schools, Bloomberg Businessweek
- College of Engineering: #9 Nationwide, Best Undergraduate Engineering Programs (Bachelor’s), Villanova’s Category, U.S. News & World Report
- College of Nursing: Designated a Center of Excellence in Nursing Education by the National League for Nursing

Student Life & Varsity Athletics
- 28 undergraduate residence halls ranging in size from 30 to 540 students
- More than 265 extracurricular groups and activities
- 18 honor societies
- 40 club and intramural sports
- 24 varsity sports and more than 100 student-athletes
- 12 NCAA team national championships and 50 conference championships
- Villanova has produced nearly 60 Olympians, who have participated in every Summer Olympics since 1948
- Student-athletes have earned an average GPA of 3.0 or greater for 16 straight semesters

Outcomes (Class of 2010)
- 95% employed by a graduate school within six months of graduation
- $50,000 average starting salary among those employed
- Nearly 60% participated in internships