The Camden Higher Education and Healthcare Task Force: A Winning Investment for the City of Camden

Fall 2012

Camden's higher education and healthcare institutions are leading the City's revitalization. These anchor institutions are key to the City's economic health because of their employment and significant purchasing power. They are fundamentally rooted to Camden by real estate, capital investments, and a client base, among other factors.

Report prepared by:

Change what you know. Know what to change.

CamConnect

Since 2002, Camden's anchor institutions have worked collectively as never before, through the Camden Higher Education and Healthcare Task Force. It includes eight core "Eds and Meds" members: **CAMcare**, **Camden County College**, **Cooper University Hospital, Lourdes Health System, Rowan University, Rutgers-Camden, The University of Medicine and Dentistry of New Jersey**, and **Virtua**.

This report details their collective economic, educational, and health impact on the City of Camden and the surrounding region.

CAMcare HEALTH CORPORATION

CAMcare
A federally qualified health center that has been providing high-quality comprehensive primary healthcare at four Camden locations for 30 years

CAMDEN COUNTY COLLEGE

Camden County College
A comprehensive public community college that prepares students for success at three campuses, including its growing Camden campus

Cooper University Hospital

Cooper University Hospital
A leading provider of comprehensive health services, medical education, and clinical research that has made Camden its home for 125 years

LOURDES HEALTH SYSTEM

Lourdes Health System
Our Lady of Lourdes Medical Center
An acute care hospital and regional referral center committed to promoting healthy communities and ensuring access to all

Rowan University

Rowan University
A public university offering undergraduate, graduate, and professional degree programs in Camden

RUTGERS CAMDEN

Rutgers-Camden
A research university with an international reputation for teaching, research, and service, with a vibrant 40-acre campus in the heart of downtown Camden

RESEARCH. EDUCATION. HEALTHCARE. STATEWIDE.
UMDNJ
UNIVERSITY OF MEDICINE & DENTISTRY OF NEW JERSEY

The University of Medicine and Dentistry of New Jersey (UMDNJ)
A health sciences university, with a medical school campus that educates and trains students in Camden and provides EMS services

Virtua

Virtua
An emergency and outpatient services center serving Camden 24/7, which houses a variety of other healthcare services as well as education and social services

Employment Trends in Camden

Universities and healthcare institutions have long taken the lead in urban redevelopment. According to the Bureau of Labor Statistics, healthcare is projected to be the fastest-growing sector of the economy from 2010 to 2020, with educational services close behind.

These trends are even more prominent in Camden. It has weathered the grim economy, losing only 2 percent of its jobs over the last five years, and has added to its job total since 2002 (the earliest date for these Census employment data). This is promising considering that the City cut 31 percent of its public administration jobs in that span.

Much of its growth in employment has taken place within the healthcare and social assistance as well as education sectors, **where Camden is a leader among comparable cities**.

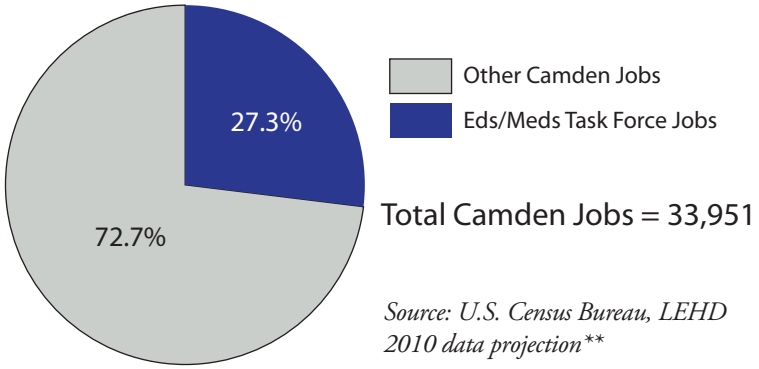
The Task Force institutions **employed 9,253 people and provided jobs for 997 Camden residents in 2011** (692 full-time and 305 part-time). Despite taking a hit from the economy in 2011, this total is still 4.4 percent higher than it was a decade ago.

The healthcare and education sectors account for 43% of all jobs in Camden, a higher rate than nearby cities Philadelphia, Trenton, and Newark.

	2001	2010	2011*
Total employee count	**7,224**	**9,674**	**9,253**
Total full-time employee count	5,476	6,575	6,667
Total part-time employee count	1,748	3,099	2,586

**Note: Yearly data vary for each institution depending on whether it uses a fiscal year – for example, July 1, 2010 to June 30, 2011, or a calendar year, such as 2010. When aggregated, the two are labeled as "2011" in this report.*

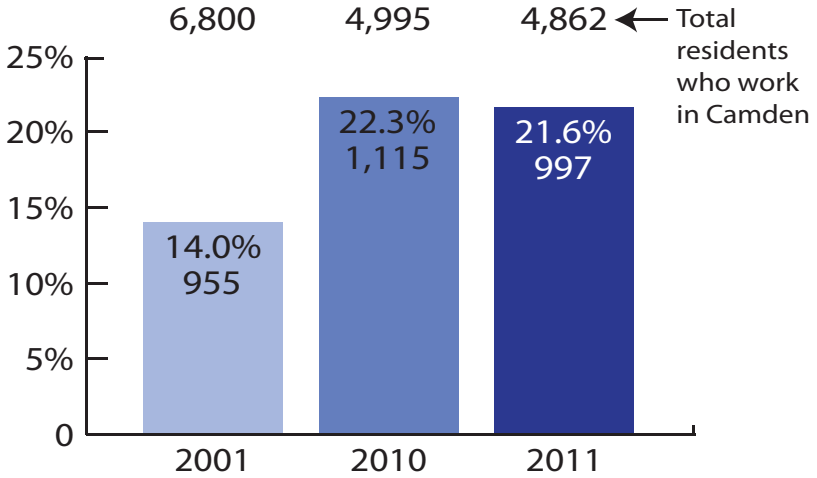
Eds/Meds as a Portion of Total Camden Jobs



*Source: U.S. Census Bureau, LEHD 2010 data projection***

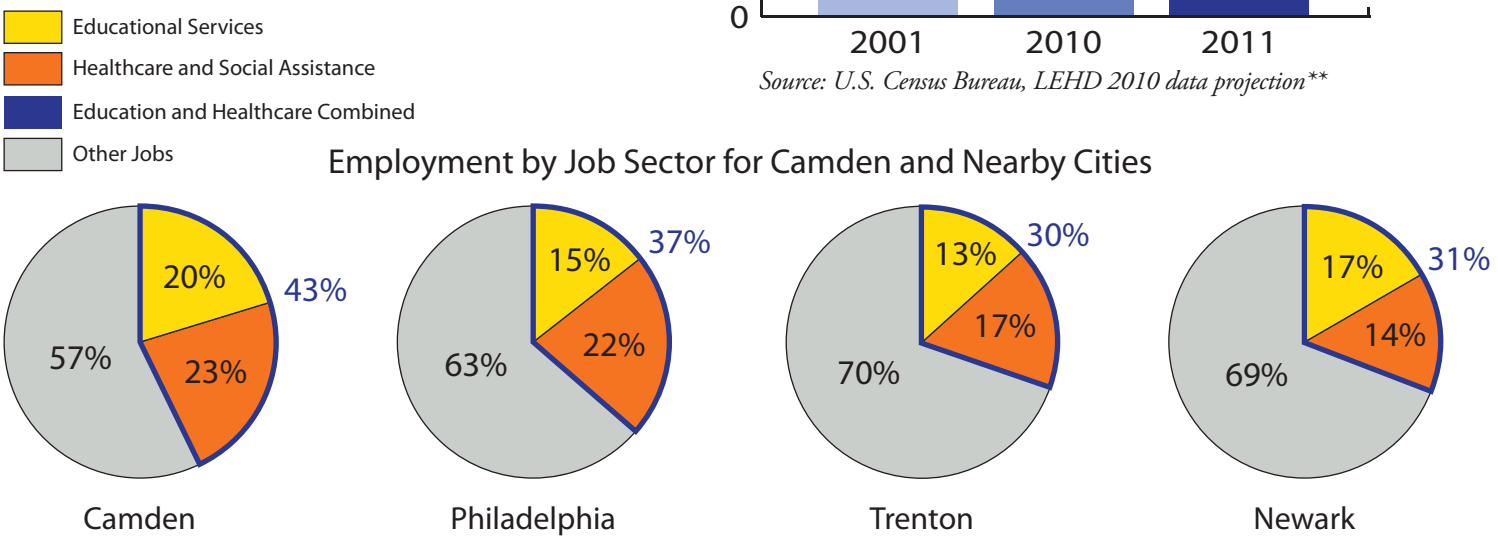
***LEHD and Zip Code Business Patterns data from the U.S. Census Bureau are only available for 2009, so 2010 and future projections are based on recent trends.*

Percent of Camden Residents Working in Camden Who Are Employed by an Eds and Meds Institution



*Source: U.S. Census Bureau, LEHD 2010 data projection***

Employment by Job Sector for Camden and Nearby Cities



*Source: U.S. Census Bureau, LEHD 2010 data projection***

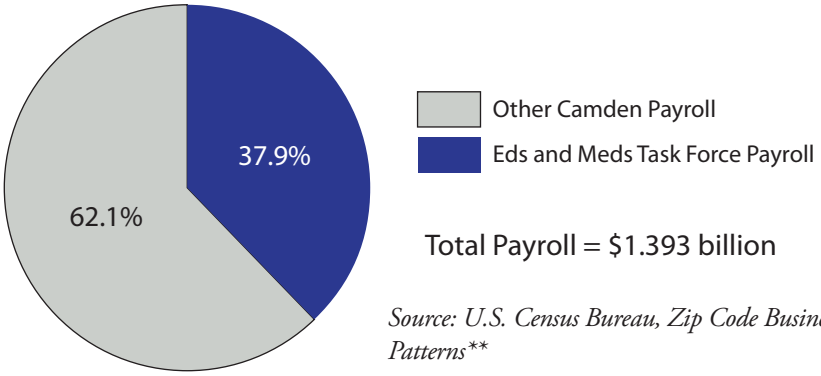
Economic Impact

The Eds and Meds institutions bring strength and support to Camden, acting as an economic engine for stability and growth. Wherever they live, the 6,667 full-time Task Force institution employees bring their incomes into Camden every day. In all, Eds and Meds employees **earned nearly 38 percent of the total payroll in Camden**.

The **total Task Force payroll was more than $528 million in 2011 – an increase of nearly $8 million from a year earlier and $73 million since 2001**. As such a large portion of Camden's overall payroll, these institutions will continue to play a major role in shaping the City's revitalization. In all, 86 percent of the income went to full-time employees and 14 percent to part-timers.

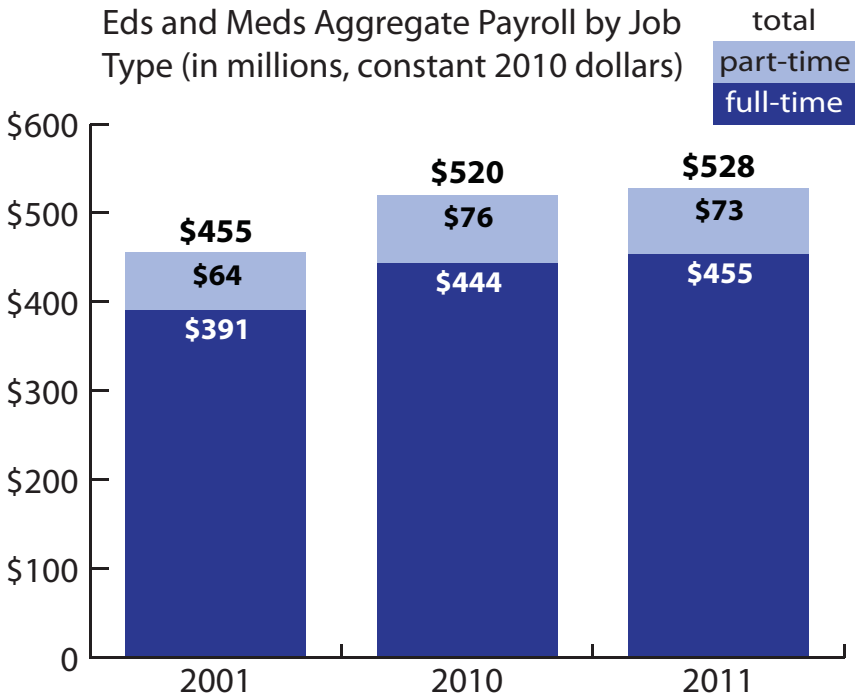
Camden residents earned more than $32 million in wages in fiscal year 2011. These jobs aren't always reserved for the richest individuals, but these earnings make a middle-income lifestyle possible for an increasing number of families. Further, these wages are spent on food, products, and services in the City, creating a ripple effect and setting up the essential cycle necessary for a diverse and resilient economy. The Eds and Meds institutions also provide many residents with health and retirement benefits, eligibility for tuition reimbursement, and other benefits. Various Task Force employers have been recognized as Best Places to Work by publications across the region such as the *Philadelphia Business Journal* and *NJBIZ*.

Eds and Meds as a Portion of Total Camden Payroll



*Source: U.S. Census Bureau, Zip Code Business Patterns***

Eds and Meds Aggregate Payroll by Job Type (in millions, constant 2010 dollars)



In 2011, Camden residents earned a total of $32.1 million working for Eds and Meds Task Force member institutions.

Payroll Trends for Camden Residents at Eds and Meds Institutions

All numbers converted to constant 2010 dollars

	2001	2010	2011	% change 2001 to 2010	% change 2010 to 2011
Average resident full-time pay	$32,483	$35,283	$36,600	+13%	+4%
Average resident part-time pay	$21,000	$19,689	$22,280	+6%	+13%

Education and Healthcare Impact

Education

The Eds and Meds Task Force educates Camden's best and brightest, while also providing a range of higher education opportunities for people of all ages and backgrounds. Task Force programs serve those wishing to enter the job market, upgrade skills, earn degrees, or prepare for professional certifications.

The four educational institutions on the Task Force taught over 11,500 students and conferred nearly 1,700 degrees in 2011.

In the 2010-11 school year, more than 11,500 students were enrolled or taking courses at the Task Force's educational institutions – an increase of 1.3 percent since 2009-10 and 31 percent over the last decade. That one-year difference was entirely from an increase of 151 resident students, who will continue to make a positive imprint on the City. In 2010-11, a total of 2,191 students lived in Camden and 209 residents received degrees, a 27-percent increase from a year earlier.

Healthcare

The Task Force's medical institutions care for Camden's sick regardless of their ability to pay. Camden residents have access to five unique institutions across the City to provide everything from primary care to emergency treatment. When problems arise, City emergency departments take care of Camden's population 24 hours a day. Cooper, Lourdes, Virtua, CAMcare, and UMDNJ together saw 295,475 total health system visits from the 77,000-plus Camden residents.

Educational Stats at a Glance

	2001	2010	2011
Students	**8,800**	**11,406**	**11,558**
Camden resident	--	2,040	2,191 (19%)
Non-Camden resident	--	9,366	9,367 (81%)
Students by degree type			
Associate/Certificate	--	4,223	4,124 (36%)
Baccalaureate	--	5,361	5,313 (46%)
Advanced Degree (ma/jd/md/phd)		1,822	2,121 (18%)
Degrees conferred	**1,500**	**1,551**	**1,669**
Camden resident	--	165	209 (13%)
Non-Camden resident	--	1,289	1,460 (87%)
Classroom seat capacity	--	**3,937**	**3,990**

Healthcare Stats at a Glance

	2001	2010	2011
Patient visits	**500,000**	**629,652**	**642,075**
Camden resident	--	299,384	295,475 (46%)
Non-Camden resident	--	330,268	346,600 (54%)
Hospital beds	--	**1,010**	**1,010**

Some data breakdowns are unavailable for 2001

Over 642,000 healthcare-related visits were made to Task Force institutions last year. Almost half (46%) of these were made by Camden residents.

Impact on the Community

Whether it is housing, community parks, or investing in "human capital," the Task Force is committed to helping realize Camden's great potential and improving quality of life in the City. For example, various members of the Task Force financially support the Camden Special Services District, an effort started in 2005 by Cooper's Ferry Partnership, which uses "ambassadors" to greet pedestrians and keep the City clean and safe.

Eds and Meds Total Budget Expenditures

Year	2010	2011
Total Expenditures	**$1.029 billion**	**$1.110 billion**
wage expenditures	$520 million	$528 million
capital expenditures	$64 million	$95 million
other expenditures	$476 million	$487 million

All numbers converted to constant 2010 dollars

New Jersey's investment in Camden's Eds and Meds has led to a continuous stream of capital projects, which create jobs and spur the local economy. Public jobs are being slashed, but anchor institutions in Camden are building capacity to better serve the City and the region.

Major Planned and Recent Capital Projects

Rutgers Graduate Dorm (Expected completion in August 2012): $55 million dorm at 330 Cooper Street will include 102 units and house 350 graduate students, and it will include retail on the ground floor. (See Figure 1)

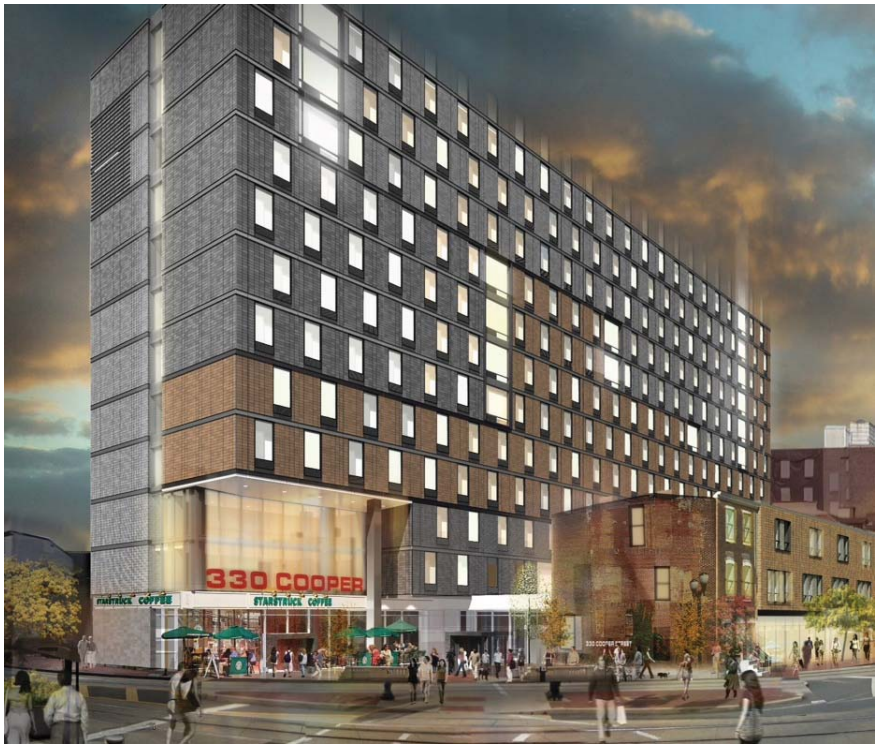


Figure 1: Artist's Rendering, 330 Cooper - Rutgers Graduate Housing

Cooper Medical School of Rowan University (Expected completion in 2012): The $139 million project will create a 200,000-square-foot facility along South Broadway and Benson Street. The inaugural class of 50 students will start in August 2012.

Cooper Cancer Institute (Expected completion in Fall 2013): The $100 million project is slated to break ground in April 2012. As a part of the new medical school, it will house all outpatient cancer services. (See Figure 2)

Figure 2: Artist's Rendering, Cooper Cancer Institute

Haddon Avenue Transit Village (Expected completion in 2014): Lourdes' 15-acre redevelopment project will include office space, a grocery store, residential housing, and structured parking.

Early Learning Research Academy (Completed September 2011): Rutgers' $8.5 million project created a 12,000-square-foot space to serve 126 children up to age 5.

Barnes & Noble Book Store (Completed July 2011): The $350,000 project renovated 13,500 square feet and now serves Camden County College, Rutgers, and Rowan.

Working Together for Camden

Health and education outreach programs, services, and partnerships represent a collective effort to improve health and quality of life in the community. Below is a comprehensive listing of partnerships and memberships of the eight institutions of the Camden Higher Education and Healthcare Task Force.

School-Age Children Programs

- Bonsall Elementary School
- Camden Summer Youth Internship Program
- CASTLE Behavioral Health Program
- Rowan CHAMP/GEARUP
- Cooper Health Sciences Academy
- Cooper Lanning Promise Neighborhood Initiative
- Cooper Summer Reading Institute at Lanning Square Elementary School
- D.U.E. Season Charter School
- Gateway to College - Camden County College
- HopeWorks 'N Camden
- Kids into Health Careers
- Rowan Lanning Square Elementary School and Summer School as Professional Development Schools
- Leap Academy – Dr. Seuss Day
- Project REACH
- Reach Out and Read Early Literacy Program
- Reading Blitz program
- Rowan University Summer Reading Clinic
- Rutgers-Camden Arts Soup Summer Program
- Rutgers-Camden County Youth Library and College Access Center
- South Jersey Pipelines

Education Partnerships

- Barnes and Noble University District Bookstore at Camden County College with Rowan and Rutgers-Camden
- Camden Board of Education and Camden County College – Post-Secondary Readiness Programs
- Camden County Adult Basic Skills Consortium
- Camden's Charter School Network
- Exchange Registration Program - Camden County College and Rutgers
- Library Services Agreements with Camden County College, Rowan, and Rutgers
- Rowan ESL Program
- Rowan Upward Bound Program
- Rutgers Future Scholars Program
- Rutgers-LEAP Academy Partnership
- Shared classroom facilities - Camden County College, Rutgers, and Rowan
- Shared Gymnasium Facility - Camden County College, Rowan and Rutgers-Camden

Education–Healthcare Partnerships

- AAS Respiratory Therapy Degree
- Certificate Massage Therapy program and AAS degree
- Cooper Medical School of Rowan University
- Cooperative Nursing Program – CCC and Our Lady of Lourdes
- Brimm Medical Arts High School Career Exposure
- Certified Nursing Aide Program
- LEAP Academy
- Licensed Practical Nurse Certificate Program

Health Programs and Services for Camden Residents

- "Bridging the Gaps" Summer Community Health Project
- Broadway Main Street Program
- Camden AHEC
- Camden City Care Management Project
- Camden City Healthy Futures Committee
- Camden Citywide Diabetes Collaborative
- Camden Coalition of Healthcare Providers
- Camden County Council on Economic Opportunity's Camden Community Health Center
- Camden County Health Department MAPP Committee
- Camden HIE (Health Information Exchange)
- Emergency Medical Coverage and Services
- Farmers Markets
- "Health Matters" Public Health TV Programming - Camden Cable Channel 19
- Patient Navigator Mammography Program
- Project Hope
- RESPOND Inc.
- Urban Health Initiative at Robert Wood Johnson Medical School
- Volunteers of America Delaware Valley

Other Programs and Services for Camden Residents

- Below the Rim Basketball Program
- Camden County College Adult Basic Skills/GED Program
- Liberty Park Neighborhood Association
- National Coalition of 100 Black Women Mentorship Program
- Rowan College of Business Tax Preparation Workshops and Clinics
- Rowan College of Fine and Performing Arts - music, art, and theatre courses
- Rutgers-Camden Center for the Arts
- Rutgers School of Law clinics and pro bono programs

Community Partnerships

- Berkley Hall Historic District
- CamConnect
- Camden Coalition of Healthcare Providers
- Camden Community Development Association
- Camden County Improvement Authority
- Camden Education Law Center
- Camden Partnership for Healthy Kids
- Camden RiverSharks
- Camden Special Services District - "Clean and Safe" Downtown
- Chamber of Commerce Southern New Jersey
- Center for Family Services
- Cooper's Ferry Partnership
- Cooper Lanning Civic Association
- Garden State Discovery Museum
- Lanning Square West Residents in Action
- Main Street New Jersey
- Camden County Habitat for Humanity
- New Jersey Dr. Martin Luther King Jr. Commission
- New Jersey Tree Foundation
- North Camden Stakeholders
- Parking garages serving downtown
- St. Joseph's Carpenter Society
- Susquehanna Bank Center