

THE UNIVERSITY OF
SCRANTON
A JESUIT UNIVERSITY

University-Downtown Engagement

*The Office of Community Relations
in partnership with
The University of Scranton Small Business Development Center,
Scranton Tomorrow and The Greater Scranton Chamber of Commerce*

Student Feedback

- ❖ **Highlights from 2011 NEPACU survey of 8 area colleges: Informed University-Downtown efforts**
 - ❖ More than 80% of students surveyed shop and dine downtown and 89% attend entertainment or cultural events
 - ❖ 52% of both undergraduate and graduate students were not familiar with the venues and events in downtown Scranton; 78% were not familiar with the apparel retailers
 - ❖ Awareness improved from 2009 survey 5-15% points; also increases over the course of the students' years at college
 - ❖ While knowledge and awareness remains low, there is opportunity for education/growth; Many of the shops and venues that students seek already exist
 - ❖ Discounts, special events & social media key way to reach students



Student Feedback

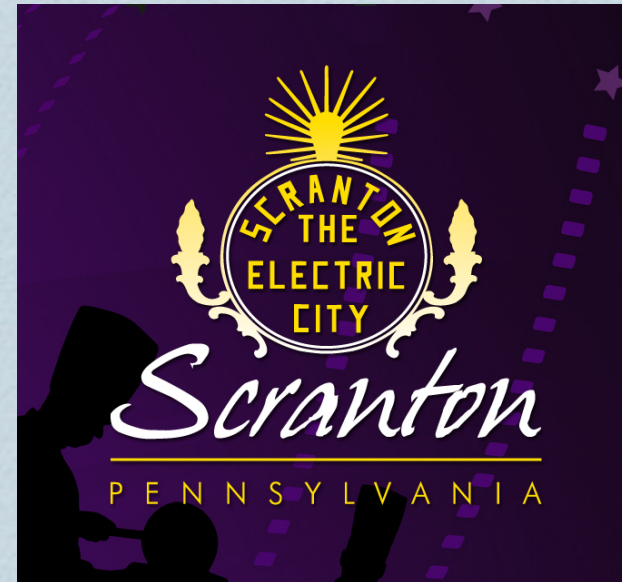
- ❖ **Highlights from survey of University of Scranton students who attended Downtown Dinner & Movie Nite in March 2012**
- ❖ 90% of students had a positive experience at dinner and First Friday; 97% had a positive experience at Marquee Cinemas; 99% would do it again
- ❖ For 30% of students, this was the first time they dined downtown
- ❖ For 75% this was the first time they participated in First Friday
- ❖ Only 13% have used the “Show it, Save it” Scranton Tomorrow student discount program

“Great opportunity for students to go downtown and enjoy the city of Scranton!”

Special Events: Dinner & Movie Nite

March & October 2012

- ❖ Nearly 300 students attended event: Registration filled within 48 hours
- ❖ 280 students attended dinner at 13 restaurants, 180 went to movie at Marquee Cinemas
- ❖ Promoted First Friday, downtown eateries and entertainment venue



Special Events: Scavenger Hunt

August 31, 2012

- ❖ **Fall Welcome Week Event**
 - ❖ 250 Students participated in 2011
 - ❖ Opportunity to explore over 30 restaurants, retail shops and cultural venues
 - ❖ Utilized Foursquare social media location-based platform
 - ❖ Award reception downtown with free food & prizes



“St. Ignatius loved the great cities”
Jesuit Universities are located
where the action is...connect
to downtown Scranton!

Downtown Tours & Dinner Experience

- ❖ Partnering with Scranton Tomorrow on their downtown “FAM” tours
- ❖ 90 Resident Assistants
- ❖ 50 Orientation Assistants
- ❖ Staff and Faculty
- ❖ Post-Tour Dinner at Downtown Restaurants



Campus Promotions

- ❖ “Shop Scranton, Shop Local” holiday campaign
- ❖ Monthly downtown business update; weekly community events posting
- ❖ Foursquare “Show it, Save it List”
- ❖ Mobile App restaurants & local attractions...Coming Soon

Want to reduce your carbon footprint,
Support downtown Scranton businesses and
Buy unique gifts this holiday season?

Shop Scranton, Shop Local!

BRING SCRANTON HOME

Available in the University's bookstore in early December

'Tis the season for Downtown Discounts

Show your Royal ID at these downtown shops and receive a 10% student discount.

- Bella Faccias
- Chocolate Creations
- Comics on the Green
- Crazy Pineapple
- Dirty Accessories
- EP Fashion
- Fanciful Fox
- Greenbeing
- The Mall at Steamtown*
- New Laundry
- New Visions Studio & Gallery
- Now Hair Studio
- Pierre's
- Plotkin's Red Wing Shoes
- Tuck's Army & Navy

*Participating stores only. Photo: Park-in at information desk.

Check-in at locations using Foursquare, show the screen at the front desk, and be entered to win a \$25 Gift Certificate to the Mall at Steamtown!

foursquare

Join in the Holiday Spirit at Special Scranton Events

- Nov. 25 through Dec. 31: Holiday Light Show, Nay Aug Park
- Nov. 25 through Dec.: Holiday Decorating Showcase, participating downtown shops
- Dec. 1, 8, 15, 22: Open Late Thursday Downtown Shopping Nite (hours vary)
- Dec. 1, 10 a.m. - 3 p.m.: Annual Holiday Fair, Scranton area vendors, DeNaples Ballroom
- Dec. 2, 5:30 p.m.: County Tree Lighting Ceremony, Courthouse Square
- Dec. 2, 6 - 9 p.m.: First Friday, throughout downtown Scranton
- Dec. 9-31: Festival of Trees, Electric Trolley Museum, 300 Cliff St.

Find updates about downtown businesses & events on Facebook!

THE UNIVERSITY OF SCRANTON A FRUIT UNIVERSITY

For more information, visit: www.scranton.edu/shoplocal
Downtown Walking Maps are available in the Student Government Office.

*Sponsored by: The Office of Community Relations, Center for Student Engagement, Kania School of Management, University of Scranton Small Business Development Center, Student Government, Students in Free Enterprise (SIFE), Sustainability Taskforce, and Scranton Tomorrow. www.scranton.edu The Aquinas

Major Campus Events



- ❖ Family Weekend 2012:
September 28-30
- ❖ “Family Table” discount program - utilized by over 40% of parents surveyed in 2011
- ❖ Downtown Scranton info page for visitors and parents
- ❖ Graduation: May 25-27
- ❖ Alumni Reunion: June 8-10

Service: Downtown Planter Project



- ❖ Extended student/alumni annual Hill Section “Street Sweep” to the downtown area
- ❖ Partnered with Scranton Tomorrow on their “Adopt-a-Planter” project
- ❖ Over 100 students & alumni planted small trees, flowers and vines in over 60 planters

Questions & Discussion

How have these activities impacted your business?

Have you seen increased student engagement?

Further areas of collaboration...?

Interested businesses can contact the University of Scranton

Office of Community Relations at:

community@scranton.edu or 570-941-4419