OHIO UNIVERSITY

ECONOMIC IMPACT ASSESSMENT

EDUCATING STUDENTS, IMPACTING COMMUNITIES
# CONTENTS

## INTRODUCTION

**LETTER FROM RODERICK J. MCDAVIS**

PRESIDENT, OHIO UNIVERSITY

i-iii

## PURPOSE OF THE ECONOMIC IMPACT ASSESSMENT

iv-vii

## CHAPTER

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TRADITIONAL ECONOMIC IMPACT ASSESSMENT</td>
<td>1-22</td>
</tr>
<tr>
<td>2</td>
<td>TALENT AND WORKFORCE DEVELOPMENT</td>
<td>23-38</td>
</tr>
<tr>
<td>3</td>
<td>RESEARCH AND SCHOLARSHIP</td>
<td>39-52</td>
</tr>
<tr>
<td>4</td>
<td>INNOVATION AND ENTREPRENEURSHIP</td>
<td>53-62</td>
</tr>
</tbody>
</table>
CHAPTER 5
HEALTHCARE AND WELLNESS 63-74

CHAPTER 6
ENVIRONMENT, INFRASTRUCTURE, AND SUSTAINABILITY 75-90

CHAPTER 7
QUALITY OF PLACE AND COMMUNITY DEVELOPMENT 91-106

CHAPTER 8
REGIONAL CAMPUSES AND CENTERS 107-124

CHAPTER 9
OHIO UNIVERSITY ATHLETICS 125-143

CHAPTER 10
CONCLUSION 144-147

CHAPTER 11
APPENDICES 148
# List of Figures

**Introduction**

V  FIG. 1  THE LOCATIONS OF OHIO UNIVERSITY CAMPUSES

## Chapter / Page

<table>
<thead>
<tr>
<th>FIG.</th>
<th>Page</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4</td>
<td>1.5</td>
<td>FIG. 1 / OHIO UNIVERSITY’S $1.5 BILLION IMPACT 2012</td>
</tr>
<tr>
<td>1.6</td>
<td>1.5</td>
<td>FIG. 2 / OHIO UNIVERSITY’S 14,300 JOBS 2012</td>
</tr>
<tr>
<td>1.8</td>
<td>1.5</td>
<td>FIG. 3 / THE SOUTHEAST OHIO REGION</td>
</tr>
<tr>
<td>1.10</td>
<td>1.5</td>
<td>FIG. 4 / THE ATHENS CAMPUS REGION AND ATHENS COUNTY</td>
</tr>
<tr>
<td>1.10</td>
<td>1.5</td>
<td>FIG. 5 / ATHENS CAMPUS IMPACT ON THE ATHENS REGION 2012</td>
</tr>
<tr>
<td>1.11</td>
<td>1.5</td>
<td>FIG. 6 / ATHENS CAMPUS IMPACT ON ATHENS COUNTY 2012</td>
</tr>
<tr>
<td>1.12</td>
<td>1.5</td>
<td>FIG. 7 / THE CHILLICOTHE CAMPUS REGION</td>
</tr>
<tr>
<td>1.13</td>
<td>1.5</td>
<td>FIG. 8 / CHILLICOTHE CAMPUS IMPACT ON THE CHILLICOTHE REGION 2012</td>
</tr>
<tr>
<td>1.14</td>
<td>1.5</td>
<td>FIG. 9 / THE EASTERN CAMPUS REGION</td>
</tr>
<tr>
<td>1.15</td>
<td>1.5</td>
<td>FIG. 10 / EASTERN CAMPUS IMPACT ON THE EASTERN REGION 2012</td>
</tr>
<tr>
<td>1.16</td>
<td>1.5</td>
<td>FIG. 11 / THE LANCASTER CAMPUS REGION</td>
</tr>
<tr>
<td>1.17</td>
<td>1.5</td>
<td>FIG. 12 / LANCASTER CAMPUS IMPACT ON THE LANCASTER REGION 2012</td>
</tr>
<tr>
<td>1.18</td>
<td>1.5</td>
<td>FIG. 13 / THE SOUTHERN CAMPUS REGION</td>
</tr>
<tr>
<td>1.19</td>
<td>1.5</td>
<td>FIG. 14 / SOUTHERN CAMPUS IMPACT ON THE SOUTHERN REGION 2012</td>
</tr>
<tr>
<td>1.20</td>
<td>1.5</td>
<td>FIG. 15 / THE ZANESVILLE CAMPUS REGION</td>
</tr>
<tr>
<td>1.21</td>
<td>1.5</td>
<td>FIG. 16 / ZANESVILLE CAMPUS IMPACT ON THE ZANESVILLE REGION 2012</td>
</tr>
</tbody>
</table>

## Chapter / Page

<table>
<thead>
<tr>
<th>FIG.</th>
<th>Page</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.14</td>
<td>4.3</td>
<td>FIG. 1 / OHIO UNIVERSITY ALUMNI LOCATIONS</td>
</tr>
<tr>
<td>4.3</td>
<td>5.12</td>
<td>FIG. 1 / OHIO UNIVERSITY’S INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM</td>
</tr>
<tr>
<td>5.12</td>
<td>8.3</td>
<td>FIG. 1 / THE LOCATIONS OF EXTENSION CAMPUSES</td>
</tr>
<tr>
<td>8.3</td>
<td>9.19</td>
<td>FIG. 1 / THE LOCATIONS OF OHIO UNIVERSITY REGIONAL CAMPUSES AND MAIN CAMPUS</td>
</tr>
<tr>
<td>9.19</td>
<td></td>
<td>FIG. 1 / OHIO ATHLETICS STRATEGIC PRIORITIES</td>
</tr>
</tbody>
</table>
INTRODUCTION:
LETTER FROM
THE PRESIDENT

EDUCATING STUDENTS,
IMPACTING COMMUNITIES
“The concept of Ohio University as a driving economic force is a commitment we embrace. Since our founding in 1804, Ohio University has played a pivotal role in the development of Southeast Ohio, and our service to the region and the state continues.”

— Roderick J. McDavis
President, Ohio University
Dear Friends and Colleagues,

Ohio University is a major engine of economic growth in Southeast Ohio. This point was recently driven home with the publication of Ohio University’s Economic Impact Report, which you may view through the www.ohio.edu/impact website. Titled “Ohio University: Educating Students, Impacting Communities,” the extensive report documents the value of our University’s many ongoing activities and enterprises through our role as an employer, educator, research institution and regional steward.

Among its findings, the report shows that Ohio University generated approximately $1.5 billion in economic impact on the state of Ohio in 2012, and up to $104 million in state and local tax revenue in 2012 by activity associated with the university. Ohio University spending also supports more than 14,300 full-time and part-time jobs.

The concept of Ohio University as a driving economic force is a commitment we embrace. Since our founding in 1804, Ohio University has played a pivotal role in the development of Southeast Ohio, and our service to the region and the state continues. In 2012 alone, we estimate that our University community volunteered 1.4 million hours – a contribution valued at more than $25.4 million!

In order to maintain this rich tradition, Ohio University will continue to supplement our educational offerings with impactful community action programs and meaningful service learning initiatives. We also will need to think strategically about how best to invest our limited resources to insure that our past accomplishments are but a prologue to future achievements for the benefit of our region, the state and the world.

Thank you for taking time to learn about Ohio University’s economic impact. It is my hope that this report will enable you to experience our University and the opportunities it affords in a deeper way. Furthermore, I hope it will aid your understanding of the great responsibility that each of us has undertaken as caretakers for our community.

Cordially,

RODERICK J. McDAVIS
President
OHIO UNIVERSITY
Manasseh Cutler, Rufus Putnam, Winthrop Sargent and Benjamin Tupper of the Ohio Company conceived Ohio University, which was encouraged by the Ordinance of 1787 and the Northwest Territorial Legislature in 1798, incorporating as the American Western University in 1802, and chartered by the Ohio State Legislature on February 19, 1804. The university is the first institution of higher learning in the Northwest Territory, second west of the Allegheny Mountains, and the first in the United States to be endowed with land by the government. Proceeds used to pay for its operation revenue from two townships was set aside to support the university. Opened on Oct. 3, 1808, as an academy with three students Ohio University awarded its first undergraduate degrees in 1815.
PURPOSE OF THE ECONOMIC IMPACT ASSESSMENT

EDUCATING STUDENTS,
IMPACTING COMMUNITIES
PURPOSE OF THE ECONOMIC IMPACT ASSESSMENT

The purpose of this study is to document the full impact that Ohio University (OHIO) has on the local, regional, and statewide economy.

As a whole, Ohio University consists of the Athens Campus, five regional campuses (Chillicothe, Ironton, Lancaster, St. Clairsville, and Zanesville), and two regional centers (Pickerington and Proctorville, with a third—the Cambridge Center—coming soon). These campuses and centers significantly impact Ohio and southeast Ohio.

Of OHIO’s $1.5 billion total economic output in 2012, $1 billion comes from University spending (compensation, operations, and capital), $466 million from constituent spending (including students, retirees, and visitors), and $35 million from affiliate enterprise spending.

In Athens County, 53.4 percent of total economic output is derived from University and University-related spending. Ohio University’s economic output is $1.5 billion of the state’s $486.4 billion economic output, and is $1.2 billion of southeast Ohio’s $104.8 billion economic output.

Adding to the University’s traditional economic impact through the quantifiable measures of economic output and jobs, Ohio University significantly contributes to the state and region through a host of defined impact areas:

- Talent and Workforce Development
- Research and Scholarship
- Innovation and Entrepreneurship
- Healthcare and Wellness
- Environment, Infrastructure, and Sustainability
- Quality of Place and Community Development
- Regional Campuses and Centers
- Ohio University Athletics
All OHIO campuses were included to determine the University’s economic impact on the state of Ohio.

IN 2012, OHIO UNIVERSITY’S SIGNIFICANT IMPACT INCLUDED:

OVER $1.5 BILLION in economic output benefiting the state and its citizens.

SUPPORTING OVER 14,300 full-time and part-time jobs from University and University-related spending (including over 4,600 faculty and staff at OHIO).

The median hourly wage of Ohio University employees living in Ohio and southeast Ohio was $23.90—significantly higher than the median hourly earnings of workers regionally ($15.62) and statewide ($15.20).1

Associated activities generated OVER $104 MILLION in state and local tax revenue. In addition, the education received by OHIO alumni generated $259 MILLION in net marginal state and local tax revenue.

Ohio University received OVER $30.5 MILLION in external research funding, including $21.2 from federal sources.

Ohio University awarded 7,928 DEGREES and certificates, which includes 5,465 bachelor’s degrees—a 38 percent increase from 2007 to 2012.

OVER 190,000 OHIO ALUMNI worldwide including 110,000 ALUMNI living in Ohio (57 percent of alumni as of 2011).

FOUR PERCENT of physicians in Ohio and 12 PERCENT of physicians in Ohio’s rural communities are graduates of OHIO’s Heritage College of Osteopathic Medicine.

OHIO students engaged in OVER 1.4 MILLION HOURS through internships, practicums, capstones, field experience, and student-teaching during the 2011–2012 school year for a value of OVER $25.8 MILLION to the local, regional, and national community.

OHIO faculty, staff, and students served OVER 31,900 Ohio residents through OHIO’s Community Health Programs in 2011–2012.

1 Economic Modeling Specialists Intl.
### Traditional Economic Impact Assessment

#### Educating Students, Impacting Communities

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2</td>
<td>Traditional Economic Impact of Ohio University</td>
</tr>
<tr>
<td>1.4</td>
<td>Ohio University's Overall Economic Impact</td>
</tr>
<tr>
<td>1.8</td>
<td>Ohio University in Southeast Ohio: $1.2 Billion Impact</td>
</tr>
<tr>
<td>1.10</td>
<td>Ohio University Athens Campus, Athens Region: $1.1 Billion Impact</td>
</tr>
<tr>
<td>1.12</td>
<td>Ohio University Chillicothe Campus, Chillicothe Region: $36 Million Impact</td>
</tr>
<tr>
<td>1.14</td>
<td>Ohio University Eastern Campus, Eastern Region: $10 Million Impact</td>
</tr>
<tr>
<td>1.16</td>
<td>Ohio University Lancaster Campus, Lancaster Region: $36 Million Impact</td>
</tr>
<tr>
<td>1.18</td>
<td>Ohio University Southern Campus, Southern Region: $33 Million Impact</td>
</tr>
<tr>
<td>1.20</td>
<td>Ohio University Zanesville Campus, Zanesville Region: $30 Million Impact</td>
</tr>
<tr>
<td>1.22</td>
<td>Conclusion</td>
</tr>
</tbody>
</table>
1. TRADITIONAL ECONOMIC IMPACT OF OHIO UNIVERSITY

“What Southeast Ohio has done has really been transformational. Ohio University has focused not only on reaching the local community in Athens, but reaching into the whole region and making sure that different organizations and stakeholders are included. That mission to help advance economic growth and development in Southeast Ohio really shines through in the things that they do.”

— Lisa Delp, Executive Director of the Ohio Third Frontier Program

Ohio University (OHIO) is a transformative learning community where students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders. Through its role as employer, education and workforce training provider, research institution, and regional steward for community and economic development, OHIO is a major engine of economic growth in its communities, the region, and state. The purpose of this study is to document the full impact that Ohio University has on the local, regional, and statewide economy.
Rigorous Estimation

Traditional economic impact analysis includes only those elements that can be quantified in rigorous fashion. This principle is further applied to the techniques of analysis itself. For any issue that could credibly be addressed through multiple techniques, the smaller, more conservative impact was used. A detailed explanation of the methodology is available in Appendix A: General Principles of Traditional Economic Impact Assessment and Appendix B: Assumptions of Traditional Economic Impact Assessment.

Key Components

Traditional economic impact analysis, as measured in this study, considers three key components:

- the cumulative economic activity that results from the spending of a university and its related agents and entities,
- the jobs that are supported by that spending, and
- the earnings of workers in those jobs.

Specific challenges, approaches, and assumptions associated with developing the data sets and using them in the economic impact assessment are discussed in detail in Appendix A: General Principles of Traditional Economic Impact Assessment.

Multiple Region Impact

With a presence in six locations across southeast Ohio, the University serves multiple geographic regions. As a public university, OHIO’s impact on the entire state is a critical determinant of the total value the University provides. Because OHIO is the largest public university system in southeast Ohio, it is important to understand its value to the region separately from its impact on the state as a whole. In addition, each campus has its own regional area in which it is strongly engaged.1 The economic impact figures calculated for each campus are discrete to that campus and its region and cannot be combined to equal the total Ohio University impact for either the state of Ohio or the southeast Ohio region.

1 A full listing of regional definitions is available in Appendix A: General Principles of Traditional Economic Impact Assessment.

REGIONAL CAMPUSSES

7 Locations via five campuses and two centers (accessibility)

1,600 Jobs created by regional campus and related spending

$5,022 Average cost of in-state tuition per year (affordability)

10,050 Students enrolled at regional campuses per year (2012–2013)

$173.9 MILLION Economic impact within the state

Figures from academic year 2011–2012 unless noted
OHIO UNIVERSITY’S TOTAL IMPACT

$1.5 BILLION
Ohio University’s total economic impact on the state of Ohio in 2012

$1.2 BILLION
Total economic output impact on southeast Ohio

$104 MILLION
Annual state and local tax revenue generated by activity associated with Ohio University

$259 MILLION
Annual state and local tax revenue generated by the education received by Ohio University alumni

$16,300
Positive difference in median annual salary paid to full-time employees of OHIO when compared to the median annual salary paid to workers in the state of Ohio labor force

Figures from fiscal year 2012 unless noted

OHIO UNIVERSITY’S OVERALL ECONOMIC IMPACT

Ohio University generated more than $1.5 billion in economic output activity in the state and was responsible for over 14,300 Ohio jobs. These jobs were associated with $565 million in employee compensation and business income (2012).

Economic Output

Economic output refers to the total economic activity resulting from Ohio University and University-related spending. This includes businesses’ sales of goods and services to the University and its students, visitors, and retirees, as well as indirect and induced business sales as those dollars circulate throughout the economy.

Of the University’s overall $1.5 billion economic impact, $1 billion came from University spending (compensation, operations, and capital), $466 million from constituent spending (including students, retirees, and visitors), and $35 million from affiliate enterprise spending.

FIG. 1 / OHIO UNIVERSITY’S $1.5 BILLION IMPACT 2012 (by spending category)
Seven primary sources of spending data were analyzed to measure OHIO’s total annual economic output impact:

1. **Compensation** – wages, salaries and benefits paid to employees of the University and OHIO-affiliate enterprises.

2. **Operations** – noncompensation and noncapital spending in the budgets of OHIO or its affiliates, except spending paid to OHIO itself and spending from OHIO to an affiliate enterprise.

3. **Capital** – spending on buildings, grounds, infrastructure, and machinery and equipment, as well as works of art and library books and publications.

4. **Student** – estimated off-campus OHIO student spending.

5. **Visitors** – estimated off-campus spending of visitors.

6. **Retirees** – estimated spending of any nonwage income by a subset of OHIO retirees.

7. **Affiliate Enterprises** – organizations whose operations are tied to OHIO.

OHIO’s budgeted spending—compensation, operations, and capital—accounted for approximately two-thirds of the total economic output impact. The single greatest source of spending was on University operations: about one-third of total impact, roughly $560 million, resulted from the University’s operational budget. Employee compensation and benefits accounted for $344 million. Capital spending yielded over $105 million in economic impact.

Spending by students, visitors, and retirees creates more than $450 million in economic output. The University’s affiliated enterprises—Housing for Ohio, Inc.; The Ohio University Inn; The Russ Research Center in Dayton; and University Medical Associates, a full-service, private physician network closely tied to the Heritage College of Osteopathic Medicine— injected more than $35 million into Ohio’s economy.

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$450 MILLION

Economic output created through spending by students, visitors, and retirees.
Jobs and Earnings Impact

Ohio University’s economic output supported over 14,300 Ohio jobs, including more than 4,600 OHIO faculty, staff, and employees. These jobs provided a total of $565 million in earning—an average of nearly $38,000 per job.

As with total economic output, OHIO’s budgeted spending—compensation, operations, and capital—accounted for over two-thirds of all jobs and earnings impacts, with the single greatest source of impact stemming from the University’s operational spending. This spending supported more than 5,500 jobs across the state from direct, indirect, and induced economic activity. In addition, spending by students, visitors, and retired employees supported more than 4,000 jobs and nearly $150 million in earnings. Figure 2 depicts job support by spending area.

University Employees

Ohio University directly employs more than 4,600 full- and part-time faculty and staff. In addition to contributing to the University’s educational mission, these employees also play an important role in local economies. On the whole, Ohio University employees’ wages and salaries are above both the median and mean for all workers in the state of Ohio. This increased income is dispersed across the state through individual spending, stimulating economic growth and activity and raising the overall standard of living in Ohio.

OHIO’s faculty, staff, and employees receive a median hourly wage of $23.90, which is more than 55 percent higher than the median hourly earnings for all workers in Ohio ($15.20).7

FIG. 2 / OHIO UNIVERSITY’S 14,300 JOBS 2012
(by spending category)

<table>
<thead>
<tr>
<th>Jobs</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>24% Compensation</td>
<td>3% Affiliate Enterprises</td>
</tr>
<tr>
<td>38% Operations</td>
<td>6% Visitor</td>
</tr>
<tr>
<td>5% Capital</td>
<td>2% Retiree</td>
</tr>
<tr>
<td>22% Student</td>
<td></td>
</tr>
</tbody>
</table>

JOBS
Includes part- and full-time positions supported by University and University-related spending, including faculty and staff, and from University and University-related spending, including occupations in construction, retail, and entertainment

EARNINGS
Includes wages and benefits for jobs supported by OHIO-generated economic activity

START-UP WEEKEND
The Innovation Center manages Start-Up Weekend, a 54-hour event that lets entrepreneurs pitch an idea, develop partnerships, and gain expert coaching and advice from seasoned professionals. In 2013, two dozen participants—including current and former students of Ohio University and other regional educational institutions—organized into six teams to develop new business products and companies.

Includes part- and full-time positions supported by University and University-related spending, including faculty and staff, and from University and University-related spending, including occupations in construction, retail, and entertainment
Tax Benefits to the State of Ohio

Ohio University generates over $104 million in state and local tax revenue annually as a result of the university’s spending on employees, goods, and services. These taxes represent income and business taxes by employees and suppliers as a result of OHIO’s spending. This important income stream for the state also establishes and strengthens the cyclical nature of funding between the state and the University: every $1 of state support to the University is associated with $0.73 of state and local tax revenues generated by Ohio University.

OHIO Alumni

OHIO also has a profound indirect impact on the state through its alumni. Completion of an Ohio University degree increases the earning potential of each alumnus. On the whole, Ohio University alumni have a combined total personal income gain of over $2.6 billion each year.

Increased income leads to an increase in individual taxes: Ohio University alumni are associated with over $259 million in state and local tax revenue each year. This is in addition the $104 million in annual state and local tax revenue generated by Ohio University activity.

OHIO UNIVERSITY EMPLOYEES

55% HIGHER WAGES
The median hourly wage paid to OHIO employees is over 55% higher than the median hourly earnings for all workers in the state of Ohio.

$104 MILLION IN REVENUE
Economic activity associated with Ohio University generates over $104 million in annual state and local tax revenue.

ALUMNI GENERATE $259 MILLION IN REVENUE
By earning college degrees, OHIO alumni generate an additional $259 million in annual state and local tax revenue.

$2.6 BILLION IN INCOME GAIN
Ohio University alumni have a combined total personal income gain of over $2.6 billion each year.

EMPLOYMENT THROUGH SUSTAINABILITY EFFORTS
Over 70 percent ($20 million) of the University’s Energy Performance Contract went to local contractors, stimulating growth and opportunities within the region, and increasing available jobs and income.

7 Economic Modeling Specialists Intl.
8 This analysis takes into account the marginal gains from earning an Ohio University degree. The increase from an OHIO degree is a result of an individual moving up one level in degree completion: high school diploma to bachelor’s degree, bachelor’s degree to master’s degree, etc. For additional detail on methodology see Appendix C: Methodology and Assumptions from Tax, Alumni, and Volunteer Impact Assessment. Spending of this income gain would have concomitant multiplier impacts.
OHIO UNIVERSITY IN SOUTHEAST OHIO: $1.2 BILLION IMPACT

As defined for this report, southeast Ohio encompasses 26 counties in an area roughly bordered by I-70 on the north and U.S. 23 to the west. Because Ohio University is the largest public university system in the region, it is important to understand and analyze the University’s value to the region apart from its impact on the state as a whole.

Approximately $1.2 billion of southeast Ohio’s economic activity was rooted in Ohio University (2012). This was associated with over 12,000 regional jobs and more than $470 million in earnings (compensation and business owners’ income).

Operational spending accounted for over $463 million in regional economic output and over 4,500 regional jobs. Of critical importance to the region was the effect of operational spending on earnings; it was the largest single driver of the University’s total regional earnings impact.

Employee and student spending were associated with roughly $578 million in regional economic impact, and together they supported over 5,500 jobs across the region. Visitor and retiree spending added more than $80 million in economic output impact and supported some 1,000 jobs.

Fiscal Year 2012 capital expenditures accounted for more than $85 million in regional economic output, with more than 600 associated jobs. Affiliate enterprises contributed nearly $30 million and 275 jobs in economic output and employment impacts.

University Employees

Ohio University employee wages and salaries are above both the median and mean for all workers in southeast Ohio, stimulating economic activity through spending while increasing the region’s overall standard of living. Faculty, staff, and employees who live in the region receive a median hourly wage of $23.90, which is more than 50 percent higher than the median hourly earnings for southeast Ohio’s total employed labor force ($15.62).

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10 The spending of each Ohio University campus creates the largest economic impact within the larger regional definitions. As such, the traditional economic impact analysis as conducted for the state of Ohio is larger than the smaller economic impact in the analysis for the southeast Ohio region. For further discussion on regional multipliers and regional leakage dynamics, see Appendix A: General Principles of Traditional Economic Impact Assessment.

11 The Russ Research Center is excluded because of its location in Dayton, which is outside the Southeast Ohio Region for purposes of this analysis.

12 Economic Modeling Specialists Intl.
Regional Economic Impacts of Ohio University

Each individual campus has a discrete impact on its region. Five important issues relate to the design of these campus regions:¹³

1. The regions were created based on employee distribution on campus mission areas, or a hybrid of both. The nature of their configurations means that many of the campus regions overlap.

2. The regional impacts for each campus are estimated for the spending uniquely associated with the campus in question, not with spending associated with another campus’s spending in the same region.

3. Some campus’s individual regions extend past the state borders. This is a particular issue with Ohio University Eastern Campus; much of its true economic impact occurs outside the state. As a result, the Eastern Campus often has a higher impact in its individual region than it does in the state of Ohio as a whole or the Southeast Ohio Region, even though the latter are larger economies.

4. Because each campus has a distinct region that may overlap with those of other OHIO campuses, the economic impact figures calculated for each region are discrete to that region and cannot be combined to equal the total University impact for either the state of Ohio or the Southeast Ohio Region. In addition, each region is associated with a set of unique multipliers designed specifically for that region, which also prohibits the addition of campus-specific impacts for cumulative statewide or Southeast Ohio Region impact.

¹³ Each geography represents the impact of that campus on that geography. For example, the impact of Ohio University Chillicothe Campus on the Chillicothe Region is $36 million. Likewise, the impact of Ohio University Eastern Campus on the Eastern Region is $9.8 million, and so forth. Data from Economic Modeling Specialists Intl.
Ohio University Athens Campus contributed approximately $1.1 billion in economic output and 12,000 jobs to the Athens Region (2012). These jobs were associated with $425 million in earnings.

Affiliate enterprises accounted for almost $30 million in economic output and approximately 250 jobs in the regional economy. In some instances, affiliate enterprises had a greater impact locally than they did in the broader Southeast Ohio Region, because the Athens Region includes relatively populous areas in West Virginia.

Most economic activity in the Athens Region was related to University compensation and operational spending. These two expenditure areas amounted to roughly $690 million in Athens Region economic output impact, supporting more than 8,800 jobs.

FIG. 5 / ATHENS CAMPUS IMPACT ON THE ATHENS REGION 2012 (by spending category)

14 The Athens Region includes Athens, Meigs, Franklin, Washington, Fairfield, Hocking, Vinton, Morgan, Jackson, Gallia, and Perry counties in Ohio and Wood County in West Virginia.

15 The Russ Research Center is excluded from the analysis because of its location in Dayton.
**Athens Campus in Athens County: $800 Million Impact**

OHIO’s Athens Campus is the dominant economic force in Athens County. Overall, the Athens Campus generated $800 million in economic output, over 8,500 jobs, and nearly $300 million in earnings in the county (2012).

Ohio University directly employed just over one in ten workers in Athens County (more than 3,000 of the 8,500 individuals), accounting for over 11 percent of the county’s total employed labor force in 2012.\(^\text{16}\)

Employee compensation and benefits contributed approximately $160 million in economic output and support approximately 1,600 jobs, while operational spending produced roughly $325 million in economic output and 3,300 jobs. Compensation had an earnings impact of $46 million, while operational spending produced over $150 million in earnings impact.

Student spending accounted for over $175 million of economic output and almost 1,800 jobs countywide. Capital costs had an economic impact of just over $60 million in Athens County and were associated with around 540 jobs. Retiree and visitor spending combined for nearly $60 million in economic output and 1,050 jobs in the county.

OHIO employees in Athens received a median hourly wage of $23.58, which is more than 60 percent higher than the median hourly earnings ($14.52) of Athens County’s total employed labor force.\(^\text{17}\)

**11.4%**

Employed labor force in Athens County is employed by Ohio University

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\(^\text{14}\) The Athens Region includes Athens, Meigs, Franklin, Washington, Fairfield, Hocking, Vinton, Morgan, Jackson, Gallia, and Perry counties in Ohio and Wood County in West Virginia.

\(^\text{15}\) The Russ Research Center is excluded from the analysis because of its location in Dayton.
OHIO UNIVERSITY
CHILlicothe Campus,
CHILlicothe Region:
$36 million impact

Ohio University Chillicothe Campus contributed approximately $36 million in economic output to the Chillicothe Region, creating more than 320 jobs and generating over $12 million in earnings impact (2012).

Of those 320 jobs, over 150 were direct employees of the Chillicothe Campus. They earned a median hourly wage of $22.06, which was more than 50 percent higher than the median hourly earnings ($16.50) of the Chillicothe Region’s total employed labor force.

Student spending accounted for more than half of total economic output ($20 million) and was associated with nearly 170 jobs. Operational spending was responsible for over $4 million in economic output and supported approximately 35 jobs. Spending by University retirees and visitors and capital expenditures each generated more than $1 million in economic output impact in the Chillicothe Region.

In addition, activity associated with the Chillicothe Campus generates over $3.1 million in state tax revenue annually.

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18 The Chillicothe Region includes Ross, Pike, Pickaway, Jackson, Vinton, Highland, and Franklin counties in Ohio.
19 Economic Modeling Specialists Intl.
20 Data on taxes, fees, and other collections was based on primary collections with no adjustment for intergovernmental transfers and revenue sharing, and excluding federal funding, interest earnings on investments, and other revenue sources. Campus region collections are based on statewide averages allocated to the regions, not on the specific collections by counties in each region.
FIG. 8 / CHILLICOTHE CAMPUS IMPACT ON THE CHILLICOTHE REGION 2012
(by spending category)

$36 MILLION

12% Operations
3% Capital
57% Student

$12 MILLION
Earnings impact created by the Chillicothe Campus in the Chillicothe Region in 2012

3% Retiree
4% Visitor
21% Compensation

$20 MILLION
Total economic impact attributed to student spending, associated with 170 jobs
Ohio University Eastern Campus had a total economic impact of nearly $10 million, supporting 110 jobs and contributing more than $3 million in earnings in the Eastern Region\(^1\) (2012).

Of the 110 jobs supported, over 60 were direct employees of the University. Their median hourly wage of $28.46 was more than 120 percent higher than median hourly earnings ($12.89) for the Eastern Region’s total employed labor force.\(^2\)

The Eastern Campus’s economic impact was dominated by compensation and student off-campus spending. Compensation accounted for over $3 million in economic impact, nearly 40 jobs, and over $1 million in earnings. Off-campus student spending generated economic impacts of $4.4 million, 45 jobs, and nearly $1.3 million in earnings.

Operational spending created over $890,000 in economic output, 7 jobs, and almost $300,000 in earnings. Capital expenditures generated approximately $175,000 in economic output, 2 jobs, and $90,000 in earnings. Together, visitor and retiree spending contributed over $1 million in economic output impact, approximately 20 jobs, and over $450,000 in earnings.

Additionally, activity associated with the Eastern Campus generates nearly $1 million in state tax revenue annually.\(^3\)

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\(^1\) The Eastern Region includes Belmont, Harrison, Jefferson, Monroe, and Guernsey counties in Ohio and Ohio, Brooke, and Marshall counties in West Virginia.

\(^2\) Economic Modeling Specialists Intl.

\(^3\) Data on taxes, fees, and other collections was based on primary collections with no adjustment for intergovernmental transfers and revenue sharing, and excluding federal funding, interest earnings on investments, and other revenue sources. Campus region collections are based on statewide averages allocated to the regions, not on the specific collections by counties in each region.
FIG. 10 / EASTERN CAMPUS IMPACT
ON THE EASTERN REGION 2012 (by spending category)

$10 MILLION

9% Operations
2% Capital
45% Student

9% Retiree
4% Visitor
31% Compensation
Ohio University Lancaster Campus had a total economic impact of over $32 million on the Lancaster Region,\textsuperscript{24} accounting for 290 jobs and $10 million in earnings (2012). Of the 290 jobs supported, over 135 were direct employees of the Lancaster Campus. Their median hourly wage of $24.30 was around 50 percent higher than the median hourly earnings ($16.33) for the Lancaster Region’s total employed labor force.\textsuperscript{25} Employee compensation at Ohio University Lancaster contributed economic impact of nearly $8 million.

Student spending had an impact of nearly $20 million. Operational spending generated nearly $3 million, visitor spending $2 million, capital expenditures more than $1 million, and retiree spending more than $600,000 in economic impact.

Employee compensation contributed more than 80 jobs and approximately $3 million in earnings, while student spending generated 150 jobs and approximately $6 million in earnings.
Employee compensation contributed more than 80 jobs and approximately $3 million in earnings, while student spending generated 150 jobs and approximately $6 million in earnings. The other category with significant employment and earnings impact was operational spending, which was associated with 20 jobs and more than $1 million in earnings. Capital costs, visitors, and retiree spending together supported 27 jobs and nearly $750,000 in earnings.

Additionally, activity associated with the Lancaster Campus generates over $2.8 million in state tax revenue annually.26

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24 The Lancaster Region includes Franklin, Fairfield, Pickaway, Hocking, Licking, and Perry counties in Ohio.
25 Economic Modeling Specialists Intl.
26 Data on taxes, fees, and other collections was based on primary collections with no adjustment for intergovernmental transfers and revenue sharing, and excluding federal funding, interest earnings on investments, and other revenue sources. Campus region collections are based on statewide averages allocated to the regions, not on the specific collections by counties in each region.
Ohio University Southern Campus had a total economic impact of nearly $33 million, total earnings of more than $10 million, and approximately 410 jobs in the Southern Region (2012).

Of the 410 jobs supported, over 135 were directly employed by the University. Their median hourly wage of $24.51 was 95 percent higher than the median hourly earnings ($12.60) for the Southern Region’s total employed labor force.

Student spending was the single most influential category, accounting for $13 million of the campus’s economic impact. Compensation generated sales of approximately $6 million. Operational spending’s economic impact was $3 million, while capital costs yielded $2 million.

Student activities supported 150 jobs, while retirees supported 120 jobs. Operational spending and compensation at OHIO accounted for almost 110 jobs, while capital expenditures contributed 14 jobs.

Additionally, activity associated with the Southern Campus generates over $2.5 million in state tax revenue annually.

27 The Southern Region includes Lawrence and Scioto counties in Ohio, Greenup and Boyd counties in Kentucky, and Cabell and Wayne counties in West Virginia.

28 Economic Modeling Specialists Intl.

29 Data on taxes, fees, and other collections was based on primary collections with no adjustment for intergovernmental transfers and revenue sharing, and excluding federal funding, interest earnings on investments, and other revenue sources. Campus region collections are based on statewide averages allocated to the regions, not on the specific collections by counties in each region.
FIG. 14 / SOUTHERN CAMPUS IMPACT ON THE SOUTHERN REGION 2012 (by spending category)

$33 MILLION

10% Operations
25% Retiree

5% Capital
3% Visitor

40% Student
17% Compensation
Ohio University Zanesville Campus’s economic impact on the Zanesville Region totaled nearly $30 million, including total earnings impact of more than $10 million and over 270 jobs (2012).

Of the 270 jobs supported, over 110 were directly employed by the University. Those employees earned a median hourly wage of $24.19, which is around 50 percent higher than the median hourly earnings ($16.32) for the Zanesville Region’s total employed labor force.

At nearly $14 million, student spending represented half of total economic impact. Compensation was the second-largest category, at nearly $8 million. Operations, capital, retiree, and visitor spending combined generated over $8 million in economic output.

Student spending was responsible for the greatest number of jobs supported at nearly 115, while compensation funded 80 jobs. Operations, capital, retiree, and visitor spending supported roughly 80 jobs.

FIG. 15 / THE ZANESVILLE CAMPUS REGION

Only the Zanesville Campus was included to determine the University’s economic impact on the Zanesville Campus Region.
Employee compensation contributed $3 million in total earnings impact; student spending was associated with $4 million in earnings. Operational spending generated earnings impacts of nearly $1 million, while capital and visitor spending each contributed approximately $400,000 in earnings impacts. Retirees’ earnings impact was over $1 million.

Additionally, activity associated with the Zanesville Campus generates over $2.3 million in state tax revenue annually.32
CONCLUSION

The traditional economic impact analysis quantifies Ohio University’s impact on its campus communities, regional economy, and the state of Ohio. The University’s statewide economic impact of over $1.5 billion in 2012 accounted for 14,300 full- and part-time jobs, including over 4,600 OHIO faculty, staff, and employees.

In addition to its role as an economic force, however, Ohio University is a valued and irreplaceable resource for the region. Through its role as employer, education and workforce training provider, research institution, and regional steward for community and economic development, OHIO is a major engine of innovation in its communities, the region, and the state.

Ohio University – Educating Students, Impacting Communities
TALENT AND WORKFORCE DEVELOPMENT

EDUCATING STUDENTS, IMPACTING COMMUNITIES

2.2 Introduction
2.3 Recognizing and Nurturing Talent
2.6 Engaging in Transformational Learning
2.10 Developing the 21st Century Workforce
2.16 Conclusion
INTRODUCTION

Ohio University (OHIO) is the largest institution of higher education in southeast Ohio, with over 36,100 students throughout its campuses. It also is one of the largest regional employers with over 4,700 full-time and part-time employees, including over 1,070 full-time faculty (2011–12).

OHIO offers a variety of degrees, ranging from associate to doctorate. Academic programs encompass over 100 traditional, 29 online, and 6 print-based distance degrees, through 10 colleges—including the state’s only college of osteopathic medicine and the state’s largest school of communication. Ohio University’s approach engages students in transformational learning, where knowledge is formulated in the classroom and steeped in the community and workplace. OHIO’s educational offerings, coupled with the practical experience that various outreach efforts provide students, are helping prepare the state’s future workforce with the skills necessary to succeed in today’s—and tomorrow’s—global marketplace.

In addition to the main campus in Athens, Ohio University’s outreach extends to five regional campuses and two regional centers. The University also partners with 13 Ohio community colleges to facilitate a smooth transition for students pursuing an associate’s degree to continue on to a bachelor’s degree.

Importantly, OHIO is helping state policy makers and the business community address skills gaps that threaten the sustainability of businesses not only in Ohio, but also around the world. The University works in collaboration with other organizations to combat these gaps by engaging individuals throughout the learning spectrum—from preschool through professionals—while pursuing innovative opportunities to further regional education and teacher training.

“OHIO helped me discover my promise by giving me access to tons of academic, professional, social, and diversity resources, not just to enhance my education, but to enhance my character and my future.”

— Ohio University student
RECOGNIZING AND NURTURING TALENT

The vision of Ohio University is to be the nation’s best transformative learning community, where students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders. In pursuit of this vision, the University engages its students, faculty, and staff in a wide variety of intellectual, personal, and community development opportunities.

Access and Opportunities for Students

OHIO’s enrollment in the 2011–12 school year totaled more than 36,100 students.1 Nearly one-fourth of the University’s first-year attendees are first-generation college students (2012).2 The University actively pursues first-generation students and makes higher education accessible and affordable through initiatives such as the Rural/Urban Collaborative, Appalachian Scholars Program, and the Choose Appalachian Teaching Scholarship Program, as well as its strategically located regional campuses and centers. OHIO offers a variety of degrees, ranging from associate to doctorate. Academic programs encompass over 100 traditional, 29 online, and 6 print-based distance degrees, through 10 colleges—including the state’s only college of osteopathic medicine and its largest school of communication. In addition to the main campus in Athens, Ohio University’s outreach extends to five regional campuses and two regional centers. The University offers over 250 baccalaureate majors, 180 master’s degrees, and 55 doctoral degrees. Through this diverse spectrum of educational options, OHIO engages students at the regional, national, and international level.

APPALACHIAN SCHOLARS PROGRAM

The Appalachian Scholars Program supports underprivileged and economically disadvantaged students in Appalachian Ohio. Only 12 percent of Ohio’s Appalachian residents hold post-secondary degrees; 65 percent of the region’s high school seniors cite lack of funding as a primary barrier to attending college. Ohio University developed the Appalachian Scholars Program to give academically qualified students the financial resources and support system they need to successfully pursue a post-secondary degree.

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1 Figures are a total of all OHIO campuses from the 2011–12 school year.
2 Data from the Ohio University 2011–12 school year
Scholarships and Fellowships
Developing a pool of talent requires helping students achieve their educational dreams. OHIO does this with a wide range of scholarships and fellowships for undergraduate and graduate students. Since 1999, the Office of Nationally Competitive Awards has helped 186 OHIO students successfully apply for national awards and funding opportunities, including Fulbright and Goldwater scholarships. At the local level, initiatives such as the Appalachian Scholars Program (see sidebar) offer support to economically disadvantaged students in Appalachian Ohio.

“Every day I’m grateful for the challenges I have faced academically at this University because it has made me a better and stronger person today. Every professor has worked to push me to my academic and creative limits and, while difficult at times, I always end up appreciating the push. I have come further because of those pushes than I ever imagined I could.”

— Ohio University Appalachian Scholars Program student
Excellent Faculty and Staff

One of the strongest contributors to the development of student talent is the skills and expertise of OHIO faculty and staff. The University has over 4,600 employees, including over 1,070 full-time faculty and nearly 800 part-time faculty (2012). To enhance their experiences at the University, OHIO provides support to new faculty and staff as well as an array of continuing education opportunities. In addition, faculty and staff give back to their local and regional communities both professionally and personally.

Support and Professional Development

New employees at OHIO have access to an array of support and mentorship opportunities upon arrival at the University. Among these is the Employee Mentoring Program, which helps new employees make the transition to life at the University by providing contact information for key personnel and departments at OHIO.

Once acclimated, employees enjoy numerous support and benefit programs. All faculty and staff can pursue professional development opportunities through Ohio University Human Resources. These include:

- eLearning presentations covering topics such as performance management and evaluation;
- Diversity Essentials, which are in-person meetings that engage faculty, staff, and the community; and
- The Leadership Development Program, which increases understanding of higher education administration and leadership—including training in managerial and leadership essentials.

Additionally, faculty and staff receive professional development through colleges, departments, and offices at OHIO. One such example is support for the Leadership in Energy and Environmental Design (LEED) Accreditation Training offered through the Office of Design and Construction, which enhances project managers’ understanding of sustainability efforts at the University.

"You learn from your mistakes. You really get out there in the real world, outside of college, and do projects you would do in your job. I loved the hands-on project experience."

— Tiffany Reynolds on her experience in the Applied Management program at the Lancaster Campus

Regional Community Engagement

Ohio University faculty and staff give back to their local and regional communities through research and as engaged residents.

Research developed at the University fosters better-educated students; creates tangible outcomes for southeast Ohio residents, especially in areas of health and wellness, education, and energy; and extends OHIO’s reach well beyond the state’s borders through national and international knowledge exchange.

Faculty and staff also support the community by donating their knowledge and expertise to a variety of local and regional efforts. This expertise can include serving on local nonprofit boards, volunteering with community agencies, joining community organizations, serving as county/city mediators, and engaging with local elementary, middle, and high schools. To facilitate volunteerism, University organizations and departments maintain updated lists of volunteer opportunities within the local and regional community.
ENGAGING IN TRANSFORMATIONAL LEARNING

The impact of education comes not just through courses or colleges, but also through experiences that forever change a student. Experiential learning opportunities such as co-operative education, internships, project-based learning, and interactive classroom environments give students real-world experience in their fields, enhancing their educational experience and better preparing them for their careers.

Ohio University engages students in transformational learning, where knowledge is formulated in the classroom and steeped in the community and workplace. During the 2011–12 academic year, OHIO students participated in over 1.4 million hours of experiential learning and volunteer opportunities including internships, practicums, and capstone projects. The economic impact of these activities at local, regional, state, and national levels is valued at over $25.8 million.

Experiential learning also benefits businesses and other partnering agencies. Student support and engagement enables local and regional businesses and entities to do more with less. Student engagement allows students to transfer the knowledge gained in the classroom into the community—and take their real-world experiences back onto campus. Experiential learning allows employers to train and invest in potential employees, usually at a reduced cost. These training opportunities are especially important for small businesses, because the addition of new skilled employees is essential for business growth and success.

Experiential Learning in OHIO Programs and Departments

Experiential learning is embedded in OHIO programs and departments, both on the Athens Campus and at the regional campuses. For example, Ohio University Lancaster Campus gives students a broad array of project-based learning opportunities with both for-profit and not-for-profit organizations. In one such opportunity, applied management students worked with the Fairfield County Department of Job and Family Services to develop a customized leadership training program in 2012.

On the Athens Campus, Ohio University’s Intercollegiate Athletics (ICA) is a learning laboratory where students in various disciplines gain experience in their fields through internships, practicums, work-study, and volunteer opportunities. Each year, over 200 non-student-athletes work with ICA and individual teams in areas such as facilities, marketing, media relations, sports medicine, ticket sales, and academic services.

“The City of Athens utilizes certain OHIO programs as a win-win for students to get practical experience in city management, planning, etc.”

— Athens Uptown Business Association (AUBA) member
Experiential Learning in OHIO Colleges

OHIO’s 10 degree-granting colleges and the Graduate College provide extensive transformational learning opportunities for students. The Scripps College of Communication’s numerous hands-on experiences for OHIO students include opportunities at the WOUB Center for Public Media (see sidebar). In addition, the college collects nearly 3,000 internship opportunities yearly for its students. Of 417 internships that took place during the 2011–12 school year, 256 of them were in Ohio. Scripps students also can gain journalism experience by working for The Post, OHIO’s independent student newspaper, or any one of several independent student magazines.

Students in the Russ College of Engineering completed more than 53,000 hours of co-op experience from fall 2011 to fall 2012. Of those, nearly 40,000 hours were with Ohio companies, and another 8,500 hours were with companies in Indiana, Kentucky, West Virginia, or Pennsylvania.

WOUB CENTER FOR PUBLIC MEDIA

The WOUB Center for Public Media is a learning laboratory and training ground for OHIO students. Nearly 200 students gain experience every year in media production for online, television, and radio news in areas such as sports, public affairs, and educational programming. The WOUB Student Professional Development Program provides hands-on experience in a fully equipped broadcasting facility and mentoring by professional staff. Through this program, students and community members can learn about media operations and production, graphics and editing, traffic operations, engineering, community outreach, and teleconferencing.
Budding financial managers in the College of Business can hone their skills as part of the Student Equity Management Group (SEMG) or the Student Fixed Income Management Group (SFIMG). In consultation with faculty and industry experts, each organization manages a $2 million portfolio of investments to support research grants, scholarships, and other initiatives of The Ohio University Foundation. They do it well, too: The SEMG outperformed the Dow Jones nine years out of 10.

**Experiential Learning in OHIO Centers and Institutes**

Ohio University hosts more than 40 trustee-recognized academic centers, which focus on research and study in diverse areas ranging from astrophysics to local development. Many colleges and departments have their own internal centers as well. Each center provides a formal organization for faculty and students to work together to study and address a range of issues.

In addition, Ohio University hosts three Centers of Excellence that provide prime opportunities for student engagement and learning:

- The Scripps College of Communication
- Energy and the Environment

The Health and Wellness Center includes the Centers for Osteopathic Research and Education (CORE), a network of health care professionals and college faculty and staff focused on excellence in medical education. Driven by Ohio’s need for more primary-care physicians, the CORE offers superior hands-on education to approximately 1,300 medical trainees (students, residents, and fellows) in the state of Ohio. And many of those students stay in-state upon graduation: 4 percent of all Ohio physicians and 12 percent of physicians practicing in Ohio’s rural communities are graduates of the Ohio University Heritage College of Osteopathic Medicine (OU-HCOM).

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3 Centers of Excellence are defined by the Ohio Board of Regents and identify areas of study and research in which a university excels and is committed to concentrating and strengthening.
Other centers serve as best-practice models and provide key opportunities for student engagement. OHIO’s Child Development Centers (CDC) on the Athens Campus and regional campuses offer students unique hands-on experiences in educating and engaging with preschool students (see sidebar). The CDC on the Athens Campus is a practicum and internship site for students majoring in early childhood education in the Patton College of Education—over 1,570 of them in 2011. The Chillicothe Child Development Center—a partnership between Ohio University Chillicothe Campus and community agencies such as Head Start, the Ohio Department of Developmental Disability, Walnut Street United Methodist Church Outreach Program, and Chillicothe City Schools—served over 300 preschool children and engaged 200 Chillicothe Campus students in 2011–12.
DEVELOPING THE 21ST CENTURY WORKFORCE

Ohio University is helping state policy makers and the business community address skills gaps that threaten the sustainability of businesses not only in Ohio, but also around the world. By 2018, it is projected that the state of Ohio will have a total of 1.7 million job openings through job creation and retirements. Of these new jobs, 57 percent will require some form of post-secondary training\(^4\); the challenge lies in filling these openings with qualified employees.\(^5\)

Ohio University addresses this challenge by collaborating with other organizations to engage individuals throughout the learning spectrum—from preschool through professionals—in education and applied learning while pursuing innovative opportunities to further regional education and teacher training. OHIO’s educational offerings, coupled with the practical experience that various outreach efforts provide students, are helping prepare the state’s future workforce with the skills necessary to succeed in today’s—and tomorrow’s—global marketplace.

Youth Education Programs

Ohio University directs a great deal of energy toward programs and opportunities for youth. A community–University partnership, Kids on Campus (KoC) brings underserved youth to the Athens Campus for education, nutrition and recreational programming. The program provides after-school tutoring for children from first through sixth grade at five area elementary schools, as well as after-school programs for middle- and high-school students. During the 2011–12 school year, 450 community students participated in the program. Surveys show that students who participated in KoC demonstrated improvement in academic performance, homework completion, participation, and confidence.

“Kids on Campus is the best thing if you’re struggling and having a hard time learning in school.”

“[It] helps me want to learn and do well in school.”

— KoC Students


The Chillicothe, Lancaster, and Southern campuses offer Kids in College, a summer enrichment program for youth interested in science, sports, and a variety of educational experiences. Students travel to campus for courses, some of which are taught by OHIO staff. This program gives youth the chance to continue their education during the summer and to become acclimated to a post-secondary campus environment—an important step in encouraging them to further their educations. Nearly 400 students participated across the three campuses in 2012.

Ohio University also offers targeted academic programs, especially in science, technology, engineering, and mathematics (STEM). During the day-long Women in Technology and Science event hosted by the Lancaster Campus, local young women in sixth through eighth grades meet and learn from area women in STEM careers, as well as interact with peers with similar interests. Each student may attend three hands-on, activity-oriented workshops before hearing from a keynote speaker who discusses careers in areas that have been predominantly male-dominated.

High School Education Programs

OHIO’s outreach to regional schools continues at the high-school level. High-achieving students may spend part of their summer on the Athens Campus to earn college credit and become acclimated to life on a college campus through the Summer Honors Academy. Between 2010 and 2012, 32 students participated in the academy.

Upward Bound at Ohio University equips high school students who are potential first-generation college enrollees with readiness skills and support services that cultivate resilience, confidence, and preparation for a healthy and successful transition to—and graduation from—a college or postsecondary institution of their choice. Ohio University partners with 17 area schools to engage such students during both the academic year and summer. The summer program brings students to the Athens Campus for six weeks, acclimating them to university life while providing rigorous academic coursework. The Upward Bound program also collaborates with the Summer Honors Academy to promote the program to students who might not otherwise consider it. In 2012, four first-generation students participated in both the Summer Honors Academy and Upward Bound.

“I remember attending a learning session with a veterinarian as well as other medical professionals, and have since volunteered at veterinary clinics in Lancaster. The program inspired me to believe and achieve, which is the phrase I have continued to live by while completing PSEOP course work my junior and senior years of high school and now at [college]. I am very grateful for opportunities like this program I had while in school, and look forward to seeing young girls continue to be inspired by other women to follow their dreams.”

— Holly Snyder, Women in Technology and Science participant
135 SCHOOL DISTRICTS AND EDUCATIONAL INSTITUTIONS
Partnerships with the Patton College of Education through the Coalition of Rural and Appalachian Schools (CORAS) to support and advocate for the continuous improvement of educational opportunities for public schools in Appalachian Ohio.

“I receive many requests from employees wanting to take [Ohio University] classes not only to help them with their skills here at work but also with their school work for advanced degrees. The process the Community & Corporate Learning Center has worked out with us for scheduling and invoicing is extremely easy and convenient for us. Employees who have taken the classes seem extremely pleased with their instruction and [course resources].”
— Debra L. Palmer, MS, BSN, RN, director of Talent Development and Resources at Fairfield Medical Center

Educational Opportunities for Ohio Communities
Ohio University also partners with local, regional, and national organizations to further educational opportunities for the community, broadening its impact while strengthening and supporting its partner organizations. For example, the University engages in partnerships with 13 community colleges to facilitate a smooth transition for students pursuing associate’s degrees to continue on to bachelor’s degrees. Another example is the Coalition of Rural and Appalachian Schools (CORAS), a partnership between the Patton College of Education and 135 school districts and education institutions that supports and advocates for the continuous improvement of educational opportunities for public school students in Appalachian Ohio.

Ohio University also develops programs in response to changes in the education field, such as the Ohio Department of Education’s mandate for teacher reading endorsements. The Third Grade Reading Guarantee requires Ohio’s third-grade teachers to complete a reading endorsement on their licenses or be considered unqualified to teach. To help teachers comply, Ohio University established an Online Graduate Reading Endorsement program that meets the standards specified by the Ohio Board of Regents. This program offers four courses for 12 semester hours of graduate-level credit to Ohio’s teachers.
Industry and Employer Training Partnerships

A key component of OHIO’s educational impact is the University’s support for employers. Almost half of Ohio adults either did not receive any education after graduating from high school, or did not complete high school at all. With this population making up much of the state’s workforce, many of today’s businesses must either leave jobs unfilled or give employees additional training. OHIO collaborates with employers to train workers to fill new positions, as well as providing resources for additional training for current employees.

A partnership between Kitchen Collection LLC and the Chillicothe Campus has created a talent pipeline for the company through a training program that also provides paid career opportunities to Chillicothe Campus students. The program gives students hands-on experience with a variety of in-demand positions with the company, including marketing, sales, human resources, procurement, and distribution. As a result, students are exposed to clear career pathways and an employer gets access to industry-specific, highly skilled potential employees.

On the Athens Campus, the University partners with PersonnelPlus to provide hands-on training for individuals with disabilities. This 12-year partnership places individuals with disabilities in positions in Culinary Services, the University’s food operation. As they gain real-life experience in the food service industry, these individuals develop skill sets that can be easily transferred into opportunities outside the University, preparing them for independence. As of April 2013, 14 PersonnelPlus employees worked for Culinary Services at three campus dining halls and the Central Food Facility.

OHIO also partners with industry to provide business-specific training for current employees. Staff and faculty at the Ohio University Zanesville Campus have worked with Walmart to provide managerial training to local and regional staff. The first training session in 2011 focused on using Excel as a visualization tool to recreate and communicate effective store layout and flow. It was so successful that a second session was delivered in 2013, focusing on presentation skills, business etiquette, and idea generation.

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6 U.S. Census Bureau, 2011 American Community Survey.
OHIO UNIVERSITY ALUMNI

190,000
Total OHIO alumni worldwide*

30
Scholarships awarded by the Ohio University Alumni Association to incoming students

309
U.S. and international alumni chapter events held

1,000
Alumni mentors in the Bobcat Mentor Network

2,070
Volunteers involved in chapters, societies, and more through the Ohio University Alumni Association

$2.7 MILLION
Total endowments and scholarships donated by the Ohio University Alumni Association network

Figures from 2010–11 academic year. * 2011–12 academic year

OHIO Alumni Leadership

More than 110,000 of OHIO’s 190,000 alumni worldwide currently reside in the state of Ohio, forming a pool of talent to meet the needs of the state’s economy.

OHIO has offered 160 different types of degrees since its founding in 1804. The greatest number of degrees awarded are bachelor of science in education, with over 29,300 alumni; bachelor of business administration, with over 21,480 alumni; and bachelor of science in communication, with over 14,110 alumni.

The majority of OHIO’s alumni are from the undergraduate program; over 164,000 degrees have been issued since 1921. The number of OHIO alumni has been steadily increasing, most recently adding over 7,000 graduates in 2012.

OHIO’s alumni fill critical needs in the state’s economy. Over 27 percent of Ohioans with bachelor’s degrees in health professions and related programs graduated from Ohio University. The Heritage College of Osteopathic Medicine is ranked nationally among the top 10 percent of medical schools that graduate physicians who enter primary care residencies; 12 percent of the state’s physicians in rural communities are OU-HCOM graduates. In addition, OHIO supplies an especially high percentage of graduates in communications, business, physical sciences, and education.8

Global Leaders

Engaged in professions ranging from broadcast news to biochemistry to politics, OHIO’s alumni —both at home and abroad—drive innovation, collaboration, and community engagement. Among our most notable alumni are:

• George V. Voinovich, BA ’58, former United States Senator from the state of Ohio and former governor of Ohio. During his tenure as governor, Ohio’s unemployment rate fell to a 25-year low and over 500,000 new jobs were created for Ohio residents.

• Matt Lauer, BS ’97, acclaimed broadcast journalist whose career includes hosting NBC’s The Today Show. Lauer’s career began in OHIO’s School of Media Arts and Studies.

• Donal Henahan, BS ’43, journalist and American music critic. Henahan received the 1986 Pulitzer Prize in criticism for his work with The New York Times. Henahan was the Times’ chief music critic for eleven years until his retirement in 1991.

FIG. 1 / OHIO UNIVERSITY ALUMNI LOCATIONS

58% State of Ohio
39% U.S. (excluding State of Ohio)
3% International

* Ohio Board of Regents.
• Venkatraman Ramakrishnan, PhD ’76, winner of the 2009 Nobel Prize in chemistry. Ramakrishnan was recognized for his work on the function of ribosomes, a protein-producing entity that controls the chemistry within all living organisms.

• Robin Renee Sanders, MA ’79 and MS ’79, a member of the U.S. Foreign Service. Sanders has served in the Dominican Republic, Portugal, Senegal, Namibia, and Sudan; most recently, she was U.S. ambassador to Nigeria.

• Rudy Maxa, BSJ ’71, host and executive producer of the Emmy award-winning “Rudy Maxa’s World,” the public television travel series featuring destinations from India to Argentina. Maxa is well known as public radio’s “The Savvy Traveler” and a contributing editor with National Geographic Traveler. His reporting for the Washington Post was nominated for a Pulitzer Prize.

Alumni Supporting Students
Ohio University alumni continuously support the University’s mission, giving back to their alma mater as mentors, philanthropists, and supporters of OHIO’s colleges. Their donations of time, expertise, and money enhance the student experience, support the work of faculty and staff, and enrich local and regional communities.

The Bobcat Mentor Network helps students actively engage with OHIO alumni. Through the network, established by the Ohio University Alumni Association, alumni offer advice on internships, degree pursuits, and careers, and serve as valuable resources for students as they navigate their university experiences.

OHIO alumni also provide financial support to the University. For example, Women in Philanthropy of Ohio University (WIP) maintains a powerful tradition of giving and support for the University and its departments, activities, and facilities. By providing advocacy on women’s philanthropic issues, WIP actively engages women and alumnae to make a significant impact on educational excellence at Ohio University. Since the organization’s founding in 2003, WIP has yielded over $1 million in gifts, pledges, and planned gifts to help OHIO students.

Alumni engage directly with their alma mater through the Society of Alumni and Friends, academic societies that promote and facilitate their involvement in OHIO’s colleges, schools, and departments. These societies actively promote the missions of their respective colleges, schools, and departments by hosting conferences, events, and awards, and by fostering relationships with faculty and students.

OTHER OUTSTANDING OHIO UNIVERSITY ALUMNI

• Roger Ailes, College of Fine Arts BFA ’62, former campaign strategist for Richard Nixon, Ronald Reagan and George Bush; current chairman, CEO and president of FOX News

• Joel Berman, College of Communication BSC ’73, executive vice president of Paramount Television

• David Burner, College of Business BSCO ’62, chairman and CEO of BF Goodrich

• Dr. Jeanette Grasselli Brown, College of Arts and Sciences BS ’50, Doctor of Science DS ’78, celebrated pioneer of women in science; first woman elected to the Ohio Science & Technology Hall of Fame (1989)

• Deborah Cavanagh, College of Fine Arts BFA’79, associate publisher of creative services at Vogue Magazine

• John Carey, College of Arts and Sciences AB ’81, chancellor of the Ohio Board of Regents

• Thomas Ewing, 1815, Secretary of the Treasury (1841), founding Secretary of the Interior (1849–50), and personal adviser to President Andrew Johnson

• Glenn C. Randall, College of Education BSED ’59, helped found the Special Olympics; 1964 coach of the Pakistani Olympic track team

• William Sprague, College of Art and Science BS ’48, winner of the American Medical Association’s prestigious Benjamin Rush Award for Citizenship and Community Service in 1999 for his medical missions in Central and South America, Africa, Asia, and the South Pacific

• John Newton Templeton, 1828, OHIO’s first black graduate and only the third black man to graduate from a college in the United States
CONCLUSION

Driving talent development within the region and throughout the nation, Ohio University engages in transformational learning, where students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders. OHIO’s students are forever changed through hands-on, experiential learning opportunities that strengthen and enhance their academic coursework with real-world experience.

To meet the needs of local and regional communities, Ohio University extends its educational focus beyond its campuses to the community at large. Through focused programs and collaborative efforts, OHIO enhances youth education, strengthens collaborative education partnerships, and fills current and future business needs through targeted training efforts.

OHIO further extends its impact through its alumni. Ohio University alumni span the globe, driving innovation, engaging in collaboration, and pursuing opportunities to give back to the University and its students. Ultimately, it is through Ohio University’s investment in education that students, faculty, staff, and community talents are built to inspire the future workforce and create a lasting impact.
RESEARCH AND SCHOLARSHIP

EDUCATING STUDENTS, IMPACTING COMMUNITIES

3.2 Introduction
3.3 Engaging in World-Class Research
3.6 Changing the World Through Applied Research
3.10 Setting the Standard in University Research
3.10 Making a Global Impact
2.12 Conclusion
RESEARCH / SCHOLARSHIP

$30.5 MILLION
Total external research funding awarded to OHIO in FY12

#1
University in the state for licensing revenue generated from research discoveries ($8.6 million FY11)

#4
University in U.S. for percentage return on investment of research expenditures in FY11 (29.7%)

$1.9 MILLION
Total research award funds to Ohio University in FY12 from the State of Ohio

$4.1 MILLION
Research funding from private industry in FY12

$5.8 MILLION
External research awards to the Avionics Engineering Research Center — the highest amount at OHIO in FY12

$7.5 MILLION
Research grants from the National Science Foundation to OHIO researchers in FY12

*All figures from academic year 2011–12 unless noted

INTRODUCTION

For over 200 years, Ohio University (OHIO) has used innovation and ideas to strengthen the education of its students. Today, OHIO’s research programs and funding—as well as its facilities, institutes, faculty, and students—create a network of innovation and collaboration that capitalizes on discoveries. The result is a university that not only cultivates knowledge, but also channels it into local, national, and global results.

The pages that follow detail Ohio University’s research impact throughout its region, its national scope and collaboration, and its global reach and international partners. At each level, OHIO cultivates undergraduate, graduate, and faculty researchers and equips them with world-class resources that attract funding, partnerships, and international attention to southeast Ohio. These three levels of impact demonstrate Ohio University’s commitment to a system of research that promotes intellectual curiosity and leaves OHIO’s mark—and its positive impact—both at home and across the globe.

RESEARCH EFFORTS

The Life Science Research Facility houses faculty and graduate student offices, as well as research labs for the departments of Biological Sciences and Biomedical Sciences.
ENGAGING IN WORLD-CLASS RESEARCH

The Carnegie Classification of Institutions of Higher Education lists Ohio University as a Research University (High Activity), marking it as an institution that devotes significant resources to and receives major funding for research annually. OHIO’s top-notch faculty scholars work in world-class facilities and attract millions in research funding every year. University faculty are widely recognized for excellence in research both nationally and internationally, attracting both funding and collaborators.

In fiscal year (FY) 2012, OHIO researchers were awarded more than $30.5 million in funding. Of that, the Russ College of Engineering and Technology received almost $15 million, followed by the College of Arts and Sciences at $8.7 million. Federal agencies and organizations were the largest external contributors, granting more than $21 million to University researchers in 2012. Private industry was the next-highest contributor, adding $4.1 million in funding, followed by nearly $2 million from the state of Ohio. To illustrate the breadth of research funding sources, consider that almost three-quarters of geography faculty are currently conducting research sponsored by agencies including the National Science Foundation (NSF), National Endowment for the Humanities, U.S. Forest Service, National Geographic Society, the Organization for Economic Co-operation and Development, and the U.S. Department of Defense.

Among federal agencies, the NSF contributes the most to research at OHIO, providing nearly $7.5 million in FY12. Among the many OHIO recipients of NSF funding in recent years are Dr. Ben Stuart (civil engineering), to study the viability and optimization of algae-based biofuels; Dr. Nancy Stevens (biomedical sciences) to support a new university laboratory for fossil preparation and imaging; and four NSF graduate research fellowships in 2010 that provided three-year annual stipends and a $40,000 educational allowance.

World-Class Facilities and Programs

The University boasts a number of one-of-a-kind facilities; for example, the McClure School of Information and Telecommunication Systems is the only non-NASA site in the world to host two NASA Advanced Communications Technology Satellite Earth Stations.

The Avionics Engineering Center (AEC), part of the Russ College, is the only facility of its kind in the United States. It was established in 1963 to support a combination of theoreticians and technical specialists who focus on navigation issues encountered in air transportation and to furnish immediate, practical solutions. AEC faculty are international leaders in technologies related to flight navigation, guidance, landing, and GPS applications—elements that have proven critical to the successful deployment and operation of unmanned aerial vehicles in mixed airspaces. The AEC has a faculty and staff of 25 and has had over 50 undergraduate and graduate student interns since 2000.
The Institute for Nuclear and Particle Physics (INPP) in the College of Arts and Sciences is home to the John E. Edwards Accelerator Laboratory, the largest and highest-energy particle accelerator in the state of Ohio. Its combination of continuous and mono-energetic neutrons and a well-shielded 30-meter flight path does not exist anywhere else in North America. The laboratory supports a broad research program in nuclear structure, nuclear astrophysics, condensed matter physics, and applied nuclear physics. It has also been used for external experiments (including research into neutron radiography) led by scientists from Lawrence Livermore National Laboratory. This research contributes to nondestructive surveillance techniques of nuclear warheads to detect voids, cracks, or other defects in plastics, ceramics, lubricants, and explosives surrounded by materials such as lead, tungsten, or uranium. In 2012, the INPP had 28 faculty and staff members who were assisted by 21 graduate students and seven undergraduate students.

Newer University facilities are designed to foster collaboration among diverse disciplines to bring a holistic approach to research. In 2010, the University opened the Academic and Research Center, a $35 million, 100,000 square-foot facility shared by the Russ College and the Heritage College of Osteopathic Medicine (OU-HCOM) to encourage the exchange of ideas.

The facility’s open design fosters collaboration and teamwork among students, faculty, and staff. A central living room provides a place for informal gathering. A two-story project hangar with three glass garage doors, a floor hatch, and an industrial crane shows off civil and mechanical engineering projects. Learning studios with flexible furniture, project team rooms for student organization meetings, and pathways with moveable upholstered furniture replace traditional classrooms, labs, and student lounges.

Unique facilities are not limited to bricks and mortar. The Department of Environmental and Plant Biology administers access to Dysart Woods, a 455-acre site in Belmont County that includes the largest remnant of virgin forest in southeast Ohio. This unique land laboratory is available for both teaching and research; it is also open to the public and contains two popular hiking trails. Only observational studies are permitted in the 55-acre old-growth forest. The remainder of the property—a mix of second-growth forest, old fields, and pasture—is open for experimental work.
Support for Student Research

Ohio University encourages both undergraduate and graduate students to engage in research as well. Faculty often include students on their research teams and list them as co-authors on published papers. The University offers several initiatives to support student research.

The Honors Tutorial College (HTC) is the only degree-granting college in the United States that incorporates all the essential features of the traditional tutorial system used by Oxford and Cambridge universities. By creating a system of undergraduate education that puts a premium on faculty contact, flexibility in requirements, and opportunities to pursue academic programs through research and creative projects, HTC is able to compete for some of the best minds in the country. In 2011-12, 61 new freshmen entered into the HTC, of whom 15 percent came from out of state.

Administered by HTC, the Office of Nationally Competitive Awards helps top OHIO students apply for prestigious funding opportunities to further their research interests. Since 2004, HTC students have received a number of these awards, including four Fulbright Scholarships, which support teaching or research abroad; seven Barry M. Goldwater Scholarships, which support undergraduate scholarship in mathematics, science, engineering; and five National Oceanic and Atmospheric Administration Ernest F. Hollings Undergraduate Scholarships, which recognize undergraduate scholarship related to oceanic and atmospheric science, research technology, and education.

HTC also administers the Provost’s Undergraduate Research Fund, a $50,000 fund that awards research grants to undergraduate students with innovative ideas (see sidebar). In 2011-12, 53 applications out of 115 received were funded.

PROJECT C, POWERED BY PURF

Among the 2012 winners of funding from the Provost’s Undergraduate Research Fund was Annette Drapac, a senior studying interactive multimedia in the School of Visual Communications. Her project, Project C: Clicking Creates Change, is a multimedia website showcasing nonprofit organizations in Athens through video, illustration, animation, photography, and the written word. The site raises money for the nonprofits it features and has won awards from Adobe and the College Photographer of the Year competition.

“It is both humbling and uplifting having the support of the PURF award. To me, it helps reconfirm the worth of this project for everyone who has seen it, and the value of continuing it in 2012 and beyond.”
— Annette Drapac, OHIO undergraduate and PURF award winner

The Office of the Vice President for Research and Creative Activity funds Student Enhancement Awards to support students’ original research, scholarship and creative work. Awards are administered by the Council for Research, Scholarship and Creative Activity, which is appointed by Faculty Senate. In spring 2013, 21 students received a total of $116,125.

Student researchers showcase their work each spring at the Student Expo, sponsored by the Graduate College and the Office of the Vice President for Research and Creative Activity. The 2013 event drew 675 participants, whose posters and presentations were evaluated by 140 judges. Among the 2,000 visitors to the Expo are 400 to 800 middle and high school students, who also can enter competitions for secondary schools.

61 NEW FRESHMEN

Entered into the Honors Tutorial College in 2012, of whom 15 percent came from out of state.
THE DIABETES INSTITUTE

For much of the early 2000s, Ohio University had multiple departments involved in diabetes care and prevention work. In 2012, the University consolidated those efforts in the Diabetes Institute. Driven by a pressing local need—the occurrence of diabetes in Southeast Ohio is 50 percent higher than the state overall—the Institute aims to provide resources to reduce the burden of diabetes not only in the region, but nationally and globally as well.

The Institute’s 25 faculty researchers strive to improve the quality of life for those affected by diabetes and related diseases through innovative basic and translational research. They undertake a wealth of inquiry, from studies of regional prevalence and trends of diabetes to diabetes-related food insecurity, racial disparity, and depression. The Community Outreach program transfers that research across the region, serving both patients and providers with progressive clinical care and continuing education opportunities.

CHANGING THE WORLD THROUGH APPLIED RESEARCH

Ohio University is internationally recognized for its advances in a variety of research areas. What makes OHIO special is the effort it puts into taking research discoveries out of the lab and classroom and using them to improve people’s lives in the region, state, and the world.

Health and Wellness

As in many rural areas around the nation, southeast Ohio has a higher-than-average incidence of diabetes. According to the Centers for Disease Control and Prevention, 10.4 percent of the population in Athens County had diabetes in 2009; elsewhere in the region, the rate was as high as 12.5 percent (Lawrence and Morgan counties). The national average in 2009 was 6.3 percent; in Ohio, it was 9.4 percent.

Scholars in the Appalachian Rural Health Institute (ARHI) conduct high-quality research to address diabetes and other rural health issues. From 2005 to 2010, ARHI generated $8.93 million in internal, external, and leveraged funding. As of 2009, ARHI faculty have published an annual average of 70 scientific articles and presented 30 to 40 research presentations at national and international meetings. In 2012, ARHI’s Diabetes Endocrine Center was merged with other University programs to form the Diabetes Institute (see sidebar).

OHIO uses its diabetes research to improve the well-being of the region’s residents. For example, in 2009, the University produced Diabetes: A Family Matter Toolkit to provide practical and applicable information, activities, and media (such as brochures and videos) for those with diabetes and their families, friends, and communities. OHIO trained community health professionals, educators, and volunteers from 12 counties in Appalachian Ohio, Kentucky, and West Virginia to incorporate the toolkit into their own outreach efforts and also to train volunteer community educators who hold events for area residents to promote diabetes prevention and healthy lifestyles.
Engineering

The Russ College of Engineering and Technology (Russ College) is at the forefront of applied research in the region and state. One example is the Ohio Research Institute for Transportation and the Environment (ORITE), which takes a multidisciplinary approach to solving environmental and transportation problems. Since the institute’s founding in 1987, ORITE researchers have received more than $5 million in government- and industry-funded projects that are applied in the real world to improve infrastructure performance and save costs for both public and private clients. For example, ORITE researchers found that a material called free-draining base used by the Ohio Department of Transportation in road construction wasn’t improving pavement performance. This saved the state of Ohio an estimated $22 million in pavement construction costs from 2002 to 2007.

The Russ College’s Institute for Corrosion and Multiphase Technology (ICMT) is the largest facility of its kind in the world. Here, OHIO researchers work with a consortium of the world’s 12 leading oil and chemical companies to derive new ways to reduce the corrosion of pipelines that carry crude oil to the refineries—often across hundreds of miles of land and ocean floor—and help prevent catastrophic failure of these pipelines. ICMT draws research requests from Australia to Uzbekistan; companies pay up to hundreds of thousands of dollars every year to be privy to the results of ICMT’s research.

Education

Some of OHIO’s most significant regional work leverages education and social science research to advance opportunities for Ohioans and inspire the next generation of inventors and scholars. This research goes beyond traditional classroom and textbook student learning, using hands-on experiences to further understand, and advance research in, real-world situations.

The National Science Foundation recognized this commitment in 2010 when it awarded Ohio University a five-year, $2.6 million grant for The Boat-of-Knowledge in the Science Classroom (BooKS). BooKS pairs Ohio University graduate students in engineering and the sciences with regional high school science teachers to offer them hands-on training in how to conduct and analyze research data. It also gives the students more experience...
communicating science, engineering, and technology knowledge to the public. The project supported nine graduate student fellows who worked with nine partner schools in southern and southeast Ohio, reaching hundreds of high school students.

The Patton College of Education’s Center for Higher Education (C4HE) addresses critical issues in postsecondary education through applied research. Between 2005 and 2010, C4HE received nearly $600,000 in external grants and contracts to conduct research such as the ADVANCE-PAID initiative, which incorporates qualitative and quantitative research to better understand the factors influencing the success and employment outcomes of female STEM faculty in community colleges. The center’s work also includes an ongoing, multi-institutional study of cyberbullying that to date has included a webinar, a published book chapter, and presentations at two national conferences.

**SETTING THE STANDARD IN UNIVERSITY RESEARCH**

Ohio University is an industry leader in two aspects of university research: technology commercialization and multidisciplinary research. OHIO actively engages on both fronts, providing support for faculty who wish to take their discoveries to market and seeking out ways to break down academic silos to provide a holistic view of diverse research challenges.

**Technology Commercialization**

Ohio University has excelled in the commercialization of inventions produced on campus. It is ranked first in Ohio in income from royalties earned from its intellectual property and fourth in the U.S. for return on investment in research—i.e., the ratio of royalty income received for each research dollar spent. Ohio University ranks among prestigious institutions—including Northwestern University, New York University and the University of Michigan—that have monetized a profitable technology licensing agreement in order to reinvest in their institution’s research, scholarship, and creative activities. OHIO’s efforts in technology commercialization not only provide a revenue stream, but also bring important discoveries to the marketplace for the common good.

The most famous example is that of SOMAVERT® (pegvisomant for injection), a drug used around the world to treat a form of gigantism. In 1987, OHIO researcher Dr. John Kopchick and former graduate student Wen Chen discovered a growth hormone receptor antagonist, which blocks the action of a hormone that causes acromegaly, a disorder related to gigantism. The University licensed the technology to Pfizer Corporation. To date, the patent has generated more than $75 million in royalty income for the University and the drug itself has changed the lives of thousands of patients worldwide.

Dr. Kopchick is a principal investigator with the Edison Biotechnology Institute (EBI). Founded in 1984 to capitalize on OHIO’s production of the first-ever transgenic animal, EBI is one of the nation’s few research entities established in a university setting that includes technology development and commercialization as well as business assistance as part of its
mission. Since 1984, EBI has produced 35 U.S. patents, and currently has 10 U.S. patent applications pending, and 19 active invention disclosures.

In addition to bioengineering, OHIO is a pioneer in commercialization of technologies related to energy and the environment. Dr. Dave Bayless, Loehr Professor of Mechanical Engineering in the Russ College, is a co-founder of ECO2Capture™, a commercial venture that offers a cost-effective solution for the mass transfer of gases into liquid media, particularly to enhance the capture of carbon dioxide (CO2) for algae production. Algae are used for fuel, plastics, nutritional supplements, and dyes. ECO2Capture™ technology can increase the productivity for commercial algae growers by providing inexpensive, just-in-time CO2 to enhance the growth rate of algae and efficiency of existing production processes. According to SBI Energy’s 2010 Algae Biofuels Production Technologies Worldwide Market Research Report, the market for algae production technologies is projected at $1.6 million by 2015. ECO2Capture™ introduced its technology at the

$75 MILLION
Royalty income generated by a growth hormone patent developed by Dr. John Kopchick and former graduate student Wen Chen
Algae Biomass Organization Summit in October 2011 and has secured letters of intent from four different companies to demonstrate it, with additional interested companies in discussion as well.

Another Russ College discovery on its way to the market is a technology to harness commercial and residential waste products such as ammonia and urea and turn them into sustainable sources of energy. Dr. Gerri Botte, Russ Professor of Chemical and Biomolecular Engineering, is turning that technology into products for wastewater treatment and sensors through her company, E3 Clean Technologies. E3’s core product is the GreenBox™, which integrates into wastewater treatment facilities to convert the ammonia and urea in wastewater into hydrogen, nitrogen, and clean water—all held inside a box as small as a mini-fridge. E3 Clean Technologies was one of 30 companies selected out of 300 worldwide to present at Launch: Silicon Valley 2013, where the audience and investors selected the company as the “Most Likely to Succeed” in the Clean Tech category. E3 Clean Technologies was also recognized in June 2013 as one of the 50 “Top Innovators” to present at the 13th annual New York Venture Summit, attended by leading venture capitalists, private investors, and investment bankers.

OHIO is taking steps to back start-ups such as these in a joint venture with Ohio State University. In April 2012, the two universities announced a new jointly backed venture fund—with $15 million from the Ohio University Foundation and $20 million from Ohio State—that will focus on technology companies that emerge from research at the two partner universities, as well as other universities in Ohio.
Multidisciplinary Research

Ohio University is a leader in multidisciplinary research that breaks down academic silos to take a more holistic approach to study. In particular, OHIO researchers across the institution are collaborating to study diseases and disorders that plague millions.

OHIO’s experience in multidisciplinary research began in 1984 with the establishment of EBI. EBI researchers include faculty from OU-HCOM, the College of Health Sciences and Professions, the Russ College, and the College of Arts and Sciences, who harness OHIO’s groundbreaking work with transgenic mice to better understand the molecular and genetic basis of growth disorders, diabetes and obesity, aging, infectious diseases, cancer, and other diseases.

A newer example is the Ohio Musculoskeletal and Neurological Institute (OMNI), which convenes more than 25 scientists from eight departments and schools in OU-HCOM, the Russ College, the College of Health Sciences and Professions, and the College of Arts and Sciences to study musculoskeletal and neurological disorders and diseases—the leading cause of disability in the United States and more than half of all chronic conditions in people over age 50. Each year, musculoskeletal disorders alone cost the United States more than $850 billion in healthcare costs and lost wages, or 7.7 percent of the U.S. gross domestic product—five times the costs associated with diabetes.

In 2013, OMNI’s active grants exceeded $5 million from funders including the National Institutes of Health, Regeneron Pharmaceuticals, the Ohio Aerospace Institute, Abbott Labs, the American Osteopathic Association, MdDS Balance Disorder Foundation, and the Osteopathic Heritage Foundations. In 2011 and 2012, OMNI’s principal investigators published 70 peer-reviewed articles, ranking it third in the nation compared to peer institutes and above OU-HCOM’s osteopathic peers. Among OMNI’s most innovative research is a back pain study funded by a $2.1 million National Institutes of Health grant that incorporates techniques to assess the effects of non-surgical interventions on changes in cortical, spinal, and muscular properties in back pain sufferers (see sidebar).

Additionally, OMNI is currently one of five sites in the nation chosen to participate in a Phase IB clinical trial investigating the efficacy and safety of a new therapeutic compound to reduce muscle wasting in the elderly. This study—funded by Regeneron Pharmaceuticals—partners OMNI not only with industry, but also with other sites, which include Harvard University, Tufts University, the University of Florida, and Washington University in St. Louis.

USING MOTION CAPTURE TECHNOLOGY FOR BACK PAIN MANAGEMENT

In a quest to understand the low back pain that plagues millions of Americans, OMNI principal investigators Dr. James Thomas and Dr. Christopher France turned to the same technology behind Hollywood hit Avatar. In the Motor Control Laboratory at Ohio University, they used motion-capture cameras to track and record the movements of research subjects and better understand the habits of back pain sufferers. They discovered that those who had a previous injury are more susceptible to a phenomenon known as “fear avoidance,” in which individuals afraid of reinjuring their backs move in restricted, unnatural ways that eventually can lead to re-injury—and further back pain. This type of research will help improve conditions for many of the estimated 26 million Americans between the ages of 20 and 64 who experience frequent back pain.
MAKING A GLOBAL AND IMPACT

OHIO’s international research, institutes, and conferences bring scholars and researchers from around the world to OHIO campuses and extend the University’s impact well beyond the nation’s borders.

Disease Treatment and Prevention

OU-HCOM’s Tropical Disease Institute (TDI) fosters multinational, multidisciplinary collaborations among researchers, healthcare professionals, public health leaders, and educators. The knowledge and expertise of TDI-associated faculty is routinely sought out by global organizations such as the World Health Organization, the Pan-American Health Organization, and several multinational consortium-based projects and networks.

TDI is a partner in the Chagas Disease Epidemiological Network, a project funded by the European Union PF7 Program. Over the last twenty years, OHIO faculty have worked to understand and prevent Chagas disease—a tropical parasitic disease that kills at least 10,000 to 12,000 people per year—by implementing blood screening programs and initiating self-sustaining quality control measures. These initiatives were the catalyst for a complete overhaul of the Ecuadorian blood bank system. In 2010, Catholic University of Ecuador and Ohio University used grant funding to expand the Infectious Disease Research Laboratory and training center in Quito.

On the other side of the world, Ohio University Zanesville Campus professor and TDI member Dr. Tarig Higazi studies river blindness in Sudan and East Africa as a consultant to the Carter Center. River blindness is caused by a parasite transmitted by black flies that breed on the banks of fast-flowing rivers and streams. The parasite can live in the body for fifteen to twenty years; in the southern part of Sudan, those afflicted may lose vision by age forty, leading to an adult blindness rate of up to 10 percent. In May 2013, Dr. Higazi and his research team published a study that demonstrated the effectiveness of long-term community-based drug treatment in eradicating the disease in at least one region of the world.

DISEASE TREATMENT AND PREVENTION
Researchers and students work to understand and prevent Chagas disease in Ecuador.

ERADICATING RIVER BLINDNESS
Dr. Tarig Higazi serves as a consultant to the Carter Center to help battle river blindness in Sudan and East Africa.
International Exchange Programs, Conferences, and Collaborations

The wealth of knowledge, discovery, and innovation at OHIO is disseminated internationally through exchange programs, conferences, seminars, and collaborative research. The Center for Ring Theory and Its Applications in the College of Arts and Sciences, for example, includes a membership base well beyond OHIO’s campuses; member-scholars hail from Canada, India, Germany, and Poland. The Ohio University-Ohio State University Ring Theory Seminars have included mathematicians from Iran, Turkey, Vietnam, South Korea, and Spain, among other countries.

The Nanoscale and Quantum Phenomena Institute, also in the College of Arts and Sciences, focuses on condensed matter research at the nanoscale. It attracts participants from the University of Hamburg, the University of Buenos Aires, and the National Atomic Energy Commission in Argentina. OHIO is on the leading edge of the emerging technology of spintronics, which may lead to the next generation of faster, smaller, more efficient computers and high-tech devices. Recently, OHIO’s Dr. Saw-Wai Hla and colleagues from the University of Hamburg made international headlines by becoming the first researchers ever to see and document atomic spin. This research may impact future development of nanoscale magnetic storage, quantum computers, and spintronic devices, potentially increasing computer memory capacity and performance by factors of a thousand or more.

OHIO’s international impact is not limited to the sciences. In 2012, in collaboration with University of Texas at Austin, Texas A&M University, Southern Illinois University, and Temple University, Ohio University’s Scripps College of Communication co-sponsored the Global Fusion conference to promote academic excellence in global media communication. The conference brought partners and presenters from higher education, media, and government to Athens to present and discuss research and international communication initiatives. The event attracted participants from ten nations in Europe, the Middle East, Africa, and Pan-Asia.

Another Scripps program, the Institute for International Journalism, took part in a two-year educational and professional exchange program in Guyana, where media owners developed a professional organization to shape media policy and new communications curriculum at the University of Guyana. OHIO’s international journalism programs are so successful that the U.S. State Department Office of Academic Exchange Programs funds the Study of the U.S. Institute on Journalism and Media at Ohio University, an annual summer institute of 17 international journalism scholars and media experts from universities and academic institutions from around the world.
CONCLUSION

At every level educationally and geopolitically, OHIO’s research efforts create an ecosystem of innovation and discovery that channels academic discoveries into life-changing applications. Across a wide variety of disciplines and throughout the world, research born and developed at Ohio University results in better educated students and a more prepared workforce; in tangible, practical outcomes for southeast Ohio residents; and in national and international knowledge exchange that extends OHIO’s reach well beyond the state’s borders. For the University, a commitment to rigorous and pioneering research means tens of millions of dollars in grant funding annually, global awards and recognition, and the fulfillment of the university’s mission. It is a breadth and depth of impact well beyond measure.

Ohio University is committed to a system of research that promotes intellectual curiosity and leaves OHIO’s mark—and its positive impact—both at home and across the globe.
4.2 Introduction
4.3 Fostering Innovation and Entrepreneurship
4.8 Making Entrepreneurial Success Stories
4.10 Conclusion
INTRODUCTION

Ohio University’s (OHIO) equal focus on student education and community impact underpins its approach to economic development. The University’s innovation and entrepreneurial ecosystem creates a shared culture of entrepreneurship that fosters idea generation and commercialization and supports the launch of startups and the growth of regional employers while providing students and faculty with applied learning and research opportunities.

At the base of OHIO’s entrepreneurial ecosystem are university Colleges and their entrepreneurial curriculum that fuel and enable research from faculty and research Centers. OHIO research feedstock is nurtured and grown with externally match-funded programming such as the Small Business Development Center, Procurement Technical Assistance Center, Innovation Center and TechGROWTH Ohio. OHIO’s business programs integrate consistently with local and regional economic development entities, city planners, Port Authorities and other regional entities, offering services unavailable elsewhere.

The OHIO entrepreneurial ecosystem network provides University and community entrepreneurs access to no-cost business services, pre-seed capital and affordable office and laboratory space. OHIO is the regional entrepreneurship hub linking industry, higher education, government, nonprofits, and community leaders to spur innovation, entrepreneurship, and regional economic development.

The University’s innovation and entrepreneurial ecosystem creates a shared culture of entrepreneurship that fosters idea generation and commercialization, and supports the launch of startups and the growth of regional employers.
FOSTERING INNOVATION AND ENTREPRENEURSHIP

Ohio University’s innovation and entrepreneurship ecosystem simultaneously supports transformative student education, faculty innovation and technology commercialization, and regional economic development. OHIO emphasizes student learning not only in the classroom but also through the application of knowledge to define unmet needs in the marketplace and develop the services and products that can fill those voids.

Entrepreneurship Programs for Students

Fundamentally, the ecosystem provides students with entrepreneurship education and technical assistance to translate ideas into business opportunities. The Center for Entrepreneurship is a partnership of the College of Business and the Voinovich School of Leadership and Public Affairs. The center coordinates the Certificate in Entrepreneurship, a program that any student can complete, incorporating entrepreneurship-focused classes from every college of Ohio University. For example, an undergraduate studio art major may take certificate courses in entrepreneurship to learn how to effectively plan and launch an art gallery business.

Engineering students can build business plans, win funding, and create enterprises to bring their innovations to market. The center also administers entrepreneurship consulting clubs, the Bobcat Hatchery—a student idea incubator—business plan competitions, and other events throughout the academic year for OHIO students. The innovation and entrepreneurship ecosystem also creates educational experiences for students through internships, employment opportunities, and project work at start-up and emerging companies.

FIG. 1 / OHIO UNIVERSITY’S INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM
FROM LAB TO MARKET

In 1987, Dr. John Kopchick, Goll-Ohio Professor of Molecular Biology and professor of biomedical sciences in the Heritage College of Osteopathic Medicine, discovered the growth hormone receptor antagonist. This receptor blocks the action of a hormone that causes acromegaly, a disorder related to gigantism that affects thousands of people worldwide. The University licensed this hormone-blocking technology to Pfizer Corporation, which markets the drug SOMAVERT® (pegvisomant for injection). Ohio University and the drug’s inventors have received more than $75 million in royalty income from the license as of 2013.

Faculty Commercialization of Research Discoveries

Ohio University’s Technology Transfer Office helps faculty identify the market potential of their discoveries, pursue U.S. and international patent protection, secure industry partners that can commercialize their innovations, and—as appropriate—guide innovators through the entrepreneurial ecosystem to start their own enterprises. Since its founding in 1991, the Technology Transfer Office has helped faculty receive 110 patents and processed approximately 275 patent applications. In 2012 alone, the office received 27 invention reports and submitted 36 new patent applications, from which 13 new patents were issued. Currently, it maintains over 25 technology licenses in biotechnology/medical devices, energy/environment, and transportation.

For the University and the state of Ohio, these licenses translate into dollars that can be reinvested into the ecosystem to promote economic development. OHIO is the state’s top university for licensing revenue generated from research discoveries, with $8.6 million in fiscal year (FY) 2011. Since 1991, the Technology Transfer Office has helped generate over $75 million in royalty income from technology licensing.

NEW PATENTS

The Technology Transfer Office received 27 invention reports and submitted 36 new patent applications, from which 13 new patents were issued.
Business Incubation and Acceleration

OHIO is a pioneer in university-based business incubation and acceleration programs. The Ohio University Innovation Center—Ohio’s first university-based business incubator and one of the earliest incubators in the United States—offers space and customized business assistance services to start-up companies run by students, faculty, and community residents. Since its founding in 1983, it has incubated nearly 100 companies that have created more than 1,000 jobs. The Innovation Center’s most successful graduate is Diagnostic Hybrids, Inc., a medical testing kit company that generated $35 million for Ohio University and the state when it was sold to a California firm in 2010.

As of 2013, the Innovation Center is home to 19 member companies and organizations. According to a study prepared by the Voinovich School, Innovation Center companies in 2010 created 78 jobs in Athens County that generated an estimated $3.8 million in labor income and an estimated $437,734 in state and local tax revenues.

The Innovation Engine Accelerator—a partnership among the Innovation Center, the Center for Entrepreneurship, TechGROWTH Ohio, and several private partners—is a highly competitive digital media business accelerator that hosts a 12-week boot camp for five companies that receive up to $20,000 each in funding. By the end of the program, each company has a market-tested minimum viable product and an investor-ready pitch to attract follow-on funding.

The Innovation Center is one of the partners in TechGROWTH Ohio, a venture development organization that serves 20 counties in southeast Ohio. Funded by Ohio Third Frontier Entrepreneurial Signature Program and managed by the Voinovich School, TechGROWTH focuses on helping early-stage technology companies acquire resources to accelerate commercialization. TechGROWTH provides one-on-one counseling and technical assistance and dedicated financial resources to make seed investments to a portfolio of companies based in southeast Ohio.

Ecolibrium, a TechGROWTH client and Innovation Center tenant, was founded by an engineer who invented the first 100% plastic flat-roof solar panel mounting system. The company’s product, called the EcoFoot, significantly reduces installation costs, enhances the competitiveness of solar power and met with quick market acceptance. The company’s accelerated growth was enabled by competitively-awarded investment from TechGROWTH and regional Angel groups. The firm anticipates early exit and return to investors.
Since it was founded in 2007, TechGROWTH has worked with more than 500 client companies led by Ohio University faculty, student innovators, and regional entrepreneurs. TechGROWTH-funded clients generated over $143 million in regional economic activity from sales ($100 million), grants ($17.3 million), equity ($11.4 million), loans ($10.4 million), licensing revenue ($4 million), and in-kind services ($650,000) through June 2013.

In collaboration with OHIO’s Technology Transfer Office, TechGROWTH has helped 33 companies to receive 66 patents and 60 patents pending as of June 2013. Of those companies, 11 have an OHIO faculty and/or student component. Of the 65 patents issued, nine went to teams including an OHIO faculty member and/or student; of the 60 pending patents, 17 are from teams including an OHIO faculty member and/or student.

Regional Partnerships and Funding Support

New companies need access to capital at all stages of their growth, from seed money to launch a start-up, through angel investment, and on to formal venture investment. Ohio University facilitates access to capital for regional entrepreneurs, who because of their rural location might otherwise have difficulty getting the investments they need to grow their companies.

Chief among OHIO’s capital assistance programs is TechGROWTH Ohio, which has provided $3.5 million in growth funding to 80 companies, helping them to pay for third-party vendor services such as patent attorneys, industry specialists, and senior-level management consultants. In addition, TechGROWTH has provided $5 million in pre-seed investments through two pre-seed funds to 12 portfolio companies—five of which are Ohio University spinouts.

“Ohio University has focused not only on reaching the local community in Athens, but reaching into the whole region and making sure that different organizations and stakeholders are included. That mission to help advance economic growth and development in southeast Ohio really shines through in the things that they do.”

— Lisa Delp, Former Executive Director of the Ohio Third Frontier Program
OHIO helps regional entrepreneurs access capital in other ways as well. The University collaborates with a network of funders to provide rural Ohio entrepreneurs with access to advanced funding resources to grow their businesses. These include:

- **Adena Ventures**, founded in 2002 by Ohio University alumnus David Wilhelm and Lynn Gellermann (now Executive Director of TechGROWTH Ohio). Based at the Innovation Center, it provides equity capital and operational assistance to high-growth businesses, primarily in Appalachian Ohio.

- **Athenian Venture Partners**, started with an investment from the Ohio University Foundation and with offices in Athens. It invests in technology and information technology firms. Its 2003 AVP Ohio Fund was named the top fund of its vintage based on high returns on investment in 2012 by Preqin, a leading provider of data and research on private equity, real estate, and hedge and infrastructure funds.

- **The East Central Ohio Tech Angel Fund**, which focuses on opportunities in east-central and southeast Ohio, investing in companies that have developed competitive advantages in their industries. With a total of 27 investors including experienced entrepreneurs and business professionals, it is one of the largest rurally focused investment funds in the United States (based on number of participating investors).

OHIO also operates and manages regional offices of federal business-assistance programs that help emerging and small businesses acquire funding. The Small Business Development Center at Ohio University serves Athens, Hocking, Meigs, Monroe, Morgan, Noble, and Perry counties. According to the U.S. Small Business Administration, the office helped regional client companies obtain over $21.6 million in loans and equity investment, which led to the creation of 505 jobs and the retention of another 1,038 jobs between 2007 and 2012. The Procurement Technical Assistance Center at Ohio University serves more than 37 counties from three offices (Athens, Akron, and Columbus) and facilitated more than $181 million in federal purchasing from small businesses in its service region in 2012.

**A LEADER IN ENTREPRENEURSHIP**

Unique among public affairs schools, the Voinovich School of Leadership and Public Affairs is a leader in entrepreneurship and innovation. The School conducts business in a way that addresses today’s increasingly complex 21st century challenges and opportunities. Their approach to entrepreneurship is made possible by a uniquely built entrepreneurial ecosystem across Ohio University and the Southeast Ohio region. The School’s portfolio of local and regional entrepreneurs include small businesses, technology-based start-ups and companies selling to the government. Their simple but proven model and partnership with the College of Business, provides access to business assessment, data analysis, and capital, and is resulting in positive business growth within the region.

VOINOVICH SCHOOL
Senator George Voinovich and his wife Janet Voinovich outside the Voinovich School’s seminar room.
MAKING ENTREPRENEURIAL SUCCESS STORIES

The impact of Ohio University’s innovation and entrepreneurial ecosystem may be best demonstrated by its successes. Following are stories of two start-ups that are venturing into new markets with support from OHIO.

Affine Technologies

Affine Technologies, started by two doctoral candidates from the Russ College of Engineering and Technology, is developing a technology to turn complex data into visualizations for real-time analysis and decision-making. Its first product is a data-rich, low-bandwidth communications link to create visual navigation systems for unmanned aerial vehicles (UAV) at dramatically lower costs. The UAV market is undergoing explosive growth as applications move from military to civilian uses and is forecasted to reach annual sales of $11 billion in 2021. Affine’s technology has applications in medical technologies, agriscience, education, research, and avionics engineering.

The Ohio University innovation and entrepreneurial ecosystem has helped Affine Technologies in multiple ways. Founders Scott Nykl and Chad Mourning presented their research and its potential applications during the Center for Entrepreneurship’s 2012 “Pitch Your Plan” competition at the annual Student Research Expo. They were encouraged to apply to the inaugural Innovation Engine Accelerator to begin commercializing the technology; from there, the company joined the Innovation Center’s Digital Media Incubator, a collaborative work space with specialized equipment and software. The Innovation Center has also introduced the founders to mentors and representatives of Jobs Ohio—introductions that led them to key connections with the Ohio Aerospace Institute and potential pilot partners, including Radiance Technologies and AirRobotics.

OHIO’s Technology Transfer Office currently is helping Nykl and Mourning license the technology while TechGROWTH Ohio executives-in-residence continue to help them develop their business venture and apply for federal and state technology commercialization grants.
Global Cooling

A technology originally patented by an OHIO faculty member spawned three local technology start-ups, including most recently Athens-based Global Cooling, which manufactures a range of ultra-low-temperature freezers and serves the life science research, clinical trial, and biopharmaceutical markets. TechGROWTH Ohio—the lead investor in the company’s initial financing round and a lead co-investor in a $3 million Series A round that closed at the end of May 2013—has provided substantive and formative early assistance to the company, including funding an Executive in Residence who became its CEO and a grant writer who won independent State funding for the company, as well as providing an Investment Committee Board Member who segued into a permanent position as the company’s COO. The firm has also received assistance from the Voinovich School of Leadership and Public Affairs, the College of Business, the Innovation Center, and the Office of the Vice President for Research and Creative Activity. In May 2013, the firm received the 2013 Outstanding New Product of the Year award from the International Society for Biological and Environmental Repositories: the latest indicator of the firm’s technological and business successes borne from Ohio University’s innovation, pre-seed funding, and executive-level business assistance.

“Ohio University’s business assistance programs are creating a healthy and vibrant start-up and entrepreneurial community here in Athens.”
—Neill Lane, President and CEO, Global Cooling

GLOBAL COOLING
Athens-based Global Cooling manufactures a range of ultra-low-temperature freezers and serves the life science research, clinical trial, and biopharmaceutical markets.
CONCLUSION

Ohio University’s innovation and entrepreneurial ecosystem provides southeast Ohio with a full complement of services promoting economic growth and technology commercialization, creating opportunities for students, faculty, and regional entrepreneurs to develop enterprises and bring innovations to market. OHIO’s ecosystem is a targeted economic development engine enabling applied research, immersive learning, innovative technologies, and business development.

OHIO’s cross-campus infusion of entrepreneurship into academic curricula and sponsored programs encourages and enables students to devise grand solutions to big problems and turn their innovations into viable, growing businesses. By promoting entrepreneurship across multiple disciplines, OHIO instills the value of innovation in its students and the skills to turn innovation into enterprise. OHIO students bring these skills and values with them into the workforce as they build the economy of the future.
HEALTHCARE AND WELLNESS

EDUCATING STUDENTS, IMPACTING COMMUNITIES

5.2 Introduction
5.3 Preparing Highly Qualified Healthcare Professionals
5.8 Creating Access to High-Quality, Low-Cost Healthcare
5.10 Advancing Wellness and Healthy Lifestyles
5.12 Committing to Meet Future Healthcare Needs
5.14 Conclusion
INTRODUCTION

Ohio University (OHIO) is a leader in the training of healthcare professionals, provision of healthcare services, and promotion of healthy lifestyles to Ohioans. Many of Appalachian Ohio’s rural communities experience gaps in healthcare, leaving some residents with little access to quality services. OHIO’s programs, in conjunction with regional healthcare partners, aim to fill these gaps by providing services, resources, outreach, and education. Trusted by partners and residents alike, OHIO effectively links services to those in the greatest need.

The University is committed to providing the workforce necessary to ensure the accessibility of quality healthcare services and the promotion of healthy lifestyles throughout the region. With the nationally recognized Heritage College of Osteopathic Medicine, Ohio’s largest school of nursing, and allied health programs focused on in-demand occupations, OHIO is the region’s leading provider of doctors, nurses, and allied health workers to hospitals and healthcare employers. In 2011–12, OHIO graduated more than 2,300 students across all healthcare programs at all campuses.

The University’s research initiatives keep OHIO faculty on the cutting edge of healthcare breakthroughs and discoveries; focus on medical conditions relevant to southeast Ohio, the state of Ohio, and the nation; and deliver knowledge and medical advances to southeast Ohio.

TRAINING HEALTHCARE PROFESSIONALS

With the nationally recognized Heritage College of Osteopathic Medicine, Ohio’s largest school of nursing, and allied health programs, OHIO is the region’s leading provider of doctors, nurses, and allied health workers to hospitals and healthcare employers.
PREPARING HIGHLY QUALIFIED HEALTHCARE PROFESSIONALS

The demand for healthcare professionals—especially those trained to respond to the region’s unique characteristics and health issues—is high in southeast Ohio. Ohio University is committed to training professionals to meet these needs and improve overall wellness and quality of life in the region.

Ohio’s Top Educator of New Physicians

A 2012 analysis of primary care physician needs in Ohio revealed that 56 of Ohio’s 88 counties (63.5 percent) experience physician shortages. The Heritage College of Osteopathic Medicine (OU-HCOM)—the state’s only osteopathic medical school—is helping to fill that need. OU-HCOM is nationally in the top 10 percent of medical schools that graduate physicians who enter primary care residencies. It leads all Ohio medical schools in the percentage of graduates practicing in areas with a shortage of healthcare professionals, as well as the percentage of graduates who stay in Ohio to practice; 4 percent of physicians statewide and 12 percent of those practicing in Ohio’s rural communities are graduates of OU-HCOM. In fact, without OU-HCOM, the ratio of Ohio counties experiencing physician shortages would jump to 71.5 percent.

OU-HCOM is not only a leading provider of physicians; it is also a leader in medical education. It administers the Centers for Osteopathic Research and Education (CORE), an integrated medical consortium of 27 teaching hospitals across the state, including the Cleveland Clinic and OhioHealth, as well as osteopathic medical schools in Missouri, Arizona, Iowa, and Kentucky. In 1997, the CORE became the nation’s first accredited Osteopathic Post-Doctoral Training Institute, dedicated to the highest quality in post-graduate medical education. CORE is considered one of the most collegial and progressive OPTIs in the nation.
CORE trainees learn from experts in many different fields: faculty involved in CORE represent 99 different specialties. In 2012, approximately 1,300 medical trainees in Ohio participated in educational opportunities offered by CORE.

A New Generation of Allied Health Professionals

Ohio University also is at the forefront of preparing allied health professionals for the state. Through the College of Health Sciences and Professions (CHSP), OHIO is adapting to meet market demands, continuing to provide training in traditionally popular fields like nursing while creating new programs to expand into new areas of need.

CHSP is home to the largest nursing school in the state of Ohio, with total enrollment in 2012 of over 6,500 students across the University system. Included in these programs is the innovative online RN-to-BSN that serves approximately 5,200 student in five states: Ohio, Pennsylvania, West Virginia, Kentucky, and Michigan (see sidebar).

OHIO’s five regional campuses have significant student enrollment in allied health fields, as well as high completion rates. Healthcare is the fastest-growing industry in southeast Ohio, and healthcare facilities are among the largest employers in each regional campus service area. As a result, students at regional campuses may complete observations, clinicals, and internships in the same facilities where they will likely seek jobs upon graduation. The relationships also serve as a pipeline for local employers to fill in-demand positions with qualified, well-educated healthcare professionals. Programs fully present at one or more of the regional campuses include nursing, health services administration, social work, and exercise physiology. In 2012, more than 300 students graduated from OHIO’s regional campus healthcare programs.3

HELPING NURSES MEET NEW HIRING STANDARDS

Increasingly, the healthcare industry requires nurses to hold bachelor’s degrees, rather than associate’s degrees. To help Ohio’s thousands of working nurses meet these standards, Ohio University created the RN-to-BSN program. Courses are offered online to individual nurses, as well as through partnerships with community colleges and healthcare facilities. The RN-to-BSN program has enabled more than 2,500 nurses to obtain their bachelor’s degrees without leaving their jobs.

1,300 MEDICAL TRAINEES

Participated in educational opportunities offered by Centers for Osteopathic Research and Education (CORE) in the State of Ohio in 2012

3 College Navigator, 2013.
CREATING ACCESS TO HIGH-QUALITY, LOW-COST HEALTHCARE

The expertise and resources that Ohio University brings to southeast Ohio make high-quality and low-cost healthcare services and outreach available to the region’s residents, many of whom may not otherwise have access to these necessities. OHIO identifies gaps in services and builds networks of partnerships with other health and wellness organizations to mobilize resources and volunteers to provide services. This strong network, combined with a wide range of staff and faculty expertise, gives OHIO a unique ability to fill the region’s healthcare gaps with a comprehensive range of services.

Among the region’s most beneficial resources is University Medical Associates (UMA), consisting of physicians who are OU-HCOM faculty members. UMA provides high-quality healthcare at a competitive cost to local residents. The faculty-physicians represent a variety of specialties, including family medicine, pediatrics, diabetes care, urgent care, sports medicine, and women’s health. Up to 55 percent of UMA customers are on Medicare or Medicaid.

Another community resource is Ohio University Therapy Associates (OUTA), which provides physical and occupational therapy, speech pathology, and audiology services. OUTA records more than 10,000 visits per year by southeast Ohio residents needing hearing, speech and physical therapy treatment. This program also provides clinical experiences to dozens of students across related majors.

A Leader in Community Healthcare

OHIO’s efforts to serve the community are strengthened through its partnerships with area healthcare providers; indeed, many University programs are possible only through such partnerships. For example, HeartWorks, a partnership between O’Bleness Memorial Hospital and OHIO’s WellWorks, is a cardiac rehabilitation program that helps patients with heart disease increase their recovery by slowing, stopping, or even reversing their...
MAKING THE DIFFERENCE BETWEEN LIFE AND DEATH

OU-HCOM’s Community Health Programs provide an invaluable asset to local residents through its Free Clinic. Services range from pharmaceutical assistance and childhood immunizations to breast and cervical cancer screenings—services that can literally save lives.

In 2011–12, the Free Clinic served 706 patients—an increase of more than 36 percent over the previous year, demonstrating the program’s strong reputation and visibility in the community.

For many, the Free Clinic is their only source of healthcare. Nearly 85 percent of patients of the Free Clinic and over 81 percent of recipients of breast and cervical screenings have indicated that without CHP, they would not have received care at all.

Community Health Outreach

Perhaps OU-HCOM’s greatest community impact comes through its Community Health Programs (CHP), which links physicians and allied healthcare professionals—both from the University and outside it—with those who lack adequate access to healthcare. Through these partnerships, CHP has become a trusted resource to identify health and wellness needs and convene the volunteer support essential to making service delivery possible. In 2011–12, CHP provided services to over 31,900 people in 15 counties. CHP programs and services include free clinics for primary and diabetes care and dermatology; free breast and cervical screenings for uninsured and underinsured women, as well as women’s health education for teens; free and low-cost immunizations for all ages; and free screenings for glaucoma, blood pressure, and cholesterol, glucose levels. Services are available at OU-HCOM in Athens or via Mobile Clinics housed in specially equipped 40-foot trucks, making quality, affordable healthcare accessible in some of the poorest and most remote parts of the state (see sidebar).

CHP also administers COMCorps, an AmeriCorps program that provides health education and services. COMCorps volunteers make an 11-month commitment, each providing 1,700 hours of service in partnership with regional schools, government agencies, and nonprofit organizations. In 2012–13, 21 COMCorps members donated 35,700 hours of service, giving more than 1,000 health education presentations to over 5,000 students and conducting 12,000 health screenings with almost 900 referrals for further care.

The Family Navigator Program empowers parents and caregivers to be more involved in healthcare decisions concerning children with special needs. The program offers screenings for developmental delays and autism spectrum disorders, educates parents on caring for special-needs children, and gives families referral options, follow-
up services, and access to the SE Ohio Interdisciplinary Assessment Team, a monthly, multidisciplinary clinic partnering local service providers with development and autism spectrum disorder specialists at Nationwide Children’s Hospital in Columbus.

OHIO’s community healthcare programs also combine community service with educational opportunities. For example, the annual Flu Clinic held at Ohio University Zanesville Campus is both an immunization program and an exercise in emergency preparedness. All healthcare faculty and students participate in the event, volunteering their time to give flu shots to thousands of residents of Muskingum and surrounding counties. The shots are free of charge for students and Muskingum County residents, and administration is easy; many shots are given to patients still in their cars. In 2012, the clinic administered between 2,000 and 3,000 flu shots.

COMMUNITY HEALTH PROGRAMS
In 2011–2012, OHIO’s Community Health Programs delivered outreach services to communities in 17 Ohio counties, providing care to over 31,900 patients.

“[OU-HCOM] has been instrumental over the years in huge improvements [to the community’s access to quality primary healthcare]. We have seen steady increases in the numbers of family doctors, pediatricians, specialists like orthopedic surgeons and cardiologists, preventive health outreach programs, screening opportunities, and basic health-related teaching and research right here in Athens.”

— Chuck Hammer, Athens City-County Health Department Administrator
THE DIABETES INSTITUTE

For much of the early 2000s, Ohio University had multiple departments involved in diabetes care and prevention work. In 2012, the University consolidated those efforts in the Diabetes Institute. Driven by a pressing local need—the occurrence of diabetes in southeast Ohio is 50 percent higher than the state overall—the Institute aims to provide resources to reduce the burden of diabetes not only in the region, but nationally and globally as well.

With 25 faculty researchers from the Edison Biotechnology Institute, the Heritage College of Osteopathic Medicine, and the College of Health Sciences and Professions, the Institute strives to improve the quality of life for those affected by diabetes and related diseases through innovative basic and translational research. They undertake a wealth of inquiry, from studies of regional prevalence and trends of diabetes to diabetes-related food insecurity, racial disparity, and depression. The Community Outreach program transfers that research across the region, serving both patients and providers with progressive clinical care and continuing education opportunities.

ADVANCING WELLNESS AND HEALTHY LIFESTYLES

Several OHIO programs and institutes focus on research, education, and promotional activities to advance wellness and healthy lifestyles for residents of southeast Ohio. These activities address pervasive health issues among the regional population—including diabetes, obesity, and drug and alcohol addiction—and offer solutions and techniques to reduce their prevalence.

Health Research and Medical Education

In 2012, various entities focused on diabetes and metabolic diseases in CHSP and OU-HCOM consolidated to form the Diabetes Institute. Through an innovative research culture that links laboratory and clinical investigations, faculty and staff work toward solutions that will enable better care and prevention, and even a possible cure, for diabetes patients. The Institute also educates patients in managing and coping with their disease, as well as professionals who seek to offer the best possible care to their patients (see sidebar).

More generally, the Appalachian Rural Health Institute (ARHI) at Ohio University works through partnerships to integrate education, research, and outreach on rural health issues. The Institute strives for community-engaged research for the greatest impact, ensuring that interventions and policies are culturally appropriate and responsive to residents’ specific needs. Between July 2007 and February 2013, ARHI was awarded nearly $4.3 million for its research by federal, state, and local funders. These funds have enabled initiatives including professional workforce development to improve access to health care, family navigation services, prevention and health promotion for young children, chronic disease management, HIV prevention and research ethics, and innovations in health delivery.

HELPING DIABETES PATIENTS

New technology developed by OHIO researchers strives to help diabetes patients track insulin and blood sugar levels.
To keep the region’s healthcare providers up to date, OHIO hosts the Consortium for Health Education in Appalachia Ohio (CHEAO), an Area Health Education Center that partners with primary care providers, state agencies, clinics, schools, and other key stakeholders to promote and support programs that will enhance the health careers workforce and/or foster better health for southeast Ohio communities. CHEAO’s training and professional development opportunities focus on primary care, education, and services to underserved areas. The center coordinates opportunities for continuing medical education and American Heart Association training and certifications; it also organizes health fairs and school visits to promote healthy living and healthcare careers to regional youth.

Health education extends to the region’s youngest residents. One example is Kids on Campus, a community-university partnership that brings underserved youth to campus for after-school education, recreation, and nutrition. This program promotes academic skills while emphasizing food, nutrition, positive lifestyle choices, and overall well-being—issues that are pertinent to improving the health of the local region. Kids on Campus serves approximately 700 children each year.

Many of these initiatives are learning laboratories for OHIO students. In the 2011-12 school year, OHIO students provided more than 3,300 hours of community service to residents through internships and experiential learning with CHEAO. In January 2013, CHSP’s Office of Community Engagement began a partnership with the Athens County Child Advocacy Center to allow students in nursing, social work, and family studies to learn from working with children who are sexual abuse victims.
Community Resources for Healthy Lifestyles

OHIO also enables healthy lifestyle choices and improvement of well-being for its students, employees, and the community. WellWorks, a health and wellness facility located on the Athens campus, has 1,400 members, of whom about 70 percent are University-related (students, employees, or family members) and 30 percent are residents of the Athens area. All members have access to a fitness center, group fitness classes, and personal training. Services such as nutrition counseling, massage services, educational programs, and health screenings are available to members and nonmembers alike. WellWorks also provides wellness programs aimed to help educate residents about healthier lifestyles, such as Risk Reduction, which helps those with lifestyle diseases or their risk factors through structured, supervised health education.

OHIO’s regional campuses also provide resources to promote fitness and wellness among students, faculty, and community members in their service areas:

- Ohio University Chillicothe Campus offers fitness memberships to its Shoemaker Center at a lower cost than other area facilities.

- The Ohio University Eastern Campus Fitness Center is available by membership to community members. As of 2012, approximately 700 residents have taken advantage of the offering.

- Ohio University Zanesville Campus is engaging in a partnership with the local YMCA, the Muskingum County Community Foundation, and Genesis Healthcare System to establish the Muskingum County Recreation Center.

- Ohio University Lancaster Campus recently became fitTOGETHER certified, identifying it as an area employer that promotes a healthy work environment for its employees. The program is an initiative to promote healthier eating habits and exercise to members of the Lancaster community.

WELLWORKS BY THE NUMBERS (in 2011-2012)

1,400
Wellworks members

67,000
Visits were accumulated to the center

329
Visits were for nutitional counseling appointments

1,415
Visits were for personal training sessions

1,407
Visits were for massages
COMMITTING TO MEET FUTURE HEALTHCARE NEEDS

Having established itself as an invaluable asset in providing healthcare and education in southeast Ohio, Ohio University is committed to responding to future regional needs.

In April 2011, OU-HCOM received a $105 million gift from the Osteopathic Heritage Foundations, the largest gift ever awarded to support primary care education in the United States and a substantial investment toward the college’s goal of becoming a national leader in osteopathic medical education and research.

The funds have enabled OU-HCOM to prepare for the launch of a new extension campus in Dublin, Ohio. Through an agreement with OhioHealth, the Central Ohio Extension Campus in Dublin will allow students to complete all four years of their medical education in central Ohio. When it opens in 2014, the campus will expand OU-HCOM enrollment by 50 students. By the time this first cohort graduates in 2018, the campus is expected to have an annual economic impact of $26.4 million, create more than 145 jobs, and generate more than $1 million in tax revenue for state and local governments.

Elsewhere in the state, a partnership with the Cleveland Clinic will create the Northeast Ohio Extension Campus in Cleveland. This campus will open for classes in July 2015, hosting thirty-two medical students. Upon this cohort’s graduation in 2019, the campus is expected to have an annual impact of $19 million, create more than 100 jobs, and generate more than $700,000 in tax revenues for state and local governments.

The gift from the Osteopathic Heritage Foundations also gave significant support to continued research efforts at the Diabetes Institute and the Ohio Musculoskeletal and Neurological Institute. Each received funding to further outreach and research into some of the most pervasive health issues throughout southeast Ohio, the state, and the nation.

The College of Health Sciences and Professions also continues to expand its portfolio of programs and activities. The college’s very healthy financial bottom line provides resources for expanded community health outreach activities and investment in new programs to meet health needs in the region and the state. These include new programs in physician assistant studies and clinical informatics now under development, as well as various other programs in the early stages of planning.

$105 MILLION GIFT
The Osteopathic Heritage Foundation gift to OU-HCOM is the largest ever awarded to support primary care education in the United States, and a substantial investment toward the college’s goal of becoming a national leader in osteopathic medical education and research.
CONCLUSION

Ohio University plays an invaluable role in the promotion, improvement, and accessibility of healthcare and wellness for southeast Ohio. OHIO ensures the future sustainability of all of these efforts through the first-class education of physicians, nurses, and allied health workers who will continue to fill gaps in the healthcare industry for generations to come. Were it not for the presence of the University and its partners, many residents of southeast Ohio and the state would have no access to the quality healthcare resources that are critical to health and well-being. OHIO’s commitment to promoting health and wellness for the whole southeast Ohio region will continue to drive its work, ensuring that the University maintains its position as a leading provider of medical education, research, and outreach.

FIG. 1 / THE LOCATIONS OF EXTENSION CAMPUSES

OU-HCOM plans to launch new extension campuses in Central and Northeast Ohio.
CHAPTER 6

ENVIRONMENT, INFRASTRUCTURE, AND SUSTAINABILITY

EDUCATING STUDENTS, IMPACTING COMMUNITIES

6.2 Introduction
6.3 Investing in Education Responsibility
6.6 Renewing and Sustaining the Environment
6.8 Partnering to Improve Infrastructure
6.12 Modeling Sustainability for the Region
6.16 Conclusion
ENVIRONMENT, INFRASTRUCTURE, AND SUSTAINABILITY

$110 MILLION
Economic impact and 800 jobs from capital spending in FY12

5,414
Pounds of acid reduced per day in Raccoon Creek through work of the Raccoon Creek Partnership

5,956
Tons of materials recycled FY11

$19,400
Annual savings in energy costs by composting

139,300
Tons of CO2 emissions reduced per year by the energy performance contract, Lausche Heating Plant Replacement, and Chillicothe Campus sustainability

5,956
Tons of materials recycled FY11

INTRODUCTION

As southeast Ohio’s largest employer, Ohio University (OHIO) leads the way in responsible investment in education and the environment, reducing the footprint not only of the University, but of the entire region.

OHIO’s work in environmental restoration, downtown revitalization, and similar efforts fosters a healthy and vibrant regional community. The University actively engages and collaborates with communities, providing valuable leadership, resources, and expertise.

Sustainability is infused into OHIO’s programs, curriculum, and everyday actions. These innovative and environmentally and socially responsible initiatives help change the mindsets and perspectives in the University and the region.

Capital spending is estimated to have generated over $110 million in total sales impact for Ohio businesses and more than 800 jobs throughout the state in fiscal year 2012.

All figures from academic year 2011-2012 unless otherwise noted.
INVESTING IN EDUCATION RESPONSIBLY

Ohio University is committed to carrying out its mission to provide students with highly impactful, transformational education—and doing so responsibly. To this end, the University invests in education in a sustainable way that enhances students’ learning experience while providing significant benefits to the community, the region, and society.

Forward-Thinking Capital Planning

Ohio University has committed significant funds to improving infrastructure on its campuses. Overall, the University plans to spend $2.572 billion on necessary renovation and construction through 2032, with $977.5 million in funds spent by 2020. Infrastructure and capital investments include building renovations, new housing construction, bike path land easements and more. In fiscal year (FY) 2012, the University’s total capital spending of $52.9 million is estimated to have generated over $110 million in economic activity and more than 800 jobs in the state of Ohio. FY12 capital expenditures were in line with those of previous years; capital spending between FY07 and FY11 ranged from a low of $43.9 million in 2008 to a high of $72.6 million in 2009, with an annual average of $52.5 million. The University is determined to invest those funds in ways that will demonstrate its environmental stewardship and its commitment to local communities by adhering to sustainable building practices.

As University buildings continue to age, OHIO has devised a strategy to sustainably renovate and build new campus infrastructure. The 20-Year Capital Improvement Plan focuses on building and renovating current infrastructure through efficient and effective construction practices. For example, the University’s Sustainability Plan calls for significant renovation and construction projects to meet Leadership in Energy and Environmental Design (LEED) Silver Certification. The University applied for its first LEED Silver certification in FY12; as of May 2013, OHIO has five LEED projects underway and multiple OHIO project managers are seeking LEED accreditation.

OHIO also practices sustainability in procurement for maintenance and repairs. Before contracting maintenance and other services, the University reviews applications for key sustainability elements including use of low-impact chemicals and herbicides and preference for green products.

$977.5 MILLION

Funds to be spent on renovation and construction by 2020, approved by the Board of Trustees as part of the 20-Year Capital Plan

OHIO BUILDS

As University buildings continue to age, OHIO has devised a strategy to sustainably renovate and build new campus infrastructure.
Green, Efficient Student Housing

Among the University’s most significant planned capital investments is student housing: $363 million for necessary residence hall renovation and construction between 2011 and 2020. OHIO’s Housing Development Plan aims to improve students’ residential experience and provide a comprehensive living-learning environment on the Athens campus—all through responsible construction practices and sustainable budgeting in renovation and replacement of residence halls.

Much of OHIO’s residential housing is aging and inefficient in its use of space and energy. In three phases, the Housing Development Plan will replace many older residence halls with larger, more energy efficient buildings—all built to LEED Silver standards. Meanwhile, existing residence halls will be renovated to improve overall building efficiency and long-term sustainability, thus decreasing maintenance costs and environmental pollutants.

$363 MILLION
Funds will be invested in necessary residence hall renovation and construction between 2011 and 2020

“We articulated sustainability as a priority in our University’s strategic plan, Vision Ohio, because we believe our university community has a great responsibility to promote discussion and find solutions to environmental issues as well as be good stewards of our planet. LEED certification is just one way that we can do that and put our commitment into action by infusing it in the bricks and mortar of our campuses.”

— Ohio University President Roderick J. McDavis
Environmental and Economic Stewardship

Ohio University is currently engaged in contracting efforts to increase both the University’s overall efficiency and jobs for the local and regional workforce. Beginning in 2012, Ohio University began an energy performance contract to significantly improve the energy efficiency profile of its buildings.

Incorporated in the University’s FY 2013–FY 2018 Six-Year Capital Plan, the contract will lead to energy efficiency and water conservation measures for 72 buildings on the Ohio University Athens Campus. Through the contract, OHIO will realize more than $38 million in water and energy cost savings over a 15-year period. In addition, the new equipment to be installed at the Athens Campus will have a useful life of 30 years. Because equipment will not have to be replaced as often, the University will spend less on maintenance costs—savings that can be reinvested into OHIO’s students and infrastructure.

These efforts will not only save money, but also deliver environmental benefits: OHIO expects the plan to save 600,000 gallons of water and over 50,000 tons of CO2 emissions per year and reduce overall usage of electricity, coal, and gas.

In addition, the University also places a strong emphasis on the need to hire locally for construction and capital projects. As an example, over 70 percent—$20 million—of the Energy Performance Contract project’s $28 million budget went to local contractors, most of which are based in Athens. These contracts with local vendors and contractors will help stimulate growth and opportunities within the region, increasing available jobs and income.

$38 MILLION
Water and energy cost savings will be realized over a 15-year period through Ohio University’s contracting efforts to increase efficiency

IMPROVING EFFICIENCY

$19,400
Annual savings in energy costs by composting

$260,000
Estimated fuel savings from the Lausche Heating Plant coal-to-gas test phase

$1 MILLION
Recently invested in joint Athens city-Ohio University projects

$2.57 BILLION
Dollars to be spent on necessary renovation and construction over the next 20 years

*All figures from academic year 2011-2012
RENEWING AND SUSTAINING THE ENVIRONMENT

Through collaborative efforts in environmental research and outreach, OHIO engages students, faculty, staff, and the community in restoring the region’s natural environment. Numerous collaborative, multidisciplinary, and innovative initiatives fuel OHIO’s goal to continually and positively enhance the health and vitality of the environment in southeast Ohio.

Prominent among these initiatives is the Consortium for Energy, Economics, and the Environment (CE3), housed in the Voinovich School of Leadership and Public Affairs. CE3 faculty, staff, and students collaborate with local, state, and federal government officials, industry representatives, and nonprofit groups to develop solutions to energy and environmental problems that promote economic growth and sustainability. CE3’s multidisciplinary approach bridges gaps between the natural and social sciences and policymakers, helping to explain the real-world impacts of proposed policies on future energy availability, including the environmental, social, and economic tradeoffs associated with resource extraction. In addition, the organization works directly with restoration and revitalization efforts in the region.

Since its inception in 2005, CE3 has catalyzed integrated research, teaching, and outreach. The consortium’s philosophy is that innovative research leads to innovative, engaged learning. From 2005 to 2013, researchers at CE3—including faculty and staff from 13 different departments—received $43.8 million in external grants and contracts to support their work on more than 550 projects.

$43.8 MILLION
External grants and contracts received to date by the Consortium for Energy, Economics, and the Environment (CE3) to support their work on more than 550 projects.
Leadership in Regional Environmental Restoration

From its leadership in regional water restoration to collaborating on the largest civil engineering cleanup project in the state, OHIO is restoring the environment while creating jobs and providing opportunities for its students to apply their knowledge in the real world.

Acid Mine Drainage Mitigation

Flowing through Athens, Hocking, Jackson, Vinton, Meigs, and Gallia counties, the Raccoon Creek Watershed covers 683.5 square miles, with more than 190 stream miles affected by years of acid mine drainage from historically unregulated coal mining, as well as sedimentation and erosion. For almost two decades, OHIO faculty and students have collaborated with grassroots efforts to improve water quality so that fish and the creatures they feed upon can survive in these waters. The Raccoon Creek Partnership—involving more than two dozen agencies and stakeholders, including faculty and staff from CE3’s Appalachian Watershed Research Group—has secured more than $9.7 million for 14 cleanup projects that have reduced acidity in the watershed by more than 5,400 pounds per day and restored 42 miles of previously impaired streams to a more pristine state.

The success of the Raccoon Creek Partnership inspired the creation of similar locally led watershed restoration groups across eastern Ohio involving dozens of OHIO students, faculty, and staff in collaboration with local communities:

- Launched in 1995, the Monday Creek Restoration Project has attracted $5.8 million in funding for 13 projects, leading to acid reduction of 3,800 pounds per day in the 116-square-mile watershed, which includes portions of Perry, Hocking, and Athens counties.
- Established in 1996, Huff Run Restoration Partners has received $4.6 million in funding for 12 projects, achieving acid reduction of 965 pounds per day in the 14-square-mile watershed, located in Carroll and Tuscarawas counties.
- Since its founding in 2000, Sunday Creek Watershed Group has leveraged $1.9 million in funding to run eight projects, with acid reduction of 18 pounds per day in the 139-square-mile watershed, which includes portions of Perry, Athens, and Morgan counties.
PORTSMOUTH GASEOUS DIFFUSION PLANT CLEANUP

OHIO is also collaborating with a number of local, state and federal agencies on the cleanup of the Portsmouth Gaseous Diffusion Plant (PORTS). Opened in Piketon in 1956, PORTS was one of three such plants built by the U.S. Atomic Energy Commission during the 1940s and 1950s. The nuclear uranium enrichment plant once employed more than 20,000 residents of Pike, Scioto, Ross, and Jackson counties in rural southern Ohio. The region has never fully recovered from the plant’s closure in 2001; Pike County had the state’s highest unemployment rate for 2012 at 12.9 percent, and the four-county PORTS region averaged 10.25 percent unemployment, compared to a statewide average of 7.8 percent.1 Given such high and persistent unemployment rates in the PORTS region, revitalizing the area is extremely important for the region’s economic success.

The demolition and decontamination of the 3,777-acre site is the largest civil engineering project in the state of Ohio. CE3 is helping via a $2.4 million grant from the U.S. Department of Energy, which supports more than a dozen research and outreach activities to help expedite the cleanup and transform the site into a regional resource for research, manufacturing, and technology deployment. In addition, OHIO has surveyed over 1,000 residents to identify current needs and engaged over 1,100 community members in identifying feasible solutions for the future of the facility.

PARTNERING TO IMPROVE INFRASTRUCTURE

While the southeast Ohio region and the state as a whole benefit from Ohio University’s presence, it is equally true that the University depends on the communities it serves. Sound, vibrant communities help the University attract and retain top students, faculty, and staff; thus, OHIO actively seeks collaborations with local governments and strives to be a good corporate citizen. These mutually beneficial partnerships strengthen both the University and the region.

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Revitalizing Uptown Athens

OHIO has been actively involved with the development and enhancement of Uptown Athens for years. In 2001, Ohio University undertook the renovation of the Athena Cinema, an 18,600 square-foot theater built around 1915 and the city’s only remaining Uptown movie house. The $2.45 million renovation, including $600,000 to purchase the facility, restored much of the original architecture and building accents while making the theater more accessible and updating its technology. Today, the Athena Cinema is the region’s primary source for independent, artistic films, and also provides space for campus events and OHIO’s film classes.

“The Athena Cinema will continue to be a major player in the community and will operate as a commercial movie theater, showing films every night.”

— Michael Sostarich, Former Ohio University Vice President for Student Affairs
More recently, Ohio University signed a five-year lease of a vacant building in the heart of downtown. The building at 31 South Court Street, once the site of a Woolworth’s, has been vacant since the store closed in 1994. The lease, signed in 2012, allowed OHIO to create much-needed office and transitional space as the University undergoes capital improvements. The lease also supports downtown revitalization by bringing a once-vacant building back to life. The influx of University staff now working in the building will help support the local economy via increased spending in Uptown shops and restaurants.

Memoranda of Understanding with the City of Athens

As fiscal and regulatory pressures rise, both the City of Athens and Ohio University are affected by changes in the local, regional, national, and global economy. These pressures increase the importance of shared understanding and coordination to further the interests of the community and the common good. Some collaborative efforts between the city of Athens and Ohio University are formalized through Memoranda of Understanding (MOUs).

One MOU establishes a formal working mutual-aid relationship between the city and the University in support of emergency management planning, response, and recovery programs. This partnership will enhance and maximize emergency management capabilities of both the city and OHIO as well as facilitate periodic meetings to identify and assess hazards and associated risks.

This mutual aid pact was crucial to the city’s recovery from the derecho storms of late June 2012. The powerful storms ripped through the region, causing widespread power outages and significant debris. Under the mutual aid agreement, Ohio University and the city of Athens shared services to provide water, electricity, and shelter to many in need. As temperatures soared and power remained out, the University offered Baker University Center to residents as a cooling and comfort facility. Ohio Gov. John Kasich described the partnership as “a perfect example of the University working with the city working with the county.”

More recently, the University supplied generators to the city during a January 2013 waterline break, allowing the city to run sewage stations.

One Memorandum of Understanding establishes a formal working mutual-aid relationship between the city and the University in support of emergency management planning, response, and recovery programs.

EMERGENCY RESPONSE

As part of a mutually beneficial partnership Ohio University donated $250,000 toward the city's purchase of a fire ladder truck.
Mutually Beneficial Partnerships with the City of Athens

Ohio University also engages in formal partnerships through joint initiatives and financial contributions. OHIO has provided land easements to the city of Athens, including a total of 0.255 acres of permanent easements and 0.691 acres of temporary easements for the State Route 682 roundabout, the Hockhocking-Adena Bikeway, and the city’s wastewater treatment plant.

The University also contributes financially to the city. In addition to $250,000 toward the city’s purchase of a fire ladder truck, OHIO has donated a total of over $806,000 for rehabilitation construction projects on the Oxbow Bridge and East Union Street and for safety repairs on the Hockhocking Adena Bikeway.

PRESIDENT OBAMA VISITS THE ATHENS CAMPUS

The city of Athens’ financial support, employee time, and resources were essential to President Obama’s successful visit to campus in October 2012.

In October 2012, it was the University that received invaluable support from the city. On October 17, over 14,000 people flocked to the University’s College Green for the chance to catch a glimpse of President Barack Obama, who visited the Athens Campus to speak on national and international affairs and the upcoming election. In preparation for the president’s visit, the city provided support for location scouting and tighter security throughout Athens. The city also closed a number of streets on the day of the event. The city’s financial support, employee time, and resources were essential to the president’s successful visit.
MODELING SUSTAINABILITY FOR THE REGION

As a regional leader, it is Ohio University’s duty to profoundly influence the mindsets and perspectives of students and community members. Through its initiatives, actions, and curriculum, OHIO sets the expectation of what it means to live sustainably and responsibly. The University models these expectations through operational and curricular decisions.

Sustainability Embedded in Education and Practice

Sustainability is embedded in the University’s long-term planning. Following President Roderick J. McDavis’s signing of the American College and University Presidents’ Climate Commitment in 2007, OHIO set target dates and plans for institutional carbon neutrality and integrating sustainability into the curriculum and college experience through the Ohio University Sustainability Plan and Ohio University Climate Action Plan. Depending on the measure, target dates range from 2011 through 2075.

50,000 TONS

Annual savings in CO2 emissions from Energy Performance Contracting—equivalent to CO2 emissions from 1,895,449 propane cylinders

LEARNING ABOUT SUSTAINABILITY

Ecohouse Residents, in collaboration with the Common Experience Project on Sustainability, engage in a hands-on lesson about food preservation during the Ecohouse Seminar, an OHIO course focused on sustainable living concepts.
In addition, the University works to develop the number of people versed in and actively practicing sustainability. One mechanism is OHIO’s Office of Sustainability, which provides services and support to the campus community; advocates for innovation and research; and ensures fulfillment of institutional commitments to environmental, social, and economic well-being.

Sustainability at Ohio University is not limited just to a single office or program, however. Through the Common Experience Project on Sustainability (CEP-S), students, faculty, and staff across campus are engaging in sustainability. A four-year project that began in 2012, CEP-S is intended to create a common learning experience for all Ohio University students through integrated curricular and co-curricular activities. Through CEP-S, students acquire a deep understanding of the principal concepts and issues related to sustainability and ecological literacy.

Sustainability is a priority at regional campuses as well. In 2012, Ohio University Chillicothe Campus saved 196,349 kilowatt hours of electricity and $53,178 in gas and electric bills by implementing sustainability practices. As a part of the American Electric Power Ohio savings incentives program, the Chillicothe Campus installed variable-frequency drives on all the campus’ large motors, allowing the use of energy on demand and the ability to shut off all equipment overnight. These sustainable practices saved 165 tons of carbon dioxide—the equivalent of planting 3,843 trees.

**Cost and Emission Savings on Energy and Heat**

Built in 1967, the Lausche Heating Plant provides heat to all buildings on the Athens Campus—more than 200 in all—by burning coal. Demonstrating the University’s commitment to environmental responsibility, OHIO is converting the plant to natural gas. OHIO piloted the conversion from April to November 2012, allowing the University to test the efficiencies of existing boilers, prepare accurate emission and cost projections, and provide initial training for employees who will be responsible for understanding fuel transitions in the near future.

**CALL TO SUSTAIN CAMPAIGN**

Ohio University student athletes commit to reducing resources through the institution’s Call to Sustain Campaign, a campus-wide effort to encourage faculty, staff, students and community members to choose a single personal pledge that can make positive environmental impacts.

**196,349 KW SAVED**

Electricity saved by sustainability efforts at the Ohio University Chillicothe Campus in 2012.
The conversion from coal to natural gas is extremely important for the health of local, regional, and global communities. Compared to burning coal, burning natural gas emits half as much carbon dioxide, less than one-third the nitrogen oxides, and significantly lower levels of sulfur oxides and mercury. These reductions lessen the University’s overall impact on local communities and help to improve overall health and wellness.

In addition, switching from coal burners to natural gas boilers will prepare OHIO for future technological advances in heating and energy. As innovative approaches for using renewable energy are discovered, the natural gas plant at OHIO will more easily adapt to these sustainable fuels, ultimately saving additional resources—both financial and environmental—in the long run.

With natural gas as the primary fuel source, Ohio University is moving forward with a cogeneration system, which produces both electricity and heat. This system is expected to reduce costs and decrease institutional carbon and mercury emissions, including reducing institutional carbon dioxide emissions by 89,000 tons from 2010 levels, around a $1.3 million value; decreasing 99 percent of mercury emissions, and achieving reductions in other pollutants including sulfur dioxide, nitrous oxides, and carbon monoxide.

The pilot test of using natural gas instead of coal increased efficiency by 15 to 20 percent and saved the University $260,000 in fuel costs over seven months.

**Leadership in Composting and Recycling**

OHIO invests in and actively promotes involvement of students, faculty, staff, and the community in best practices for living sustainably, such as composting and recycling. Both composting (the process of recycling organic materials such as food into a nutrient-rich soil amendment) and recycling are critical to reducing landfill waste, decreasing methane gas emissions, preserving natural resources, and saving energy.

OHIO is a national leader in campus sustainability, with the nation’s largest university in-vessel compost facility (see sidebar).

**LARGEST IN-VESSSEL COMPOSTING SYSTEM**

Ohio University is home to the largest university in-vessel composting facility in the nation. The facility includes a six-ton expandable in-vessel system, which enables the University to compost 100 percent of its pre- and post-consumer dining waste. In addition, the facility is powered entirely by a 31.1 kilowatt solar array, with an 88.2 kBTU solar thermal water heating system to improve workers’ ability to clean collection bins with harvested rainwater. Since the in-vessel system was expanded in 2012, energy-related cost savings for the compost facility for all 4 quarters of FY13 were $4,593. The energy-related cost savings of the solar arrays on top of the coal storage shed for FY13 were $11,025, resulting in total energy cost savings of $15,618 for both projects.

**89,000 TONS / $1.3 MILLION**

Amount and value of expected CO2 emission reduction (from the 2010 levels) as a result of the University’s switch to a heating and electricity system fueled primarily by natural gas.
The University purchased the composting facility in 2009 in part with a $350,000 grant from the Ohio Department of Natural Resources Division of Recycling and Litter Prevention. In June 2012, the University expanded the facility by installing a new system with 4 tons per day capacity, raising total recycling capacity to six tons per day. The new system is expandable should the university need additional organic waste processing capabilities. This initial investment and expansion has allowed the University to responsibly manage all organic waste generated on its Athens campus. In addition, compost facility tours educate the Athens community, students, faculty, and staff on the composting process, alternative energy options, and waste reduction efforts that can be adopted at home.

OHIO also actively engages the regional and university communities in recycling efforts. Targeting an 80 percent recycling rate by 2016 and a five percent reduction by weight of all solid waste every year over the next four years, the University recycled 3,383 tons of materials out of 5,527 tons of solid waste generated during FY12. A highlight of OHIO’s recycling efforts is the yearly recycling competition, RecycleMania. In 2013, RecycleMania attracted participation from 523 schools, including OHIO. Throughout the competition, OHIO diverted 425,591 pounds of recyclable materials from the landfill and 157,285 pounds of food waste by composting. Recycling and composting combined for a total of 593,626 pounds—more than 15 pounds of recycled material per full-time student.²

² The per capita data is per full time student equivalent. It counts all full time students, staff and faculty on campus, accounts for part time students as a fraction of a full and subtracts out all online students.
CONCLUSION

Ohio University is a leader in strategic and responsible investments in sustainability on campus and throughout the region. Sustainable investments and quality educational opportunities model environmental responsibility for students and the community. The University also is committed to the long-term health of region’s economic and infrastructure, emphasizing local sourcing of labor and mutually beneficial partnerships with local governments. Ohio University’s responsible investment in education, interdisciplinary and collaborative partnerships, and action toward offering new ways of thinking about and measuring the important economic benefits provided by sustainable practices and ecological services set it apart as a local, regional, and national leader in environmental stewardship and sustainability.
QUALITY OF PLACE AND COMMUNITY DEVELOPMENT

EDUCATING STUDENTS, IMPACTING COMMUNITIES

7.2 Introduction
7.3 Enriching Life Through the Arts
7.9 Providing Access to Athletics and Recreation
7.11 Creating a Culture of Collaboration and Service
7.16 Conclusion
INTRODUCTION

Ohio University (OHIO) improves the quality of life in southeast Ohio by providing access to the arts, culture, and recreation. Its students and faculty contribute to quality of place by working with local organizations and initiatives to build capacity. And through formal and informal partnerships with local governments, agencies, and organizations, OHIO helps to strengthen its communities.

The University is the primary source of cultural enrichment in southeast Ohio, as well as a prominent source for recreation. Visitors participating in and enjoying Ohio University’s cultural offerings account for over $74.5 million in total economic activity in the state annually.

The University also contributes to quality of life through service. OHIO’s greatest impacts on community development are evident through its service-learning and volunteering, its collaboration with K–12 schools, and its community education and therapeutic services.

In Athens and the regional campus communities, Ohio University works with cities, schools, nonprofit organizations, and businesses to improve the quality of life, providing access to resources that would not otherwise be available to some of the most rural parts of the state.

INTERNATIONAL STREET FAIR
Ohio University celebrates peoples from nations around the world every year during International Week, with special programming intended to bring aspects of a range of cultures to campus. This signature event allows students from diverse backgrounds to experience and learn from the traditions of their friends, classmates, and fellow members of the Athens community.
Over the last 75 years, Ohio University’s College of Fine Arts has built a nationally recognized program of post-secondary arts education, including the fifth-ranked ceramics program and the state’s only graduate-level fine arts film degree. Faculty members have performed nationally and internationally at prestigious and iconic venues, had their productions screened on television and at international film festivals, and had works chosen by high-profile museums and private collections.

OHIO also has a highly regarded creative writing program, which was formally recognized in 2011 as the nation’s third-best doctoral writing program by Poets and Writers magazine. Its faculty are well known, award-winning authors of fiction, poetry, and creative nonfiction.

This world-class arts education program also is a hub of cultural and artistic activity for the region, opening doors for community access and engagement and enriching quality of life. Visitors participating in and enjoying the cultural enrichment offerings of Ohio University account for over $74.5 million in total economic activity within the state annually.
Unparalleled Access to Art Collections

OHIO’s historic museum and multiple art galleries provide unparalleled access to permanent and visiting collections in rural southeast Ohio, with more than 20,000 visitors annually.

The Kennedy Museum of Art is the only major collecting art institution in southeast Ohio. The American Association of Museums Accreditation Visiting Committee called it “a cultural touchstone for the region” that “serves as a vital connection to a broad constituency of families, senior citizens, and tourists.”

The Kennedy Museum’s collections include a renowned contemporary print collection and a southwest Native American textiles and jewelry collection that the American Alliance of Museums Accreditation Committee called “extraordinary.” The Kennedy Museum’s permanent collection numbers over 5,000 paintings, prints, photographs, sculpture, and ceramics.

Between July 2011 and June 2012, the museum hosted 4,174 attendees of various programs, workshops, and tours, including nearly 1,700 preschool, elementary, and secondary students and 1,200 students from Ohio University and other colleges. The museum’s impact is international as well: in 2010 it sent 23 weavings from its Edwin L. and Ruth E. Kennedy Southwest Native American Collection to museums in Guatemala and Bolivia.

KENNEDY MUSEUM COLLECTION

The Kennedy Museum’s collections include a renowned contemporary print collection and a southwest Native American textiles and jewelry collection.

The Performing Arts

Each year, the College of Fine Arts produces more than 300 events with an estimated attendance of 45,500 from the University and regional communities. Thousands of elementary, middle, and high school students come to campus to view performances by the schools of dance, music, and theater. Performances include music recitals and opera, dance concerts, plays, and the Seabury Quinn Jr. Playwright’s Festival.

The Performing Arts and Concert Series connect the University and the surrounding community through the presentation of arts and ideas. Every year, the series brings national and international artists to Athens, allowing students and community members to experience concerts and performances by large professional touring companies at reasonable cost (tickets cost one-third to one-half what they would be in other areas) and without traveling over 75 miles to venues in Columbus, Ohio. Approximately 26,500 individuals attended Performing Arts Series events in the 2011–12 academic year alone.

Regional campuses also are key sources of performing arts in their communities. At Ohio University Eastern Campus, the Dean’s Cultural Series offers a myriad of free arts and cultural events including plays, musical performances, and presentations. Many productions combine University and community performers; cast and crew from the 2011–12 theatrical production of Romeo and Juliet included six community members, making up around 30 percent of the company. Five general public performances and two matinees for high school students brought total attendance to nearly 700 individuals.

**45,500**

Individuals from the University and regional communities attend more than 300 events of the College of Fine Arts each year

**26,500**

Individuals attended Performing Arts Series events in the 2011–12 academic year
A Showcase for Independent and Art Films

Operated by the College of Fine Arts, the Athena Cinema is one of Uptown Athens’ unique historic treasures. Since OHIO restored the theater in 2001 and 2002, it has become the region’s primary source of international and art films. Recently, the Athena Cinema partnered with Arts for Ohio and the Patton College of Education to offer a free public screening of the documentary Bully, allowing educators on campus and in local school districts to open dialogue on this pressing social issue.

The Athena also supports local business. Programs such as the Holiday Film Series, for example, lure visitors into Uptown businesses, generating foot traffic and sales income for local restaurants and shops. The Athena also directly supports local charities and organizations: in 2012, the Holiday Film Series collected over 1,560 pounds of food for the Athens Food Pantry.

Founded in 1974, the Athens International Film and Video Festival has featured independent films from around the world. The festival annually brings approximately 7,000 festival-goers, filmmakers, and university and community members to the campus. In 2012, the festival included 319 films, many of which challenged audiences with avant-garde programming, punctuated with traditional feature narratives and content-driven documentaries.

In 2010, Ohio University Zanesville Campus hosted the three-day Charlie in the Heartland: An International Charlie Chaplin Conference — the first such gathering ever held on American soil. More than 100 people attended the conference, which commemorated Chaplin’s first visit to the United States in October 1910. Activities included free film showings and discussions on Charlie Chaplin’s life and travels in America.

The Athena Cinema directly supports local charities and organizations: in 2012, the Holiday Film Series collected over 1,560 pounds of food for the Athens Food Pantry.
Broader Horizons through Music and Dance

Founded in 1979, the Athens Community Music School (ACMS) is the principal source of organized and qualified music instruction for adults and children in southeast Ohio and portions of West Virginia. A program of the School of Music, ACMS offers individual private lessons in piano, voice, wind, and percussion, and is the only source of instruction in stringed instruments within a 60+ mile radius in Ohio. As of March 1, 2013, more than 200 students and countless community members have benefited from this access to quality musical teaching.

To further broaden students’ and community members’ cultural horizons, the schools of Music and Dance have sponsored the World Music and Dance Festival to Athens for the last three years. The most recent festival included dance and drumming workshops, along with an interactive concert. Students and community members enjoyed music and dance from countries as diverse as Ukraine, Japan, Azerbaijan, Guyana, and Italy, among others. Students reported the concert to be a “celebration of diversity” and “an amazing performance.”

Ohio University Lancaster Campus is the venue for the region’s largest music festival, the Lancaster Festival. This nine-day celebration of music and art includes seventy-five events – many of which are free to the public – as well as an Art Walk and a 5k series with 230 participants in 2012. The festival promotes the artistic growth and outreach of the Lancaster Festival Orchestra as the community’s cornerstone of classical music programming, and offers visibility for local artists. More than 15,000 people attended the 2011 Lancaster Festival.

WORLD MUSIC AND DANCE FESTIVAL

Since 2010, the schools of Music and Dance have sponsored the World Music and Dance Festival in Athens. The most recent festival included dance and drumming workshops, along with an interactive concert.
Promoting Literature and Literacy

Ranked third in the nation by Poets and Writers (2012), OHIO’s creative writing program not only molds new generations of authors, but also exposes residents of the southeast Ohio region to the best in poetry, fiction, and nonfiction.

Since 1986, the Spring Literary Festival has brought some of the world’s finest and most distinguished writers of poetry, fiction, and nonfiction to the Athens Campus. The three-day festival, held on the Athens Campus, includes readings and lectures by five authors, all of which are free and open to the public. The event also includes presentations of awards to students for fiction, poetry, and nonfiction, as well as promotions of the program’s literary journals. Some 1,000 people participate every year. Past authors have included John Ashbery, Russell Banks, Billy Collins, Donald Hall, Barry Hannah, Kathryn Harrison, Elizabeth Hardwick, Tony Hoagland, Denise Levertov, Barry Lopez, W.S. Merwin, Czeslaw Milosz, Lorrie Moore, Susan Orlean, Grace Paley, Richard Rodriguez, George Saunders, and John Edgar Wideman.

The program also gives back to the community through Writers Harvest, the nation’s largest reading series working to help fight hunger. Each October, members of the Creative Writing Program faculty hold a public reading of their work; admission is $5, with all proceeds benefiting Southeastern Ohio Food Bank’s Second Harvest program, which distributes surplus food from farmers, grocery stores, and restaurants to needy families. The 2012 event raised $900 and drew 150 listeners.

Broadcasting for the Tri-State Region

One of the University’s widest-reaching cultural assets is the WOUB Center for Public Media, which provides public broadcast services, student professional development, and non-broadcast educational services to the region. The center operates one AM and five FM (the WOUB Radio Network) radio stations; two public television stations, WOUB–TV and WOUC–TV; and one cable channel, WOUB II. Including delivery by cable systems and direct broadcast satellite services, WOUB radio and television services cover over 50 counties in Ohio, West Virginia, and Kentucky, reaching up to 634,000 households.

WOUB also operates and provides technical and logistical support for the Ohio University Learning Network, which brings Athens-campus courses to all seven Ohio University regional campuses and centers, surrounding post-secondary colleges, businesses, and hospitals via a compressed video network (with both IP and ISDN connectivity).

WOUB provides community outreach in a variety of ways. In 2012–13, for example, WOUB held 44 Ohio Ready to Learn Professional Development workshops for home-based care providers. These workshops reached 400 adults in a train-the-trainer model. For comparison, public media stations of similar size offered an average of only nine workshops.

634,000 Households reached by WOUB radio and television services annually, including delivery by cable systems and direct broadcast satellite services
PROVIDING ACCESS TO ATHLETICS AND RECREATION

Through its numerous athletic facilities, venues, and outdoor spaces, Ohio University is among the most prominent sources of recreation in southeast Ohio. Athletic events sustain a vital connection with alumni and local communities; University facilities provide venues for large-scale community gathering and events as well as possibilities for outdoor recreation.

Athletic Offerings to Benefit Community

A source of pride for the community and alumni, OHIO’S NCAA Division I athletics program serves over 400 student-athletes each year in six men’s and nine women’s sports. Attendance for ticketed sports exceeded 272,000 in the 2011–12 school year across 131 home games and other Ohio Athletics events. Ohio Athletics generates significant economic impact for the region, with $70 million in total economic output annually, representing over 800 Ohio jobs (2012). Ohio Athletics also gives back to the community through regular volunteer opportunities. Annually, student-athletes, coaches, and staff donate over 4,000 hours of community service to more than 50 organizations throughout southeast Ohio.

$70 MILLION
Annual economic impact for the region generated by Ohio Athletics, representing over 800 Ohio jobs

Among Ohio Athletics’ most significant community programs are youth summer camps, which allow aspiring young athletes to improve their skills and experience campus firsthand. In summer 2011, nearly 2,000 students chose from among nine camps on the Athens campus, including men’s and women’s basketball, women’s softball, field hockey, and football.
Outstanding Recreational Facilities

Some OHIO facilities offer unique opportunities to southeast Ohio residents. For example, Bird Arena—the only ice rink in Athens—hosted more than 30,000 participants in youth hockey and adult hockey events in 2012. Bird Arena also opens its doors to the community with a variety of recreational programming, including figure skating and private rink rentals, and is the home venue for the Appalachian Hell Betties roller derby team.

Baker University Center offers 183,000 square feet of office, meeting, and event space for public and private use. Between July 1, 2011, and June 30, 2012, the Baker University Center hosted meetings and events with total estimated attendance of nearly 40,000 non-University users and 3.9 million total attendees. In total, the Baker University Center generated more than $410,000 in revenue in 2011–12, including more than $40,000 from external users.

Unrivaled Recreational Amenities

Ohio University’s grounds are a source of beauty and provide outdoor recreation space for student and community members. OHIO provides access to bike paths and jogging trails, including a portion of the 19-mile Hockhocking Adena Bikeway. The historic College Green, the Athens Campus’ central lawn, is home to Cutler Hall, a registered National Historic Landmark, and the Athens County Soldiers and Sailors Monument, erected in 1893 to honor the 2,610 residents of Athens County who served in the Civil War.

In 1988, the state of Ohio gave the University the grounds and buildings that had once been the Athens Lunatic Asylum. Over the years, OHIO has renovated many of the site’s historic buildings to house the Kennedy Museum of Art, the Voinovich School of Leadership and Public Affairs, and administrative offices. The buildings occupy only a small part of the property; most of this area, known as The Ridges, is undeveloped. The hilly, wooded site is popular
with hikers and history buffs; it also serves as a learning and research land lab for faculty and students both from the University and area secondary schools.

Ohio University’s regional campuses also invite community residents with parks, bike paths, walking paths, pavilions, and large open-air arenas. For example, the Ohio University Zanesville Campus partnered with the Muskingum Valley Park District to preserve and renovate the 63-acre Collegial Woods. The Woods feature trails ranging from family friendly to rigorous and provide opportunities for special events and student transformational learning.

**63-ACRES**

Ohio University Zanesville Campus partnered with the Muskingum Valley Park District to preserve and renovate the 63-acre Collegial Woods

**CREATING A CULTURE OF COLLABORATION AND SERVICE**

Two of OHIO’s core values, community and citizenship are built into the fibers of the University’s vision. These values shape OHIO’s relationship to its local and regional communities, creating a collaborative culture that amplifies the impact any single organization—OHIO or its partners—could have on its own.

In Athens, OHIO works both formally (through memoranda of understanding) and informally with the city, local schools, and nonprofit organizations and businesses to improve the quality of life and place. Regional campuses, too, are pillars of their communities, providing services and access to resources that would not otherwise be available to some of the most rural parts of the state.

**Community Support through Volunteerism**

Service learning and volunteering permeate OHIO’s culture and programs—so much that more than 770 OHIO alumni have served in the Peace Corps since its founding in 1961. Many campus organizations help address the region’s challenges with hunger and poverty through food drives and charitable donations. Others make Athens a better place to live through cleanup projects that beautify the city and demonstrate pride in OHIO’s location.

Student initiative also yields benefits for community nonprofits. Since 2011, the Center for Sports Administration (part of the College of Business) has partnered with O’Bleness Health System to produce Race for a Reason. The largest charity-based race event in Athens, Race for a Reason allows competitors to solicit pledges and donations for the charity of their choice. The 2012 event raised $30,000 for 88 charitable organizations through a triathlon, a 5K race, and a “mud run.” The goal for 2013 was to exceed 1,000 participants and reach $60,000 in donations and pledges.
OHIO students also donate time and support to the region’s natural surroundings. Embodying Ohio University’s commitment to citizenship and community, OHIO students and faculty volunteer alongside community members to clean, plant, mulch, and otherwise care for the streets and parks in Athens on the annual Athens Beautification Day organized by Student Senate’s Off-Campus Life Commission (see sidebar).

The Annual Food Drive through the Sociology of Poverty Course (SOC 3300), for example, dovetails lessons on hunger and food insecurity locally and throughout the world. Since the first food drive in 2006, students have collected more than 1,500 pounds of food for local residents in need. In recent years the food drive has expanded to include other faculty members and students in additional courses, making it truly a departmental effort.

“I was involved in the Athens community and a lot of community organizations. That idea [of community service] is very strong in Athens, so when people find out about the Peace Corps, it’s easy for them to jump to, ‘I could see myself doing this, and I could succeed at that.’ …Returned Peace Corps Volunteers are a valuable commodity to our communities. Even now, I can’t stop volunteering and can’t stop serving.”  
— Jeff Rhodes, BSJ ’04

ATHENS BEAUTIFICATION DAY

Each year, the Off-Campus Life Commission of Ohio University Student Senate organizes Athens Beautification Day to clean up the city and make it a more inviting and attractive place to live.

In 2012, volunteers from more than 70 student organizations picked up 25,000 bags of trash, planted flowers, mulched trees, and cleared brush. Participation included more than 1,400 volunteers, a 75 percent increase from 2011. Among these volunteers were roughly 600 Greek students (about half of the Greek student population) and hundreds of other students, faculty and community members. The 2013 event received more than $10,000 in donations from supporters such as uFUND and the City of Athens, in addition to in-kind transportation OHIO provided for projects around the area.

FOOD DRIVE

The Community Assistant Program supports the Off-Campus Living mission through education and outreach in off-campus student neighborhoods. This initiative promotes civic responsibility, forging a more positive relationship between the Athens community and students who live off campus.
K-12 Collaboration

Among OHIO’s most significant community impacts is its involvement in the K-12 school system, where the University both serves and collaborates with students and faculty to improve science, math, and language performance. Ohio University’s outreach and collaborative programs cultivate resilience and confidence in regional students as they pursue their educational goals and prepare to enroll in and complete postsecondary education.

Each year, for example, the College of Arts and Sciences runs a variety of science outreach programs that expand the breadth and depth of opportunity available to Athens County students, including open houses by the Department of Physics and Astronomy that bring hundreds of community members onto campus to tour facilities and meet students and staff.

In the 2011–12 school year, the Scripps College of Communication hosted an Ohio Scripps Regional Spelling Bee for the first time, attracting 70 students in grades five through eight from 33 Ohio counties. The estimated economic impact from this one-day event was approximately $9,000. The event was so successful that OHIO has been asked to split it into two days for the following year, resulting in an estimated economic impact of up to $15,000.
in revenue for the community from the large number of students and families visiting Athens. In addition to the spelling bee itself, participating students had access to a wide variety of enrichment activities while on campus, including video game design sessions in the Game Research and Immersive Design Lab; access to two sessions about dinosaur research with renowned dinosaur anatomist Dr. Larry Witmer; and options to attend Civil War and World War II exhibits and discussions at Alden Library.

Ohio University Upward Bound partners with 17 area high schools to provide readiness skills and support services for potential first-generation college students in their freshman or sophomore year. The program cultivates resilience, confidence, and preparation for a healthy and successful transition to, and graduation from, a college or postsecondary institution. Upward Bound increases motivation, fosters social leadership, and cultivates cultural awareness by broadening the perspectives of and opportunities available to area high school students.

Community Education and Therapeutic Services

Ohio University is a comprehensive institution of higher learning—which means that it opens the world of ideas not only to students and faculty, but also to the residents of its campus communities. With a wide range of workshops and outreach efforts, OHIO adds to quality of life and community vitality in southeast Ohio.

The Kennedy Lecture Series is perhaps the most prominent example of the rich—and free to the public—access to ideas and people from around the world. The series’ guest pre-eminent scholars, writers, and speakers offer new and stimulating thoughts on major public issues, cultural affairs, and important scientific issues. In 2012 and 2013, lecturers included the founding president of the Physicians Committee for Responsible Medicine, two New York Times best-selling authors, and the inspiration of the Ledbetter Fair Pay Restoration Act.

The Stevens Literacy Center in The Gladys W. and David H. Patton College of Education provides a wealth of enrichment programs and resources for teachers and community members. "Riting to Assess Mathematical Practices (RAMP) Up combines writing-to-learn strategies, formative assessment practices, and mathematical practices from the new Common
Core state standards to engage fourth- through sixth-grade teachers in student-oriented math.

In 2011 and 2012, the Scripps College of Communication hosted two-week Communication for Development Workshops for officers of community groups as part of a nine-month blended learning course. UNICEF staff members from 37 different countries offered professional communication counsel to members of 12 community groups. In 2011, the project also included collaboration with Paper Circle, a local nonprofit, in which UNICEF officers developed a Communication for Social Change Toolkit based on community research and input. Feedback from Paper Circle indicates the kit will save “incredible amounts of time and money” in the years ahead. In summer 2012, Ohio University partnered with UNICEF for a two-week training workshop on campus, specifically focusing on local organizations in southeast Ohio.

OHIO’s regional campuses, too, provide significant resources for their local communities. The Ross County/Ohio University Chillicothe Child Development and Family Service Center is home to several community agencies, including Head Start, Ohio Department of Job and Family Services, Ohio Department of Developmental Disabilities, Walnut Street United Methodist Church Outreach Program, and the Chillicothe City Schools–Preschool Program, as well as classrooms for Chillicothe Campus students majoring in education and nursing. Because of its relatively rural and sparsely populated location, the center is a critical centralized source of family services.

The Ohio Horse Park at Ohio University Southern Campus is a center of learning and opportunity for students and the public. In addition to its acclaimed Center for Therapeutic Riding—which uses equine therapy to assist individuals with disabilities—OHP offers summer camps for disadvantaged children, field trips for secondary school students, and riding lessons for the public. It also is a venue for local organizations’ events, including nationally recognized National Barrel Horse Association shows.

OHIO HORSE PARK
The Ohio Horse Park at Ohio University Southern Campus is a center of learning and opportunity for students and the public in addition to providing equine therapy to individuals with disabilities.
CONCLUSION

Ohio University’s impact on quality of place and community development is significant in both its variety and scope. Through arts and cultural events, recreation and athletics, and volunteerism and a culture of service, OHIO—as an institution and as a collective of individual students, faculty, and staff—demonstrates a commitment to improving its communities and its surroundings. Through community engagement and collaboration, OHIO assists Athens and its regional campus communities in a way that helps strengthen businesses and improve the lives of residents well beyond the campus borders.
CHAPTER 8

REGIONAL CAMPUSES AND CENTERS

EDUCATING STUDENTS, IMPACTING COMMUNITIES

8.2 Introduction
8.3 Making College Accessible and Affordable
8.5 Boosting the Regional Workforce
8.7 Partnering with the Community
8.12 Enhancing Local and Regional Quality of Life
8.18 Conclusion
INTRODUCTION

Ohio University (OHIO) extends its reach and impact throughout southeast Ohio via its regional campuses and centers. Located in Chillicothe, Ironton, Lancaster, Pickerington, Proctorville, St. Clairsville, and Zanesville, OHIO’s five regional campuses and two centers—in Pickerington and Proctorville, with a third soon to open in Cambridge—are uniquely positioned to provide invaluable assets to the region, offer access to affordable education, resources for community members and organizations, and hope for an advanced education to many first-generation college students.

With over 10,000 students enrolled during the 2012–13 school year, OHIO’s regional campuses provide a permanent establishment for students to pursue and complete post-secondary degrees and prepare and support students interested in transferring to the Athens Campus. These students are supported by more than 900 employees, including over 140 full-time faculty.

Regional campuses are critical to the economic health, workforce preparedness, and quality of life of the communities they serve. They collaborate with employers to develop worker training programs, support community development activities, and provide arts, cultural, recreational, and entertainment opportunities to area residents.

“There are countless numbers of individuals within the community that would not have degrees had it not been for the regional campus. I couldn’t imagine without the facility here, the number of people without access to higher education.”

— Ohio Strategic Training Center
MAKING COLLEGE ACCESSIBLE AND AFFORDABLE

Ohio University’s regional campuses are strategically located to provide quality and affordable education to their communities. Without these institutions, many of these communities would have no access to higher education due to social, economic, and financial barriers.

Accessible Higher Education

The location of each regional campus was carefully chosen to capitalize on unique regional characteristics and to fulfill local needs. Without the presence of these campuses, both local communities and the state of Ohio would face significant challenges.

- Ohio University Chillicothe Campus fills the need for correctional and healthcare education within the region. Located within five miles of three correctional institutions, the region’s major medical center, and a Veterans Affairs hospital, the campus provides significant support to targeted workforce educational needs.

- Ohio University Eastern Campus is the only public liberal arts baccalaureate education institution in eastern Ohio. Degree programs in selective areas such as exercise physiology provide needed educational opportunities across the region.

- Ohio University Lancaster Campus’s and the Pickerington Center’s proximity to the Columbus market gives it an advantage in targeting the southern Columbus area. Residents also have access to master’s degree courses offered by the University at the Pickerington Center.

- Ohio University Southern Campus is the only campus created by an act of legislation that was spurred through community leadership and regional need. Located at the nexus of Ohio, Kentucky, and West Virginia, this campus is strategically positioned to support the needs of the multistate area. To serve the eastern end of the county, the Southern Campus established the Proctorville Center with $2.5 million in community-provided funding.

- Ohio University Zanesville Campus is co-located with Zane State College, streamlining educational opportunities to provide the region with maximum educational support. In addition, the Zanesville and Eastern campuses are co-supporting the newly developing Cambridge Center, to increase and diversify University academic opportunities in the region.

**FIG. 1 / THE LOCATIONS OF OHIO UNIVERSITY REGIONAL CAMPUSES AND MAIN CAMPUS**

The regional campuses and their respective county locations are shown on the map in relation to the main Ohio University campus in Athens, Ohio.
Regional campuses use Advisory Groups—composed of local business owners, alumni, and community leaders—to ensure their programs and curricula align with the needs of their local communities and industries. This frequent and consistent communication between the regional campuses and their local communities allows regional campuses to quickly identify and fill skills gaps within the region.

Quality and Affordable Education

Students at the regional campuses must meet the same educational standards for content and curriculum and earn the same diplomas as their peers at the Athens Campus. Students with strong ties to their communities, who are place-bound, or are unable to relocate can obtain a major university education entirely at a regional campus. Unlike other universities’ regional campuses, Ohio University’s regional campuses are not primarily feeder schools for a main campus; however, OHIO’s regional campuses support the University by allowing students to start at a more accessible and affordable campus before relocating to Athens.

Over 10,000 students attend a regional campus or center annually. These students are supported by more than 140 full-time faculty and over 900 total employees. Many regional campus students are nontraditional: 42 percent are over the age of 25 (compared to 16 percent at Division 1 main campuses in Ohio) and 65 percent are female (compared to 52 percent at Division 1 main campuses in Ohio). Many enrollees come from impoverished environments or are first-generation college students.

1 National Center for Education Statistics, IPEDS College Data 2012-2013; Division 1 schools in Ohio include: University of Akron, Bowling Green State University, University of Cincinnati, Cleveland State University, University of Dayton, Kent State University, Miami University, Ohio University, Ohio State University, University of Toledo, Wright State University, Xavier University, and Youngstown State University.
Regional campuses offer a variety of flexible education options, such as dual enrollment and the Post-Secondary Enrollment Options Program (PSEOP). These programs accept high school students who gain early college experiences, compress their time to degree completion, and make a cost-effective investment in their educations. Online, blended, video conferencing, evening, and Friday or Saturday classes make higher education accessible despite barriers of time or distance.

Ohio University's regional campuses are significantly more affordable than the Athens Campus or other university's residential campuses. On average, in-state tuition costs $5,022 per student per academic year at regional campuses, which is half the price of a year's in-state tuition at Ohio University's Athens Campus or The Ohio State University's Main Campus.²

The mix of technical, professional, and liberal arts programming at the associate and baccalaureate levels offers a wide range of educational avenues. Working with advisory groups of employers, alumni, and community members, the regional campuses ensure that their programs and degrees meet the needs of their local communities (see sidebar).

10,000 Students

Attend a regional campus or center annually, supported by more than 140 full-time faculty and over 900 total employees. Many regional campus students are nontraditional: 42 percent are over the age of 25.

"(Ohio University) Graduating students have real skillsets, skillsets that mean something to employers."
— Ohio Job and Family Services

Boosting the Regional Workforce

On Ohio University's regional campuses, students have a variety of opportunities to engage in transformational learning by combining their classroom education with practical, real-life experiences such as internships, field experiences, project-based learning programs, and research opportunities.

Most student internships are offered by local or regional organizations that have developed contracts with the University to supervise and provide experience for the students. These opportunities provide organizations with additional personnel, thus increasing their capacity, while also helping to train the next generation of employees in the knowledge and skills required to work successfully within local agencies.

The healthcare industry is a major employer around most of the regional campuses, so health sciences students can intern and volunteer in the same healthcare organizations they hope to work for after graduation. The campuses collaborate with local hospitals and healthcare providers to give students the best possible clinical experiences. At the Zanesville, Southern, and Chillicothe campuses, each bachelor of science in nursing student spends 168 hours during the final semester working one-on-one or in small groups with a nurse in a local hospital or health clinic. These transformational learning experiences enhance students' knowledge and understanding of their healthcare fields: at the Southern Campus, the associate degree in nursing program averaged a National Licensure Exam pass rate of 95 percent from 2007 to 2012.

² National Center for Education Statistics, IPEDS College Data 2012-2013
Education students have unique student teaching and observation experiences through some of the regional campuses’ initiatives. Several campuses offer Child Development Centers where students gain firsthand experience in planning and implementing activities and teaching preschool children while observing professional educators. Directed mentor programs, such as the Ohio University Lancaster Educational Mentorship Program (see sidebar), guide students through the tips and techniques of teaching.

Students in other fields also benefit from transformational education opportunities. Those in the electronic media program at the Southern Campus gain firsthand experience in audio, video, multimedia, and production at the program’s 24-hour Internet radio station, TV stations, and special video projects. Similarly, the Lancaster Campus offers a broad array of project-based learning opportunities for students with both for-profit and not-for-profit organizations. For example, a class of applied management students worked with the Fairfield County Department of Job and Family Services in 2012 to develop a customized leadership training program for caseworkers making critical decisions in the field.

**Opportunities to Engage Students in Research**

Dr. Tarig Higazi, associate professor of biological sciences at the Zanesville Campus, actively involves undergraduate students in his research of infectious agents. His Risk Assessment of Disease and Infection Undergraduate Study (RADIUS) project engages students in research related to infectious disease in collaboration with him, the community, local health departments, and other scientists. Students identify infectious agents and parasites in the public environment and work to detect trends and dynamics of

“The RADIUS [project has] been a rewarding experience for the purposes of teaching and student learning, and for community service.”

— Dr. Tarig Higazi, regional campus associate professor

**EDUCATIONAL MENTORSHIP PROGRAM**

The Ohio University Lancaster Educational Mentorship program is a partnership between the University and school districts in Fairfield County to help extend and enrich student teachers’ field experience. Through the program, education majors work with a mentor teacher for four hours a week over several years in a supervised clinical setting that includes coaching and co-teaching. Around 10 students a year are enrolled in the mentorship program, amassing a total of over 120 mentorship hours per student each year.
these agents over the years. The RADIUS Project gives students a holistic understanding of scientific research while exposing them to community and regional health issues.

Students also can engage in transformational learning through unique research experiences offered at regional campuses. Mark Waters, associate professor of biological sciences at the Eastern Campus, is a herpetologist—specifically, he studies snakes. Waters frequently engages undergraduate students to perform fieldwork, collect data, assist with analysis, and document their work. Two students from the Eastern Campus accompanied Waters to the Fifth World Congress of Herpetology in South Africa to present their research findings. “They put a lot of work into that research. I felt it was important for them,” Waters said.

**PARTNERING WITH THE COMMUNITY**

Ohio University’s regional campuses provide essential support to local and regional communities, infusing them with invaluable expertise, innovative ideas, and increased capacity. Regional campuses also engage directly with community organizations and businesses to strengthen available resources by facilitating collaboration and offering targeted training programs that align with local workforce needs.

**Student, Faculty, and Staff Engagement in Their Communities**

Ohio University’s regional students add capacity to local organizations through internships, field experiences, and other transformational learning opportunities. Working directly with community members, companies, and organizations, students offer innovative ideas by applying their classroom experience to the real world. Students at all campuses donate a great amount of their time and skills to community initiatives; students at the Lancaster Campus spent an estimated 45,000 hours in internships and practicums during the 2011–12 year.

“I want to engage [students] and get them excited about doing science.”

— Dr. Mark Waters, associate professor of biological sciences, Ohio University Eastern Campus

**45,000 HOURS**

Spent by students at the Lancaster Campus doing internships and practicums during the 2011–12 year. Students at all campuses donate a great amount of their time and skills to community initiatives.
Students at the regional campuses are also heavily involved in student groups and community organizations. At the Chillicothe Campus, over 30 students and community members are engaged in the effort to clean up the Portsmouth Gaseous Diffusion Plant (PORTS). Opened in Piketon in 1956, PORTS was one of three such diffusion plants built by the U.S. Atomic Energy Commission during the 1940s and 1950s; it closed in 2001. The demolition and decontamination of the 3,777-acre site is the largest civil engineering project in the state of Ohio. Chillicothe Campus students are among the many OHIO-affiliated individuals working on more than a dozen research and outreach activities to help expedite the cleanup and transform the site into a regional resource for research, manufacturing, and technology deployment.

Regional campus faculty and staff are also active in their communities, serving on local nonprofit boards, volunteering with community agencies, joining community organizations, serving as county/city mediators, and engaging with local elementary and high schools. They offer their knowledge and expertise to the community, such as the faculty from the Eastern Campus who developed a strategic plan for the Belmont County Fairgrounds. Additionally, Ohio University’s presence on the Muskingum County Business Incubator’s Board has been long standing, dating back to its inception. The vast majority of this work is offered free of charge.

“We went from a one-person operation to seven; where we are now… Being part of the Muskingum County Business Incubator helped us to gain credibility in the community. We were able to plug ourselves into existing programs and gain exposure… We are hoping to use the knowledge we learned to grow this business bigger. We already opened a second office, and the help was there.”

— Kyle McPeck, Owner of Ticketcrush and former MCBI client
In most cases, community service also is a learning opportunity. For example, every Zanesville Campus nursing student and faculty member participates in the annual Muskingum County Flu Shot Clinic. The clinic is a low-cost, convenient way for Muskingum County residents to get their seasonal flu shots. Shots are offered free of charge to Muskingum County residents ages 3 and up. The clinic is not only affordable, but also convenient: recipients don’t even have to leave their cars! The clinic administers up to 3,000 shots one day each year.

The annual event is a partnership between the Zanesville Campus and the Zanesville-Muskingum County Health Department, with support from numerous city and county organizations including law enforcement. Nursing students at the Zanesville Campus not only coordinate the one-day event, but also staff it, working for at least two hours. Nursing faculty all spend at least a half-day at the clinic. Students and faculty combined to give more than 670 hours to the clinic in 2012.

3,000 FLU SHOTS
Administered annually at the Muskingum County Flu Shot Clinic one day each year

670+ VOLUNTEER HOURS
Served by faculty and students at the Flu Shot Clinic in 2012
Collaborations to Maximize Resources

Ohio University’s regional campuses engage in collaborative efforts with community organizations that maximize limited resources by pooling related services, needed expertise, and available funding under a single umbrella.

The Ross County/Ohio University Chillicothe Child Development and Family Service Center (CDC) brings multiple resources for early childhood development under one roof, facilitating collaboration, cooperation, and effective use of resources (see sidebar). During the 2011–12 school year, over 300 preschool children and more than 200 Chillicothe students engaged in learning through the CDC.

Collaborations also enhance regional economic development. One example is the Ohio Strategic Training Center (OSTC), a partnership between the Southern Campus and local businesses, community organizations, and economic development professionals. Through the OSTC, the Southern Campus actively engages with area businesses to meet present and future workforce needs by creating customized training programs and business-specific solutions.

Extensive collaboration also exists between regional campuses. The Ohio University Cambridge Center, established in 2013, will be OHIO’s third regional center, jointly run by Ohio University’s Zanesville and Eastern campuses. The 20,000-square-foot building is undergoing renovation to provide four state-of-the-art classrooms with interactive video and lecture-capture capabilities to offer more than 20 courses per semester. Beginning in January 2014, the center will host freshmen and post-secondary high school students as well as adult and part-time cohort programs for degree completion, including a bachelor of science in applied management.

ROSS COUNTY/OHIO UNIVERSITY CHILlicoTHE CHILD DEVELOPMENT AND FAMILY SERVICE CENTER

The Ross County/Ohio University Chillicothe Child Development and Family Service Center (CDC) is both a model of best practices in early childhood education for children, families, students, and faculty and a clinical site for early childhood education students, where Ohio University students receive firsthand experience in planning and implementing activities and teaching preschool children while observing professional educators.

The CDC also is an example of how organizations can work together to better serve the community. In one location, Chillicothe families can access numerous agencies, including Head Start, Job and Family Services, Department of Developmental Disabilities, Walnut Street United Methodist Church Outreach Program, and Chillicothe City Schools. Co-location maximizes efficiency and encourages communication and collaboration among agencies.

300 PRESCHOOL CHILDREN

Engaged in learning during the 2011–12 school year with more than 200 Chillicothe students through the Child Development and Family Service Center.
Customized Industry and Employer Training

Many of today’s businesses must either leave jobs unfilled\(^3\) or provide employees with additional training; this is a particularly acute need in Ohio, where almost half of all adults either did not receive any education after graduating from high school, or did not complete high school at all.\(^4\) Ohio University’s regional campuses collaborate with local employers to train workers to fill open positions, provide resources for additional training for current employees, and offer unique training opportunities to fulfill needs within the community.

Regional campuses develop partnerships with local businesses to provide targeted experiential learning. The Chillicothe Campus takes seriously its role as a gateway to opportunity, providing students with an educational experience to prepare them for success beyond their college careers. That preparation includes an increased emphasis on internships, co-ops and other experiential opportunities that help to connect the classroom with the workplace. One example is the Bachelor of Science in Applied Management (BSAM) program, which includes an internship component of 135 hours during a given semester. Among professional fields that BSAM students have explored through internships at local and regional organizations are banking, real estate, farming, fundraising, restaurant kitchen management and quality assurance.

The regional campuses also offer on-site training for community members who face challenges finding and maintaining employment due to cognitive or physical disabilities. The Lancaster Campus partners with Fairfield County Board of Developmental Disabilities (FCDD) to provide hands-on training to individuals with disabilities. Through the campus food service operation, individuals with disabilities gain food-service experience across a spectrum of activities: serving customers, preparing food, and maintaining a safe and clean environment. These skills are easily transferred to food service opportunities outside the University, thus preparing FCDD students for job independence.

\(^4\)U.S. Census Bureau, 2011 American Community Survey
Regional campuses also partner with industries to provide customized training for current employees. For example, more than 50 individuals have received targeted skills development training for jobs through the Chillicothe Campus since fall 2012. The physical science training is designed to give participants the knowledge necessary to understand selected concepts and successfully apply them to a job with the American Centrifuge Plant in Piketon, Ohio.

“I receive many requests from employees wanting to take [Ohio University] classes not only to help them with their skills here at work but also with their school work for advanced degrees… Employees who have taken the classes seem extremely pleased with their instruction and [course resources].”
— Debra L. Palmer, MS, BSN, RN, director of Talent Development and Resources at Fairfield Medical Center

ENHANCING LOCAL AND REGIONAL QUALITY OF LIFE

A high quality of life depends on a thriving economy and a wealth of educational, recreational and cultural opportunities. Regional campuses are helping their communities develop a talent pipeline with educational opportunities for everyone from youth through senior citizens, thus nurturing the skilled workforce needed to attract employers and investment. The regional campuses also offer a variety of facilities and unique programs for community use, making them cornerstones of recreation and culture in their regions.

Youth-Focused Educational Programs

Ohio University’s regional campuses work with the community to engage local youth in hands-on learning activities. These programs allow local students to experience a college campus environment, breaking down barriers to higher education while supplementing their current schooling and preparing them for success in their school years ahead.

The Chillicothe, Lancaster, and Southern campuses offer Kids in College, a summer enrichment program for youth interested in science, sports, and a variety of educational experiences. This program allows youth to continue their education during the summer and to become acclimated
to a post-secondary campus environment. Nearly 400 students participated across the three campuses in 2012. Each summer, the Southern Campus hosts the Academy of Excellence for first- through eighth-grade students. The academy inspires intellectual and creative interest with topics such as crime scene investigation, oceanography, and outer space. Classes are offered at both the Southern Campus in Ironton and the Proctorville Center, allowing youth from throughout the Southern Region to actively engage in their education in a college setting. Over 125 students attended the academy in summer 2011.

The regional campuses also develop programs that expose high school students to higher education, such as on-campus college fairs. Representatives of 60 to 70 Ohio colleges and universities participate in College Night at the Chillicothe Campus, held each fall for high school students to learn more about the opportunities available to them.

**Community-Centered Educational Programs**

OHIO’s regional campuses also offer general workshops and training courses for adults. During the 2011–12 school year, the Lancaster Campus offered 70 credit workshops and 21 noncredit courses to the community, on topics ranging from instruction on grant writing and proposal development to coping with and preventing bullying. The Zanesville Campus hosts a Cyber Seniors program in collaboration with the Zandex Health Care Corporation. This training course offers introductory technology lessons to senior citizens across a wide variety of topics. An average of 40 to 50 seniors participate in each class. More than 1,000 seniors have graduated from the program since its formation.

Regional campuses often respond to immediate educational needs with programs such as school safety and security training for local emergency responders and faculty and staff. The Safety and Security Department at Ohio University Zanesville hosts a series of free, hour-long training session for teachers, students, and school employees, including Alert, Lockdown, Inform, Counter, and Evacuate (ALICE) training for response to critical incidents. As of December 2012, over 540 individuals have participated in ALICE training, including more than 235 community members.

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**125 STUDENTS**
From grades 1st through 8th attended the Academy of Excellence in summer 2011 hosted by the Southern Campus

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**1,000 SENIORS**
From the community have graduated from the Cyber Seniors program offered by the Zanesville campus in collaboration with the Zandex Health Care Corporation

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Ohio University Economic Impact Assessment / Regional Campuses and Centers
Ohio University’s regional campuses also indirectly educate the community through their sustainability initiatives, such as participation in the nationwide RecycleMania competition. They also demonstrate the importance of sustainability for the environment and the financial bottom line. In 2012, Ohio University Chillicothe Campus saved 196,349 kilowatt hours of electricity and $53,178 in gas and electric bills by implementing sustainability practices. Southern Campus has saved over $128,000 as of 2013 as a result of operations decisions to reduce waste, save electricity, and make more efficient use of space.

**Empowerment Programs for Women**

Ohio University’s regional campuses actively target girls and women, empowering them with resources and encouragement to pursue their dreams.

The Women in Technology and Science program at the Lancaster Campus focuses on science, technology, engineering, and mathematics (STEM) opportunities for the area’s young women. The event offers a full day of learning and engagement for over 70 sixth- through eighth-grade girls from surrounding school districts, who meet and learn from area women in STEM careers and interact with peers who have similar interests. Each student attends three hands-on, activity-oriented workshops during the day, which concludes with a keynote speaker who addresses careers in areas that have been predominantly male-dominated.

The Women of Appalachia conference, held annually at the Zanesville Campus, celebrates Appalachian women who pursue continued scholarship and education. The free conference is open to anyone interested in celebrating women’s accomplishments and encouraging future generations of women leaders from the Appalachian region. Between 100 and 120 participants attend the conference, which focuses on a unique and interesting topic each year; in 2012, “Sisters in Science” offered tracks in healthcare, environmental sciences, and science across the disciplines and culminated with a keynote speech on the physics of NASCAR.

Nursing and health students on the Zanesville Campus host the Zanesville Women’s Health Fair to promote healthier eating habits and lifestyles for women. The fair is free to attend and highlights student and professional research in a variety of topics.
Unique in the region, the Ohio Horse Park Center for Therapeutic Riding offers goal-oriented, planned sessions to children, teens, adults, and veterans, many of whom face daily physical and/or developmental challenges. The center offers specific training classes for individuals with autism, cerebral palsy, spina bifida, traumatic brain injury, aphasia, cardiovascular accident, behavioral challenges, and other physical and mental ailments. Meeting at least an hour every week, each individualized session ranges from six to 10 weeks in length.

Equine therapy can work wonders. Mike, who suffers from traumatic brain injury, was nonverbal when he began sessions. But because riding horses stimulates the brain’s speech centers, Mike has made great improvement. Mike now vocalizes “whoa” and “walk” during his lessons and has even broken into song during his ride.
More generally, the regional campus’s fitness centers often offer affordable health memberships as well as targeted health and fitness programs for area residents.

Over 240 residents participate in health and wellness programs at the Chillicothe Campus; 30 percent or more of them are senior citizens. The campus attracts members to the Shoemaker Center with competitive pricing: family membership costs $35 a month, significantly lower than the $57 per month charged by other local facilities.

The Eastern Campus sponsors Silver Sneakers, a free/reduced rate program for older people that provides innovative health, exercise, and wellness lifestyles. On average, 50 community members participate each year. The regional campuses also invite local communities to enjoy environmental amenities such as parks, bike paths, walking paths, pavilions, and large open-air arenas. Two campuses—Eastern and Lancaster—feature restored covered bridges that are frequent backdrops for picnics and photographs.

Established in April 1999, the Ohio University Southern Nature Center is administered by the Southern Campus in partnership with the U.S. Forest Service. The Nature Center includes a classroom/laboratory/exhibit building—constructed in 1933 by the Civilian Conservation Corps—and an office/computer lab building, all nestled in a natural wooded setting at the Lake Vesuvius Recreation Area in the Wayne National Forest. Seven miles north of the Southern Campus, the center is close to hardwood forests, lakes, streams, meadows, native wildlife, and miles of trails.

$260 SAVINGS
Membership in the Chillicothe Shoemaker Center is two-thirds the price of other local facilities, saving families over $260/ year
Arts and Cultural Activities

With exceptional facilities and resources, each regional campus is a cornerstone of arts and cultural activities in its region. Through hundreds of events—including theater and dance shows, musical performances, films, presentations, discussions, and festivals—the regional campuses offer each community access to a variety of rich cultural experiences that enhance quality of life.

The 10-day Lancaster Festival of music and art includes 75 events—including an Art Walk and a 5k run that attracted 230 participants in 2012. Musical performances feature nationally known artists as well as the Lancaster Festival Orchestra. The Lancaster Campus hosts three events at its outdoor auditorium and a production at its indoor theatre.

75 EVENTS

Offered during the 10-day Lancaster Festival of music and art—including an Art Walk and a 5k run that attracted 230 participants in 2012.

At the Eastern Campus, the Dean’s Cultural Series offers a myriad of free arts and cultural events including plays, musical performances, and presentations. Many productions combine University and community performers; cast and crew from the 2011–12 theatrical production of Romeo and Juliet included six community members, making up around 30 percent of the company. Five general public performances and two matinees for high school students brought total attendance to nearly 700 individuals.

To encourage cultural awareness and creativity in the written arts, the Southern Campus hosts an annual Dr. Martin Luther King Jr. Celebration. Sponsored by the Council on Diversity and Cultural Enrichment, the event celebrating the life and achievement of the civil rights pioneer includes an essay competition for sixth- through 12th-grade students.

Not every cultural activity is an annual affair; regional campuses also host one-time events. In 2010, the Zanesville Campus hosted Charlie in the Heartland: An International Charlie Chaplin Conference—the first such gathering ever held on American soil. More than 100 people attended the three-day conference, which commemorated Chaplin’s first visit to the United States in October 1910. Activities included free film showings and discussions on Charlie Chaplin’s life and travels in America.

CHARLIE CHAPLIN LOOK-ALIKE CONTEST

Eric Timm, 3, and Ethan Timm, 10, pose during the Charlie Chaplin look-alike contest at Ohio University Zanesville. The brothers took the prize in the first two age categories. The contest was a kick off event for the Charlie in the Heartland Charlie Chaplin Conference held at the campus.
CONCLUSION

Ohio University’s regional campuses and centers extend the reach and impact of the University throughout southeast Ohio. They are integral members of their communities and collectively, an invaluable asset to the region, offering access to affordable education, resources for community members and organizations, and hope for greater opportunities to many first-generation college students.
CHAPTER 9

OHIO UNIVERSITY ATHLETICS

EDUCATING STUDENTS, IMPACTING COMMUNITIES

9.2 Introduction
9.3 Promoting Learning and Collaboration Across the Campus
9.8 Engaging with and Supporting the Community
9.12 Promoting the Ohio University Brand
9.18 Engaging Alumni
9.19 Setting Priorities for Future Growth
9.20 Conclusion
INTRODUCTION

Ohio University Intercollegiate Athletics (OHIO Athletics) supports $70 million in total economic output annually within the state of Ohio, representing over 800 Ohio jobs (2012). This impact is a result of OHIO Athletics spending on operations, capital investments, and compensation and benefits of University employees who work for OHIO Athletics; spending by student-athletes; student compensation associated with undergraduate or graduate student employees of OHIO Athletics’ administration; OHIO Athletics visitor spending; and spending by retired OHIO Athletics staff.

OHIO Athletics significantly contributes to the state in a host of other ways that are less quantifiable, yet equally meaningful:

• Strengthening academic opportunities at Ohio University (OHIO) through collaboration and connectivity with entities across the Athens Campus.

• Improving the overall quality of life and place in Athens and southeast Ohio through sporting events, conferences, and camps.

• Serving the Athens and southeast Ohio communities through the service and civic engagement of teams, student-athletes, coaches, and staff.

• Bringing publicity to the University through athletic promotion and successes, strengthening the Ohio University brand.

• Cultivating an environment of OHIO pride among students, alumni, and fans.

800 JOBS
OHIO Athletics supports over 800 Ohio jobs (2012)
PROMOTING LEARNING AND COLLABORATION ACROSS THE CAMPUS

At the individual, team, and organizational levels, OHIO Athletics is closely connected with the rest of the Athens Campus, joining with students and academic programs to use resources in a mutually beneficial way.

OHIO ATHLETICS
Ohio University’s strong Division I athletics program offers students unique, quality educational experiences.

Enhanced Student Educational Experiences

OHIO is home to several nationally recognized athletics-related academic programs, and the University’s strong Division I athletics program offers students in those fields unique, quality educational experiences. OHIO Athletics and the University’s renowned academic programs cultivate a reciprocal relationship; the high quality of education allows OHIO Athletics to include students as an integral part of its operations, while the strength and success of OHIO Athletics gives students high-profile experiences that enhances their education and future careers. OHIO Athletics’ presence is also an advantage for several specific academic programs—such as the highly regarded Department of Sports Administration—in recruiting students who know that they will have access to these unparalleled educational opportunities.
OHIO Athletics also is a learning laboratory where students can gain experience in their fields through internships, practicums, work-study, and volunteer opportunities. Many of these quality experiences are in positions that at many other universities are traditionally filled by full-time staff members, giving these students high-level practical experience and enhancing efficiency.

Over 200 students each year support Athletics or individual sports teams in areas such as facilities, marketing, media and community relations, multimedia, sports medicine, strength and conditioning, ticket sales, and academic services. These students gain hands-on learning experiences where they explore real-life situations and challenges. As a result, OHIO students who work in Athletics have resume-building experiences comparable to those of professionals in their first or second job, giving these students a leg up in the competitive job market.

Emphasis on the Student in “Student-Athlete”

OHIO Athletics places a strong emphasis on the academic success of its student-athletes, providing a wide range of support to ensure that academic preparation is kept on par with athletic preparation. Student-athletes have access to study halls, tutoring, and meetings with a student-athlete success coordinator—all of which are mandatory for freshmen and students who do not meet a department-determined GPA. The OHIO Athletics staff communicates with coaches and professors, providing mid-term progress and status reports to ensure that student-athletes are on track to graduate.

This level of support has proven to be successful among OHIO student-athletes. In the 2011–12 school year, the average GPA of OHIO student athletes was 3.069, up from 3.04 in 2010–11. A low percentage of freshman student-athletes were on academic probation in 2011–12, at 14 percent. OHIO’s overall retention rate for student-athletes is very high: 90.7 percent of student-athletes enrolled in fall 2011 returned for the fall 2012 semester. The student-athlete

A UNIQUE RESEARCH OPPORTUNITY
IN COUNSELOR EDUCATION

A doctoral student’s research led to a unique partnership between the Patton College of Education’s Counselor Education Program and Ohio Athletics. The student was interested in helping student-athletes with challenges they faced, on or off the field, that might be impeding their progress academically or athletically. Starting in 2011, the doctoral student spent 18 months working with Ohio Athletics, providing psychological support and contributing to the well-being of student-athletes.

“We believe that the services that the student trainee gave to the student athletes was helpful, and was a degree of assistance that they may have otherwise not have experienced. We found this to be helpful for both sides. Our student gained an excellent experience, while the student-athletes received needed services.”

— Tom Davis, Professor Emeritus, Counselor Education
graduation success rate, as defined by the NCAA, is also high at 93.7 percent.

These statistics place OHIO student-athletes at or near the top of multiple categories for the 2011–12 season compared to the other 12 institutions in the Mid-American Conference (MAC). Five of OHIO’s teams are ranked first in Academic Progress Rate\(^1\) (APR) in their respective sports, with an additional four teams ranking second or third in the same category. Four OHIO teams were ranked first in Graduation Success Rate\(^2\) (GSR), with an additional four teams ranking second or third.\(^3\)

**Collaboration and Partnerships with Academic Departments**
Staff and coaches of OHIO Athletics support the classroom efforts of various OHIO academic programs. For example, the Department of Sports Administration is exceedingly interconnected with OHIO Athletics, which provides an outlet for internships, service learning, and observation for sports administration students.

OHIO Athletics heavily supports the Patton College of Education’s graduate programs in coaching education, including the use of graduate assistants as assistant coaches. OHIO Athletics also supports the Patton College’s Global Coaching Workshop, an opportunity for all students in the online master’s degree program in coaching education to participate in a four- to five-day on-campus workshop including a series of coaching activities. Students network with other students and coaches, learn techniques and practice teaching them, and hear from keynote speakers that include Bobcat head coaches.

The coaching education program also holds an annual Coaching Education Symposium that is free to all coaches in the community. OHIO Athletics coaches, athletic trainers, and strength and conditioning professionals participate in the symposium, lending their knowledge and expertise on topics such as game and practice strategy, communication, equipment, injuries, and officiating to education and develop local coaches. At the 2013 Symposium, attendees heard from special guest speaker OHIO Head Football Coach Frank Solich, as well as interacted with other head coaches, including Rob Smith (baseball) and Aaron Rodgers (women’s soccer). This event is an invaluable asset to coaches in the community, providing access to high-profile coaches and athletics programs they would not have otherwise if OHIO Athletics did not exist.

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\(^1\) The Academic Progress Rate (APR) is a team-based measure used by the NCAA as an early indicator of eventual graduation rates, accounting for the eligibility and retention each student-athlete, each term.

\(^2\) The Graduation Success Rate (GSR) is an NCAA measure designed to show the proportion of student-athletes on each athletic team who earn a college degree.

Sporting events offer a stage for many OHIO students to showcase their talents. The 15-member Dance Team—composed of dance majors and recreational dancers alike—performs at all home football and men’s basketball games, as well as at special University and community events. The team also travels with the men’s basketball team to the Mid-American Conference Tournament in Cleveland.

Perhaps the most famous example of the Athletics stage is Ohio University’s Marching 110, “The Most Exciting Band in the Land.” Recognized as one of the best marching bands in the nation, the Marching 110 entertains fans before, during, and after Bobcat football games. The increasing success of the football program and the rise of social media have brought the band’s entertaining performances to more and more fans. A 2011 video of the band performing LMFAO’s “Party Rock Anthem” during halftime at a home football game went viral on YouTube, garnering more than 9 million views worldwide.

In a partnership with the Scripps College of Communication and the College of Business and its Schey Sales Centre, OHIO Athletics supports the Southern Ohio Copperheads, an independently run summer baseball team. The Copperheads compete in the Great Lakes Summer Collegiate League, using OHIO’s Bob Wren Stadium as its home field. The team gives

**10,000 SPECTATORS**
The Southern Ohio Copperheads baseball team hosts 25 to 30 home games at Bob Wren Stadium throughout its season, drawing over 10,000 spectators

**9 MILLION VIEWS**
Of a video of Ohio University’s Marching 110 performing LMFAO’s “Party Rock Anthem” during halftime at a home football game went viral on YouTube, garnering more than 9 million views worldwide
college baseball players a chance to play during the summer, and provides entertainment for Athens and southeast Ohio. The team hosts 25 to 30 home games throughout its season, drawing over 10,000 spectators. Students also benefit from this collaborative effort, as it provides summer internship and volunteer opportunities for students in sports administration.

Outstanding Facilities, Open to All

OHIO Athletics operates 10 venues and facilities on the Athens Campus: the Carin Strength and Conditioning Center, Chessa Field, the Convocation Center, Goldsberry Track, the Ohio Softball Field, Peden Stadium, Pruitt Field, Bob Wren Stadium, the Indoor Hitting Cages, and Phillips Academic Center. These facilities are used not only by student athletes and teams, but also are available to other campus entities.

The Convocation Center is host to Bobcat basketball, volleyball, and wrestling matches, as well as many OHIO Athletics offices; however, it is also used for non-OHIO Athletics events, such as freshman orientation, intramural championships, concerts, resource fairs, blood drives, and many other activities that draw a large number of students, community members, and visitors. Most notably, the Convocation Center hosts Ohio University’s Commencement Ceremonies, welcoming thousands of family and friends of graduates from all over the country.

Other OHIO Athletics venues and resources are often available for use by campus entities. Club sports have some access to athletic facilities and often benefit from the use of equipment or uniforms that have been replaced among OHIO Athletics teams. Pruitt Field, home of OHIO’s field hockey team, is used by the Marching 110 and the University’s ROTC program.

Some athletics teams also utilize other facilities on campus throughout the course of their training and preparation, and in return provide resources that help to keep these facilities open and maintained for their use by the rest of the University, as well as the community. The swimming and diving team is a heavy user of OHIO’s Aquatic Center, so OHIO Athletics provides funding for lifeguards and contributes to maintenance and the replacement of pool equipment, such as touch pads and lane lines. The public Ohio University Golf Course hosts practices, matches,
and outings for both the men’s and women’s golf teams, as well as provides a course for OHIO’s cross-country teams. The golf teams have their own tee box at the course’s driving range; OHIO Athletics purchases the golf balls used there. Other facilities are used by various teams when they need alternate practice space, including the University’s tennis courts and the Ping Recreation Center.

All of OHIO Athletics’ collaborative efforts across the University and campus community create mutually beneficial partnerships, maximize the use of resources, and enhance the unique network of academic and athletic opportunities that are available at OHIO. Through this collaboration, all parties are able to extend their economic, academic, and community impact beyond that which they could have on their own.

**ENGAGING WITH AND SUPPORTING THE COMMUNITY**

OHIO Athletics is an integral part of the Ohio University and Athens communities, creating an economic impact locally, as well as region- and state-wide. By hosting events that bring visitors to Athens, OHIO Athletics stimulates economic activity in the area through hotel stays and local spending. Student-athletes, coaches, and staff also give back to the community through volunteering, community service, fundraising, and raising awareness of important issues.

**A Source of Community Entertainment and Pride**

At the most basic level, OHIO Athletics provides a variety of entertainment options for University students and employees as well as community members. As a result, OHIO Athletics creates a significant economic impact on Athens and the surrounding community, drawing visitors to the area. In 2011–12, OHIO Athletics hosted 131 home athletic events in Athens, with attendance of over 270,000 at ticketed events. In 2012–13, Ohio University became the only school in Mid-American Conference history to generate over $1 million in ticket revenue.
The OHIO football team draws the largest number of Bobcat fans: During the 2012 season, the team played six home games, hosting more than 130,000 attendees, an average of nearly 22,000 per game. During the 2012–13 season, the men’s basketball team played 18 games at the Convocation Center with nearly 125,000 attendees, an average of almost 7,000 per game.

Athletics representatives also travel around the state to engage Bobcat fans and alumni. Bobcat Caravans, hosted across Ohio, are aimed at building relationships and bringing OHIO supporters together. Head coaches attend to interact with fans, who enjoy free refreshments and can win prizes. Six Caravans toured the state in spring 2013, attracting a total of nearly 450 Bobcat fans and supporters.

A Venue for Community and State Events
In addition to hosting OHIO teams, OHIO Athletics facilities provide space for community and state organizations to host events, bringing more visitors to Athens and introducing them to the OHIO brand. These events welcome area youth and families to campus, many of whom might not otherwise visit a large university. This allows attendees to become comfortable in a college setting, which often leads young students to consider future academic possibilities.

A major partner in bringing outside events to Athens is the Ohio High School Athletic Association, which uses OHIO athletic facilities to host regional high school basketball, wrestling, and baseball tournaments. The regional basketball tournament, held at the Convocation Center, includes 26 games over the course of three weeks. Roughly 40,000 tickets are sold for this tournament each year, a measure of the great number of fans who travel
with competing teams. A local middle school hosts the Eastern Meigs Middle School Track & Field meet at Pruitt Field. This event draws 20 teams and approximately 500 athletes and their parents to campus.

OHIO’s athletics facilities, as well as its coaches and players, draw thousands of youth to the Athens Campus each summer for the popular Bobcat sports camps. Each camp provides an opportunity for youth of all ages to practice their sport with OHIO student-athletes and coaches. More than 1,800 youth participated in 11 camps during the summer of 2012; 850 of those took part in the men’s basketball camp. These events also provide a revenue stream: The 2012 camps brought in $202,050, over 35 percent of which was attributed to the men’s basketball and women’s field hockey camps.

The Convocation Center’s ability to accommodate large audiences—it seats over 13,000—attracts many community events each year. Each April, the Center hosts IMPACT as part of the Ohio State Patrol’s “prom promise” campaign. Over 7,000 high school students from southeast Ohio visit campus for this four-hour event that encourages sound decision-making during prom season. The event draws over $30,000 in sponsorship support from local business and charities.

The Convocation Center also hosts Kidfest each April, an event organized by Athens County Children Services. Kidfest is designed to provide a fun, healthy, and affordable entertainment outlet for local families. Over 100 local businesses sponsor Kidfest, which draws over 3,000 children and their parents to campus. Activities include live music, inflatable games, interactive displays, and a healthy living expo.

Such events not only provide direct benefits to their organizers, but also yield a significant economic impact for the city of Athens and the surrounding area. Whether they are intended for entertainment, outreach and awareness, or recognition, outside events held in OHIO Athletics facilities bring large numbers of visitors to Athens, leading to increased economic activity as visitors stay at hotels and patronize local businesses.
Athletes Serving the Community

OHIO Athletics is actively involved in various volunteer, community service, and fundraising efforts. Annually, Ohio student-athletes, coaches, and staff participate in over 4,000 hours of community service with over 50 organizations throughout southeast Ohio. OHIO Athletics hosts the Bobcat Cup Challenge, a competition among OHIO’s 16 varsity sports, to encourage student-athlete participation in these service opportunities. Throughout the year, student-athletes earn points by participating in community service projects, attending personal and career development events, and excelling academically and athletically.

Examples of annual volunteer and community service programs in which OHIO Athletics representatives participate are:

- **Rufus Reads** – In the Rufus Reads Program, Ohio University student-athletes and Rufus the Bobcat visit local elementary schools to read books to area children. Around 15 local schools participate in the program each year, with outreach to over 4,000 students in kindergarten through sixth grade.

- **“Pink” Games** – The field hockey, softball, women’s basketball, and volleyball teams each host an annual “pink” game to support breast cancer research and awareness. Student-athletes don special pink uniforms, as well as a pink giveaway item (t-shirts, ribbons, etc.) for fans. In addition, each team partners with a breast cancer charity and makes a concerted effort to raise donations from fans and supporters. OHIO Athletics raises over $5,000 each year for these charities.

- **Santa Tree Project** – For over 10 years, OHIO Athletics has partnered with Athens County Children Services for its annual Santa Tree Project. OHIO Athletics “adopts” 10 to 15 local children and provides them with gifts for the holiday season. All student-athletes, coaches, and staff are encouraged to participate in this cause to support local disadvantaged youth.

- **Food Drives** – OHIO Athletics hosts four to six canned food drives at home events throughout the year. The largest of these food drives occurs at one home football and one home basketball game. In total, OHIO Athletics collects over three tons of nonperishable food each year, all of which is donated to the Southeast Ohio Food Bank.

- **Blood Drives** – The Convocation Center hosts three to four blood drives a year, collecting donations from over 500 students, faculty/staff, and community members. OHIO Athletics has actively promoted awareness of local blood drives, partnering with the Athens County Red Cross for its annual “Battle for the Blood” challenge between OHIO and Miami University. In 2012, OHIO Athletics partnered with the School of Nursing in the first “Bloody Nursing Challenge” against Bowling Green State University. Each of these events was promoted with recognition ceremonies and PA announcements at home football and men’s basketball games.

### Freshmen Women’s Basketball Team Members

Freshmen women’s basketball team members Hannah Boesinger, Quiera Lampkins, and Destini Cooper play with school children at recess, one of many community volunteer opportunities in which OHIO athletes participate.

### 4,000 Hours

Of community service performed annually by OHIO student-athletes, coaches, and staff with over 50 organizations throughout southeast Ohio.
Fundraising Opportunities for Organizations
Community organization and student groups can leverage OHIO Athletics events for their own fundraising operations. These groups send volunteers to run OHIO Athletics’ concessions and/or parking operations for home games and events, in exchange for a percentage of the revenue from that event. Some organizations use these opportunities as their primary funding stream over the course of the year. Student and community organizations that take advantage of fundraising opportunities offered through OHIO Athletics include:

- Alexander French Club
- Alexander Tone Definites
- Christ Community Wesleyan Church
- Delta Sigma Phi
- Federal Hocking Boosters
- Gamma Lambda Sigma

FEEDING THE HUNGRY IN SOUTHEAST OHIO

“The SE Ohio Foodbank & Kitchen, a division of Hocking Athens Perry Community Action, is extremely appreciative of the support through Ohio Athletics. The Foodbank provides over 5.2 million meals’ worth of food to those in need in our 10-county region. During the past school year the women’s soccer team helped to host a pancake fundraiser at Applebee’s; the football team spent time in the warehouse packing boxes of food to go out to senior citizens in need; and in partnership with Kroger, for every home game sack by the football team and every 3-point shot by the basketball team, Kroger provides $25 for food to the Foodbank. Ohio Athletics definitely helps us make an impact on hunger in SE Ohio!”

— Tracy Galway, Division Director, Hocking Athens Perry Community Action, SE Ohio Foodbank & Kitchen

PROMOTING THE OHIO UNIVERSITY BRAND

OHIO Athletics plays a pivotal role in building a brand for Ohio University. Students, alumni, and community members rally around sports teams to demonstrate their allegiance and ties to the University. The high levels of publicity that come to a strong Division I (FBS) athletic program contribute greatly to Ohio University’s public image. This strengthened brand engages fans and alumni, promotes school pride among students and community members, and introduces OHIO to potential students, faculty, and staff around the nation.

The Public Face of OHIO

The success of various Bobcat teams have propelled the University into the public eye through various media, including television, radio, and print. In the last five years, the OHIO football team has appeared on television 44 times—including four bowl games—reaching fans and casual viewers across the country. The men’s basketball team has made 49 television appearances in the same time period, 20 of which were broadcast to national audiences.

OHIO athletic events are also broadcast on 17 different radio stations across Ohio and bordering counties in West Virginia. Broadcasts include football, basketball, and baseball game commentary, as well as coach’s shows for football and men’s and women’s basketball. Teams have also received national recognition in print publications with features in USA Today and Sports Illustrated.

OHIO Athletics’ local advertising on billboards, on the radio, in newspapers, and on TV promotes the University to the surrounding community in Ohio and West Virginia. The value of advertising through these outlets is nearly $80,000 each year.

The University is also promoted through the licensing and retail sales of OHIO Athletics merchandise. Currently, OHIO Athletics receives royalties from more than 225 companies that are licensed to sell merchandise branded with Ohio University Athletics. Merchandise sales royalties for 2012 were just under $300,000, representing $6 million
in sales. Buyers of OHIO Athletics merchandise become walking advertisements for the University, providing a level and extent of exposure that is immeasurable.

OHIO Athletics engages in a licensing relationship with Russell Athletic, an active wear and apparel company, to provide gear for all OHIO Athletics’ student-athletes, coaches, and staff. Through this five-year contract, units across campus also can purchase Russell apparel at cost, saving money for those departments or organizations that wish to purchase branded apparel and help the University to further promote the OHIO brand. A number of units have participated in this program including the Division of Student Affairs, Campus Recreation, Event Services, ROTC, Athletic Training Education, The Marching 110, Baker University Center, and the Sports Administration Program.

**Partnerships and Sponsorships**

As the OHIO brand becomes more visible through athletic success and advertising, companies and organizations are recognizing the increasing value of exposure through OHIO Athletics events. OHIO Athletics maintains a partnership with IMG Sponsorship to sell advertising opportunities to businesses that want

**NATIONAL RECOGNITION**

In the last five years, the OHIO football team has appeared on television 44 times—including four bowl games—reaching fans and casual viewers across the country. Teams have also received national recognition in print publications with features in USA Today and Sports Illustrated.

**$6 MILLION IN SALES**

Merchandise sales royalties from more than 225 companies licensed to sell merchandise branded with Ohio University Athletics.
to use athletic events as marketing outlets. Revenue from these partnerships have grown by 13 percent since 2010. Currently, more than 120 companies support the program on a local, regional, and national level. In the last two years, more major brands have begun signing on as partners, including Lowe’s, Hershey’s, UPS, and Allstate. Partners also are becoming more aggressive in using their relationship with OHIO, increasing the use of official logos and branding that provides significant free publicity for Ohio University. OHIO Athletics’ relationship with IMG Sponsorship also benefits other entities on campus, as they have access to the relationship and can also utilize OHIO Athletics platforms for their advertising.

Sponsorship partnerships also provide significant in-kind benefits to OHIO Athletics that help to offset hard costs. Examples of these benefits include complimentary hotel rooms, food provided in premium seating sections at OHIO football games, and reduced-cost housing for OHIO Athletics interns.

**REPEAT TITLES**
In 2012, the women’s volleyball team captured its seventh Mid-American Conference regular season title.

**120 COMPANIES**
Support OHIO Athletics on a local, regional, and national level, including Lowe’s, Hershey’s, UPS, and Allstate.
The publicity associated with OHIO Athletics presents a positive image of the University to diverse audiences. The increased attention makes the University more attractive to prospective students, creates more OHIO fans, brings more visitors to campus, and entices more alumni to become University donors. These effects are essential to allowing OHIO Athletics and the University to extend their impact even further in the local community and the state of Ohio.

**Equating OHIO with Success**

The value of the OHIO brand is increased significantly as individual student-athletes and teams experience greater success, which has been the case in recent years for the Bobcats. Multiple events have seen notable growth and improvement, with teams and individuals receiving national recognition through post-season play and All-American designations.

Since Head Coach Frank Solich took the reins of the Bobcat football program in 2005, the team has been invited to bowl games five out of seven years, after having not played in the post-season since 1968. In the last five seasons, the football team bounced back from a losing record in 2008, going 10-4 in 2011 and 9-4 in 2012 and winning back-to-back bowl games in those seasons. The team was also ranked in all three of the major polls for the first time in school history in 2012.

In the same time span, the OHIO men’s basketball team also experienced considerable growth. From a losing record in 2008–09, the team turned around to records of 29-8 and 24-10 in 2011–12 and 2012–13, respectively, and was invited to play in the post-season from 2009 to 2013. In 2012–13, led by stand-out senior D.J. Cooper, the team captured the Mid-American Conference title for the first time since the 1993–94 season.

Comparing OHIO’s post-season success to that of other NCAA Division I (FBS) institutions, Ohio University is one of 28 football programs to go to four straight bowl games from 2009 to 2012, and one of 17 to win back-to-back bowl games in 2012 and 2013. Combined with the men’s basketball team’s recent post-season success, this makes Ohio University one of only 7 schools to participate in post-season competition in both football and men’s basketball in each of the 2009–10, 2010–11, 2011–12, and 2012–13 seasons.

**BACK-TO-BACK WINS**
Ohio University is one of 28 football programs to go to four straight bowl games from 2009 to 2012, and one of 17 to win back-to-back bowl games in 2012 and 2013.

**BASKETBALL STANDOUT**
In 2012–13, led by stand-out senior D.J. Cooper, the team captured the Mid-American Conference title for the first time since the 1993–94 season.
The resurgence of these programs has led to measurable increases in visibility in the community and beyond. Between 2008 and 2012, the football team experienced a 43 percent increase in attendance and an 85 percent increase in student attendance, doubled its number of televised games, and increased website traffic by 84 percent. Similarly, the men’s basketball team experienced a 38 percent increase in attendance and 63 percent increase in student attendance, went from just three televised games in 2010–11 to 29 between 2011 and 2013, and increased website traffic by 84 percent.

Many other student-athletes and teams have also experienced great success in recent years.

- **Baseball** – The baseball team faced a challenging season in 2013 with ranked and NCAA Championship-bound teams on the schedule. Sophomore Jake Madsen earned All-MAC First Team honors from CollegeSportsMadness.com.

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**INCREASED ATTENDANCE**

Between 2008 and 2012, the football team experienced a 43 percent increase in attendance and an 85 percent increase in student attendance. Similarly, the men’s basketball team experienced a 38 percent increase in attendance and 63 percent increase in student attendance.

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**OHIO’S ALL-AMERICAN ATHLETES**

**JULI ACCURSO | WOMEN’S CROSS COUNTRY**

In 2012, Accurso captured the Great Lakes Regional title, posting a school record time of 20:07 en route to earning USTFCCCA Regional Runner of the Year and being recognized with All-America honors for the second season in a row.

**DJ COOPER | MEN’S BASKETBALL**

In his senior season in 2012–13, Cooper was named Mid-American Player of the Year and received Associated Press All-American Honorable Mention recognition, making him the first Bobcat to do so since Gary Trent in 1995. Cooper finished his career as the only player in NCAA history to achieve 2,000 points, 900 assists, 600 rebounds, and 300 steals.
• **Women’s Basketball** – Freshmen made an immediate impact on the women’s basketball team in 2012–13, as Kiyanna Black made the MAC All-Freshman team and Lexie Baldwin was the team’s leading rebounder.

• **Men’s Cross Country** – Ohio placed 20th at the 2012 NCAA Great Lakes Regional Championship and placed seven runners in the top 10 to claim the title at the Ohio Invitational.

• **Women’s Cross Country** – The women’s cross country team placed 12th at the 2012 NCAA Great Lakes Regional, with junior Juli Accurso winning the regional title in a school-record time. Accurso earned All-America honors and won the MAC individual title for the second consecutive season.

• **Men’s Golf** – The men’s golf team earned its best finish of the 2013 season, placing fifth out of 18 teams at the NYX Hoosier Invitational, with its best score (879) in more than a year.

• **Women’s Golf** – Sarah Tranelli was named the 2013 MAC Sportswoman of the Year, while freshman teammate Angela Codian earned Second Team All-MAC honors.

• **Women’s Soccer** – In 2012, the women’s soccer team went on a six-game winning streak, its longest since 2004.

• **Softball** – Ohio’s softball team set a new program and conference record in 2013 for home runs in a season, with 80.

• **Swimming and Diving** – The Ohio Swimming and Diving team took second place at the 2013 Mid-American Conference Championships, with three individuals and relay teams earning titles.

• **Track and Field** – In 2013, Ohio’s distance medley relay team won the relay at the MAC Indoor Championships for the third straight season.

• **Women’s Volleyball** – In 2012, the women’s volleyball team captured its seventh Mid-American Conference regular season title and finished the year with a 21-10 record, ending on a streak winning 15 of their last 15 games.

• **Wrestling** – Five of OHIO’s wrestlers qualified for the NCAA Championships in 2013, including All-American and MAC Freshman of the Year Cody Walters.

The athletic success of the Ohio Bobcats does more than contribute to the impressive statistics of the athletic program. In addition to the advertising and sponsorship benefits described above, athletic teams’ success contributes to the University and community in many other, sometimes less tangible, ways. One of the most visible of these effects is an increase in school pride among students, faculty and staff, community members, and alumni. This enhanced sense of pride, along with the athletic successes, leads to many positive benefits—increased attendance at events, more visitors to Athens, boosted alumni involvement resulting in a strong network, more fundraising opportunities for the University, and an increase in applications and enrollment.
ENGAGING ALUMNI

OHIO Athletics plays a pivotal role in keeping alumni and community members engaged. Athletic events are a common way for graduates to stay involved in the University, uniting them in pride for the Bobcats and OHIO’s brand.

The Ohio Bobcat Club, the official fundraising organization for OHIO Athletics, raises funds to support student athletes academically, provide necessary equipment for 16 varsity sports, and aid in the construction of athletics facilities. The great success of athletic teams in recent years has correlated with increased success of development efforts: in fiscal year 2012, total membership in the Ohio Bobcat Club reached an all-time high at over 2,000, and the total funds raised toward the Annual Fund was the highest in the organization’s history. In the same time period, OHIO Athletics received nine donations of $50,000 or more (totaling $925,000) toward capital improvements, and raised $170,803.90 in sport-restricted giving. The organization as a whole raised over $4 million in fiscal year 2012.

One way the Ohio Bobcat Club engages alumni is through the Bobcat Representative Program. Over 80 alumni make up this volunteer network and serve as ambassadors for OHIO Athletics, reaching out to the University’s nearly 190,000 alumni to provide a personal connection to and communication about athletic programs. The Bobcat Representatives play a key role in the success of athletics, attracting more fans through regional alumni events and helping to identify new donors, ensuring the future sustainability OHIO Athletics.

OHIO Athletics engages alumni through collaborative events with the Ohio University Alumni Association (OUAA). The Bobcat Bash is a gathering held before away football games for OHIO alumni and fans to meet and mingle before heading into the game. This event is also held

$4 MILLION
Raised by the Ohio Bobcat Club toward the Annual Fund, the highest in the organization’s history
before bowl games, drawing many out-of-town fans and supporters. For fans who cannot travel to game sites, OUAA chapters hold viewing parties across the country for OHIO supporters to gather and watch Bobcat events together.

To re-engage alumni student-athletes, OHIO Athletics has begun a campaign called Varsity Ohio. Currently, around 8,500 active Ohio University alumni are identified as former OHIO student-athletes. Launched in 2012, Varsity Ohio reconnects these former student-athletes to Ohio University with reunions for former teammates and peers and updates on OHIO Athletics news. Varsity Ohio currently has more than 700 members.

As these engagement efforts continue and expand in the future, so will the reach of OHIO Athletics. The growth in both the network of engaged alumni and OHIO Athletics’ fundraising capabilities will ensure that OHIO Athletics’ impact on the community, University, and its student-athletes will continue to grow.

## SETTING PRIORITIES FOR FUTURE GROWTH

Looking toward the future, OHIO Athletics has set priorities to expand its excellent service to student-athletes and the University, increase its impact on the community, and continue engaging more OHIO alumni and fans.

OHIO Athletics is committed to maintaining high-quality athletics programs at OHIO and is working to increase revenue and provide for the program’s long-term financial stability. This will increase the program’s impact on the state and region well into the future.

OHIO Athletics places a strong emphasis on both academics and athletics, working to build upon individual successes in the classroom and teams’ competitive successes on the playing field. OHIO Athletics will continue to make every effort to optimize the student experience at OHIO, making student engagement with athletics an important part of University life, pride, and support. OHIO Athletics seeks to uphold a positive reputation in the NCAA community, striving always to operate with integrity and compliance with all regulatory by-laws. These strategic priorities guide the mission and growth of OHIO Athletics, ensuring a positive experience for OHIO students, student-athletes, alumni, and fans.

### FIG. 1 / OHIO ATHLETICS STRATEGIC PRIORITIES

- **Long term financial stability**
- **Increased revenue generation**
- **Operate with integrity and compliance with regulatory by-laws**
- **Build upon academic success of all sports programs**
- **Build upon competitive success of programs**
- **Continue to enhance OHIO student engagement**

### 8,500 ACTIVE ALUMNI

Have been identified as former OHIO student-athletes; Varsity Ohio currently has more than 700 members
CONCLUSION

OHIO Athletics is a key component of the University’s impact on the state and local community and provides a valuable asset for enhanced academic and community experiences. Through partnerships with entities across the University, OHIO Athletics offers important academic resources and enriches students’ educational experiences. OHIO Athletics actively engages the local community, offering support to local organizations through volunteer and fundraising opportunities. With its highly visible teams, OHIO Athletics promotes a university that is successful both academically and athletically, and places a strong emphasis on improving the quality of life for those in the Athens and southeast Ohio communities.
CONCLUSION

EDUCATING STUDENTS,
IMPACTING COMMUNITIES
CONCLUSION

From its founding in 1804 as Ohio’s first public university, Ohio University (OHIO) has grown into a comprehensive higher education system consisting of a residential campus in Athens and five regional campuses located throughout central and southeast Ohio in Chillicothe, Ironton, Lancaster, St. Clairsville, and Zanesville. The Ohio University system has a combined total enrollment of over 37,000 students in undergraduate, graduate, and doctoral programs (2012–13 academic year).

Through its role as employer, education and workforce training provider, research institution, and regional steward for community and economic development, OHIO is a major engine of economic growth in its communities, the region, and state. In 2012, the University generated over $1.5 billion
in economic impact statewide, supporting over 14,300 full-time jobs — including over 4,600 OHIO faculty and staff.

In addition to offering internationally recognized academic programs and conducting innovative research and development, Ohio University is committed to fostering, supporting, and sustaining a vibrant economy in Ohio. To achieve its various objectives, OHIO takes a collaborative, integrated approach to academic and community advancement that:

- Combines classroom education of students across multiple disciplines with applied learning experiences to meet the workforce needs of Ohio-based companies, organizations, and communities

- Provides students and regional entrepreneurs with technical assistance and the ability to access financial resources needed to start businesses, thus creating regional employment opportunities

- Transfers new technologies discovered by faculty from the classroom and laboratory into the marketplace

- Enhances regional healthcare access, facilitates environmental and infrastructure revitalization, and promotes quality of life through arts and cultural amenities

Ohio University’s far-reaching, positive impact on the state is demonstrated in the total sum of the institution’s many ongoing activities and enterprises. Committed to become the nation’s best transformative learning community, where students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders, Ohio University actively engages in fostering student educational opportunities while simultaneously impacting the local and global community.