





## Dear Fellow Central Texans,

The Baylor-Waco partnership has been a source of mutual strength ever since the University relocated to the county seat of McLennan County in the late 19th century.

Bonded together as a community and an institution of higher education, we have all been pulling in the same direction for many generations — an effort exemplified by the City of Waco's provision of \$35 million toward the construction of the \$260-million McLane Stadium. Since its opening in 2014, the facility has been a remarkable catalyst for growth and entrepreneurship throughout downtown Waco and along the Brazos River, attracting tens of thousands of visitors to the city, as well as serving as the site for numerous community events.

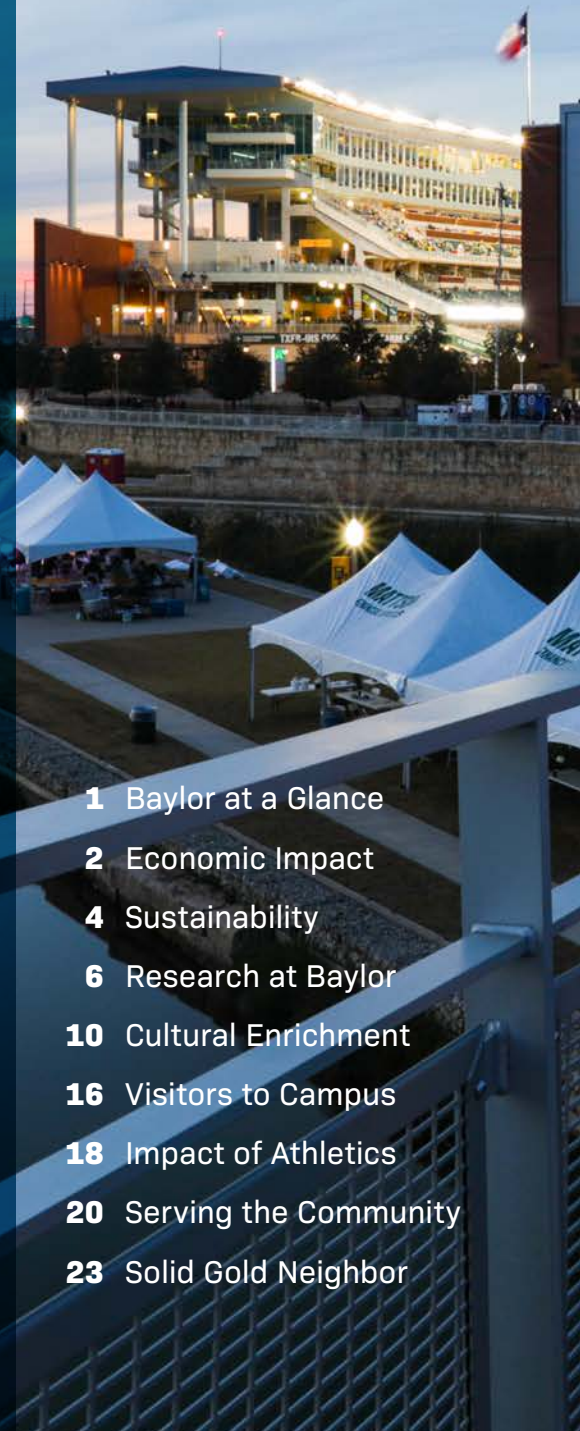
As Baylor's president and a proud Wacoan, I am excited to provide, in this community impact report, a portrait of Baylor's social and economic impact upon Waco and the surrounding communities of McLennan County. Given Baylor's standing as a Christian research university and the home of 18,000 students, and more than 7,500 full-time, part-time, auxiliary and contract employees, this impact is profound.

From our intentional investment in local organizations, tourist attractions and community outreach — such as Mayborn Museum, the Waco Mammoth National Monument and our Steppin' Out service program — to our stewardship of local resources and provision of such cultural and environmental assets as support for the Waco Symphony Orchestra and the creation of the Waco Wetlands, Baylor stands tall in the community as a beacon of compassion and an engine of progress.

The University's increasing activity in the research arena and our ongoing commitment to the integration of academic and teaching excellence with a distinctly Christian identity is creating great momentum for the University to have an ever-increasing, transformative impact on our students as well as throughout Waco, the State of Texas and the world. We look forward to working alongside you, our partners, to continue Waco's progress in the years ahead.

Sincerely,

Linda A. Livingstone, Ph.D.  
President, Baylor University



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## Baylor at a Glance

### About

Baylor University is a private Christian University and a nationally ranked research institution located in Waco, Texas. Chartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating University in Texas.

### Mission

The mission of the University is to educate men and women for worldwide leadership and service by integrating academic excellence and Christian commitment within a caring community.

### Vision

Guided by a bold vision, *Pro Futuris*, Baylor University is on a course toward preeminence as a Christian research university. *Illuminate*, the University's strategic plan, guides the University as we strive to bring light to the world as we build on historic strengths and strategically invest in new areas of research and service.

### Quick Notables...

- The campus spans approximately 1,000 acres along the Brazos River in Waco
- Total Enrolled Students (Spring 2020): 17,383
- Total Faculty: 1,567
- Total Staff: 1,874
- Degree programs: 128 baccalaureate, 77 masters, 46 doctoral, a juris doctor, and two education specialist programs
- 39 percent of students live on campus in 12 residence halls
- 330 clubs and organizations, including 40 national and local sororities and fraternities
- Baylor faculty, staff and students volunteer more than 150,000 hours of local community service annually
- Waco-area Alumni: 15,722



# Economic Impact

Baylor University contributes to the annual economic vitality of the community by spending nearly \$73 million locally. As one of the largest employers in Central Texas, Baylor pays more than \$260 million in salary to full- and part-time faculty and staff. Additionally, Baylor employs hundreds student workers, temporary, auxiliary and contract employees.

# \$72.9m

APPROXIMATE ANNUAL LOCAL SPENDING

# 7,503

TOTAL FULL-TIME, PART-TIME,  
AUXILIARY AND CONTRACT EMPLOYEES

# \$261m

FULL- AND PART-TIME  
FACULTY AND STAFF SALARIES

# \$1.1b

NET ASSETS  
(PROPERTY, PHYSICAL  
PLANT & EQUIPMENT)









684,56

TONS RECYCLED/REUSED IN FY19

22,147 lbs

DONATED DURING MOVE OUT 2019

7 LEED Buildings

SEEN HERE: PAUL L. FOSTER CAMPUS  
FOR BUSINESS AND INNOVATION





# Sustainability

The Baylor University Sustainability Program fosters a community that focuses on preserving natural resources, safeguarding quality of life, advancing economic vitality and preparing students for the social, environmental and economic challenges of the future. All areas and constituencies of the University participate in a continuous and on-going effort to institute the teaching, research, and practices of sustainable environmental management and to establish an institutional culture of sustainability.

**Dining:** Locally sourced food in residence hall cafeterias increased to **15.4%** in FY19

**Waste:** University diversion rate increased to **30.2**, from a 2010 FY baseline.

**Energy:** Use of energy decreased by an average of **12.9%**, from a 2010 FY baseline.

**Water:** University wide water use decreased by an average of **18.3%** overall, from a 2010 FY baseline.

**Recovered 22,147** pounds of goods for donation during Move Out 2019.

Approximately **684.56** tons **recycled/reused** in FY19.

**LEED Green Buildings: 7**

## **Transit Ridership:**

Baylor University partners with Waco Transit to provide transportation to students, visitors, and members of the community around and near campus. Not only does this provide local jobs through Waco Transit, but it also reduces vehicular traffic on campus to support our commitment to our environment. By providing safe and reliable transportation, Waco Transit provides more access to campus activities for students and members of the community alike.

**Annual Ridership: 447,929**



# Research at Baylor

Baylor stands apart as a Christian research university — a position that empowers the University's aspirations to become America's preeminent Christian research university. As we build on Baylor's historic strengths and strategically invest in new areas of research, this road map for growth yields research marked by quality, impact and visibility. Baylor's strategic plan, *Illuminate*, calls faculty to engage in multidisciplinary initiatives and contribute as mentors to undergraduates and graduate students through high-impact learning experiences.

## Baylor Research & Innovation Collaborative (BRIC)

Transforming what was once a shuttered General Tire plant, the facilities at the BRIC now assemble under one roof all of the tools and services necessary to take innovative ideas from concept to the marketplace. With over 300,000 square feet of functional space, the facility has 63,000 square feet built out for academic research — including electrical engineering, mechanical engineering, physics and CASPER — and 13,500 square feet built out for Industrial collaborative partners.

The BRIC, established in 2013, is home to Baylor institutes, departments and laboratories with nine community partners sharing the space.





# \$33.3m

APPROXIMATE RESEARCH AND  
DEVELOPMENT FUNDING

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## 370 Grants

## 6 Patents

14 FILED/PENDING



# Research at Baylor

(CONTINUED)

## Baylor Sciences Building

The iconic Baylor Sciences Building features over 500,000 square feet of state-of-the-art labs, classrooms and offices, housing six academic departments and more than a dozen interdisciplinary research organizations. In more than 150 laboratories and nearly 40 class and conference rooms, outstanding faculty members advance knowledge through groundbreaking research and engaged learning with students at every level.

### RESEARCH HIGHLIGHT:

## Lake Waco Wetlands

The Center for Reservoir and Aquatic Systems Research (CRASR) is a research and education partnership between the University and the City of Waco focused on aquatic resources. Through CRASR and the Lake Waco Wetlands, Baylor focuses on understanding the basic scientific principles that control the structure and function of aquatic environments, with the wetlands stimulating much needed inter- and multidisciplinary research on the importance of water quality.

This research not only provides hands-on learning opportunities, but supplies the City of Waco with important information for managing its water supply for years to come.







500,000

SQUARE FEET OF LABS, CLASSROOMS AND OFFICES

150 Labs



# Cultural Enrichment

Home to multiple museums, theaters and sporting arenas, Baylor University draws thousands of visitors to campus annually. These visitors are welcomed for tours and recruiting events, camps, conferences, athletic events and fine arts performances.

While visiting the campus, guests also contribute to the city's growing tourism and thriving economy by visiting Waco attractions, shopping in retail stores and dining at local restaurants.

## Fine Arts

Baylor's renowned art, theater and music departments host high-caliber productions, shows and concerts that are open to the public. Both theater and music are involved in the community in various ways, including through summer camps and through special performances for school groups. The School of Music also collaborates with Baylor's Diana R. Garland School of Social Work by performing concerts at a local memory care facility.

## Theater

- 8 performances // 4 plays, 2 summer shows and 2 musicals
- 11,000 tickets sold
- 356 season tickets sold







# 11,000

THEATRE TICKETS SOLD

## 8 Performances

# 356

SEASON TICKETS SOLD



# Cultural Enrichment

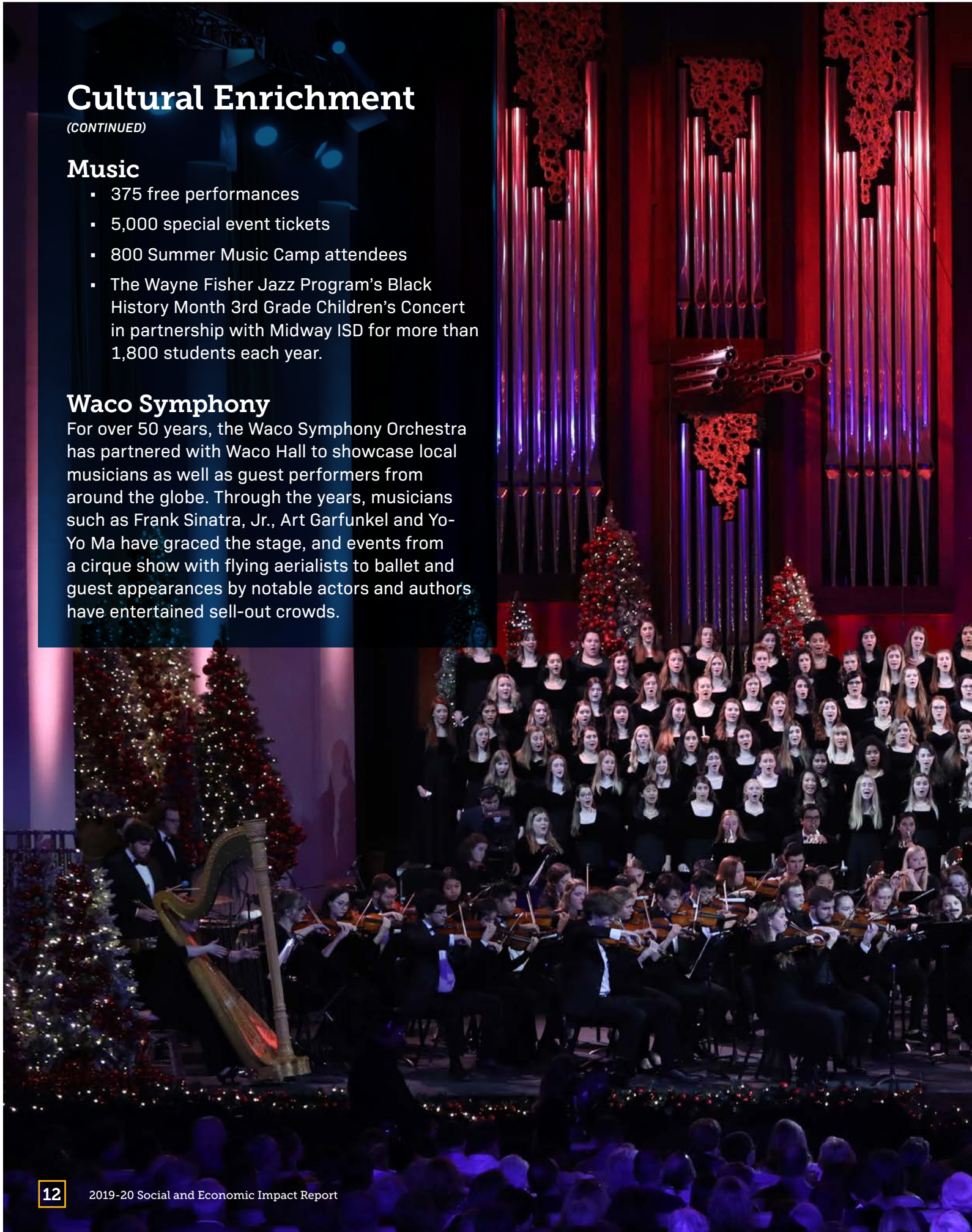
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## Music

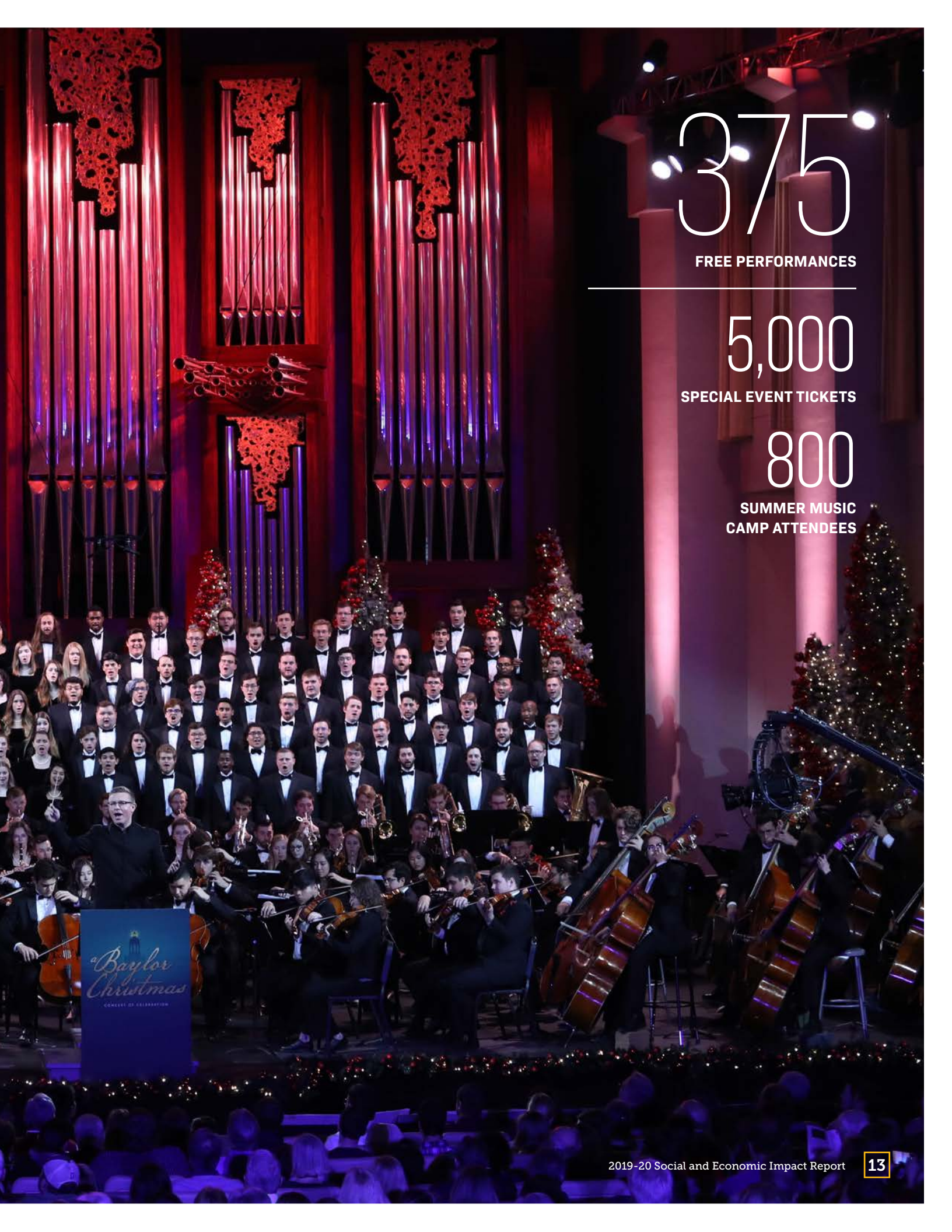
- 375 free performances
- 5,000 special event tickets
- 800 Summer Music Camp attendees
- The Wayne Fisher Jazz Program's Black History Month 3rd Grade Children's Concert in partnership with Midway ISD for more than 1,800 students each year.

## Waco Symphony

For over 50 years, the Waco Symphony Orchestra has partnered with Waco Hall to showcase local musicians as well as guest performers from around the globe. Through the years, musicians such as Frank Sinatra, Jr., Art Garfunkel and Yo-Yo Ma have graced the stage, and events from a cirque show with flying aerialists to ballet and guest appearances by notable actors and authors have entertained sell-out crowds.







375

FREE PERFORMANCES

5,000

SPECIAL EVENT TICKETS

800

SUMMER MUSIC  
CAMP ATTENDEES





# Cultural Enrichment

(CONTINUED)

## Museums and Campus Attractions

The **Mayborn Museum Complex** features a natural science and cultural history museum with a focus on Central Texas, including a walk-in diorama that highlights the Waco Mammoth National Monument discovery. There are exploration stations for geology, paleontology, archaeology and natural history; themed discovery rooms that encourage hands-on learning for all ages; the Gov. Bill & Vara Daniel Historic Village; and space for world-renowned traveling exhibits such as the Titanic Exhibit in 2018-19.

The **Martin Museum of Art** is committed to the advancement and understanding of art through an active program of collections, stewardship, conservation, innovative exhibitions, education, interpretive programs and special events to serve and enrich Baylor University and the communities of Waco and Central Texas. Free to the public, Martin Museum serves as a vital resource for teaching and scholarship in a broad variety of disciplines.

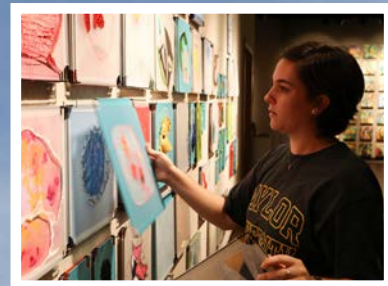
The **Armstrong Browning Library** is a research center and museum dedicated to the study of the lives and works of Victorian poets Robert and Elizabeth Barrett Browning and houses the world's largest collection of Browning material and other fine collections of rare 19th-century books, manuscripts, and works of art.

School groups and campus visitors frequently enjoy visiting the home of the Baylor mascots, Judges Joy and Lady. The two North American Black Bears make their home on Baylor's campus at the **Bill & Eva Williams Bear Habitat**. The Bear Habitat is fully accredited by the U.S. Department of Agriculture as a Class C Zoo and offers guided tours by request.



### Armstrong Browning Library:

- 21,494 Visitors
- 46 Tours
- 3 Special Exhibits
- 5 Public Events
- 7 Visiting Scholars



### Martin Museum of Art:

- 7,888 Visitors
- 2,000 Tours
- 7 Exhibitions







### **Bear Habitat:**

- 250,000 Visitors
- 6,000 Guided Tours
- 5,000 visitors for school trips, camps, and conferences

# 195,223

VISITORS TO THE MAYBORN MUSEUM

# 2,422

MEMBERS

# 61

EVENTS





# Visitors to Campus

## Student Life

Although the Division of Student Life's work on campus is directed to and for the Baylor student body, many of its events are open to the public and bring in a number of visitors to campus. Among these is the annual Baylor Homecoming Parade that begins in downtown Waco.

## Admissions Events

The **Office of Admissions** hosts a number of events annually drawing thousands of prospective students and their families to Waco for tours and activities on the Baylor campus.

## Summer Camps

Over 10,000 kids visited campus during summer 2019 to participate in **summer camps**. These summer camps provide young people the opportunity to pursue interests in academics, fine arts and athletics.

**Staycation Weekend**, the first Student Activities event of the academic year, encourages students to explore Waco, their new hometown, by shopping local. In conjunction with Staycation Weekend 2019, Baylor External Affairs launched Baylor's Go Gold! Programs, including a local discount program with 60-plus local partners.







89,200

CAMPUS VISITORS

16,000

STUDENT LIFE EVENTS

56,000

RECRUITMENT GUESTS



# Impact of Athletics

Baylor is a member of the Big 12 Conference and participates in 19 varsity sports. Student-athletes compete at the highest level on the field or court and in the classroom, consistently ranking among the Big 12's and nation's best. The University's athletic programs attract visitors from around the world and add revenue to the Waco economy. Baylor's student-athletes also stay involved in the community through service and provide summer camps for aspiring Waco athletes.

## ESPN College GameDay

Baylor hosted ESPN's 11-time Emmy Award-winning pre-game show, College GameDay, twice during the 2019-2020 academic year:

### Fall 2019

Nov. 16, 2020

Baylor vs. Oklahoma

### Spring 2020

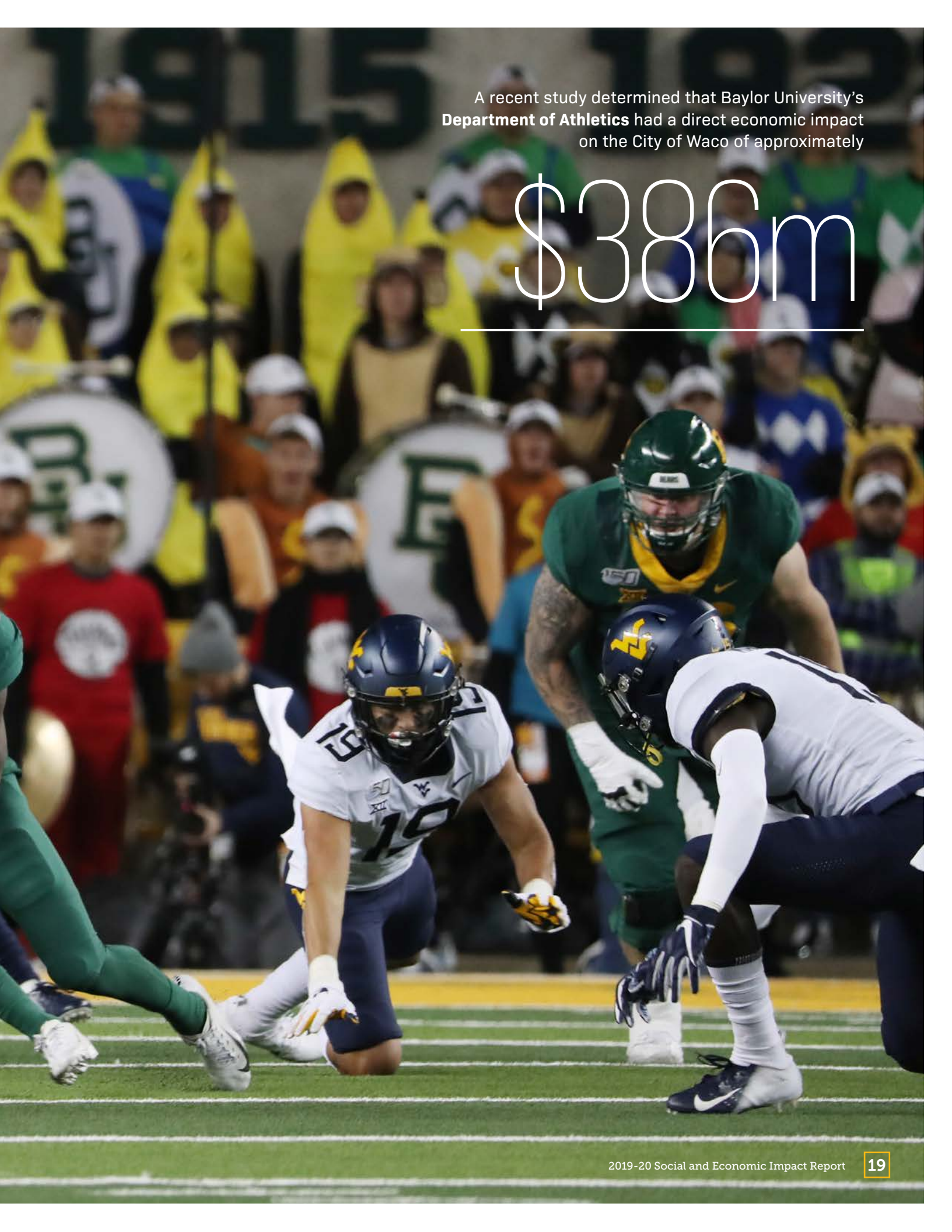
Feb. 22, 2020

Baylor vs. Kansas

Both broadcasts featured appearances by Waco's Chip and Joanna Gaines of HGTV *Fixer Upper* fame.







A recent study determined that Baylor University's **Department of Athletics** had a direct economic impact on the City of Waco of approximately

\$386m

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# Serving the Community

Baylor's mission calls for worldwide leadership and service, and that begins in our hometown. Faculty, staff and students serve in organizations and ministries across the community and engage through departmental units, student groups, residence halls and more.

**Campus Kitchen:** Student-led organization focused on minimizing food waste and alleviating hunger in the Waco community.

**Santa's Workshop:** Annual event that brings hundreds of children from Waco-area Head Start classes to the Baylor campus for a Christmas celebration.

**Steppin' Out:** Baylor's biannual day of service that engages the Baylor Family in community service and beautification projects across Waco.

**Urban Missions :** A partnership with Waco churches and nonprofits to help students learn, serve and enjoy the community.

**The Baylor Collaborative on Hunger and Poverty** conducts university-based research to determine what anti-hunger efforts are effective and provides the support and expertise to coordinate work in communities — finding solutions to food insecurity that are greater than the sum of their parts. When COVID-19 forced school closures across the nation, the Collaborative began working with community partners to connect students who rely on schools for breakfast and lunch with nutritious, healthy meals. In many cases, these students would not otherwise have access to meals. They also launched the [covid19txfoodresources.org](https://covid19txfoodresources.org) website, connecting Texans, including Wacoans, with an online meal finder map and additional resources. Through partnerships with the USDA, McLane Global and PepsiCo, the Collaborative expanded its efforts to feed low-income kids in rural areas to serve nearly 5 million meals per week.







# 150,000

HOURS OF COMMUNITY SERVICE BY FACULTY,  
STAFF AND STUDENTS ANNUALLY

# 81 of 350

STUDENT ORGANIZATIONS LIST  
SERVICE AS PRIMARY ACTIVITY

# \$550,000

GRANTED TO AREA NONPROFITS SINCE 2014



# Serving the Community (CONTINUED)



## Academic Unit and Departmental Highlights:

**Baylor Law School** faculty, students and volunteer attorneys provide services through estate planning, immigration, intellectual property, trial advocacy and veterans clinics. The Law School also holds Adoption Day in partnership with McLennan County Department of Families and Child Protective Services, an event facilitating the adoption of children into 20 families, and the People's Law School, a weekend where Waco residents may take free courses to better understand their legal rights.

**Baylor's College of Arts and Sciences** hosts special events open to the Waco community. One such event was a reenactment of the Boston Massacre Trials, for which students from the College of Arts and Sciences and Baylor Law School partnered to provide an educational moment for both participants and audience members.

**Baylor's Diana R. Garland School of Social Work** hosted several training series, the Trauma

Sensitive Congregations Luncheon Series and Difficult Conversations Series, held in partnership with Baylor Public Deliberation.

**Baylor's George W. Truett Theological Seminary** hosts community programs in partnership with local organizations, including Mission Waco, La Puerta Waco and Christian Women's Job Corps. In addition, 60 students serve throughout the community.

**Baylor's Hankamer School of Business**, through the Baugh Center for Entrepreneurship and Free Enterprise, plays a collaborative role in connecting students interested in entrepreneurship to internships, learning and practical opportunities with Startup Waco and the entrepreneurial ecosystem in Waco.

Throughout the academic year, students from **Baylor's Robbins College of Health and Human Sciences** serve with over 45 organizations in Waco for internships, shadowing and volunteer opportunities.





The **Baylor School of Education** has a long legacy of providing support and volunteers throughout several districts in Waco-McLennan County. Students and faculty can be found in classrooms during the academic year and offering a variety of education-based camps during the summer months.

The **Baylor School of Engineering and Computer Science** hosts Wacode, an annual 12-hour hackathon that brings together students, professionals and hobbyists to build, collaborate, share knowledge and code with a focus on solving important issues in the Waco community.

Through OSO Musical, the String Project, and Children's Concerts, the **Baylor School of Music** provides a variety of programs to foster a love of music in the youngest Wacoans through music classes geared toward children with special needs, providing low-cost group string instruction, and through special concerts for 6,000 elementary school students in collaboration with the Waco Symphony.



## Solid Gold Neighbor

Solid Gold Neighbor is Baylor University's intentional and purposeful community engagement initiative. Encompassing the City of Waco, but focused on our nearest neighbors, we strive to serve the community in partnership with leaders and organizations that strongly believe in the potential of our city. We seek to serve the neighborhood we live and work in by rallying cross-campus and city-wide resources that allow all to prosper and flourish.

The Solid Gold Neighbor initiative serves as a point of connection, coordination, engagement and innovation, helping to marshal the resources of the University in support of goals and opportunities that are important to our community.

### **Baylor University serves the community through the Solid Gold Neighbor initiative by:**



Playing a leadership role in economic development by spurring innovation, supporting business growth and relocation, and empowering financial security through education



Strengthening local educational institutions to increase early childhood education, literacy rates and college to career pipelines



Providing support for community health and food insecurity efforts



Cultivating awareness and thoughtful leadership around cultural wealth to celebrate and create access and equity



Developing a growing city and community with rich arts, robust entertainment, and an energetic city center that attracts and retains talent further strengthening the bond between Waco and Baylor.





## Philanthropy & the Public Good: Learning How to be Solid Gold Neighbors

Each fall semester, a group of Baylor students take part in a class designed to ignite interest and participation in philanthropy, encourage giving and equip students to make a transformational impact. Through the course, students research and consider more than 60 nonprofits from the community, and after an intentional, thorough evaluation, select a short list of organizations to visit and recommend for consideration through formal presentations.

By the end of the semester, students have a narrowed the list of organizations and recommend their selections for funding. They partner with the Solid Gold Neighbor Ambassador Council to grant thousands of dollars to area organizations. The course not only teaches students how to evaluate nonprofits and understand the grantmaking process, it also encourages students to think critically about their place in the nonprofit world and consider how to give back to their communities after leaving Baylor.

# \$5,000

## Christian Women's Job Corps

**GRANT FOR:** Curriculum and technology

**MISSION:** Christian Women's Job Corps of McLennan County equips women in Waco and surrounding areas with both job training and life skills through a six month long mentorship and education program, encouraging women to be self-confident, self-sufficient, and productive while developing meaningful relationships.

**WEBSITE:** [cwjcwaco.org](http://cwjcwaco.org)



# \$20,000

## Talitha Koum

**GRANT FOR:** \$5,000 for construction; \$15,000 staffing for sustainable adoption program

**MISSION:** In a context of loving relationship, and using research-based therapeutic intervention, Talitha Koum partners with parents to raise children who are intellectually capable, emotionally resilient and prepared to be contributing members of the community.

**WEBSITE:** [talithakoum.org](http://talithakoum.org)



# \$15,500

## Inspiracion

**GRANT FOR:** \$5,000 iPads; \$10,500 staffing and other needs

**MISSION:** Inspiracion focuses on empowering at-risk Latino families to break the cycle of poverty by fostering parenting knowledge and skills that directly impact children's development.

**WEBSITE:** [inspiracionwaco.org](http://inspiracionwaco.org)





## \$5,000 Family Abuse Center

**GRANT FOR:** Mattresses for housing program

**MISSION:** We exist to eliminate domestic violence in Central Texas by sheltering victims of domestic violence and by preventing abuse from occurring through intervention and education.

**WEBSITE:** [familyabusecenter.org](http://familyabusecenter.org)

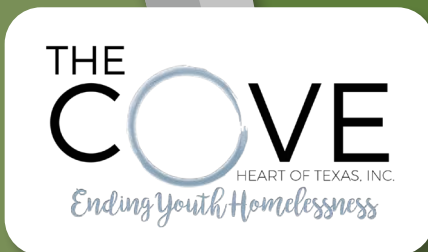


## \$15,000 The Cove

**GRANT FOR:** \$7,750 general funding; \$7,250 for van

**MISSION:** The Cove is centered on providing an after school point of connection that empowers young people through having a consistent place to do school work, learn and practice healthy lifestyle habits, receive support services that equip them to set and achieve goals, maintain enrollment in school, and ultimately, graduate.

**WEBSITE:** [thecovewaco.org](http://thecovewaco.org)



## \$15,000 Greater Waco Legal Services

**GRANT FOR:** Hiring an additional immigration attorney

**MISSION:** Greater Waco Legal Services provides affordable legal services, holistic advocacy, and community-driven problem solving so that all members of our community have equal access to justice.

**WEBSITE:** [greaterwacolegalservices.org](http://greaterwacolegalservices.org)



**BAYLOR  
★ WACO  
FOUNDATION**

The Baylor/Waco Foundation, guided by local business leaders and current Baylor students through Baylor's Philanthropy & Public Good course, grants funds to local non-profits working in economic development, health, education, cultural wealth and city growth, focus areas of Baylor's community engagement initiative.





Baylor University

## About the Report

Baylor University's Office of External Affairs crafted this report with support from students through Baylor's spring 2020 Philanthropy and Social Innovation Course. Throughout the semester, students contacted all divisions and units with an open call for submissions. Data was then reviewed and compiled to create the final report. The data presented represents the most current information available as of May 2020.

This report would not have been possible without the work of these students and the information from our many campus partners and contributors. Thank you for the contribution of many and the impact you make on Waco.

### **Contributors:**

Krista Brinser, Rachel Cummins, Zara Kintz.