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WELCOME

The Baylor Social and Economic Impact Report annually highlights and shares data related to the partnerships and collaboration that exists between Baylor University, the City of Waco and countless organizations throughout Baylor’s hometown.

Each year, faculty, staff and students make a difference throughout the city through academics, service and more. Please utilize the report to view key takeaways and discover highlights related to this important work.
Baylor University relocated to the county seat of McLennan County in the late 19th century and has been proud to call Waco its home for more than 135 years. Working together across decades, the Baylor-Waco partnership has provided mutual opportunity and positive outcomes for our entire community.

As one of McLennan County’s largest employers, Baylor attracts and invests in local talent. Our R1 status as a top-tier research university allows us to continue our growth in recruiting world-class faculty, graduate and undergraduate students who are serious about research, dedicated to a school with a compelling Christian mission and committed citizens to our Waco community. Through thousands of volunteer hours, the Baylor Family bolsters our local organizations, area public schools and community causes.

The strength of our partnership is evident throughout this report as we share Baylor’s commitment to areas of economic development, health, education, cultural wealth and city growth. We are honored to collaborate with thoughtful and intentional leaders dedicated to a thriving, vibrant Waco, and we look forward to continued work toward our shared interests for many years to come.

Linda A. Livingstone, Ph.D.
President, Baylor University
ABOUT THE UNIVERSITY

Baylor University is a private Christian university and a nationally ranked Research 1 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, outlines details to that end as Baylor builds on historic strengths and strategically invests in new areas of research and service.

Baylor’s long-pursued goal of R1 recognition became a reality on December 16, 2021, earning the designation as a doctoral institution with “very high research activity” by the Carnegie Classification of Institutions of Higher Education.
QUICK FACTS...

- Located in the heart of Waco, Texas, the campus spans approximately 1,000 acres along the Brazos River
- Total Enrolled Students: 20,025 (Spring 2022)
- Total Faculty: 1,924
- Total Staff: 2,206
- Degree Programs: 126 baccalaureate, 80 masters, 47 doctoral, education specialist and master of law programs
- 39% of students live on campus in 12 residence halls
- 330 clubs and organizations, including 40 national and local sororities and fraternities
- NCAA Division I, Big 12 Conference
- 19 varsity sports
- Waco-area Alumni: 15,500
ECONOMIC IMPACT

Through local spending and as one of McLennan County’s largest employers, Baylor University has a significant impact on the economic vitality of our community. Annually, the University spends $84,547,637 and pays $324.6 million in salary to full- and part-time faculty and staff.

STATISTICS

11%
INCREASE OF TOTAL SPEND FROM FY21 TO FY22. LOCAL SPEND INCREASED 35%

$84,547,637
FY22 SPEND WITH SUPPLIERS WITHIN WACO ZIP CODES

$325 million
IN SALARY AND WAGES FOR FACULTY AND STAFF

1.1 billion
PROPERTY, PLANT AND EQUIPMENT NET

Breakdown of Employees by Classification

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REAL ESTATE HIGHLIGHTS

**HURD WELCOME CENTER**

Through the 2021-22 fiscal year, construction on the state-of-the-art Mark and Paula Hurd Welcome Center, envisioned as the “front door” to the University, located at the corner of University Parks Drive and I-35, continued at a rapid pace. Scheduled to open in Summer 2023, the 120,000-square-foot complex will function as an entry point for those planning to explore in more depth Baylor’s academic programs, musical and theatrical performances, social activities, alumni activities, athletic events, graduation ceremonies and more, whether visiting from Waco or beyond.

**BASKETBALL PAVILION**

Basketball on the Brazos: Announced during December 2021, the Paul and Alejandra Foster Basketball Pavilion extends campus to downtown Waco like never before. This development — a partnership between Baylor University and the City of Waco — comes alongside the Brazos Promenade to reimagine what it’s like to live, work and play within downtown Waco, offering entertainment alongside dining, living and festival infrastructure.
In accordance with its Christian mission and vision, Baylor University strives to be a community that fulfills its calling as stewards of God’s gift of creation. Through institutional policy, the University acknowledges a commitment to fostering 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.
Baylor University partners with Waco Transit to provide transportation to students, visitors and members of the community around and near campus. This provides local jobs through the City of Waco and also reduces vehicular traffic on campus to support our commitment to the environment. By providing safe and reliable transportation, Waco Transit offers more access to campus activities for students and members of the community alike.

**BUS TRANSIT RIDERSHIP**

259,338  
TOTAL PASSENGER TRIPS

10,528.55  
TOTAL SERVICE HOUR

**ZIPCAR MEMBERSHIPS**

229  
UNIVERSITY MEMBERS

**SUSTAINABILITY NOTABLES:**

- The Baylor campus is home to seven LEED Green buildings. LEED (Leadership in Energy and Environmental Design certification) is a globally recognized symbol of sustainability achievement and leadership.

- Chartered student groups on campus lead sustainability efforts beyond the boundaries of Baylor. Through additional volunteer events with Keep Waco Beautiful and Urban REAP, the Baylor community dedicates time to beautifying Waco and learning further about environmental sustainability.
At Baylor, research is more than an academic enterprise. Through short- and long-term initiatives, the University utilizes institutional capabilities and faculty research to transform lives around the world through ground-breaking advances and evidence-based, capacity-building partnerships that address the significant challenges confronting our world and create a foundation for future discoveries — and it all starts in Waco, Texas.

$48,809,000
TOTAL RESEARCH SPENDING

RESEARCH HIGHLIGHTS

44
PATENTS ISSUED IN FISCAL YEAR 2022
(U.S. AND/OR FOREIGN)

82
PATENTS FILED IN FISCAL YEAR 2022
(U.S. AND/OR FOREIGN)

R1 Status
CARNEGIE MELLON R1 RESEARCH STATUS ACHIEVED DECEMBER 2021
CULTURAL ENRICHMENT: FINE ARTS

Opportunities for cultural enrichment abound at Baylor University, where visitors can experience campus museums, theatrical and musical performances and more.
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 summer camps and special performances for school groups.

**MUSIC**
- 375+ free performances available through in-person and live streaming
- 5,000 special events tickets for live performances
- 545 Summer Music Camp attendees, 800 Summer Music Camp attendees planned for Summer 2023
- Semper Pro Musica Organ, Solo and Chamber Music Competition Winners’ Recitals in New York
- Baylor Symphony Orchestra Youth Concerts, in partnership with the Waco Symphony Orchestra, reach 6,000 students each year.

**THEATER**
- Eight shows during the 2021-22 season
- 78 acting opportunities for students
CULTURAL ENRICHMENT: MUSEUMS AND CAMPUS ATTRACTIONS

THE MAYBORN MUSEUM COMPLEX

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. The complex includes 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 exhibitions.

The Mayborn Museum saw 139,139 visitors walk through its doors between June 1, 2021 through May 31, 2022. This is almost 90% of pre-pandemic attendance.

- 61% percent of the museum’s visitors reside within McLennan County
- Local districts also take advantage of the Mayborn as a field trip destination including, but not limited to, Waco, Robinson, Midway, La Vega and Bosqueville
- The Mayborn Museum has partnered with the Waco/McLennan County and Hewitt Public Libraries to offer library patrons the opportunity to borrow a museum day pass for no cost. More than 1,800 visitors were able to enjoy the free admission to the museum using library passes.
THE MAYBORN MEETS RESEARCH

In 2015, the Mayborn Museum joined the Portal to the Public Network of practitioners funded by the National Science Foundation and the Institute of Museum and Library Services and facilitated by the Institute for Learning Innovation. Baylor University researchers are encouraged to partner with the Mayborn Museum to reach broader impact requirements for national and international grant applications.

The result is a collaborative effort with the Mayborn Museum and Baylor University departments to engage community audiences with current research through programming or exhibitions. Mayborn Research Partners will enhance their abilities to share research through hands-on activities that engage audiences of all ages through a half-day training on engagement strategies provided by the Mayborn Museum.

During the 2021/22 fiscal year, 57 research partners participated in a Portal to the Public training. These numbers include Baylor faculty members and their graduate students.

Meet the Scientists programs feature Mayborn Research partner’s research translated to the public through hands-on activities. The Museum offered 18 Meet the Scientists programs from June 1, 2021 through May 31, 2022.

Sic ‘Em Science Day is an annual event hosted by the Mayborn Museum in collaboration with students and faculty of Baylor University. Hands-on STEM activities are featured throughout the museum including the fan favorite Chemistry Magic Show produced by Baylor University’s American Chemistry Society. More than 30 Mayborn Research partners participated in Sic ‘Em Science Day October 23, 2021.

COMMUNITY COLLABORATIONS

A Look Back

The Mayborn Museum strives to be representative of the community it serves and to have strong partnerships and relationships throughout the greater Waco area. The Mayborn partnered with organizations to serve as a community space to reach and educate varying groups on important topics relevant to our local area:

- Waco Mammoth National Monument
- STEMFest — July 17, 2021
- Hispanic Heritage Celebration — September 26, 2021
- Fire Safety Day — October 3, 2021
- Pre-K Awareness Day — April 2, 2022
- Monarch Action Day — May 7, 2022
CULTURAL ENRICHMENT: MUSEUMS AND CAMPUS ATTRACTIONS

THE ARMSTRONG BROWNING LIBRARY
The Armstrong Browning Library is a research center and museum dedicated to the study of the lives and works of the Victorian poets Robert and Elizabeth Barrett Browning. It houses the world’s largest collection of Browning materials and other fine collections of rare 19th century books, manuscripts and works of art.

22,471 TOTAL VISITORS
59 (761 PEOPLE ON TOURS) TOURS/PRESENTATIONS
7 VISITING SCHOLARS
31 PUBLIC EVENTS (LECTURES/CONCERTS)
THE MARTIN MUSEUM
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 vital resource for teaching and scholarship in a variety of disciplines.

BEAR HABITAT
Annually, thousands visit the Bill and Eva Williams Bear Habitat, home to the University’s North American black bear, Judge Lady. The Bear Habitat is fully accredited by the U.S. Department of Agriculture as a Class C Zoo and is the first university facility in the world to earn Association of Zoos and Aquariums accreditation. The habitat offers guided tours by request.
CULTURAL ENRICHMENT: CAMPUS VISITS AND LOCAL ALUMNI EVENTS

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. Baylor University’s Homecoming celebration is the oldest in the nation. Following 2020’s pause in in-person Homecoming festivities, Fall 2021 welcomed Homecoming back full-force, combining beloved traditions like the Homecoming parade that begins on Austin Avenue in downtown Waco and ends on campus, with newer traditions, including the Art of Homecoming that featured temporary murals on businesses downtown crafted by local artists that celebrated the spirit of the University.
ADMISSIONS EVENTS
Baylor’s Undergraduate Admissions office hosts a number of events annually drawing thousands of prospective students and their families to Waco for tours and activities on the Baylor campus and in the community.

48,621 TOTAL ADMISSIONS EVENTS

10,981 VIRTUAL EVENT ATTENDANCE

6,838 IN PERSON EVENT ATTENDANCE

30,802 CAMPUS VISITS/TOUR ATTENDANCE

ALUMNI
More than 15,000 Baylor alumni call Waco home, flinging their green and gold locally. Baylor Alumni Engagement hosted over 105 virtual and in-person events that could be accessed by Waco alumni, friends and families.

In person events included the “Made in Waco” event series, highlighting stories of local entrepreneurs with ties to Baylor, including Revival Eastside Eatery, owned and operated by Danielle Young, Ph. D., Baylor alum and faculty member.
Baylor’s world class athletics department is guided by the vision of Preparing Champions for Life. Each year, our student-athletes engage with the local schools and organizations through service hours, all while performing at the highest level on the field. Together, the campus community and the city rally behind the Bears as Waco cheers for the home team on gameday.

**STUDENT ENGAGEMENT AND SERVICE**

- 2,332 community engagement hours
- 363 student-athletes served the Waco community, with 255 completing at least four hours of service
- More than 40 organizations were supported and over 119 opportunities were attended, resulting in an economic impact of over $66,000
- Baylor’s Student-Athlete Advisory Committee (SAAC) collaborated with the local YMCA to do a Trunk or Treat event and hosted a thrift store with proceeds benefitting The Cove.
SHOWCASING THE CITY

Baylor hosted 154 NCAA Division I home events during the 2021-22 academic year. A total of 126 games were broadcast live from Waco on FOX, ABC, CBS and the ESPN family of networks — football (7), men’s basketball (17), women’s basketball (17), baseball (32), softball (28), volleyball (13), soccer (9) and acrobatics & tumbling (3).

UNPRECEDENTED

BIG 12 SUCCESS

Baylor became the only school in the 26-year history of the Big 12 Conference to win the football, men’s basketball and women’s basketball championships all in the same academic year.

ATHLETICS IN THE

NATIONAL SPOTLIGHT

Additionally, Baylor football won a program-record 12 games, including the Big 12 Championship Game against Oklahoma State and a New Year’s Day Sugar Bowl win over Ole Miss. Nine different BU teams earned top-10 national rankings during the year — Football, Volleyball, Men’s and Women’s Basketball, Equestrian, Acrobatics & Tumbling, Men’s Tennis, Men’s and Women’s Track. Men’s Tennis also won a Big 12 Championship, giving the Bears four Big 12 titles during the 2021-22 academic year.
A CULTURE OF COMMUNITY SERVICE

Throughout the academic year, the Baylor Family, including faculty, staff and students, volunteered more than 150,000 hours serving the community and supporting local organizations and initiatives through service projects, philanthropy and beyond. Student organizations, academic units and more pitch in outside of the classroom to help Waco thrive.

• Departmental Service Programs/Events: 10
• Number of volunteers: approx. 3,670
• Number of hours served at Baylor events: approx. 14,540
• Money raised by students: $5,158
• Number of items donated: approx. 14,998
• Number of agencies/homeowners served: approx. 140
• Number of meals/snack bags prepared and donated: more than 2,100
• Number of student orgs/groups that served with us: 117
• Amount of trash/brush collected: more than 16 tons
• Estimated impact based on current est. national value of each volunteer hour (Independent Sector, April 2022): $43,547
SUPPORTING OUR SOLID GOLD NEIGHBORS:
PHILANTHROPY & THE PUBLIC GOOD

Each fall semester, a group of Baylor students participate in a class designed to ignite interest and involvement 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 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.

Fall 2021 funding was provided by the Baylor/Waco Foundation, led by the Solid Gold Neighbor Ambassador council. Additional funding was provided by Aramark and the Philanthropy Lab.

$6,500
WORLD HUNGER RELIEF FARM
World Hunger Relief is a Christian organization committed to the alleviation of food insecurity and malnutrition through sustainable agriculture, transformative education and community partnerships.

$9,500
THE SIZE OF A MAN
The Size of a Man is a nonprofit organization dedicated to breaking the cycles of fatherlessness and poverty through mentorship.

$6,500
EAST WACO INNOVATIVE SCHOOL
East Waco Innovative School, DBA Triple Win Waco, facilitates practical, hands-on learning activations for students that develop skills beyond the classroom.
$20,000
CHRISTIAN WOMEN’S JOB CORPS
CWJC provides free GED and Job Training Classes to the women of McLennan County helping them to transform their lives, their families and their communities.

$6,000
CREATIVE WACO
Creative Waco is a nonprofit organization with a mission to grow and support a thriving cultural and creative community in Waco and McLennan County, Texas.

$11,000
THE COVE
The Cove is a teen nurturing center designed to provide a safe space for students experiencing homelessness to access the resources they need to thrive.

$20,000
GREATER WACO LEGAL SERVICES
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.

$79,500
DISTRIBUTED TOTAL
SUPPORTING OUR NEIGHBORS:
THE SOLID GOLD NEIGHBOR INITIATIVE

Baylor’s Office of External Affairs is inspired to lead, engage, support and celebrate the collective impact of Baylor and Waco. Through this work, External Affairs explores partnerships to strengthen the Waco-area nonprofit community and leverage campus assets. Programming of the External Affairs Office in support of the Solid Gold Neighbor initiative focuses on the following areas: economic development, health, education, cultural wealth, and city growth, and serves to rally resources in support of the Waco Community.
PROGRAM HIGHLIGHTS

SOLID GOLD NEIGHBOR RESEARCH FELLOWS
The Solid Gold Neighbor Research Fellows Program, a community-based participatory research grant program, ties civic and nonprofit needs with academic research capabilities through master’s degree and doctoral students to advance social change within the Greater Waco community. Master and doctoral students are paired with the following organizations to explore topics related to needs of the community: Esther’s Closet, First United Methodist Church of Waco, Community Cancer Association, Talitha Koum Institute and The Cove.

ENVISIONING EQUITY EVENT SERIES
The Envisioning Equity Event Series, held webinar-style virtually, explores local issues through panels featuring Waco-area subject matter experts and guest lecturers in partnership with the Baylor Medical Humanities department and other departments across campus.

MULTICULTURAL AFFAIRS LEADER PANELS
Celebrating and learning Waco’s rich diversity deeply enhances students’ understanding and engagement within the Waco community during their time on campus. In partnership with Baylor Multicultural Affairs, students heard from Waco leaders in honor of Black History Month, Hispanic Heritage Month and Asian-Pacific Islander Heritage Month.

WACO ISD EMPOWERMENT SUMMITS
In partnership with Waco ISD, Baylor hosted Women’s and Men’s Empowerment summits on Baylor’s campus for middle through high school students. These students gained knowledge about higher education, learned from breakout sessions and heard from keynote speakers and distinguished community leader guests.
COMMUNITY ENGAGEMENT

LIFELONG LEARNING AT THE MAYBORN MUSEUM

In June of 2021, the operation of Baylor University’s Lifelong Learning program transitioned to the Mayborn Museum. This long-running program is a primarily volunteer-led, membership-based organization that offers an array of learning opportunities and experiences for ages 50 and up. Each fall and spring semester, member-designed courses and special events are offered to intellectually curious adults. Classes are taught by Baylor professors and other community members, and topics range from a history of the second World War to the science of sleep.

Over the past year, 287 membership households joined the new Lifelong Learning membership at the Mayborn Museum. There were over 415 participants in the program. In total, the program offered 30 courses between the spring and fall semesters.

Lifelong Learning also offers a variety of experiences for its members and those interested in joining the program. Two coffees are offered each semester with an interesting speaker to entice new audiences, along with a bus trip to an out of town destination and an end of semester luncheon. In Spring 2022, Lifelong Learners were able to experience a coffee featuring Reverend Dr. Malcom Foley, Baylor University’s special advisor to the President for equity and campus engagement, and a day long trip to the Perot Museum.
HEART OF TEXAS REGIONAL HISTORY FAIR
There is a strong partnership spanning years between Baylor University, Waco-area non-profit organizations and businesses alongside community volunteers, making the Heart of Texas Regional History Fair possible for Central Texas-area students. This regional affiliate for the Texas History Day and National History Day competition develops academic, artistic and social skills in participants as they learn to conduct research, synthesize source materials and more. Special honors and recognitions spanning multiple categories were awarded to participants in 2022.
COMMUNITY ENGAGEMENT

BAYLOR LAW SCHOOL CLINICS
Throughout the year, Baylor Law School offers a variety of legal clinics developed to serve the needs of the surrounding community in partnership with Waco-area attorneys and volunteers.

Summer 2021
Legal Advice Clinics for Veterans and spouses: 31 served
Estate Planning Clinic: 29 wills drafted for veterans and first responders
Trial Advocacy Clinic: Nine children represented at initial juvenile detention hearings

Fall 2021
Legal Advice Clinics for Veterans and spouses: 37 served
Estate Planning Clinic: 14 wills drafted for veterans and first responders
Trial Advocacy Clinic: 25 children represented at initial juvenile detention hearings

Winter 2021-2022
Legal Advice Clinics for Veterans and spouses: 47 served
Estate Planning Clinic: Six wills drafted for veterans
Trial Advocacy Clinic: 21 children represented at initial juvenile detention hearings

Spring 2022
Legal Advice Clinics for veterans and spouses: 48 served
Estate Planning Clinic: 10 wills drafted for veterans and first responders
Trial Advocacy Clinic: 32 children represented at initial juvenile detention hearings
CENTER FOR RESERVOIR AND AQUATIC SYSTEMS RESEARCH (CRASR)

CRASR, a partnership between Baylor University and the City of Waco, focuses on aquatic resources and serves as a hands-on learning lab. Scientists conduct research on aquatic ecosystems and how human activities and behaviors impact public health. Activities through CRASR transcend the lab, CRASR offers a variety of opportunities for community engagement, including Community Water Forums and educational resources for K-12 classrooms.
BAYLOR UNIVERSITY LIBRARIES

While located on Baylor’s campus, the University Library system offers resources for the broader community.

**Baylor Digital Collections**: More than 70 unique digital collections drawn from the Libraries’ holdings

**TexShare Program**: Check out materials from Baylor and other libraries across Texas

**Library Catalog for Print Materials**: Borrow books from the print collection with the TexShare Card

**Baylor Libraries Research Libraries, Institutes and Collections**: These special collections cover topics from Texana, politics and religion to Victorian poets and more

**Black Gospel Music Royce-Darden Digital Collection**: The world’s leading collection of digitized Black gospel music