



MANS&C

The Massachusetts Association of Nonprofit Schools and Colleges

MANS&C Scores Key Victories on Beacon Hill



MANS&C Legislative Counsel John J. Spillane recently had a major role in stopping several bills that would have given local communities unprecedented control over the real estate transactions and finances of nonprofit schools, colleges and universities.

The first measure – part of the governor’s Municipal Modernization bill – would have required our institutions to give their communities a 120-day right of first refusal when selling or converting tax-exempt property for residential, commercial or industrial use.

The Revenue Committee stripped out that section of the bill, thanks to the efforts of MANS&C and other interested groups.

Spillane also played a role in stopping two bills with the same intent, House Bills 2492 and 2513.

In addition, all of the following bills have been sent to study, effectively killing them for the remainder of the current legislative session. If passed, these measures would have:

- Allowed towns to levy taxes on nonprofit institutions equal to 25 percent of the amount we would have paid if we were not tax-exempt (HB 2584 and SB 1451)
- Levied 1 percent excise taxes on nonprofit institutions of higher learning that have endowments of \$1 billion or more (HB 2668)
- Developed a funding mechanism for the reimbursement of lost taxes and municipal services to local communities by nonprofits (HB 2693)
- Significantly eroded our rights under the Dover Amendment (SB 116 and SB 117)
- Required all private universities with endowments of more than \$1 billion to pay a 2.5 percent excise tax on the amount in excess of \$1 billion (SB 1482)

Spillane is closely monitoring two additional bills that are still in play. One would establish a special commission to study the effectiveness of the Dover Amendment (SB 224). The second would require nonprofit colleges and universities to establish policies and reporting procedures, faculty and administration training, campus security policies and student programs about sexual assault (SB 679).

CONTENTS

What to Include in a CIS?	2
President’s Letter: The Power of Community Impact Statements	2
CIS Distribution	3
Executive Board members 2015-16	4

What’s Inside

This issue of the MANS&C Newsletter focuses on Community Impact Statements – our single most important tool in communicating the benefits that our institutions provide to our communities.

You’ll find suggestions on how to create your own Community Impact Statement and examples from other MANS&C member institutions.

This issue’s Legislative Report also has the latest news about some major successes MANS&C has had on Beacon Hill, thanks to the efforts of our Legislative Counsel, John J. Spillane.

What to Include in a CIS?

Community Impact Statements don't need to be exhaustive lists of every dollar your school or college has spent locally and every cultural event that's open to the public.

The best versions clearly and concisely highlight the scope of the cultural offerings, service projects and financial benefits that our institutions provide. They give a sense of our history and community spirit. Highlighting them with photos and quotes from the community heightens their appeal.

Most of us have the statistics and resources we need right at our fingertips.

Here are some points to think about when you're assembling your Community Impact Statement:

Economic Contributions

- How many faculty and staff members live in your community? In surrounding towns? What is your payroll in salary and benefits for them?
- What is your total annual expenditure with local vendors?
- What amount does your faculty, staff, students and visitors spend annually in your community?
- Do you make voluntary payments to the community? How much do you pay locally or to the state every year in taxes, utilities and fees?
- Do you pay property taxes on any of your land or structures?
- How many local students attend your institution and how much financial aid do you provide to them?
- What are your annual capital expenditures?
- Do your students or faculty make cash donations to local causes?
- How many alumni live and work in the community?

Social Contributions

- Describe your community service programs and how they benefit your city or town.
- List the community organizations that use your facilities for free or at a reduced rate.
- Do you have any environmental programs that benefit the community?
- Did your institution donate any new or used equipment and supplies, or services of any kind to local organizations or town departments?
- How many volunteer hours do faculty and staff provide to community causes?
- Do you invite the public to hear speakers or attend musical performances on your campus?
- List any recognition your institution, staff or students have received for community involvement.
- Do you operate in partnership or collaborate with local organizations?

PRESIDENT'S LETTER

The Power of Community Impact Statements



This issue of the MANS&C Newsletter focuses on Community Impact Statements, including helpful tips on what to include and examples from member schools, colleges and universities.

MANS&C membership and Community Impact Statements are a powerful combination.

As MANS&C members use these documents to demonstrate our value locally, MANS&C is working every day to represent our interests at the highest levels on Beacon Hill.

MANS&C's experienced and hard-working Legislative Counsel John J. Spillane has developed close working relationships with key legislators through the years.

He testifies or submits written testimony at hearings on bills that would erode our members' independence or threaten our economic well-being. He also provides additional information and insight to legislators about the consequences of bills of concern.

Further increasing our influence, John works with AICUM and other trade associations to ensure that our members' voices are heard and our interests are represented.

As you'll see in this issue, John scored several major victories on Beacon Hill in recent weeks. He was instrumental in the decision of the Revenue Committee to delete a troublesome section of the Governor's Municipal Modernization bill. It would have required our institutions to give local communities the right of first approval when we decide to sell or covert our tax-exempt property.

John also was instrumental in sidelining a number of bills, including two Senate measures that would have nullified the Dover Amendment and increased local control over our building projects.

As the current legislative session progresses, he will continue to monitor bills of concern and work to stop them when they are about to gain traction.

Pressure is mounting at both the state and local levels for nonprofit schools, colleges and universities to make or increase payments to local communities. By becoming a MANS&C member we can work together to meet the challenges that lie ahead.

Please feel free to contact me for information about joining MANS&C or if you have questions or concerns.

Julaine McInnis
MANS&C President
781-494-7707
jmcinnis@ursulineacademy.net

CIS Distribution

Once your Community Impact Statement is complete, distribution is the next step. Post it prominently on your website and consider handing out copies to the following:

- State and local elected officials
- Community leaders
- Local organizations
- Business leaders
- Benefactors
- Alumni and trustees
- Media

The websites of two MANS&C members, Boston University and Lawrence Academy, have fine examples of their community involvement:

Boston University – <http://www.bu.edu/community/>

Lawrence Academy – http://www.lacademy.edu/uploaded/2015_Graphic_Files/PDFs/community2015.pdf



How Lawrence Academy Created Its Community Impact Statement



Lawrence Academy's new Community Impact Statement is a four-page brochure that outlines the considerable economic and social benefits the school provides to Groton and the surrounding area.

It notes that the Academy employs 100 local residents, paid out more than \$1.6 million to area vendors, offers meeting spaces to Groton organizations and activities, and donated used school buses to the local police department.

The full-color brochure also outlines the wide range of cultural and athletic offerings that are open to the public, and lists some of the local organizations that benefit from the volunteer work of the school staff. It also has information about the academy's establishment in 1793 as Groton's town school.

The brochure was created by a committee that included the assistant head of school, the directors of communications, summer programs, student life and finance and operations, as well as the facilities rental manager.

The group kicked off the project with a planning meeting to talk about goals for document, look at examples from other schools and decide what information was needed.

The Finance and Operations office gathered payroll information, the list of employee residences, details about payments to vendors and so on. One committee member worked on the cover page wording and the Communications Office created a layout and found photos.

Linda Deasy, director of Finance and Operations, said the brochure has been used with the local board of trade and selectmen, and other uses are under discussion. To see the Academy's complete Community Impact Statement, go to http://www.lacademy.edu/uploaded/2015_Graphic_Files/PDFs/community2015.pdf



BOARD OF DIRECTORS 2015-16

The Massachusetts Association of Nonprofit Schools and Colleges (MANS&C) 20 Newton St. | Brookline MA | 02445-7498

Julaine McInnis **President**

Business Manager
Ursuline Academy
85 Lowder St.
Dedham, MA 02026
781-494-7707
jmcinnis@ursulineacademy.net

Jeanne M. Finlayson **Vice President**

Vice President for Finance
Stonehill College
320 Washington Street
Easton, MA 02357
508-565-1337
jfinlayson@stonehill.edu

Richard D. Saul **Treasurer**

Business Manager
Dexter Southfield
20 Newton Street
Brookline, MA 02445
617-522-5544
rsaul@dexter.org

Timothy Parson **Clerk**

Director of Finance & Operations
Beaver Country Day School
791 Hammond Street
Chestnut Hill, MA 02467-2300
617-738-2744
tparson@bcdschool.org

Alan Clarence

Director of Finance & Operations
The Fay School
48 Main Street
Southborough, MA 01772
508-490-8211
aclarence@fayschool.org

Linda C. Deasy

*Director of Finance
& Business Operations*
Lawrence Academy
26 Powderhouse Road
PO Box 992
Groton, MA 01450
978-448-1515
ldeasy@lacademy.edu

Meredith L. Mooney

Director of Govt. Policy
Boston University
121 Bay State Road
Boston, MA 02215
617-358-6914
mlmooney@bu.edu

William Stephenson

Business Manager
Thayer Academy
745 Washington Street
Braintree, MA 02184
781-664-2519
bstephenson@thayer.org

Todd A. Vincent

Headmaster
Dexter Southfield
20 Newton Street
Brookline, MA 02445
617-522-5544
tvincent@dexter.org

Roberta B. Whiting

Chief Financial Officer
Shore Country Day School
545 Cabot Street
Beverly, MA 01951
978-927-1700
bwhiting@shoreschool.org

MANS&C STAFF MEMBERS

Legislative Counsel

John J. Spillane
23 Institute Road
Worcester, MA 01609-2713
508-756-4342
spillanejj@spillanelaw.com

Communications Specialist

Ann Hall
annhall68@verizon.net

Webmaster

Brad Solomon
brad@bradsolomon.net

LIAISONS TO THE BOARD

AICUM

Robert J. McCarron, Esq.
www.aicum.org