

The Economic Impact of the University of Nebraska System



FY2020-2021

**Tripp
Umbach**



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University of Nebraska System

Mission

The University of Nebraska System exists to transform lives and communities in Nebraska and around the world. Its four campuses bring unique strengths together to create an exceptional level of quality and impact—through accessible and excellent education for diverse populations of students, research and creative activity that generates new knowledge, and service and engagement that enriches quality of life.

Vision

The University of Nebraska will be America’s preeminent public university system – a broad, diverse, and collaborative system of higher learning that leads the world in education and discovery. We will be:

- The destination of choice for students seeking an affordable, accessible, world-class education – in an inclusive, innovative learning environment that guarantees every student the opportunity to succeed.
- The world leader in making breakthrough discoveries and building the skilled workforce necessary to solve the most urgent 21st century challenges: water and food security, infectious disease, rural community development and vitality, national and cyber security, and early childhood education.
- The premier partner in our communities, across the nation, and around the globe in achieving the highest quality of life and economic prosperity for all.

Annual Economic and Social Impact of the University of Nebraska System



\$5.8 billion
generated in economic
impact in FY21



\$164 million
generated in state and
local tax revenues



1 out of 7
working Nebraskans
educated by NU



1 out of 27
Nebraskans employed
directly or indirectly



47,342
jobs created and
maintained



11,000
graduates provided
for the workforce
each year



\$2.9 billion
in economic impact
generated by alumni
annually

\$67.2 million
in value of volunteer time
provided to area communities by
staff, employees, and students



\$35.4 million
donated to local charitable
organizations by staff,
employees, and students

One University. Four Campuses. One Nebraska.

Across the University of Nebraska System,
you will find the following:



11,681 degrees awarded in 2020-2021



403,396 living University of Nebraska alumni



51,000 students enrolled in Fall of 2021



16,000 full-time faculty and staff in Fall of 2021



3,173 international students in the 2021-2022 academic year



9,858 graduate students



\$565 million in total research expenditures in FY2020



The student body of the University of Nebraska System in Fall 2021 is the **most diverse in history**, with more than **one in five** students identifying as a minority

University of Nebraska System Overview

Founded in 1869, the University of Nebraska System is the state's only public research university system. It encompasses four campuses located throughout Nebraska: The University of Nebraska; Lincoln (UNL), the flagship land-grant campus; University of Nebraska Medical Center (UNMC); the University of Nebraska at Omaha (UNO); and the University of Nebraska at Kearney (UNK). Collectively, these four unique institutions are known as the University of Nebraska System. Each institution has distinct and unique strengths, giving the University of Nebraska System an unparalleled scope of expertise.

The University of Nebraska–Lincoln, the flagship campus, is a major institution in the city of Lincoln and maintains a world-class reputation in academics and research. The University of Nebraska at Omaha has become a growing metropolitan campus with Carnegie community engagement designation. The University of Nebraska at Kearney plays significant roles in leveraging its regional presence to assist with high-demand workforce needs. The University of Nebraska Medical Center continues its path to be the nation's premier medical education institution, receiving honors for achievements in research and innovation. Notable recognitions across the University of Nebraska System include:

- UNL, according to [U.S. News & World Report](#), ranked among the best in colleges for veterans, value schools, undergraduate biological/agricultural engineering programs, national universities, and top performers on social mobility and public schools.
- UNL continues to be featured in [The Princeton Review](#) as one of the nation's top colleges for delivering a return on investment to students.
- UNMC was ranked among the best in [U.S. News & World Report](#) in primary care, nursing, physical therapy, physician assistant, and pharmacy programs, in addition to the online graduate nursing programs.
- UNMC is a Fulbright U.S. Scholar Program Top Producing Institution for the second year in a row, as established by the U.S. Department of State's Bureau of Educational and Cultural Affairs.
- In 2021, the National Institute of General Medical Sciences awarded UNMC \$20.3 million, the largest research grant in its history.
- In 2020, UNO received a \$36 million grant, the largest in NU history, from the U.S. Department of Homeland Security to establish the National Counterterrorism, Innovation, Technology, and Education (NCITE) Center.
- UNO is ranked by U.S. News & World Report for Best Online Programs 2020 in School of Criminology and Criminal Justice and Bachelor of Multidisciplinary Studies.
- UNO is ranked by Military Times as the No. 3 best four-year public institution for Military Friendliness (2020); No. 2 Best Cybersecurity Program (2017, 2018); and No. 10 in Military Times' Best for Vets: Colleges 2019 four-year institution rankings.
- U.S. News & World Report ranked UNK the best in colleges for veterans, value schools, top performers on social mobility, top public schools, and regional universities in the Midwest.
- The NU System was awarded a three-year, \$92 million contract in 2020 through the National Strategic Research Institute from the United States Strategic Command (USSTRATCOM).

The University of Nebraska has prioritized the development of and research from three university-wide institutes: the [Daugherty Water for Food Global Institute](#), the [Buffett Early Childhood Institute](#), and the [National Strategic Research Institute](#). Through these institutes, experts from across the University of Nebraska System seek innovative and advanced solutions to challenges that face our state, nation, and world.

Daugherty Water for Food Global Institute

Since 2010, the Daugherty Water for Food Global Institute at the University of Nebraska has worked toward one goal: a food- and water-secure world — one in which global food security is ensured without compromising the use of water to meet other essential human and environmental needs. Nebraska has one of the most progressive and prosperous agricultural industries in the world thanks to plentiful natural resources, the ingenuity and hard work of farmers, and the research leadership of the University of Nebraska.

The institute's impact is achieved through the work of its talented staff of more than 100 faculty and global fellows, postdoctoral researchers, and students in a wide variety of fields pursuing projects focused on increasing water and agricultural productivity. Through research and policy development, education, and communication, the institute is enhancing knowledge, fostering future water and food security leaders, and developing effective techniques to sustainably manage water and increase food security.

Buffett Early Childhood Institute

The Buffett Early Childhood Institute serves as a bridge to resources and information for parents, providers, and the public. The Buffett Early Childhood Institute's vision is to transform early childhood development, especially for children at risk, by leveraging the resources of the four campuses applying the best of what is known about the science and benefits of early childhood intervention. The institute focuses on applied research, professional preparation for early childhood educators and providers, public policy, and outreach.

The Buffett Early Childhood Institute brings together those who are working to improve early childhood education and development. The institute serves as a catalyst for change and provide a unified vision and common approach for how we can work together to improve children's learning and development.

National Strategic Research Institute (NSRI)

The National Strategic Research Institute helps the U.S. Department of Defense (DoD) and other federal agencies meet their national security objectives. Scientists, strategists, and students from the University of Nebraska and NSRI deliver innovative research, develop the future workforce, and support those who defend America and its allies.

Established in 2012, NSRI is one of only 14 University Affiliated Research Centers (UARC) in the nation engaged in a long-term, strategic partnership with the DoD. NSRI was established to ensure the United States' safety and preparedness against increasingly sophisticated attacks – whether from chemical and biological weapons of mass destruction, highly infectious disease, or nuclear weapons. It concentrates on five core research competencies: active and passive defense against weapons of mass destruction, nuclear detection and forensics, consequence management, detection of chemical and biological weapons, and mission-related research. NSRI provides mission-essential research and development capabilities for U.S. Strategic Command as well as other Department of Defense components and federal agencies focused on strategic deterrence and national security.

University of Nebraska System Five-Year Strategy

While indirectly related to this analysis, we have included material about the University of Nebraska System's Five-Year Strategy to provide context on priorities and efforts that are currently underway. In August 2020, President Carter unveiled a five-year strategy built on several key principles:

- The value of higher education is clear and growing. **Nebraska's success is tied to that of its University.**
- **Students come first.** The University of Nebraska should be the best place in the country to be a student, providing high-quality, affordable, accessible, education that prioritizes students' mental and physical health and prepares them for post-graduation success.
- **Our people are our greatest asset.** We will invest accordingly.
- We have a responsibility to **make the best use of every dollar** Nebraskans entrust to us.
- **Themes of equity and inclusion touch everything we do.** We will be a University for everyone – successful only when all voices are heard.
- Finally, **Nebraskans should know what to expect from their University.** We must work every day to maintain the trust and confidence of the people of our state.

The Five-Year Strategy highlights both university-wide priorities and specific strategic initiatives that focus on:

1. Access, Affordability, and Attainment
2. Workforce Development
3. Culture, Diversity, and Inclusion
4. Partnerships
5. Efficiency and Effectiveness

Since the release of the strategy, the University of Nebraska System has announced action on major initiatives including the establishment of the Nebraska Promise, a tuition-assistance program for Nebraska families with an annual income less than \$60,000, and the launch of the 2021 University Facilities Program, a major legislative proposal that will address over \$800 million in deferred maintenance by 2060.

More information about the University of Nebraska's Five-Year Strategy and key priorities is available at www.nebraska.edu/five-year-strategy

Project Introduction

In June 2021, the University of Nebraska System retained Tripp Umbach¹ to complete an economic impact assessment of all university operations. This economic impact analysis measures the effect of direct, indirect, and induced business volume and government revenue impacts for the NU System's operations throughout Nebraska. The methodology employed in the calculation of these impacts is IMPLAN. Primary data was collected from the University of Nebraska for the fiscal year of 2020-2021.² Data included capital expenditures, operational expenditures, jobs, payroll and benefits, and taxes. The approach taken on this study was decidedly conservative.

Economic impact begins when an organization spends money. Studies measuring economic impact capture the direct economic impact of an organization's spending, plus additional indirect and induced spending in the economy as a result of direct spending. The total economic impact measures the dollars that are generated within Nebraska because of the presence of the University of Nebraska System. This includes not only spending on goods and services with a variety of vendors within the state and the spending of its faculty, staff, students, and visitors but also the business volume generated by businesses within Nebraska that benefit from the NU System's spending. It is important to remember that not all dollars spent by a university remain in its home state. Dollars that flow out of the state in the form of purchases from out-of-state vendors are not included in the university's economic impact on the state. The multipliers used in this study are derived from the IMPLAN software.

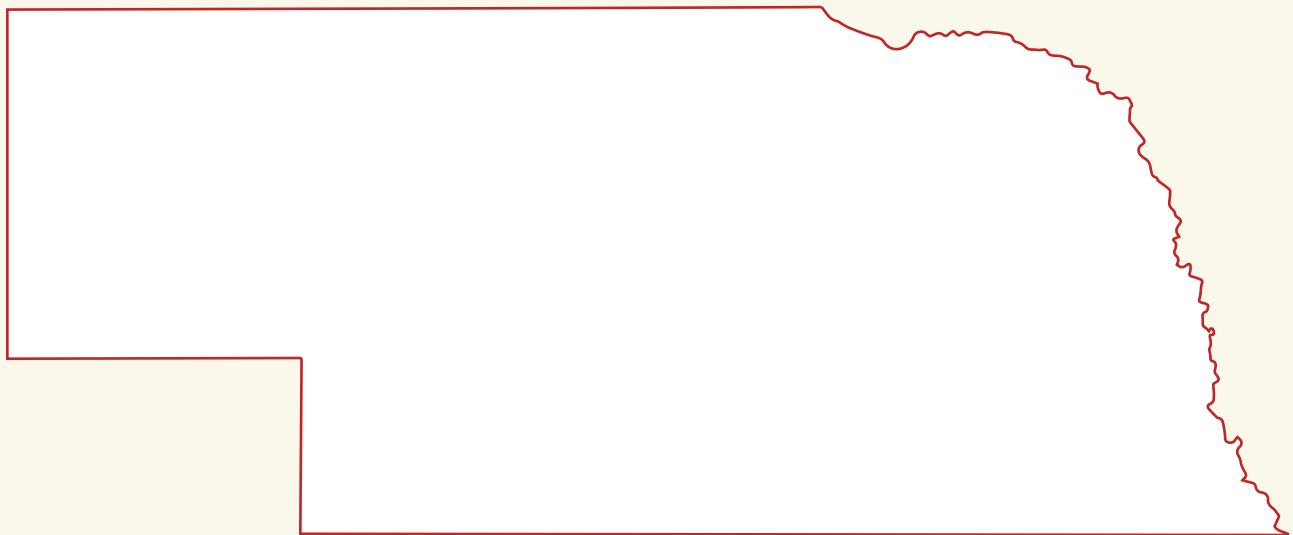
Key economic impact findings presented within the summary include the total current (FY21) impact of the NU System's operations on employment in Nebraska and the revenue impact on state and local governments.

The University of Nebraska System Study Profile At-A-Glance

Study Year: Fiscal 2020-2021 (FY21)

Data: University of Nebraska System

Geography: State of Nebraska, Nebraska counties, and legislative districts



¹ Tripp Umbach is a nationally recognized consulting firm specializing in economic development and impact studies and has completed customized studies for colleges and universities, academic medical centers, hospitals and health systems, non-profit organizations, research institutes, and economic development agencies, as well as arts, tourism, and sports initiatives.

² For this report FY 2021 refers to the period from July 1, 2020, to June 30, 2021.

Economic Impact Study Background

In June 2021, Tripp Umbach was retained by the University of Nebraska System to provide a comprehensive analysis of the economic, employment, government revenue, and community benefits that arise from the operations of the university system.³ The impact analysis measured these effects throughout the state of Nebraska and its counties and legislative districts. The University of Nebraska System’s influence on the strength of the region and state’s economies includes the following elements:

- The economic impact of the university overall
- Business volume impacts (University of Nebraska capital expenditures, operational expenditures, and payroll)
- Direct, indirect, and induced employment impacts
- Government revenue impacts at the local and state levels
- The impact of spending by employees in the local economy on goods and services
- The impact of the university’s athletics department in the local economy on goods and services
- The impact of visitor spending on the economy (wage premiums, job creation, etc.)
- The impact of student spending in the region (retail/merchandise, hospitality, etc.)
- The impact of medical residents in the region (economic and employment impacts)
- The impact that employees and students have on the community through donations and volunteer work

This analysis measures the effect of direct, indirect, and induced economic, employment, and government revenue impacts for the university system. For the purposes of the impact analysis, the University of Nebraska System is defined as the combined impacts of the university and all operations that fall into the university’s budget.

Table 1: Components of Economic Impact⁴

What is included in the Economic Impact	What is <u>not</u> included in Economic Impact
<ul style="list-style-type: none"> ○ Operational spending ○ Capital spending ○ Number of employees (faculty and staff) ○ Salaries and benefits ○ Visitor spending ○ Student spending ○ Alumni impact 	<ul style="list-style-type: none"> ○ Image and attraction power ○ Knowledge and expertise ○ Quality of life

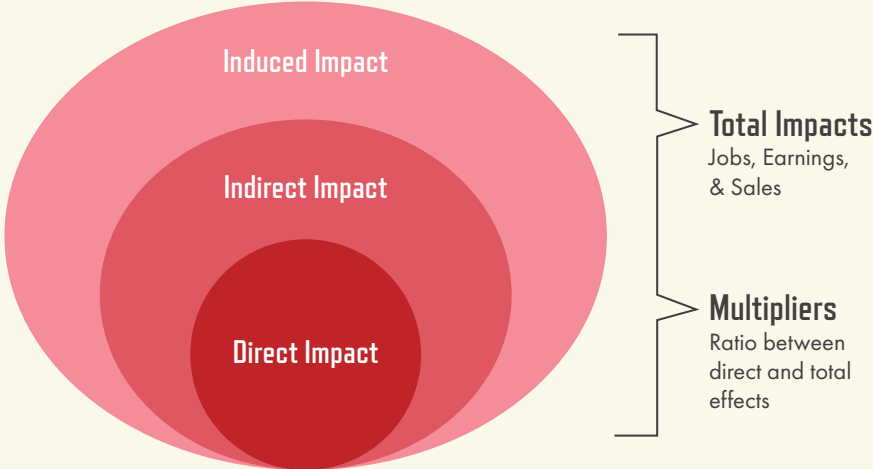
³ The University of Nebraska System pertains to UNL, UNMC, UNO, UNK, UNOP, and NCTA.

⁴ Tripp Umbach used IMPLAN from data obtained from the University of Nebraska System.

The University of Nebraska System Strengthens the State's Economic Power

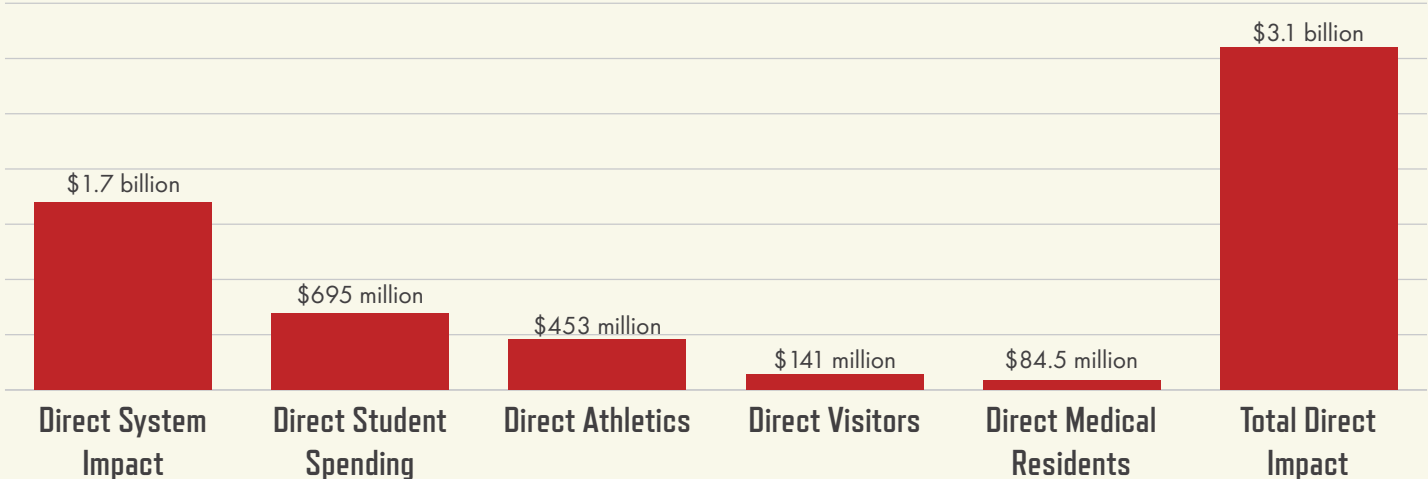
Operations of the University of Nebraska System, directly and indirectly, impact residents throughout Nebraska, generating billions annually in overall economic impact. The University of Nebraska System affects business volume in Nebraska in two ways:

- 1. Direct expenditures for goods and services** by the NU System and its staff, faculty, students, and visitors. This spending supports local businesses, which in turn employ local individuals to sell the goods and provide the services that university constituencies need.
- 2. Indirect or induced spending** within Nebraska. The businesses and individuals that receive direct payments re-spend this money within the state, thus creating the need for even more jobs.



Expenditures on goods, products, and services by the University of Nebraska System and its staff, faculty, students, and visitors in 2021 resulted in an overall economic impact by system operations of \$5.8 billion. This number includes the direct operational impact of \$1.7 billion of the university system, \$695 million in direct student spending, \$453 million in direct athletics impact, \$141.0 million in direct visitor impacts, and \$84.5 million in direct medical resident impact.

Figure 2: Direct Impacts



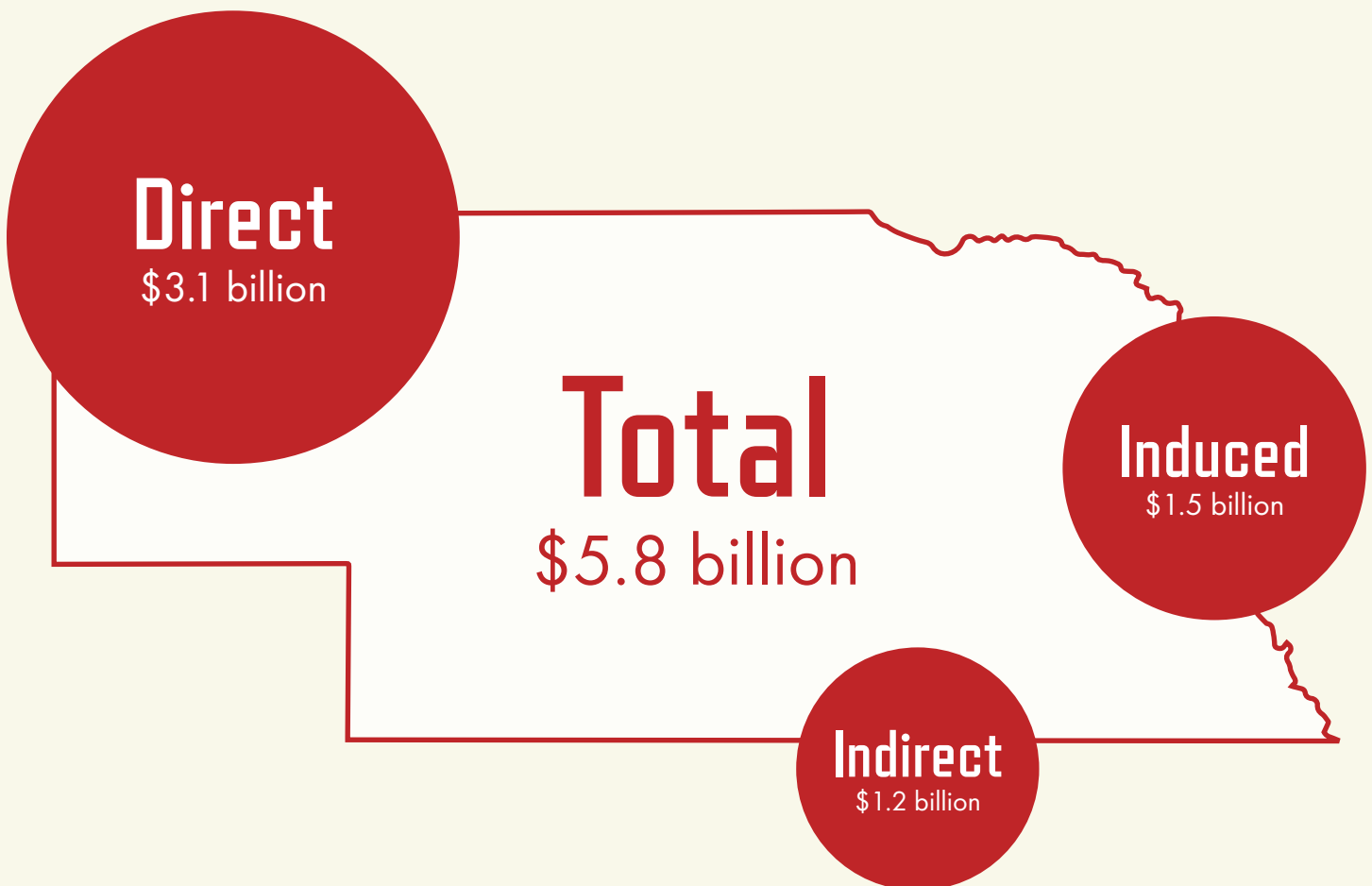
University of Nebraska System Economic Impact

The University of Nebraska System is an economic engine throughout the entire state. Direct spending by the NU System with vendors and by employees generates economic activity in every region of the state. In FY21, the NU System generated \$3.1 billion in direct economic impact. The total impact of \$5.8 billion represents the direct, indirect, and induced impact of spending that occurs as a result of the statewide presence of the University of Nebraska System.

The indirect and induced effect generates impacts of the university system through vendors, faculty and staff spending, and re-spending in the economy of Nebraska resulting in an impact of \$2.7 billion.

The impact that is generated by out-of-area visitors to the campus for various events such as athletics, campus tours, conferences and meetings, research events, and symposiums also significantly impacts the region. Additional impacts are also felt due to students and their spending off-campus with other vendors for housing, transportation, supplies, and food as well as discretionary spending.

Figure 3: FY2021 Statewide Impacts



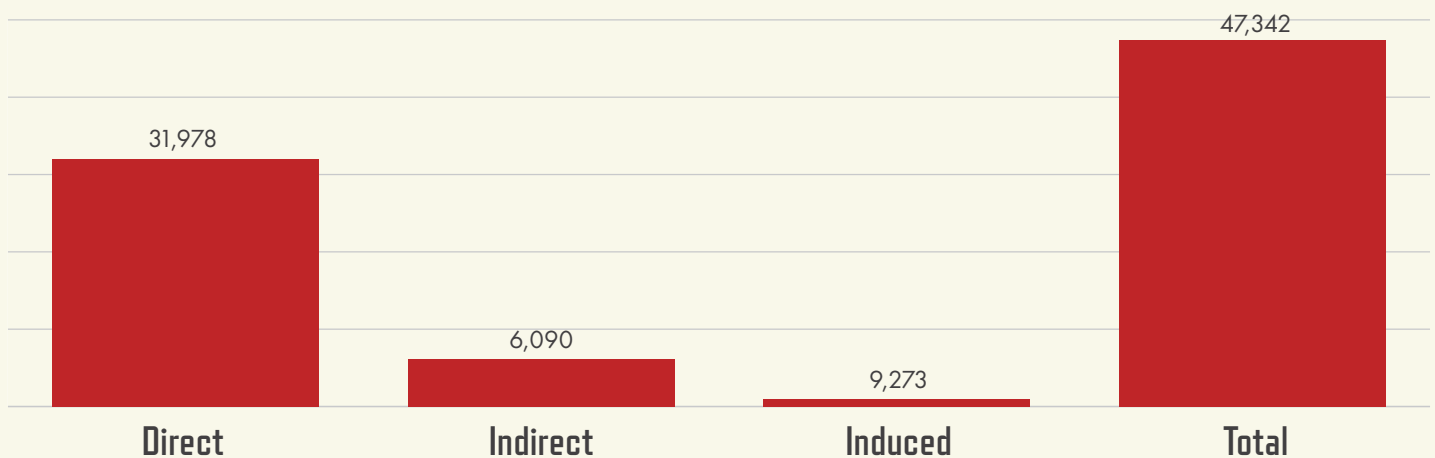
University of Nebraska System Employment Impact

The University of Nebraska System supports 47,342 jobs in the state,⁵ meaning one out of 27 Nebraskans are employed directly or indirectly by the NU System. These jobs, full-time and part-time, include not only direct employment but also indirect and induced jobs created for supply and equipment vendors, contractors, and laborers for the construction and renovation of university facilities and jobs created in the community at hotels, restaurants, and retail stores in support of the university's workforce and its visitors.

People directly employed by the NU System spend dollars in the state, supporting additional employment while spending on capital projects, development, planning projects, and suppliers. This supports additional indirect jobs throughout Nebraska.

In FY21, the University of Nebraska System directly employed 31,978 people.⁶ The NU System supports thousands of jobs statewide in virtually every sector of the state's economy, such as construction, business and professional services, restaurants and hotels, information technology, security, and temporary employment companies. These indirect/induced jobs (15,363 jobs) are supported by the 31,978 jobs held by Nebraska residents directly employed by the NU System.

Figure 4: University of Nebraska System Employment Impact 2021



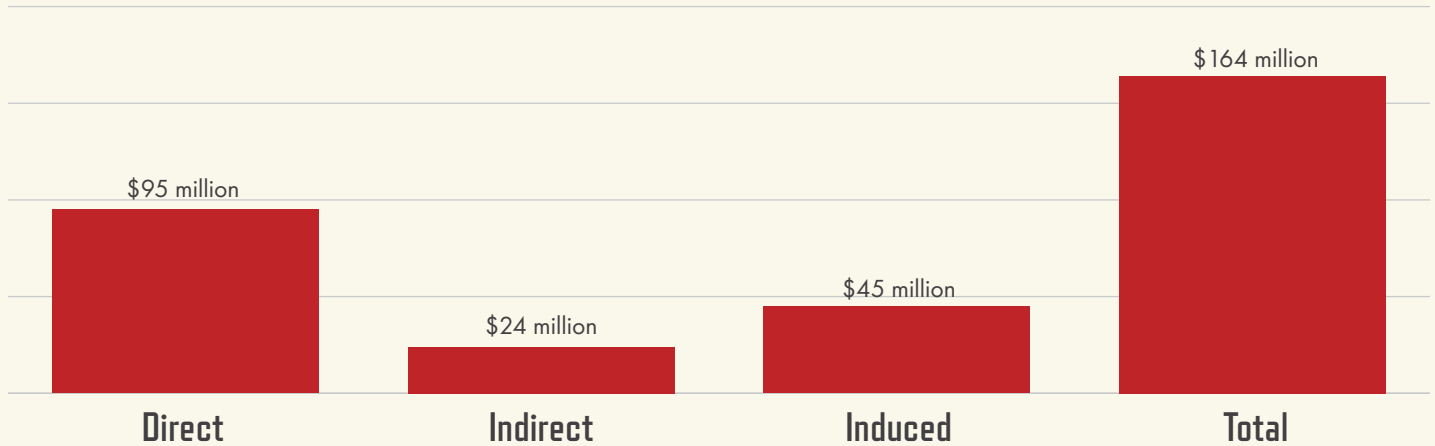
⁵ The [U.S. Census Bureau](#) reports Nebraska's total employment of 856,242.

⁶ Direct jobs are those in which people are directly employed by the University of Nebraska system and receive a check directly from the university. Indirect jobs exist because of the spending, employment, and economic activities directly related to the operations of the university or their direct employees.

University of Nebraska System State and Local Tax Revenue Impact

Sometimes, business leaders, elected officials, and the public mistakenly believe public colleges and universities do not generate government revenue. While public educational institutions are nonprofit, governments still receive substantial revenues because of these organizations' direct and indirect influence. In addition, substantial spending with local businesses generates large-scale revenues for the state and federal governments in the form of sales tax, corporate net income tax, and capital stock/franchise taxes. The University of Nebraska System is an integral part of the state's economy, generating revenue, jobs, and spending. The NU System's presence across the state strengthens the local and statewide tax base.

Figure 5: State and Government Revenue



Alumni Impacts

By studying at a University of Nebraska System campus, students have developed and crafted new skills over the years, making them productive workers and adding to the current workforce landscape. Thousands of former students are employed in the region, adding to the local and state economy. The accumulated impact of former students is \$2.9 billion in economic impact added to the economy, equivalent to supporting 30,416 jobs and generating nearly \$129.0 million in government revenue.



Community Impact of the University of Nebraska System

The University of Nebraska System exists to transform lives and communities in Nebraska and around the world. The NU System's four campuses bring unique strengths together to create an exceptional level of quality and impact—through accessible and excellent education for diverse populations of students, research and creative activity that generates new knowledge, and service and engagement that enriches quality of life. The NU System and its faculty, staff, and students are committed to the needs of their community and to improving residents' quality of life.

The total impact of the NU System on its communities goes beyond the economic impacts presented in this report. Employees and students also engage with communities through volunteer service and charitable donations. Tripp Umbach estimates that in FY21, University of Nebraska System employees and students generated more than \$102.6 million in charitable donations and volunteer services across Nebraska.⁷ These benefits are in addition to the \$5.8 billion annual economic impact that the University of Nebraska System generates for the state. The \$102.6 million in community impact includes the following:



\$35.4 million

was donated to local charitable organizations by the University of Nebraska System's staff, employees, and students.



\$67.2 million

in value of volunteer time was provided to area communities by the University of Nebraska System's staff, employees, and students.



⁷ Tripp Umbach calculated the total value of donations and volunteer time by applying national standards on monetary donations to organizations and the value of a volunteer hours (\$29.09 per hour) for both students and university employees.

Generating Impact Throughout the State of Nebraska



Table 6: Total Economic Impact by Campus*/**

	Economic Impact	Employment Impact	State and Local Tax Revenue
University of Nebraska System	\$5.8 billion	47,342	\$163.8 million
University of Nebraska–Lincoln	\$2.9 billion	23,448	\$77.0 million
University of Nebraska Medical Center	\$1.5 billion	11,128	\$44.4 million
University of Nebraska at Omaha	\$898.2 million	8,324	\$16.5 million
University of Nebraska at Kearney	\$365.0 million	3,404	\$9.5 million
Nebraska College of Technical Agriculture (NCTA)	\$15.2 million	134	\$405,258
University of Nebraska Office of the President**	\$156.6 million	983	\$5.0 million

*Total economic Impact by campus includes direct, indirect, and induced figures and jobs.

**UNOP is not displayed on the campus map.



University of Nebraska-Lincoln (UNL)

The University of Nebraska–Lincoln is the state’s flagship, land-grant university. Rooted in Lincoln, UNL has been a leader in higher education from its establishment in 1869. UNL was one of the first institutions west of the Mississippi River to award doctoral degrees and took an early institutional interest in literature and the arts. It established the world’s first undergraduate psychology laboratory and is the birthplace of the discipline of ecology.

“UNL is the system’s flagship – a land-grant research institution and Big Ten member that has led and innovated for over 150 years.”

As the flagship campus of the University of Nebraska System, UNL serves Nebraska citizens through education, research, and outreach. It is listed by the Carnegie Foundation within the “Research Universities (very high research activity)” category, is a member of the Association of Public and Land-grant Universities (APLU) and is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. In fall 2019, UNL ranked among the top 65 public universities listed in the U.S. News & World Report’s annual evaluation of America’s Best Colleges. UNL is ranked in the top third of all national universities, both public and private.

Home to more than 25,000 students, UNL fulfills its primary missions of teaching, research, and service. UNL is building on the legacy set by its alumni while also preparing current and future generations of students.

Economic Impact

The overall economic impact of the University of Nebraska—Lincoln’s operations on the state of Nebraska in 2021 was \$2.9 billion (\$1.5 billion in direct and \$1.3 billion in indirect and induced impacts).

Employment Impact

The total employment impact of the University of Nebraska—Lincoln in the state is 23,448 jobs (15,894 direct jobs) in 2021. As a result of UNL’s operations, 7,553 indirect and induced jobs are created in Nebraska.

State and Local Tax Revenue

UNL campus operations in Nebraska generated \$77.0 million per year in state and local tax revenue.

Outreach Activities and Community Program Examples

Dance Marathon Fundraiser — Since its inception in 2004, the Dance Marathon at the University of Nebraska—Lincoln has raised over \$1 million for the Children’s Hospital and Medical Center. This effort is thanks to community donors, Huskerthon participants, and student volunteers. The \$224,000 raised from the 2021 Huskerthon event helped reach this milestone.

COVID-19 Vaccine Clinic Volunteering — More than 120 Huskers stepped up the week of April 9, 2021, answering the call to assist the Lincoln-Lancaster County Health Department with three days of COVID-19 vaccine clinics at Pinnacle Bank Arena. The volunteers representing units from across the University of Nebraska—Lincoln helped guide drivers and helped persons with disabilities to access the clinics. Up to 21 Huskers worked daily as volunteers, all part of a broader push to inoculate 40,000+ Lincoln and Lancaster County residents.





University of Nebraska Medical Center (UNMC)

The University of Nebraska Medical Center was founded in 1880 as the Omaha Medical College and joined the University of Nebraska in 1902. What began as the state's first medical college expanded and grew to incorporate a dental college, a pharmacy college, a nursing college, and many more areas of study. UNMC serves more than 4,000 students in more than two dozen programs. Approximately half of Nebraska's physicians, dental professionals, pharmacists, bachelor-prepared nurses, and allied health professionals have graduated from UNMC.

“Diseases change, but UNMC’s commitment and skill in researching and treating them is steadfast. Their expertise and leadership are shown in areas that are critical to the future of medicine, ranging from infectious diseases to technology-driven medical education.”

As Nebraska's only public academic health science center, UNMC serves the people of Nebraska but also discovers cures and treatments for global diseases and provides world-class treatment for patients from around the world. UNMC holds high its responsibility to provide services for those in the global community. It has upheld this duty in multiple ways, such as combatting deadly Ebola outbreaks in West Africa or building a cutting-edge cancer research center that will benefit the nation.

Through health clinics, distance education, and cancer screenings, UNMC reaches out across Nebraska to eliminate health care disparities, including the shortage of health care providers and services available in rural areas. UNMC is consistent in upholding its mission of creating a healthier future for all people and communities through education, groundbreaking research, and exceptional patient care.

Economic Impact

The overall economic impact of UNMC's operations on the state of Nebraska in 2021 was \$1.5 billion (\$778 million in direct and \$718 million in indirect and induced impacts).

Nebraska Medicine generates \$4.5 billion in economic impact and its affiliates generate \$524.3 million in impact in FY21. These impacts are in addition to the University of Nebraska System and are additives to the UNMC's academic and research impacts.

Employment Impact

The total employment impact of the University of Nebraska Medical Center in the state of Nebraska is 11,128 jobs (7,025 direct jobs) in 2021. As a result of UNMC's operations, 4,103 indirect and induced jobs are created in Nebraska.

State and Local Tax Revenue

UNMC campus operations in Nebraska generated \$44.4 million per year in state and local tax revenue.

Outreach Activities and Community Programs Examples

Sharing Clinics — The UNMC SHARING Clinics enhance the wellbeing of the greater community by providing high-quality, low-cost health care to those in need. In a multidisciplinary educational setting, the SHARING Clinics are made up of five different clinics, each working to meet a specific medical need of the Omaha community: SHARING (general health care for children and adults), RESPECT (sexually transmitted disease testing and treatment, HIV testing, and counseling), GOODLIFE (treatment of Type 2 diabetes mellitus) and VISION (ophthalmology, diabetic eye screenings). The UNMC SHARING Clinic also is partnered with a dental clinic operated by the UNMC College of Dentistry in Lincoln, Nebraska.



Children's Dental Day — UNMC College of Dentistry (COD) holds Children's Dental Day twice a year and devotes its entire Lincoln faculty, students, staff, and faculty to provide dental screening, diagnosis, cleaning, and care to underserved children in Nebraska. Children come typically from non-fluoridated communities and have little or no access to dental care. The local volunteers also arrange with a local dentist to provide a screening examination at which X-rays are taken and a preliminary diagnosis and treatment plan is developed. Since the program's inception in 2001, the COD has treated over 6,000 children and provided free dental services valued at over \$3 million.



University of Nebraska at Omaha (UNO)

The University of Nebraska at Omaha is fueled by its historical ties to the city of Omaha. UNO was originally founded in 1908 by the Presbyterian Theological Seminary of Omaha. As the first municipal university in Omaha, the founders' goal was to make higher education accessible and affordable for the city's residents. In 1968, the campus joined the University of Nebraska System, and today it has the unique role of serving as the state's metropolitan campus.

“UNO is a metropolitan institution – highly engaged with the community it serves. Its students, alumni, and faculty propel the economy of the largest city in Nebraska.”

Accessibility remains a top priority in UNO's mission and vision. Today, the campus is known for its student-centered environment, its community engagement, and its dedication to embracing students from all backgrounds. The campus has built strong partnerships with local businesses and education, government, arts, and civic organizations in Omaha. The commitment to community engagement has landed UNO on the President's Higher Education Community Service Honor Roll, the highest federal recognition a school can receive for civic engagement, for seven consecutive years.

In 2019, UNO was ranked in the top 10 public institutions in the nation for military friendliness by Military Times magazine for the fifth consecutive year. Nearly 90 percent of UNO's 15,500 students are from Nebraska. UNO, while large enough to provide students with global opportunities, thrives on its personal and close-knit campus culture, where students come first and partnerships with the community grow every day.

Economic Impact

The overall economic impact of UNO operations on the state of Nebraska in 2021 was \$898 million (\$478 million in direct and \$420 million in indirect and induced impacts).

Employment Impact

The total employment impact of UNO in the state of Nebraska is 8,324 jobs (5,941 direct jobs) in 2021. As a result of UNO's operations, 2,382 indirect and induced jobs are created in Nebraska.

State and Local Tax Revenue

UNO campus operations in Nebraska generated \$16.5 million per year in state and local tax revenue.

Outreach Activities and Community Programs Examples

Dance Marathon — In 2021, UNO Dance Marathon raised over \$60,000 for the brand-new NICU at Children's Hospital & Medical Center. The funds they raised this year will benefit the Children's Newborn Intensive Care Unit (NICU) in the new Hubbard Center for Children. Funds will support an isolation (negative airflow) patient room, two nurse input stations, and a sub-team center in the new NICU.

Since 2017, UNO Dance Marathon has raised more than \$276,000 to help local children through the CMN Hospitals partnership.

Institute for Urban Development Partnership — Omaha Athletics is continuing its commitment to expanding diversity, equity, access, and inclusion (DEAI) efforts within the University of Nebraska at Omaha (UNO) Athletics Department. Launched in August 2020, the partnership with the Institute for Urban Development (4Urban.org) helps UNO proactively identify opportunities and get ahead of issues related to DEAI efforts while developing student-athletes to become "Ambassadors for Equity" now and into their professional careers after sport.

The 4Urban program allows for an innovative, sense-making collection of existing and future DEAI stories that come directly from UNO student-athletes. This collection allows Omaha Athletics to tell important stories while also seeking continuous improvements and innovations through the analysis of qualitative and quantitative data. The 4Urban program also helps Omaha Athletics identify DEAI-focused civic engagement activities for student-athletes, like delivering gifts to underserved communities during the holiday season.





University of Nebraska at Kearney (UNK)

The mission of the University of Nebraska at Kearney is to be one of the nation’s premier undergraduate institutions, with top-tier graduate education, scholarship, and public service. UNK offers its 6,279 students these opportunities in an environment that gives them a private school feeling but on a major state university campus. It’s the type of place where the administration, the staff, and the faculty know students by name.

As the educational hub for outstate Nebraska, UNK offers 120 undergraduate majors, 21 pre-professional programs, and 27 graduate programs. The campus is a model for undergraduate research, with more than 30% of UNK students doing research outside of the classroom and presenting at academic conferences. More than 76% of full-time faculty have the highest degrees in their fields. UNK extends world-class education to rural Nebraska and serves its community with economic support while preparing students to enter the workforce.

“UNK focuses on undergraduate education — offering a hands-on, private-school feel on a major state university campus.”

The University of Nebraska at Kearney was originally founded by the Nebraska Legislature in 1903 as a “normal school,” referring to schools that trained high school graduates to become teachers. From 1921 to 1962, the college served as the Nebraska State Teachers College at Kearney. In 1963, it joined the Nebraska State College System as Kearney State College, and it officially entered the University of Nebraska System in 1991.

Economic Impact

The overall economic impact of UNK's operations on the state of Nebraska in 2021 was \$365.0 million (\$194.0 million in direct and \$171.0 million in indirect and induced impacts).

Employment Impact

The total employment impact of the University of Nebraska at Kearney in the state of Nebraska is 3,404 jobs in 2021. As a result of UNK's operations, 967 indirect and induced jobs are created in Nebraska.

State and Local Tax Revenue

UNK campus operations in Nebraska generated \$9.5 million per year in state and local tax revenue.

Outreach Activities and Community Programs Examples

The Big Event — The Big Event is organized each year by UNK Student Government as a way to give back to the community and say thanks for all the support Kearney provides. Roughly 600 students spread out across more than 50 locations tackle jobs ranging from spring cleaning and litter cleanup to yard work and construction. Students built sheds, moved furniture, created goody bags for teachers, and sorted thrift store donations while assisting local churches, schools, nonprofit organizations, care facilities, and individual residents.

Nebraska Kids Fitness and Nutrition Day — UNK's Kinesiology and Sport Sciences Department hosted about 700 area, fourth-graders for its 18th annual Nebraska Kids Fitness and Nutrition Day. Students from 19 schools learned about nutrition and fitness at the Health and Sports Center and Cushing Coliseum. The nutrition stations – MyPlate, Portion Distortion, Energy Balance, and Label Logic – included learning and physical components. Participants also rotated through fun physical education games. About 200+ UNK students interacted with the children and guided them through the lessons and activities.





Nebraska College of Technical Agriculture (NCTA)

Since its founding in 1965 in Curtis, the Nebraska College of Technical Agriculture has been nationally ranked as one of the best two-year colleges, and Forbes Business Magazine placed NCTA among the top 30 trade schools in the nation.

NCTA has a long list of accreditations, including AVMA (American Veterinary Medical Association) and the Higher Learning Commission (HLC). NCTA is devoted to a statewide mission of preparing students for successful careers in agriculture, veterinary technology, and related industries. The college provides open access to innovative technical education resulting in associate degrees, certificates, and other credentials.

NCTA's programs are of high academic quality, are affordable, and guarantee career success for graduates.

Economic Impact

The overall economic impact of NCTA's operations on the state of Nebraska in 2021 was \$15.2 million (\$8.1 million in direct and \$7.0 million in indirect and induced impacts).

Employment Impact

The total employment impact of NCTA in the state of Nebraska is 134 jobs (94.1 direct jobs) in 2021. As a result of NCTA's operations, 40 indirect and induced jobs are created in Nebraska.

State and Local Tax Revenue

NCTA operations in Nebraska generated \$405,258 per year in state and local tax revenue.



University of Nebraska Office of the President (UNOP)

In addition to the impact of each of the University of Nebraska System's campuses and their programs throughout Nebraska, the statewide economic impact numbers highlighted in this report also include spending and employment by the University of Nebraska Office of the President (UNOP).

The University of Nebraska Office of the President is responsible for educational and fiscal planning, communications, state and federal relations, policy development and implementation, budget development and control, coordination of programs, procurement, and capital construction among the four campuses, and administration of the University's graduate college and computing services network.

Economic Impact

The overall economic impact of UNOP operations on the state of Nebraska in 2021 was \$157 million (\$86.4 million in direct and \$70.1 million in indirect and induced impacts).

Employment Impact

The total employment impact of UNOP in the state of Nebraska is 983 jobs (586 direct jobs) in 2021. As a result of UNOP's operations, 397 indirect and induced jobs are created in Nebraska.

State and Local Tax Revenue

UNOP's operations in Nebraska generated \$5.0 million per year in state and local tax revenue.

This new analysis is the latest confirmation that the University of Nebraska System is one of the largest drivers of economic and individual growth in our state. The numbers alone are powerful, demonstrating the remarkable return we provide on Nebraskans' investment.

When we factor in the cutting-edge research our faculty do to improve lives around the world, the outreach we perform in every corner of the state, and the transformational education we provide to 52,000 students every year, it's clear that the state of Nebraska cannot prosper without its public university.

Ted Carter

President, University of Nebraska System

System-Level Athletics Impacts

Athletics programs across the University of Nebraska System have played a vital part in the community and to Nebraskans for generations. Specifically, the impact of the NU System's athletics operations and the visitors who travel to the area to participate in and watch athletics events is considerable. The overall economic impact of the NU System's athletic programs in the region and to the state's economy in FY21 totaled \$786.2 million, resulting in 5,799 total jobs and nearly \$21.8 million in government revenue.

Campus Athletics Impacts:

University of Nebraska–Lincoln

- **\$220.0 million** generated in economic impact
- **845 jobs** supported and sustained
- **\$645,000** generated in state and local taxes

University of Nebraska at Omaha

- **\$26.0 million** generated in economic impact
- **130 jobs** supported and sustained
- **\$588,000** generated in state and local taxes

University of Nebraska at Kearney

- **\$8.2 million** generated in economic impact
- **213 jobs** supported and sustained
- **\$216,000** generated in state and local taxes



System-Level Student Spending Impact

Student spending impact is the amount of money that students across the NU System spend on goods and services during the FY21. Besides lodging, we can assume that a majority of student spending goes towards food (dining out and groceries), transportation, entertainment, and other retail purchases, such as apparel and technology purchases.

In FY21, direct expenditures from student spending totaled \$1.3 billion in Nebraska, totaling 10,772 in jobs and nearly \$25.2 million in government revenue.

Student Spending Impacts:

UNL

- **\$610.0 million** generated in economic impact
- **5,125 jobs** supported and sustained
- **\$12.0 million** generated in state and local taxes

UNMC

- **\$105.5 million** generated in economic impact
- **887 jobs** supported and sustained
- **\$2.1 million** generated in state and local taxes

UNO

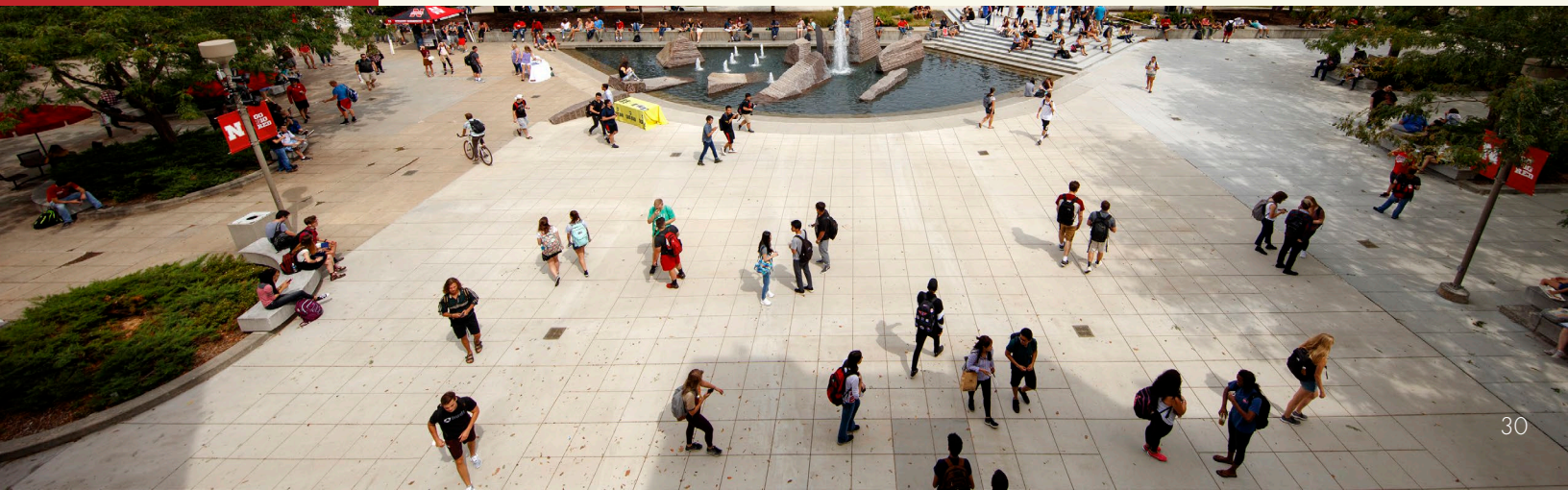
- **\$404.2 million** generated in economic impact
- **3,398 jobs** supported and sustained
- **\$8.0 million** generated in state and local taxes

UNK

- **\$156.4 million** generated in economic impact
- **1,315 jobs** supported and sustained
- **\$3.1 million** generated in state and local taxes

NCTA

- **\$5.6 million** generated in economic impact
- **47 jobs** supported and sustained
- **\$110,000** generated in state and local taxes



Additional Impacts of Medical Residents at UNMC

While medical schools such as the University of Nebraska Medical Center spend substantial resources in the state on goods and services, one of UNMC's biggest benefits to the economy is its direct payroll. Residency programs at UNMC generated \$164.7 million in spending within the state. The majority of this payroll goes to UNMC medical residents, who spend the majority of their disposable income within the state. The spending of medical residents at UNMC, outside the medical school, for housing, food, supplies, transportation, entertainment, and other goods and services comprises their direct impact on the Nebraska economy.

UNMC

- **\$164.7 million** generated in economic impact
- **917 jobs** supported and sustained
- **\$3.1 million** generated in state and local taxes



System-Level Visitor Spending Impact

Fresh or new dollars were injected into the local and regional economy from out-of-region visitors for University of Nebraska System activities and events through their spending on food purchases at restaurants, lodging arrangements (i.e., hotels, motels, bed-and-breakfasts), gas stations, and shopping at other local and regional businesses. The spending from these visitors added approximately \$250.1 million in income toward the economy, which is equivalent to supporting 2,590 jobs and adding \$7.7 million in government revenue.

Visitor Spending Impacts:

UNL

- **\$105.0 million** generated in economic impact
- **1,087 jobs** supported and sustained
- **\$3.2 million** generated in state and local taxes

UNMC

- **\$92.3 million** generated in economic impact
- **956 jobs** supported and sustained
- **\$2.9 million** generated in state and local taxes

UNO

- **\$33.1 million** generated in economic impact
- **342 jobs** supported and sustained
- **\$1.0 million** generated in state and local taxes

UNK

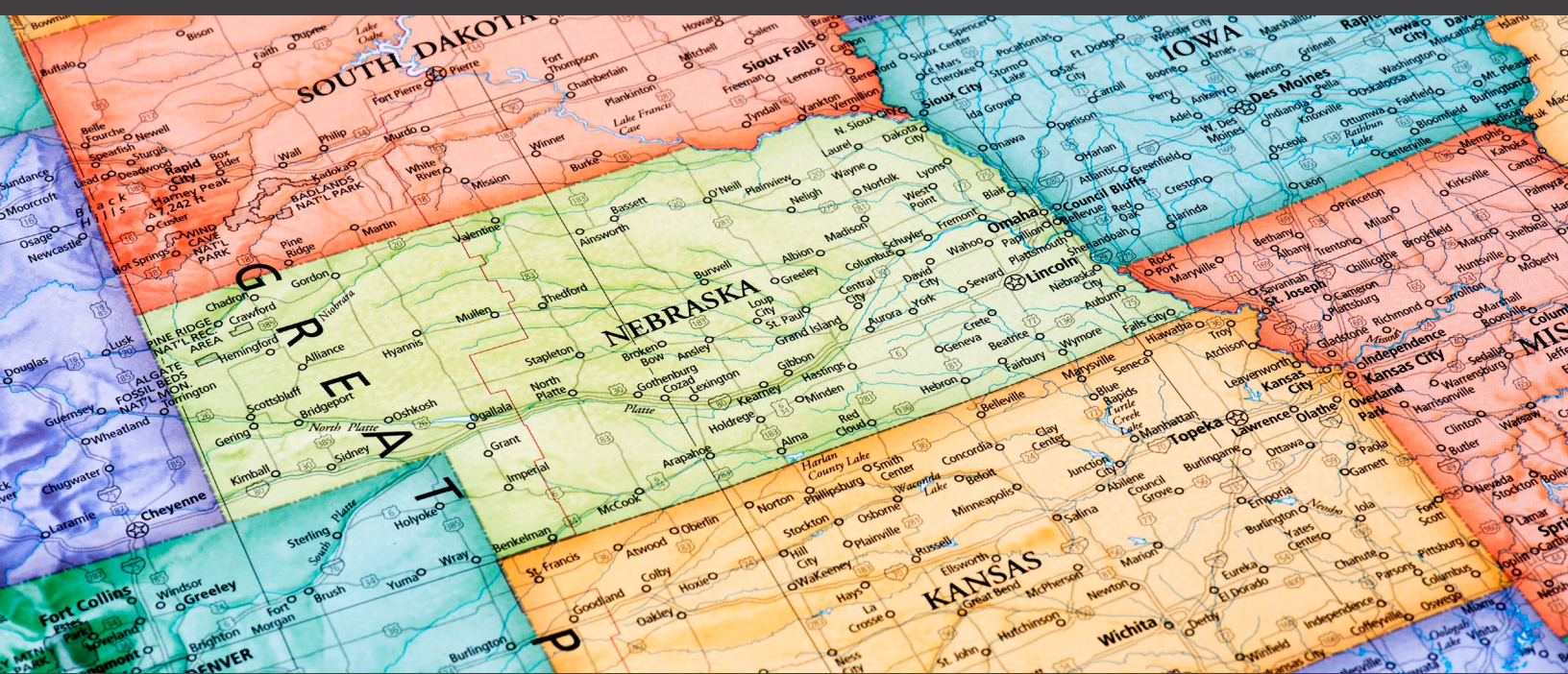
- **\$13.4 million** generated in economic impact
- **139 jobs** supported and sustained
- **\$415,000** generated in state and local taxes

NCTA

- **\$558,000** generated in economic impact
- **6 jobs** supported and sustained
- **\$17,000** generated in state and local taxes



The Effect of the University of Nebraska System Throughout the State



The University of Nebraska System serves its residents, and investments from Nebraska allows the university to contribute to the state's vitality, strength, and achievements. The University of Nebraska continues to educate and train the future workforce, provide access to a thriving art and cultural community, deliver high-quality and cutting-edge clinical care, conduct and commercialize innovative research, and connect with people throughout the state as a part of its mission.

Leveraging the Strengths of University of Nebraska-Lincoln's Extension Program

MISSION

“Helping Nebraskans enhance their lives through research-based education.”

Nebraska Extension at the University of Nebraska–Lincoln helps Nebraskans transform knowledge into expertise through education based on research. Nebraska Extension brings UNL's expertise and research in eight key areas of impact directly to residents in each of the state's counties. Nebraskans turn to Nebraska Extension to inspire their communities; empower young people; conserve and protect natural resources; and advance their farms, ranches, and businesses.

Extension offices are found throughout the state in 83 county offices and at three research, extension, and education centers at Scottsbluff, North Platte, and Mead. Extension faculty are also located in academic departments on campus. Each of these groups are instrumental in helping maintain a strong educational linkage among extension, research, and teaching.

Since its beginning, Extension has delivered research-based knowledge through direct teaching, experiential learning opportunities, and publications. Today, Extension uses exciting new technology such as Internet video streaming and web-based curriculum modules to reach an expanding audience.

Extension is a public-funded, non-formal educational system linking the land-grant university and county government. Possibly the largest adult and youth out-of-school non-formal educational organization in the world, the program's sponsoring partners in programming are the U.S. Department of Agriculture, the state land-grant institution, and the county government.

Impact on Nebraska

- 4-H Youth Development: 2,650 Nebraska high school students who took part in the Next Chapter Nebraska college-readiness program.
- Early Childhood: 19,000 Nebraska children reached through 4,000 childcare providers participating in Nebraska Extension professional development programs.
- Rural Prosperity Nebraska: More than 400 elected and appointed county officials growing their leadership skills through the NACO Institute of Excellence.
- Beef Systems: \$26,000 Average value to their operations as reported by BeefWatch webinar participants.
- Agricultural Economics: 112,000 page views at cap.unl.edu, the portal for the new Center for Agricultural Profitability that focuses on the financial sustainability of Nebraska crop and livestock operations.
- Community Environment: 156 certified pollinator habitats were established in 22 counties, with 77 percent increasing their plant abundance and diversity.
- Water & Integrated Cropping Systems: \$17.2 million total value of Soybean Management Field Days as identified by 2021 attendees.
- Food, Nutrition, & Health: More than 350 Nebraskans completed a food safety course in response to the new Nebraska Cottage Food Law.

Methodology Employed in the Economic Impact Study

Tripp Umbach

Tripp Umbach's economic impact analysis measures the direct, indirect, and induced business volume and government tax revenue generation of the University of Nebraska System's operations throughout the state of Nebraska, the counties within the state, and its legislative districts for FY21. The NU System provided Tripp Umbach with the following data used to conduct the analysis: capital expenditures, operational expenditures, number of employees, payroll and benefits, taxes paid to local and state governments, visitation numbers for events on campus, number of students, research expenditures, and proportions of students who live on and off-campus to accurately measure their spending in the local area.

Tripp Umbach utilized IMPLAN to complete the economic impact analysis.⁸ Economic impact begins when an organization spends money. Studies measuring economic impact capture the direct economic impact of an organization's spending, plus additional indirect and induced spending in the economy due to the direct spending. Visitor and student spending in the region is a considerable component of the economic impact of an organization. Visitors and students spend money, which funnels into the economy and supports local jobs, for retail purchases, lodging, restaurants, and other goods and services.⁹

The total economic impact of the University of Nebraska System includes the university's spending on goods and services with a variety of vendors; the spending of the NU System's faculty, staff, students, and visitors; and the business volume generated by affiliated organizations within the regions and the state.

Not all dollars spent by an institution remain in the institution's home state. Dollars that go out of the state in the form of spending with out-of-state organizations or people are not included in the NU System's economic impact. The economic impact values presented in this report are generated by direct, indirect, and induced operational spending, capital spending, payroll, visitor spending, and student spending within the state, the counties within the state, and the legislative districts of Nebraska.

⁸ Minnesota IMPLAN Group Inc. (MIG) is the corporation that is responsible for the production of IMPLAN (IMpact analysis for PLANning) data and software. IMPLAN is a micro-computer-based, input-output modeling system. With IMPLAN, one can estimate Input-Output models of up to 528 sectors for any region consisting of one or more counties. IMPLAN includes procedures for generating multipliers and estimating impacts by applying final demand changes to the model.

⁹ Tripp Umbach calculated visitor spending throughout the state utilizing federal per diem rates for Nebraska:
www.gsa.gov/travel/plan-book/per-diem-rates

Conclusion

The presence of the University of Nebraska System is an essential component of the state and local economies, as tens of thousands of Nebraskans are employed directly or indirectly as a result of the System. The University of Nebraska System had an extraordinary economic and fiscal impact on the state through its expenditures during 2020-2021. The FY21 spending affected the economy in a direct way, including the purchase of goods and services from businesses, construction companies, wholesalers, farms retailers, and others. Additionally, this spending had further indirect impacts from increased secondary individual and business spending, as the cycle of spending works its way backward through the supply chain.

The University of Nebraska System also had significant influences on the community through its social impacts. The impacts provided indirect support toward local businesses, impacting and affecting the local economy, community activities, and outreach activities.

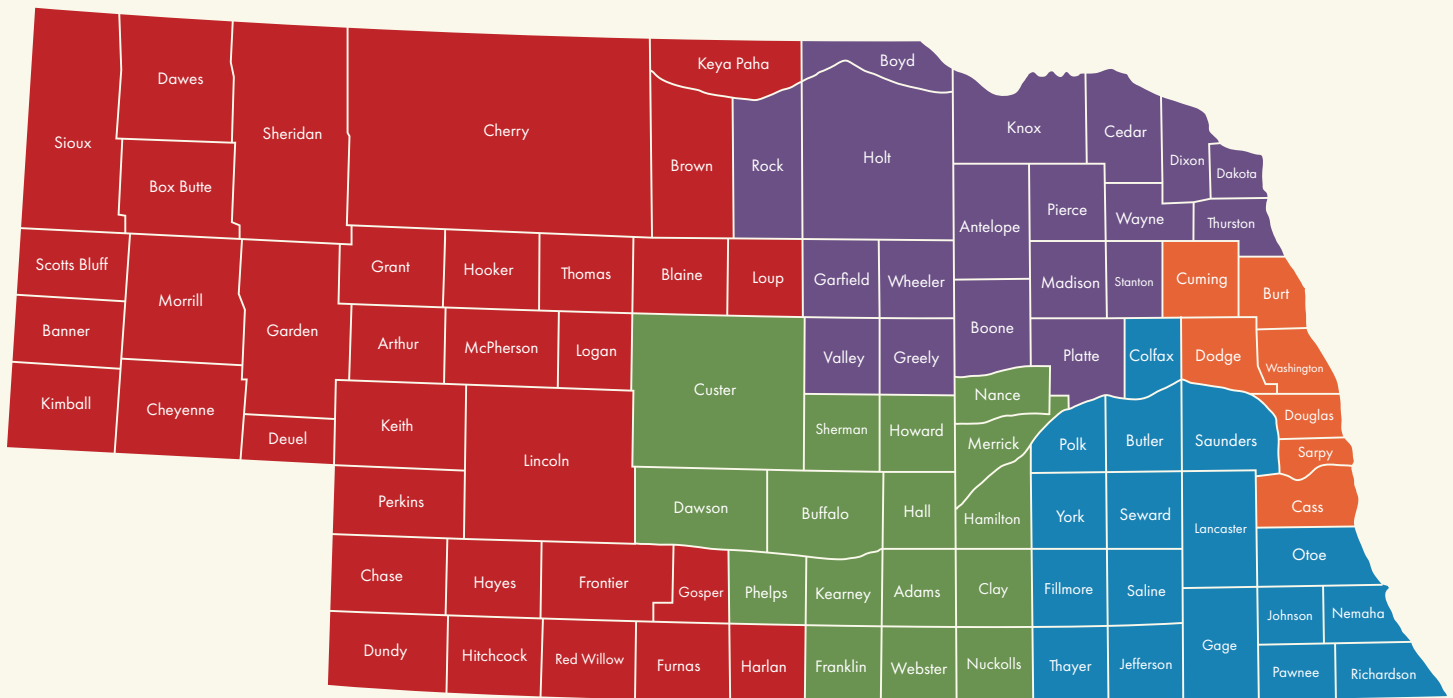
The University of Nebraska System is an incredible asset to the state's economy, through its connections with local businesses, households, and its students. The economic and social results in educating students from the University of Nebraska System can be felt through their potential earnings and through cultural experiences gained from the university.

Beyond the economic impacts outlined in this report, the system provides multiple benefits to the state that cannot be fully quantified. The impact of the University of Nebraska System brand and recruitment power for national and global talent is just one example of how it attracts investment from around the world.

The page features a solid red background with decorative geometric patterns in the corners. These patterns consist of a grid of squares, each divided into four triangles by diagonal lines. Some of these triangles are filled with a lighter shade of red, creating a complex, abstract design. The patterns are located in the top-left, top-right, and bottom-left corners, with some individual triangles scattered in the middle of the page.

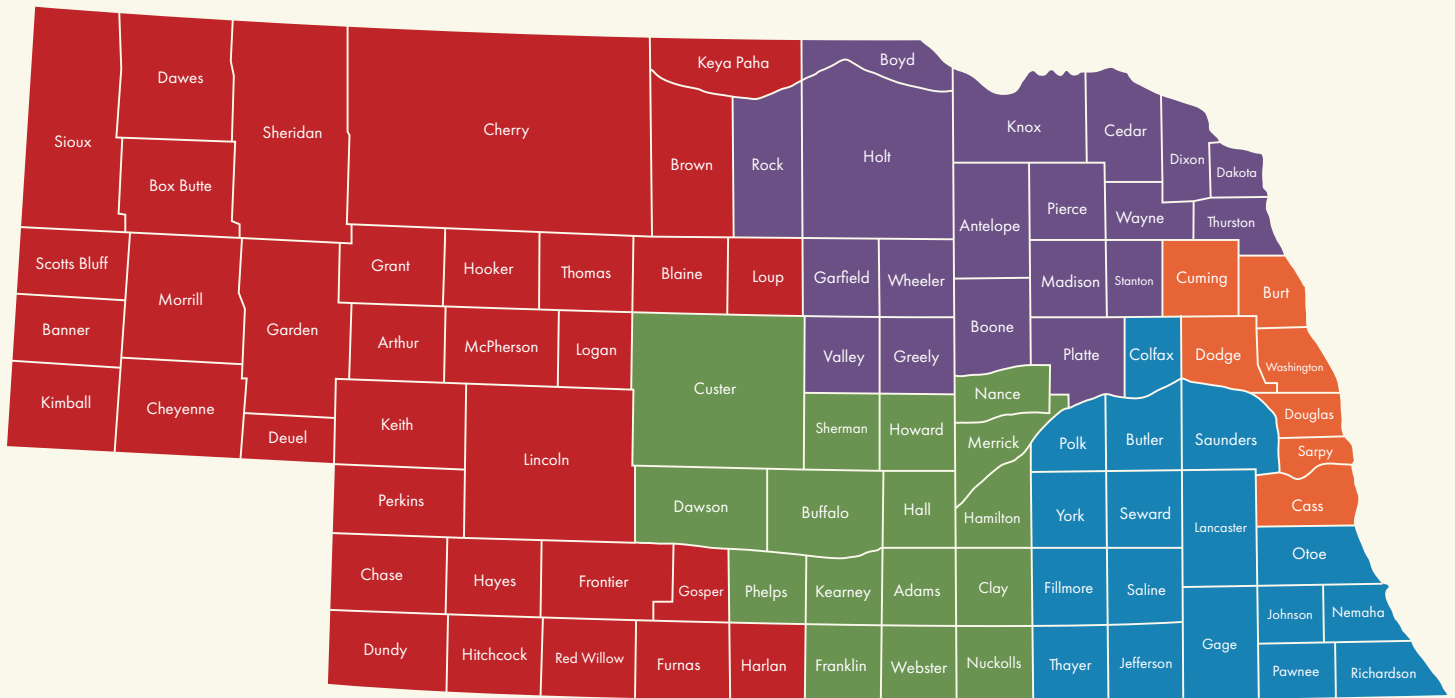
APPENDIX

Economic Impact of the University of Nebraska System by Region



Region	Economic Impact
East Region (Legislative Districts: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 20, 31, 39, 45, 49)	\$2,435,040,000
Southeast Region (Legislative Districts: 1, 21, 23, 24, 25, 26, 27, 28, 29, 30, 32, 46)	\$1,690,848,000
Central Region (Legislative Districts: 33, 34, 35, 36, 37, 38)	\$470,592,000
Northeast Region (Districts: 17, 19, 22, 40, 41)	\$393,984,000
Western Region (Legislative Districts: 42,43,44,47,48)	\$279,072,000
Total	\$5,515,776,000

Economic Impact of University of Nebraska System Graduates Throughout the State



Region	Economic Impact
East Region (Legislative Districts: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 20, 31, 39, 45, 49)	\$1,586,272,000
Southeast Region (Legislative Districts: 1, 21, 23, 24, 25, 26, 27, 28, 29, 30, 32, 46)	\$804,384,000
Central Region (Legislative Districts: 33, 34, 35, 36, 37, 38)	\$336,710,400
Northeast Region (Districts: 17, 19, 22, 40, 41)	\$99,955,200
Western Region (Legislative Districts: 42, 43, 44, 47, 48)	\$79,526,400
Total	\$2,906,848,000

Economic Impact by Legislative District

The total operational impact of the University of Nebraska System across all legislative districts is \$5.5 billion. The total tax impact is \$245 million.

Table 7: Operational Impact by Legislative District

Operational Impact of the University of Nebraska System by Legislative District			
Legislative District	Economic Impact	Employment Impact	Tax Impact (state and local)
1	\$76,608,000	802	\$3,400,169
2	\$71,136,000	744	\$3,157,300
3	\$54,720,000	573	\$2,428,692
4	\$87,552,000	916	\$3,885,908
5	\$114,912,000	1,202	\$5,100,254
6	\$186,048,000	1,947	\$8,257,554
7	\$114,912,000	1,202	\$5,100,254
8	\$218,880,000	2,290	\$9,714,770
9	\$268,128,000	2,806	\$11,900,593
10	\$103,968,000	1,088	\$4,614,516
11	\$246,240,000	2,577	\$10,929,116
12	\$164,160,000	1,718	\$7,286,077
13	\$120,384,000	1,260	\$5,343,123
14	\$103,968,000	1,088	\$4,614,516
15	\$98,496,000	1,031	\$4,371,646
16	\$49,248,000	515	\$2,185,823
17	\$49,248,000	515	\$2,185,823
18	\$87,552,000	916	\$3,885,908
19	\$87,552,000	916	\$3,885,908
20	\$142,272,000	1,489	\$6,314,600
21	\$120,384,000	1,260	\$5,343,123
22	\$175,104,000	1,832	\$7,771,816
23	\$65,664,000	687	\$2,914,431

Table 7: Operational Impact by Legislative District (continued)

Operational Impact of the University of Nebraska System by Legislative District			
Legislative District	Economic Impact	Employment Impact	Tax Impact (state and local)
24	\$93,024,000	973	\$4,128,777
25	\$125,856,000	1,317	\$5,585,993
26	\$246,240,000	2,577	\$10,929,116
27	\$273,600,000	2,863	\$12,143,462
28	\$295,488,000	3,092	\$13,114,939
29	\$257,184,000	2,691	\$11,414,855
30	\$76,608,000	802	\$3,400,169
31	\$114,912,000	1,202	\$5,100,254
32	\$60,192,000	630	\$2,671,562
33	\$38,304,000	401	\$1,700,085
34	\$43,776,000	458	\$1,942,954
35	\$49,248,000	515	\$2,185,823
36	\$109,440,000	1,145	\$4,857,385
37	\$175,104,000	1,832	\$7,771,816
38	\$54,720,000	573	\$2,428,692
39	\$87,552,000	916	\$3,885,908
40	\$43,776,000	458	\$1,942,954
41	\$38,304,000	401	\$1,700,085
42	\$54,720,000	573	\$2,428,692
43	\$43,776,000	458	\$1,942,954
44	\$49,248,000	515	\$2,185,823
45	\$60,192,000	630	\$2,671,562
46	\$114,912,000	1,202	\$5,100,254
47	\$54,720,000	573	\$2,428,692
48	\$76,608,000	802	\$3,400,169
49	\$71,136,000	744	\$3,157,300

Economic Impact of Graduates by Legislative District

The total economic impact of graduates of the University of Nebraska System in all legislative districts is \$2.9 billion (this is in addition to the operational impact of \$5.8 billion). The total tax impact is \$129 million in government revenue.

Table 8: Economic Impact of Graduates by Legislative District

Economic Impact of University of Nebraska System Graduates by Legislative District			
Legislative District	Economic Impact	Employment Impact	Tax Impact (state and local)
1	\$21,158,400.00	221	\$939,094.43
2	\$15,321,600.00	160	\$680,033.89
3	\$56,544,000.00	592	\$2,509,648.90
4	\$108,102,400.00	1,131	\$4,798,016.92
5	\$91,200,000.00	954	\$4,798,016.92
6	\$91,200,000.00	954	\$4,798,016.92
7	\$91,200,000.00	954	\$4,798,016.92
8	\$91,200,000.00	954	\$4,798,016.92
9	\$91,200,000.00	954	\$4,798,016.92
10	\$91,200,000.00	954	\$4,798,016.92
11	\$91,200,000.00	954	\$4,798,016.92
12	\$91,200,000.00	954	\$4,798,016.92
13	\$91,200,000.00	954	\$4,798,016.92
14	\$56,544,000.00	592	\$2,509,648.90
15	\$25,171,200.00	263	\$1,117,198.54
16	\$25,900,800.00	271	\$1,149,581.11
17	\$9,849,600.00	103	\$437,164.65
18	\$91,200,000.00	954	\$4,047,820.80
19	\$22,617,600.00	237	\$1,003,859.56
20	\$91,200,000.00	954	\$4,047,820.80
21	\$109,440,000.00	1,145	\$4,857,384.96
22	\$26,995,200.00	282	\$1,198,154.96
23	\$27,360,000.00	286	\$1,214,346.24

Table 8: Economic Impact of Graduates by Legislative District (continued)

Operational Impact of the University of Nebraska System by Legislative District			
Legislative District	Economic Impact	Employment Impact	Tax Impact (state and local)
24	\$ 29,913,600.00	313	\$ 1,327,685.22
25	\$ 96,672,000.00	1,012	\$ 4,290,690.05
26	\$ 96,672,000.00	1,012	\$ 4,290,690.05
27	\$ 96,672,000.00	1,012	\$ 4,290,690.05
28	\$ 96,672,000.00	1,012	\$ 4,290,690.05
29	\$ 96,672,000.00	1,012	\$ 4,290,690.05
30	\$ 14,956,800.00	156	\$ 663,842.61
31	\$ 91,200,000.00	954	\$ 4,047,820.80
32	\$ 21,523,200.00	225	\$ 955,285.71
33	\$ 25,171,200.00	263	\$ 1,117,198.54
34	\$ 14,956,800.00	156	\$ 663,842.61
35	\$ 70,771,200.00	741	\$ 3,141,108.94
36	\$ 35,750,400.00	374	\$ 1,586,745.75
37	\$ 155,769,600.00	1,630	\$ 6,913,677.93
38	\$ 34,291,200.00	359	\$ 1,521,980.62
39	\$ 91,200,000.00	954	\$ 4,047,820.80
40	\$ 10,214,400.00	107	\$ 453,355.93
41	\$ 30,278,400.00	317	\$ 1,343,876.51
42	\$ 17,875,200.00	187	\$ 793,372.88
43	\$ 10,579,200.00	111	\$ 469,547.21
44	\$ 18,969,600.00	198	\$ 841,946.73
45	\$ 56,544,000.00	592	\$ 2,509,648.90
46	\$ 96,672,000.00	1,012	\$ 4,290,690.05
47	\$ 20,793,600.00	218	\$ 922,903.14
48	\$ 11,308,800.00	118	\$ 501,929.78
49	\$ 56,544,000.00	592	\$ 2,509,648.90
Total	\$ 2,906,848,000.00	30,416	\$ 129,017,541.63

Study Methodology

About IMPLAN

The economic impact of the University of Nebraska System was estimated using IMPLAN (IMpact Analysis for PLANing), an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been in use since 1979 and is currently used by more than 500 private consulting firms, university research centers, and government agencies. The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis' Input-Output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in each time period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. BEA and follow a balanced account format recommended by the United Nations.

IMPLAN's Regional Economic Accounts and the Social Accounting Matrices were used to construct state-level multipliers, which describe the response of the state economy to a change in demand or production because of the activities and expenditures of NU. Each industry that produces goods or services generates demand for other goods and services, and this demand is multiplied through a particular economy until it dissipates through "leakage" to economies outside the specified area. IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states because of a change in demand are not counted as impacts within the economic area.

The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects from increased demand. Importantly, IMPLAN's Regional Economic Accounts exclude imports to an economic area, so the calculation of economic impacts identifies only those impacts specific to the economic impact area, in this case, the state of Nebraska. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area's particular characteristics. The RPC represents the proportion of goods and services that will be purchased regionally under normal circumstances, based on the area's economic characteristics described in terms of actual trade flows within the area.

Glossary

Study Year	Fiscal year 2020-2021
Total Industry Output	The total impact of an organization includes the spending of the organization, the labor income expenditures, and the value added to the economy as a result of the organizational spending; this is described as the total industry output.
Total Economic Impact	The total impact of an organization is a compilation of the direct impact, the indirect impact, and the induced impact generated in the economy as a result of the organization.
Direct Economic Impact	Direct impact includes all direct effects the organization has on the region due to the organization's operations. These include direct employees, organizational spending, employee spending, and spending by students and visitors to the organization.
Indirect Economic Impact	The indirect impact includes the impact of local industries buying goods and services from other local industries. The cycle of spending works its way backward through the supply chain until all money is spent out of the local economy, either through an import or payment to value-added.
Induced Economic Impact	The response by an economy to an initial change (direct effect) that occurs through re-spending of income received by a component of value-added. IMPLAN's default multiplier recognizes that labor income (employee compensation and proprietor income components of value-added) is not lost to the regional economy. This money is recirculated through household spending patterns causing additional local economic activity.
Multiplier Effect	Economic impact studies capture the direct economic impact of an organization's spending, plus additional indirect and induced spending in the economy as a result of the direct spending.
Direct Employment	The total number of employees, both full-time and part-time, at the organization based on the total number of jobs, not FTEs.

<p>Indirect Employment</p>	<p>Additional jobs created as a result of an organization’s economic impact. Local companies or vendors that provide goods and services to an organization increase their number of employees as purchasing increases, thus creating an employment multiplier.</p>
<p>Induced Employment</p>	<p>Additional jobs created as a result of household spending by employees of an organization and the employees of vendors. This is another wave of the employment multiplier.</p>
<p>Community Benefits</p>	<p>Community benefits provided in this report outline two forms of impact – monetary donations made by employees and students to local nonprofits and volunteer hours that are valued at a monetary value.</p> <p>Tripp Umbach has conducted survey research to estimate the amount of monetary donations a student, staff, and faculty will spend in a year. This amount differs per individual but ranges from \$500 to \$700. Tripp Umbach also understands that not all individuals donate; therefore, this is adjusted as well.</p> <p>The value of a volunteer hour has been quantified by Independent Sector to be \$30.00 per individual per hour. Tripp Umbach utilized this value with the understanding (also from survey research) of the average number of hours faculty, staff, and students engage in volunteer activities (estimated 100 hours per year, for 50 percent of the employees and students).</p>
<p>Government Revenue Impact Definition</p>	<p>Government revenue impacts generated in the FY21 study included all taxes paid by University of Nebraska System to the state of Nebraska and each defined Economic Development Region (i.e., payroll, property, sales, unemployment, income, and any other taxes paid to the state and local government).</p>
<p>Visitor Definitions</p>	<p>Impact analysis looks to quantify the impact of the attraction of new dollars to a region. Therefore, when including visitor spending in the impact analysis of a university, the analysis will include only those visitors coming to a region from outside of said region. Visitors to events who also live in the region would have spent their dollar in that region otherwise; therefore, this dollar was not attracted to the region as a result of the organization being analyzed. For the NU System, the impact analysis looked at impacts to the state of Nebraska and each defined Economic Development Region. Visitors to the University of Nebraska System were counted only if they were from outside of said region being analyzed.</p>

Questions Regarding Economic Impact

What is economic impact?

Economic impact begins when an organization spends money. Economic impact studies measure the direct economic impact of an organization's spending, plus additional indirect spending in the economy because of direct spending. The economic impact has nothing to do with dollars collected by institutions, their profitability, or even their sustainability since all operating organizations have a positive economic impact when they spend money and attract spending from outside sources.

Direct economic impact measures the dollars that are generated within Nebraska because of the University of Nebraska System's presence. This includes not only spending on goods and services with a variety of vendors within the state, and the spending of its employees and visitors, but also the business volume generated by businesses within Nebraska that benefit from spending by the NU System. It is important to remember that not all dollars spent by the NU System stay in Nebraska. Dollars that "leak" out of the state in the form of purchases from out-of-state vendors are not included in the economic impact that the NU System has on the state.

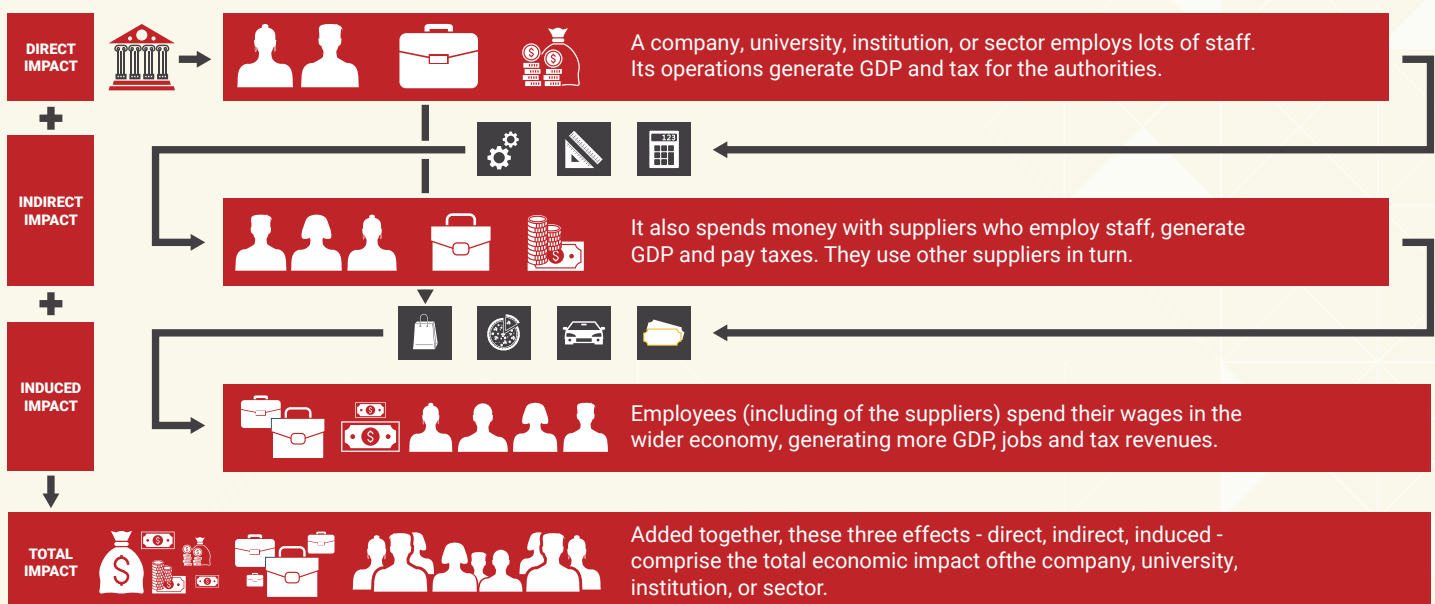
The total economic impact includes the "multiplier" of spending from companies that do business with the NU System. Support businesses may include lodging establishments, restaurants, construction firms, vendors, temporary agencies, etc. Spending multipliers attempt to estimate the ripple effect in the state economy where the spending occurs. For example, spending by the NU System with local vendors provides these vendors with additional dollars that they re-spend in the local economy, causing a "multiplier effect."

What is the multiplier effect?

Multipliers are a numeric way of describing the secondary impacts stemming from the operations of an organization. For example, an employment multiplier of 1.8 would suggest that for every 10 employees hired in the given industry, eight additional jobs would be created in other industries, such that 18 total jobs would be added to the given economic region. The multipliers used in this study ranged from 1.8 to 2.0.

The Multiplier Model is derived mathematically using the input-output model and Social Accounting formats. The Social Accounting System provides the framework for the predictive Multiplier Model used in economic impact studies. Purchases for final use drive the model. Industries that produce goods and services for consumer consumption must purchase products, raw materials, and services from other companies to create their product. These vendors must also procure goods and services. This cycle continues until all the money is leaked from the region's economy. Three types of effects are measured with a multiplier: the direct, the indirect, and the induced effects. The direct effect is the known or predicted change in the local economy that is to be studied. The indirect effect is the business-to-business transactions required to satisfy the direct effect. Finally, the induced effect is derived from local spending on goods and services by people working to satisfy the direct and indirect effects.

- **Direct effects** take place only in the industry immediately being studied.
- **Indirect effects** concern inter-industry transactions: because NU is in business, it has a demand for locally produced materials needed to operate.
- **Induced effects** measure the effects of the changes in household income: Employees of NU and suppliers purchase from local retailers and restaurants.
- **Total Economic Impacts** are the total changes to the original economy as the result of the operations of NU. Direct effects + Indirect effects + Induced effects = Total Economic Impacts



What methodology was used in this study?

IMPLAN (IMpact analysis for PLANning) data and software. Using classic input-output analysis in combination with regional-specific Social Accounting Matrices and Multiplier Models, IMPLAN provides a highly accurate and adaptable model for its users. The IMPLAN database contains county, state, ZIP code, and federal economic statistics that are specialized by region, not estimated from national averages, and can be used to measure the effect on a regional or local economy of a given change or event in the economy's activity.

What is employment impact?

Employment impact measures the direct employment (employees, staff, faculty, and administration) plus additional employment created in the economy as a result of the operations of the University of Nebraska System.

Indirect and induced employment impact refers to other employees throughout the region that exist because of the university's economic impact. In other words, jobs related to the population – city services (police, fire, EMS, etc.), employees at local hotels and restaurants, clerks at local retail establishments, and residents employed by vendors used by the NU System.

What is the difference between direct and indirect taxes?

Direct tax dollars include sales taxes and net corporate income taxes paid directly by the institution to the state, while indirect taxes include taxes paid to the state by vendors that do business with the University of Nebraska System and individuals.

Is this a one-time impact or does the impact repeat each year?

The results presented in the University of Nebraska System's economic impact study are generated on an annual basis. The economic impact in future years can either be higher or lower based on the number of employees, students, capital expansion, and state appropriations.

What qualifications does Tripp Umbach have to perform an Economic Impact Study for the University of Nebraska System and its campuses?

Tripp Umbach is the national leader in providing economic impact analysis to leading health care organizations, universities, and academic medical centers. We have completed more than 500 economic impact studies over the past 30 years for clients such as Penn State University, Ohio State University, University of Washington, University of Iowa, University of Alabama at Birmingham, the Cleveland Clinic, University of Florida Hospital, University of North Carolina Hospitals, University of Nebraska System, University of Nebraska Medical Center, and Ohio State University Medical Center.

