



**YOUNGSTOWN
STATE
UNIVERSITY**



Emsi & Higher Education Institutions

ADVISORS IN LABOR MARKET INFORMATION

15+

Years working with
higher education
institutions

1,800

Economic impact studies
completed

1.2M

Students used Emsi's career
pathways tools last year

3 countries

Completed studies
across the U.S., UK, and
Canada



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WHAT IS AN ECONOMIC IMPACT ANALYSIS?

Measures how an event or institution affects the local economy.

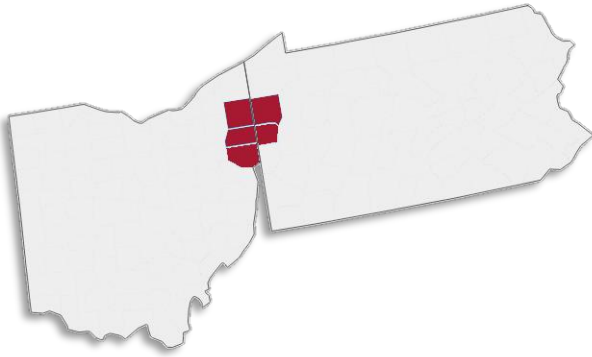
WHAT IS AN INVESTMENT ANALYSIS?

A comparison of the costs and benefits to determine the return on investment.



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About the YSU Service Region



\$26.4 billion

TOTAL GROSS
REGIONAL PRODUCT (GRP)

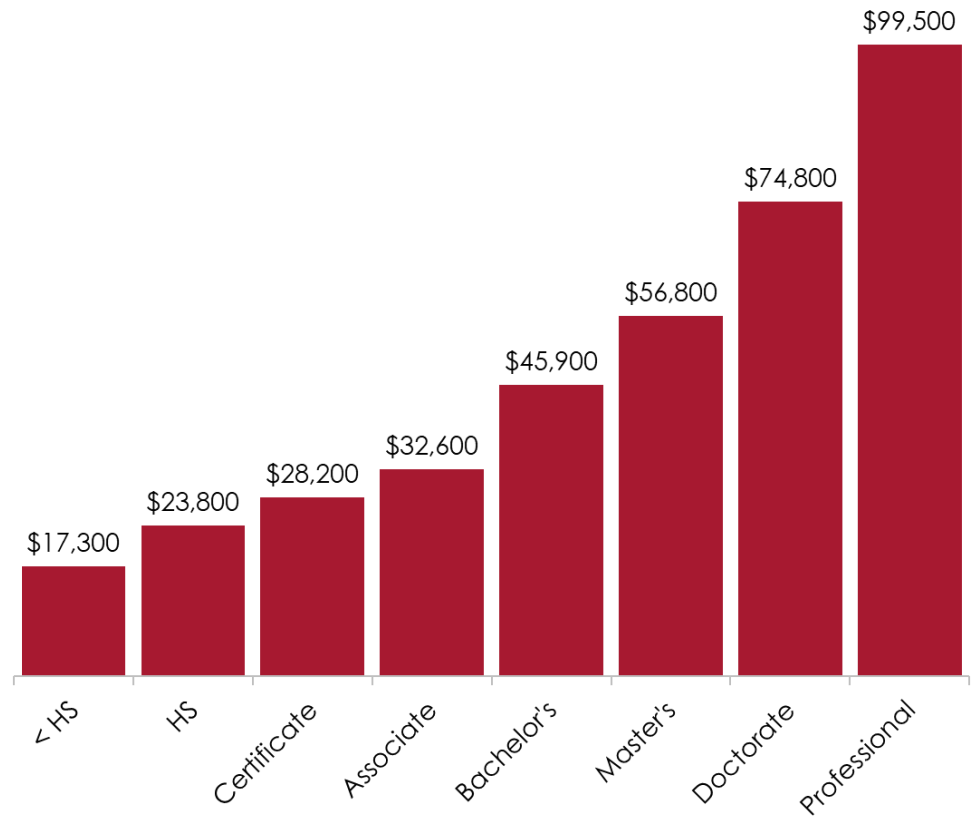
367,736

TOTAL JOBS



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AVERAGE EARNINGS BY EDUCATION LEVEL AT CAREER MIDPOINT



YSU in FY 2016-17

14,946

CREDIT STUDENTS SERVED

\$80.8 million

TOTAL TUITION REVENUE

2,073

EMPLOYEES

\$124.1 million

TOTAL PAYROLL/BENEFITS

20%

STUDENTS FROM OUTSIDE
THE REGION



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Operations Spending Impact

University payroll and other
spending + ripple effects

\$161.3 million

ADDED REGIONAL
INCOME

or

2,736

JOBS SUPPORTED
IN THE REGION

Research Spending Impact

Research payroll and other
research spending
+ ripple effects

\$3.1 million

ADDED REGIONAL
INCOME

or

49

JOBS SUPPORTED
IN THE REGION

Construction Spending Impact

University construction
expenditures + ripple effects

\$5 million

ADDED REGIONAL
INCOME

or

76

JOBS SUPPORTED
IN THE REGION



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All results measured in income, not sales. Results are net of counterfactual scenarios

Start-up Company Impact

Start-up company payroll and
other spending
+ ripple effects

\$29.6 million

ADDED REGIONAL
INCOME

or

467

JOBS SUPPORTED
IN THE REGION

Student Spending Impact

Relocated/Retained student
spending + ripple effects

\$18.5 million

ADDED REGIONAL
INCOME

or

408

JOBS SUPPORTED
IN THE REGION



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All results measured in income, not sales. Results are net of counterfactual scenarios

Visitor Spending Impact

Out-of-region visitor spending
+ ripple effects

\$1.3 million

ADDED REGIONAL
INCOME

or

53

JOBS SUPPORTED
IN THE REGION

Alumni Impact

Higher alumni earnings
and increased business profit
+ ripple effects

\$705.1 million

ADDED REGIONAL
INCOME

or

11,900

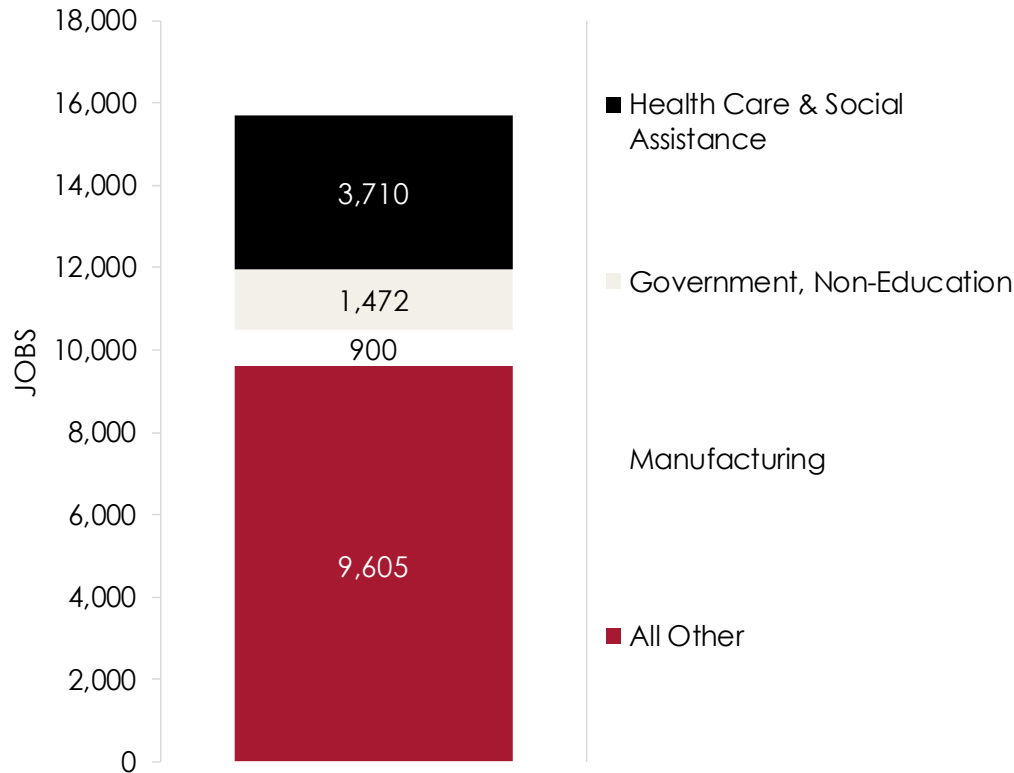
JOBS SUPPORTED
IN THE REGION



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All results measured in income, not sales. Results are net of counterfactual scenarios

Total Impact



\$923.9 million

TOTAL INCOME ADDED
IN THE REGION

or

3.5%

OF REGION'S GRP

15,688

TOTAL JOBS SUPPORTED
IN THE REGION

or

1 out of every **23**

JOBS IN THE REGION



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Student Perspective

\$914.9 million

Benefit: Higher future earnings

\$177.6 million

Cost: Tuition, supplies, opportunity cost

5.2

BENEFIT/COST RATIO

15.0%

RATE OF RETURN

Taxpayer Perspective

\$295.6 million

Benefit: Future tax revenue, government savings

\$54 million

Cost: State and local funding

5.5

BENEFIT/COST RATIO

10.4%

RATE OF RETURN

Social Perspective

\$3.8 billion

Benefit: Future earnings, tax revenue, private savings

\$328.3 million

Cost: Student and all university costs

11.7

BENEFIT/COST RATIO

N/A

RATE OF RETURN

Next Steps

- Send the executive summary to **state and local legislators**.
- Use **social media** to broadcast student returns to prospective students and parents.
- Share industry impacts with **local business partners**.
- Leverage impacts for **proposals, grant writing, & strategic planning**.
- Use campus fliers, newsletters, & websites to **publish results**.
- Share results with **local media**.

How can Emsi help?

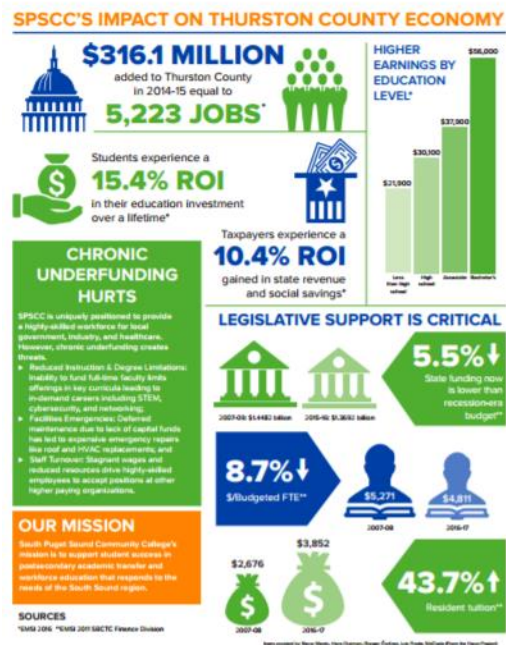
- Emsi's Press Packet
- Ongoing presentations from your Emsi economist
- Email/call us anytime

Share Your Results

Combine your results with other institutional highlights to create a fact sheet.

Include your results in your periodic publications.

Create a web page that includes written highlights, animations, and videos.



ADVANCE

South Puget Sound Community College - Winter 2017

Special Issue:

The \$316.1 Million Economic Impact of SPSCC on Thurston County

The skills you need for the life you want

Winter Classes Begin Jan. 3, 2017

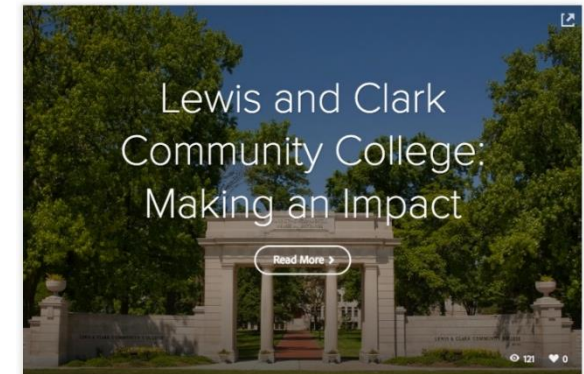
South Puget Sound COMMUNITY COLLEGE

spsc.edu

Home - About L&C - Planning L&C's Future - Institutional Research - Economic Impact

Making an Impact on the Community

Imagine going to a bank and opening a savings account that for every \$1 you put into it, could earn you \$5.70 in return. A savings account with a nearly 20 percent rate of return may sound farfetched, however, a recent economic impact study of L&C and its graduates shows that investing in a degree from Lewis and Clark is just like opening that dream savings account.



Share Your Results

Create a press release and share with your state and local media.

Study shows Glen Oaks Community College added \$119.3 million in income to local economy

Oct 14, 2016 | 2016, News

An economic impact study conducted for Glen Oaks Community College indicates that the college, its students, and regional alumni added \$119.3 million in income to the local economy in 2015-16, approximately equal to four percent of the region's total GRP.

Conducted by Economic Modeling Specialists International (EMSI), of Moscow, Idaho, the study reports, "The value of Glen Oaks Community College influences both the lives of students and also the regional economy. The college serves a range of industries in the GOCC surrounding communities, supports local businesses, and benefits society as a whole in Michigan and northern Indiana from an expanded economy and improved quality of life. The benefits extend to the state government through increased tax revenues and public sector savings.

Glen Oaks added \$7 million in added income to the region during the past year as a result of its day-to-day operations — equivalent to supporting 102 jobs. The spending by Glen Oaks students during the same time period was \$224,000 equaling 12 jobs.

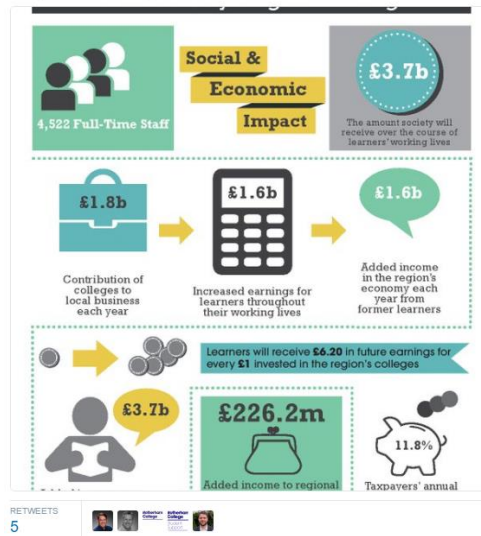
"The numbers speak for themselves," said Glen Oaks President David Devier, "and confirm that Glen Oaks is a great investment for the students and the community. Glen Oaks contributes to our quality of life in many ways. We are grateful for the support of the community."

The report also touched on the accumulated contribution of Glen Oaks alumni currently employed in the regional workforce, equating the value at \$112.1 million, equal to 3,828 jobs.

The college generates more tax revenue than it collects. These benefits to taxpayers consist primarily of taxes paid to state government and used to benefit the region and state. There are also benefits for all taxpayers via reduced costs by lowering the need for the state to pay for health care, crime and unemployment.

Use social media to share your investment results with prospective students.

Did you know that learners will receive £6.20 in future earnings for every £1 invested in the region's colleges?



Use your study to help secure additional funding.

Emsi's Capital Analysis Justifies Funding for New UT Martin STEM Facility

OCTOBER 24, 2016 BY MATTHEW HYNDMAN

Summary:

In a time of serious need, the University of Tennessee at Martin (UT Martin) used Emsi's Economic Impact and Capital Analysis studies to demonstrate the ROI that would come from building a proposed STEM facility. The results, in part, led to a boost in state funding—reducing the university's share of facility construction costs from 25% to 10%.

Key takeaways:

- UT Martin leveraged Emsi's Economic Impact and Capital Analysis studies to communicate the institution's value and make the case for additional state funding to build a new STEM facility—now known as the Latimer Engineering and Science Building.
- Among other things, the study found that building the new facility would generate 900-plus jobs.
- The Capital Analysis helped justify a state budget amendment increasing state funding of the \$65 million project.

Led by its current Interim Chancellor, Dr. Robert Smith—a longtime acquaintance of Emsi from his time at Slippery Rock University in Pennsylvania—UT Martin came to Emsi last year needing support for a critical project. Limited by inadequate space and antiquated laboratory facilities, UT Martin needed to prove that the proposed construction of a new STEM facility would be a smart and profitable investment for the state.

After working with Emsi several years ago, Smith knew that Emsi could provide him with the analysis he needed to advance UT Martin's cause. Emsi consultants worked closely with the UT Martin team to develop a customized report based on the Economic Impact Study and the Capital Analysis. The report would show the broad-reaching value of UT Martin and detail the potential ROI of building the new STEM facility.





and proud.

