

# Nebraska's Independent Colleges & Universities: Spurring Economic Growth and Brain Gain



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# Nebraska's Independent Colleges & Universities: Spurring Economic Growth and Brain Gain

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# Nebraska's Independent Colleges & Universities: Spurring Economic Growth and Brain Gain

## Preface

This report was prepared for the Council of Independent Nebraska Colleges Foundation (CINCF), and is intended to estimate the economic impact of Nebraska's independent colleges and universities in the State of Nebraska and its counties for the period 2018-2022<sup>1</sup>. The report uses commercially and widely accepted IMPLAN multipliers. Findings remain the sole property of CINCF and may not be used without prior approval of this organization. This study, while funded by CINCF, was developed independently of this organization.

The objective of this study is to estimate the economic impact, including "brain gain" of Nebraska's independent colleges and universities on the state economy and on the local economies in which each operates. The study estimates overall impacts and calculates impacts across 20 major industries and 93 counties in the state. The study also estimates the financial savings for the Nebraska taxpayer produced by the state's privately funded colleges and universities.

Using input-output multipliers, the study provides sales, earnings, and job impacts. In addition, the study examines the impact of Nebraska's independent colleges and universities on yearly state and local tax collections. The study pays particular attention to the "brain gain" produced by Nebraska's independent colleges and universities by estimating their yearly economic impact via the retention of Nebraska's college-bound students, and the attraction of college-bound students from other states.

All impact estimates contained in this study, unless otherwise indicated, are in 2022 dollars. The Goss & Associates research team thanks the Board of Directors and the staff of CINCF, as well as staff from each of the state's 13 independent colleges and universities for their important input. Any errors or misstatements contained in this study are solely the responsibility of the authors. Please address all correspondence to:

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<sup>1</sup> Unless otherwise specified, all years are stated in academic years. Thus, 2022 represents the 2021-22 academic year.

<sup>2</sup> Copies of the principal investigators' biographies are contained in Appendix F.

<sup>3</sup> Any opinions or analysis are those of Ernie Goss and Goss & Associates and are not necessarily those of Creighton University or the Department of Economic & Finance at Creighton University.

## Nebraska's Independent Colleges & Universities: Spurring Economic Growth and Brain Gain

### Glossary

Academic year	Unless specified otherwise, all years are academic years. Thus, 2022 indicates July 1, 2021 - June 30, 2022.
Direct impacts	The set of expenditures applied to the predictive model for impact analysis. For example, direct impacts include independent university employee salaries. Also referred to as Round 1 impacts.
FTE	Full time equivalent.
IMPLAN multipliers	IMPLAN provides a highly accurate and adaptable model for its users. Based on an injection of direct dollars into a geographic area, IMPLAN provides estimates of the total impact from the injection.
Input-output analysis	A type of applied economic analysis that tracks the interdependence among various producing and consuming sectors of an economy.
Jobs supported	A job equals the annual average of monthly jobs in that industry. Thus, 1 job lasting 12 months = 2 jobs lasting 6 months, or = 3 jobs lasting 4 months each.
Labor income	Wages and salaries plus self-employment income.
Private workers	All those working, excluding government workers: state, local, and federal.
Productivity growth	Output or sales per worker.
Self-employment income	Income of proprietors of non-incorporated companies including attorneys, accountants, and consultants.
Spillover impact	Impacts in businesses and industries that are tied indirectly to independent university spending. For example, wholesale firms that sell to retailers serving independent universities experience spillover impacts. Also referred to as Round 2 plus Round 3 impacts.
Nebraska neighbors	States geographically contiguous to Nebraska. Includes Colorado, Iowa, Kansas, Missouri, South Dakota, and Wyoming.
Wages and salaries	The total payroll of the employee paid by the employer. This includes wages and salaries, all benefits (e.g. healthcare, retirement, etc.) and employer paid payroll taxes (e.g. employer side of social security, and unemployment taxes).
Total impact	Impact includes wages and salaries, self employment income, profits, interest payments, and tax collections. Sometimes referred to as sales.

# Nebraska's Independent Colleges and Universities: Spurring Economic Growth and Brain Gain

## Executive Summary

**Major Findings of Study**<sup>4</sup> Nebraska's 13 independent colleges and universities have made, and continue to make, significant contributions to the Nebraska economy. For the 2021 academic year, the state's 13 independent colleges and universities:

1. Enrolled Nebraska residents with little cost to the taxpayer. For the 2022 academic year alone, this saved the Nebraska taxpayer an estimated \$152.6 million.
2. Recruited and enrolled 21,975 students from outside the state. It is estimated that approximately 52.9 percent of these students will graduate and remain in the state. This generated a "brain gain" valued at approximately \$409.0 million in wages and salaries and \$85.5 million in state and local taxes in 2022 alone.
3. Generated a total impact of \$1.7 billion, wages and salaries of \$968.6 million, and self-employment income of \$73.4 million. Additionally, 17,012 jobs were supported and \$67.7 million in state and local taxes were produced by the spending by the 13 institutions and their students.
4. Importantly, the 13 institutions provided 741 student volunteer hours and 6,057 faculty/staff volunteer hours for the 2022 school year

## Summary of Findings

### I. Nebraska's Independent Colleges and Universities: An Overview

A. For equivalent annual budgets, independent colleges and universities contribute more economically to the state than tax-supported institutions. This conclusion is based on two factors:

1. Independent higher education institutes contribute more to "brain gain" since a higher proportion of students come from outside the state than equivalent sized public higher education colleges and universities.
2. State and local governments levy taxes on citizens and businesses to support public post-secondary institutions in the state.

Alternatively, the 13 independent institutions, by infusing privately generated funds into state, produce economic growth over and above that generated by equivalently sized public institutions.

B. Four of Nebraska's 100 largest private employers are independent universities<sup>5</sup>.

1. In terms of employment size, each of Nebraska's independent colleges and universities ranks among the top five percent of the state's private establishments.

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<sup>4</sup> Unless stated otherwise, all impacts are in 2022 dollars.

<sup>5</sup> [https://www.zippia.com/advice/largest-companies-in-nebraska/?survey\\_step=step2](https://www.zippia.com/advice/largest-companies-in-nebraska/?survey_step=step2)

2. Nine of the state's 13 independent colleges and universities rank among the top one percent of Nebraska's private establishments in terms of employment size.
- C. In 2022<sup>6</sup>, Nebraska spent \$11,113 per student on public higher education, which pushed Nebraska to eleventh in U.S. ranking.
1. Among Nebraska's contiguous states, only Wyoming spent more heavily per FTE on public higher education than Nebraska.
  2. In 2021, independent colleges enrolled 13,730 students who resided in Nebraska before matriculating at Nebraska's independent colleges. By enrolling and educating Nebraska residents, the state's independent colleges saved the Nebraska taxpayers approximately \$152.6 million in 2021 in state and local taxes.<sup>7</sup>
- D. Nebraska ranked 35th in the U.S. in terms of public support per capita for independent higher education.
1. On average, U.S. states supplied independent colleges with \$8.11 per capita while Nebraska provided a much lower \$3.94 per capita.<sup>8</sup>
  2. Assuming Nebraska provided the same spending per capita as the U.S., Nebraska would have been required to spend an additional \$8.2 million on its 13 independent colleges and universities in 2022.<sup>9</sup>

**Among Nebraska's  
contiguous states, only  
Wyoming spent more heavily  
per FTE on public higher  
education than Nebraska.**

## II. Nebraska's Independent Colleges' and Universities' Contribution to Brain Gain

- A. Historically, Nebraska has suffered from the loss of educated individuals to other states via migration, termed "brain drain."
1. In 2022, only six states and the District of Columbia lost a higher percentage of its residents to migration than Nebraska.
    - a. U.S. Census data show that in 2022 Nebraska had an accumulated net loss of 137,361 individuals (7.1%).<sup>10</sup> This is costly for the state, especially since migration is a selective process with more educated and younger workers dominating interstate movers. There were 682,507 individuals born outside Nebraska, but living in the state. On the other hand, there were 819,868 individuals born in Nebraska living in other states.

<sup>6</sup> Unless otherwise specified, all years are stated in academic years. Thus, 2022 represents the 2021-22 academic year.

<sup>7</sup> This represents 13,730 students from Nebraska times the amount 2022 public support for each of Nebraska's post-secondary students of \$11,113.

<sup>8</sup> Full-time equivalent data were not available for independent higher education.

<sup>9</sup> (\$8.11 per capita - \$3.94 per capita) times Nebraska's 2022 population of 1,966,441.

<sup>10</sup> In 2021, the number of individuals born in Nebraska living outside the state minus the number of individuals born outside the state but living in Nebraska.



- b. The cost of this accumulated brain drain of college graduates for the state in 2021 was approximately \$2.7 billion in lost wages and salaries, or 5.2% of total state wages and salaries for 2021.
- B. Nebraska's independent colleges and universities have reduced the magnitude of the state's brain drain and contributed to a brain gain.
1. The state's independent colleges and universities recruited 21,975 students from other states in 2022. Of this total, it is estimated that 52.9 percent will remain in the state upon graduation.<sup>11</sup>
  2. As a result, it is estimated that Nebraska's 13 independent colleges and universities contributed approximately \$409.0 million to wages and salaries, and \$85.5 million to state and local tax collections via brain gain in 2021.

**Nebraska's independent colleges and universities recruited 21,975 students from other states in 2022. Of this total, it is estimated that 52.9 percent will remain in the state upon graduation.**

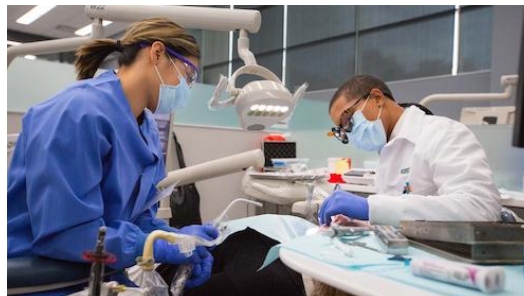
### III. Nebraska's Independent Colleges' Contribution to Quality of Life.<sup>12</sup>

- A. Previous research has found education to be significantly and positively related to the likelihood of volunteering. Furthermore, the completion of more years of education was associated with greater odds of volunteering.

**For 2021, Nebraska's independent colleges and universities provided total student volunteer services valued at \$4.5 million and faculty/staff volunteer services valued at \$36.9 million.**

1. On average, it was found that each independent college or university in the state provided 741 student hours and 6,057 faculty/staff volunteer or unpaid hours for the community.

2. For 2021, Nebraska's independent colleges and universities provided total student volunteer services valued at \$4.5 million and faculty/staff volunteer services valued at \$36.9 million.



<sup>11</sup> Both independent and public higher education institutes have experienced phenomenal growth in the on-line delivery of courses. As a result, a higher and higher share of students reside in one state taking classes in another. This is the case for Nebraska's independent colleges and universities. However, the "brain gain" statistics presented here were based on where graduating students reside after completion of their degrees. Thus, "brain gain" estimates presented here are not influenced by on-line student matriculation.

<sup>12</sup> New graduate salary \$60,621 with 21,975 students with a graduation ration of 52.9%.

- B. Each independent college provides the community with top-notch public affairs and cultural events. Listed below are important public events for each institution in the Fall of 2022.
1. Bellevue University: In October 2022, Bellevue University brought General James Mattis, former U.S. Secretary of Defense, to share his perspective on world affairs.
  2. Bryan College of Health Sciences: Bryan's Action for Student (AFS) promotes social and community service. For example, Bryan updates the community on Covid-19 facts. For the public that is experiencing symptoms, Bryan provides testing services.
  3. Clarkson College: Clarkson offers a variety of courses for practicing healthcare professionals seeking first-time or renewed certifications, as well as multiple basic life support courses open to anyone in the community.
  4. College of Saint Mary: On December 30, 2022, College of Saint Mary's production of "The Adivina is Never Wrong" was one of seven shows selected for the Kennedy Center American College Theater Festival (KCACTF). The program will be offered to the community in 2023.
  5. Concordia University: The Marxhausen Gallery of Art on campus hosts the artwork of students, faculty and professional artists from around the world. Through a diverse mix of exhibitions, performances, screenings and conversations, the gallery provides a public forum for the presentation and contemplation of contemporary art, curatorial practice, and scholarship.
  6. Creighton University: Creighton's Health Sciences Multicultural and Community Affairs Office works with local churches on chronic and cardiovascular disease prevention in their congregations. This partnership also provides guidance to help people make healthy choices.
  7. Doane University: Doane University was one of the first college campuses in the nation to have a Relay-for-Life event. Since then, Doane has made a distinguished name for itself within the High Plains census division and nationally.
  8. Hastings College: Museum of Nebraska Art (MONA) curator Karissa Johnson Olsen, has organized an exhibition titled "Blast from Future's Past: Art from the 1990s," showing in the west gallery of the Jackson Dinsdale Art Center at Hastings College through February 2.
  9. Midland University: Senior nursing students at Midland University recently had the opportunity to operationalize Midland's DRIVE success attributes of innovation, research/critical thinking, and engagement through a collaborative project with healthcare professionals at Methodist Fremont Health.
  10. Nebraska Methodist College: The Mobile Diabetes Center is a partnership between Nebraska Methodist College Center for Health Partnerships and the Cosmopolitan, Cornbelt Diabetes Connection. The partnership works to expand and deepen community health impact by providing NMC students, faculty and alumni with an opportunity to address diabetes health issues for a variety of urban and rural populations.

11. Nebraska Wesleyan University: Michael Walsh will give a public reading of his work in the Spring Semester 2023 as part of Nebraska Wesleyan's Visiting Writers Series. The presentation will take place in Olin B Lecture Hall.
12. Union College: Union has an abundance of service opportunities for their students. Union's Project Impact highlights the college's annual all-campus service day.
13. York University: The York University Celebration Singers performed their annual Cocoa and Carols program in December. Performances of the high-energy shows, as well as others, are held on campus in the Bartholomew Performing Arts Center.

#### **IV. The Economic Impact of Nebraska's Thirteen Independent Colleges and Universities**

- A. During the period 2018 to 2022, Nebraska's 13 independent colleges boosted capital spending at a compound annual growth rate (CAGR) of by 3.1% and operational spending at a CAGR of 0.8%.
- B. During the period 2018 to 2022, Nebraska's 13 independent colleges' impact expanded by 4.4% annually.
- C. Direct and spillover economic impacts for 2022 from Nebraska's independent colleges and universities spending were:
  1. Total impact of \$1.71 billion.
  2. Wages and salaries impact of \$968.6 million.
  3. Self-employment income impact of \$73.4 million.
  4. Jobs supported of 17,011.9.
- C. State and local taxes generated for 2022 from independent colleges and universities spending were:
  1. Sales taxes of \$21.7 million.
  2. Property taxes of \$22.6 million.
  3. Personal income taxes of \$12.1 million.
  4. Other taxes and fees of \$9.3 million.
  5. Corporate taxes of \$2.0 million.
  6. Total state and local taxes of \$67.7 million.

#### **V. Industry Impacts**

- A. The top four private-sector industries outside of colleges and universities impacted (based on sales, or total impact) by independent college institutional spending for 2022 were:
  1. Real estate establishments at \$92.5 million.
  2. Imputed rental activity for owner-occupied dwellings at \$53.4 million.
  3. Food service and drinking places at \$45.2 million.
  4. Natural gas distribution at \$39.8 million.
- B. Higher education institutions produce graduates that tend to enter high-wage industries. Furthermore, the existence of a college or university attracts firms in industries paying higher wages.

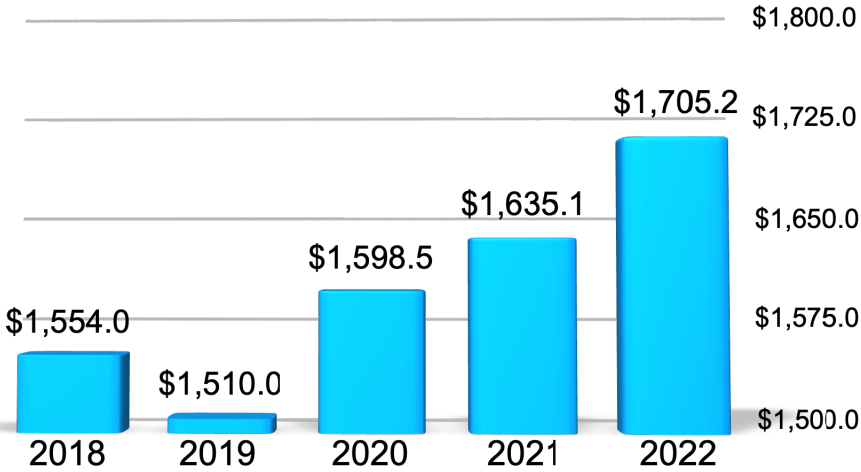
- 1. Nebraska counties with independent colleges and universities had a 2021 median wage advantage of about \$7,000 per worker over Nebraska counties without a college or university.
- 2. The median wage growth was higher for the period 2011 - 2021 for Nebraska counties with independent colleges than for counties with public colleges, 38.8% versus 33.5%.
- 3. Except for wholesale trade, counties with independent colleges or universities had a higher median employment growth rate for each high wage industry than counties without a college or university.

Economic impacts for each independent college or university are provided in Appendix A, and for each of Nebraska's 93 counties in Appendix B. VI Graphical Summary of Economic Impact.

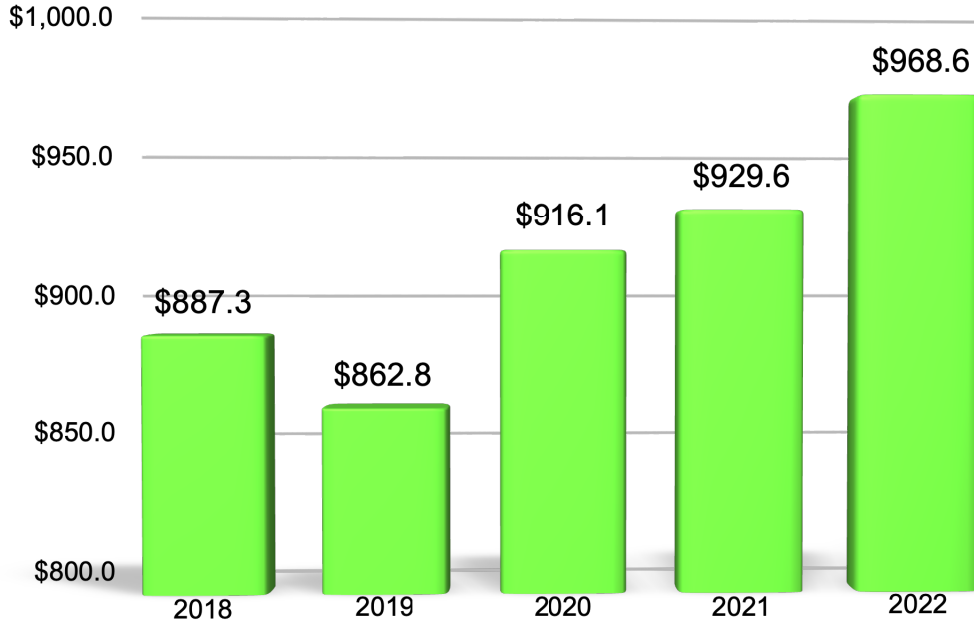


**VI Graphical Summary of Economic Impact**

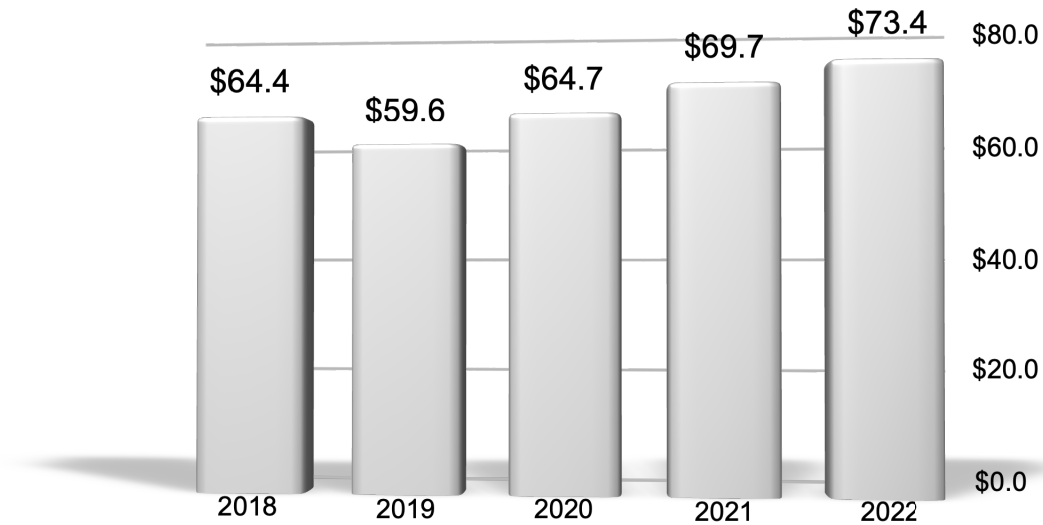
■ Figure 1.1: Total Economic Impacts (in millions of 2022 dollars), 2018-2022



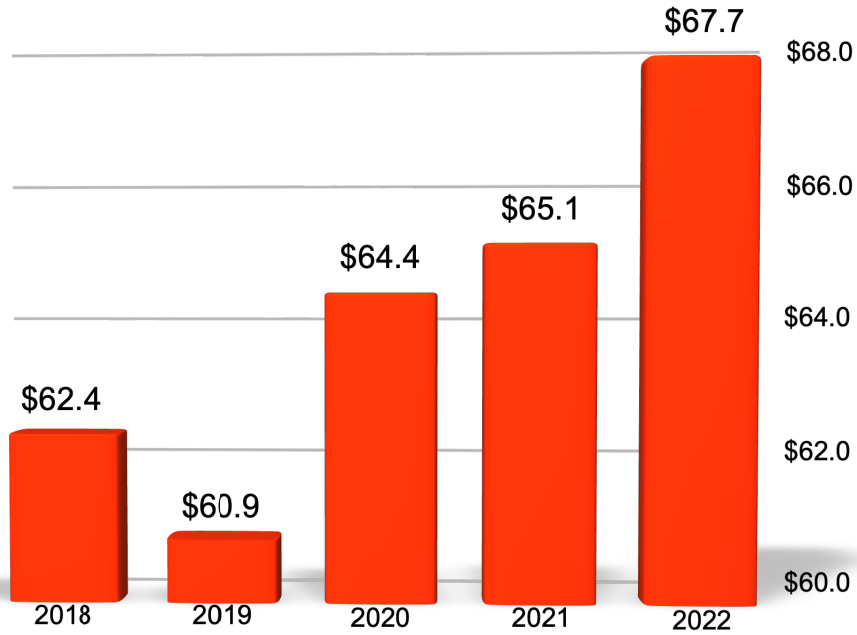
■ Figure 1.2: Wages & Salaries Economic Impacts (in millions of 2022 dollars), 2018-2022



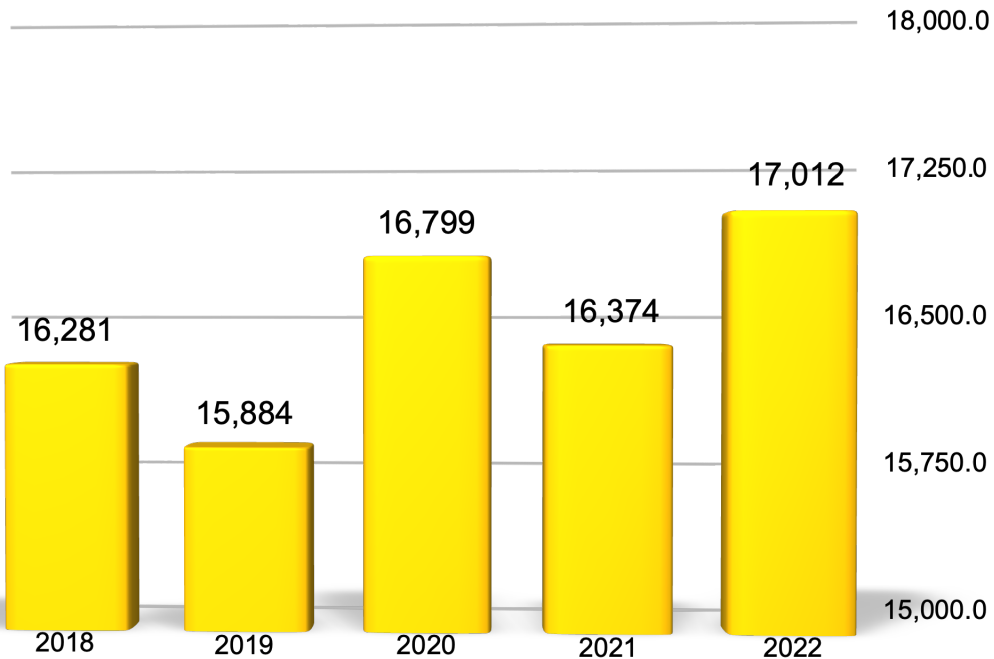
■ Figure 1.3: Self-Employment Economic Impacts (in millions of 2022 dollars), 2018-2022



■ Figure 1.4: State & Local Tax Economic Impacts (in millions of 2022 dollars), 2018-2022



■ Figure 1.5: Jobs Supported, 2018-2022



## Section 1: Nebraska’s Independent Colleges and Universities: A Brief Overview

### Introduction

For equivalent annual budgets, independent colleges and universities contribute more economically to the state than equivalent tax-supported institutions. This conclusion is based on two factors:

- (1) Independent higher education contributes more to “brain gain” because a higher percent of students come from outside the state than equivalent sized public higher education institutions.
- (2) States and local governments levy taxes on citizens and businesses to support public post-secondary institutions. Other factors the same, this drains resources from alternative uses in the state.

Besides contributing to “brain gain,” independent higher education institutions generate a larger proportion of their budget from outside the state than comparable public universities. These dollars are very powerful and have a higher multiplier, or economic impact, than dollars spent by public institutions, funded primarily by dollars generated from Nebraska residents via tuition and taxes.

Nebraska has 13 regionally accredited, not-for-profit, independently funded colleges and universities. Table 1.1 lists each institution along with its principal location and 2022 student enrollment.



These institutions enroll approximately 21.9% of total students attending Nebraska colleges and universities.

While accounting for 21.9% of higher education students, independent colleges and universities in Nebraska awarded roughly one-third of all baccalaureate degrees in the state in 2022, and produced approximately 50% of all health sciences bachelor’s and advanced degree programs, including nursing, in Nebraska.<sup>13</sup>



<sup>13</sup> CINCF

**Table 1.1: Nebraska's independent colleges and universities, location and enrollment (2022 academic year)**

	City	County	2022 Enrollment	Student/faculty ratio
Bellevue University	Bellevue	Sarpy	13,059	16/1
Bryan College of Health Sciences	Lincoln	Lancaster	778	10/1
Clarkson College	Omaha	Douglas	1,169	18/1
College of Saint Mary	Omaha	Douglas	1,024	9/1
Concordia University	Seward	Seward	3,224	14/1
Creighton University	Omaha	Douglas	8,770	12/1
Doane University	Crete	Saline	2,281	11/1
Hastings College	Hastings	Adams	982	14/1
Midland University	Fremont	Dodge	1,765	17/1
Nebraska Methodist College	Omaha	Douglas	1,212	13/1
Nebraska Wesleyan University	Lincoln	Lancaster	1,924	13/1
Union College	Lincoln	Lancaster	757	9/1
York University	York	York	652	12/1
<b>Total 2022 enrollments</b>			<b>37,597</b>	<b>13/1</b>
Source: Integrated Postsecondary Education Data System , FTE				

Table 1.2 compares the compound annual growth rates between public and independent colleges and universities for the period 2001 to 2022. As listed, Nebraska's independent colleges and universities expanded by approximately five times the pace of public institutions of higher learning in

**Table 1.2: Compound annual growth in total enrollment, public vs. independent colleges 2001-2022**

	Total Enrollment
Nebraska independent colleges & universities (non-profit)	2.37%
Nebraska public colleges & universities	0.47%
U.S. public colleges & universities	0.83%
U.S. independent colleges & universities (non-profit)	1.39%
U.S. independent colleges & universities (for-profit)	4.19%
Source: National Center for Education Statistics, <a href="https://nces.ed.gov/programs/digest/d21/tables/dt21_303.25.asp">https://nces.ed.gov/programs/digest/d21/tables/dt21_303.25.asp</a>	

the state over the 21-year period.



## Public Tax Support For Post-Secondary Education

Table 1.3 compares public spending, both local and state, per full-time equivalent (FTE) student for Nebraska, its geographic neighbors, and the U.S. average. As listed, Nebraska spent \$11,113 per FTE which pushed the state to the eleventh highest spending state in the nation. Among Nebraska's contiguous states, only Wyoming spent more heavily on public higher education than Nebraska. In Column (4) is listed the total savings (or underfunding) for 2022 assuming that the state spent the average U.S. spending per FTE. As listed, the Nebraska taxpayer would have saved approximately \$129.6 million in 2022 if state and local spending on higher education per FTE matched that of the U.S.

Furthermore, by enrolling Nebraska residents, the state's independent colleges save the Nebraska taxpayers significant state and local taxes. In 2022, independent colleges enrolled 13,730 students that resided in Nebraska before matriculating at the independent college, while 21,975 moved from out of state to attend independent colleges in Nebraska.

**Table 1.3: State & local public support per FTE for public higher education, 2021**

	Public support per FTE (2)	U.S. ranking (3)	Over or (underfunding) based on U.S. support per FTE (4)
U.S.	\$9,327	NA	NA
Nebraska	\$11,113	11	\$129,599,304
Colorado	\$5,462	50	(\$694,447,740)
Iowa	\$6,115	47	(\$382,199,092)
Kansas	\$8,680	26	(\$79,690,343)
Missouri	\$9,504	18	\$27,699,261
South Dakota	\$7,665	33	(\$53,112,534)
Wyoming	\$26,393	2	\$357,481,502

Source: 2021 SHEF Report, State Higher Education Executive Officers

Table 1.4, on the following page, lists 2020 taxpayer support for independent higher education for Nebraska compared to each of its neighbors and the U.S. As listed, Nebraska ranked 28th in the U.S. in terms of spending per capita for independent higher education. Assuming Nebraska provided the same spending per capita as the U.S., Nebraska would have been required to spend an additional \$12.7 million on its 13 independent colleges and universities in 2017.

Table 1.4 lists 2020 public support for independent higher education for Nebraska and its border states. Had Nebraska funded its independent colleges at the same per capita level as the U.S., Nebraska taxpayers would have had to provide additional taxpayer support of \$8.1 million.



**Table 1.4: State & local public support per capita for independent higher education, 2020  
(in 2022 dollars)**

State & local tax support: Private post-secondary institutions		
Location	Per capita	U.S. Ranking
U.S.	\$8.11	n.a.
Nebraska	\$3.94	28
Colorado	\$1.80	35
Iowa	\$15.66	4
Kansas	\$3.17	30
Missouri	\$4.06	27
South Dakota	\$1.72	36
Wyoming	\$0.00	50

Source: State Higher Education Executive Officers Association. (2022). State Effort and Capacity to Fund Higher Education: FY 2019 and 2020.

### Higher Education and Economic Growth

A college education provides the most effective defense against high unemployment rates and low wages. Overall, educational attainment reduces unemployment rates and raises wages. Data in Table 1.5 lists unemployment rates during the economic recession in 2009, then an expansion in 2017, and now the Covid 19 period of 2021. Consistently, individuals with higher educational attainment experienced lower rates of unemployment.

**Table 1.5: Unemployment rates by education level, U.S., 2009, 2017 and 2021**

Education Level	Unemployment rates		
	2009	2017	2021
Bachelor's degree	3.9%	2.3%	3.1%
Associate's degree	6.5%	3.8%	5.1%
High school graduate	8.2%	4.6%	6.2%
Less than high school diploma	12.4%	6.5%	8.3%

Source: U.S. Bureau of Labor Statistics

Data in Table 1.6 show the weekly earnings advantage possessed by individuals with higher educational attainment. Each year, individuals with a bachelor's degree earned more than twice that of those with less than a high school diploma.



Table 1.6: Median usual weekly earnings by education level, U.S., 2009, 2017 and 2021

	Median weekly earnings		
	2009	2017	2021
Bachelor's degree	\$1,138	\$1,279	\$1,452
Associate's degree	\$726	\$798	\$925
High school graduate	\$620	\$712	\$809
Less than high school diploma	\$450	\$520	\$626

Source: U.S. Bureau of Labor Statistics

While Nebraska's independent colleges and universities have been an important provider of education in the state, the 13 institutions have been even more important in terms of their contribution to economic growth. That is, independent higher education is a growth industry for the state. Three of Nebraska's 100 largest private employers are independent universities. They are Bellevue University, Creighton University, and Nebraska Wesleyan University.

Table 1.7 lists Nebraska counties with an independent college. Data show that the employment size for all 13 institutions is approximately 25.1 times the employment for the average private firm in the state.

Table 1.7: Average employment by county for all private firms compared to independent colleges, 2020

County	All private establishments in county		
	Average employment for county firms	# firms with more than 100 in employment	Average private higher education institution employment size
Adams	13	18	175
Dodge	16	19	281
Douglas	20	554	634
Lancaster	17	232	202
Saline	19	5	357
Sarpy	16	102	856
Seward	12	3	290
York	13	13	110
Total all NE counties	16	1,222	401

Source: Goss & Associates calculations based on reports from National Center for Education Statistics and 2020 U.S. County Business Patterns

\*Full-time equivalent employment.

Table 1.8 lists average compensation by county for 2011 and 2021 according to the existence of colleges and universities in the county. Data in Table 1.8 support the hypothesis that higher education boosts worker compensation. As indicated, counties with independent colleges and counties with public colleges experience a 2011 median wage advantage of more than \$4,000 per worker over Nebraska counties without a college or university.

Table 1.8 Average worker compensation by Nebraska county, 2011, 2021 and growth 2011-2021			
Counties with:	2011	2021	Median Growth 2011-2021
Independent colleges	\$43,643	\$60,337	38.8%
Public colleges	\$44,556	\$61,782	33.5%
No college	\$39,533	\$53,348	38.2%

Source: Goss & Associates based on U.S. Bureau of Economic Analysis data;  
 Note: median growth rate will not necessarily equal the growth rates of the median.

One of the factors contributing to the higher median wages for counties with colleges and universities is that higher education institutions produce graduates who tend to enter high wage industries. Furthermore, the existence of a college or university attracts firms in industries providing higher wages. Table 1.9 lists concentration ratios, termed location quotients, for high wage Nebraska industries for which there were adequate data. An LQ of 1.0 would indicate that the county group has a median concentration ratio equaling that of the state. As listed, except for wholesale trade, counties with independent colleges or universities had a higher concentration ratio than counties without a college or university.

Table 1.10 lists median employment growth rates for high wage Nebraska industries for which there were adequate data. As listed, except for wholesale trade, counties with independent colleges or universities had a higher median employment growth rate for each high wage industry than counties without a college or university.



**Table 1.9: Industry concentration ratios and salary by Nebraska county, for high wage industries, 2021**

Industry	Employment concentration ratios for Nebraska counties			Compensation per worker
	Independent college counties	Public college counties	No college counties	
Wholesale trade	0.795	0.810	1.556	\$82,065
Information	1.218	1.213	0.571	\$88,232
Finance & insurance	1.101	1.083	0.823	\$67,855
Professional, scientific, & technical services	1.204	1.175	0.515	\$66,288
Health care & social assistance	1.047	1.115	0.761	\$61,617
<b>Total state average wage for all industries, 2021</b>				<b>\$51,773</b>

Source: Goss & Associates based on U.S. Bureau of Economic Analysis data; county concentration ratios estimated compared to statewide employment.

**Table 1.10: Industry employment growth rates, 2011-2021 by Nebraska county group (high wage industries)**

Industry	Median employment growth for Nebraska counties			Compensation per worker
	Independent college counties	Public college counties	No college counties	
Wholesale trade	-7.6%	-10.1%	4.8%	\$82,065
Information	10.6%	11.5%	-16.2%	\$88,232
Finance & insurance	10.6%	8.6%	6.2%	\$67,855
Professional & technical services	12.5%	13.1%	-1.0%	\$66,288
Health care & social assistance	16.0%	13.1%	-4.9%	\$61,617
Total employment	13.7%	10.4%	4.3%	\$51,773

Source: Goss & Associates based on U.S. Bureau of Economic Analysis data.



## Section 2: Independent Colleges' Contribution to Nebraska via Brain Gain, Volunteerism, and Covid Relief

### Nebraska's Past Brain Drain

Historically, Nebraska has suffered from the loss of educated individuals to other states via migration. This “brain drain” has reduced overall Nebraska economic growth. Tables 2.1 and 2.2 list states with brain gains and drains, respectively. Data include international migrants. As listed, 36 brain gain states experienced a net gain of approximately 56.7 million residents. The number one brain gain state was Nevada with 58.3 percent population brain gain. Nebraska is not one of the brain gain states and is listed in Table 2.2.



**Table 2.1: Brain gain states, current residents of states (2021)**

Rank	State	Gain: Born outside state living in state	Drain: Born in state living outside state	Net gain	Net gain: Percent of state population
1	Nevada	2,241,709	445,994	1,795,715	58.3%
2	Florida	13,790,229	2,789,352	11,000,877	51.2%
3	Arizona	4,377,821	1,129,614	3,248,207	44.6%
4	Washington	4,085,106	1,487,121	2,597,985	34.1%
5	Oregon	2,294,840	940,882	1,353,958	32.1%
6	New Hampshire	807,475	415,915	391,560	28.8%
7	Colorado	2,966,164	1,340,428	1,625,736	28.2%
8	Texas	11,757,681	3,784,378	7,973,303	27.5%
9	Georgia	4,840,581	1,995,094	2,845,487	26.8%
10	Maryland	3,181,571	1,612,527	1,569,044	26.0%
11	North Carolina	4,619,827	1,916,329	2,703,498	25.8%
12	Virginia	4,313,870	2,162,765	2,151,105	25.2%
13	California	17,344,357	7,648,434	9,695,923	24.5%
14	South Carolina	2,318,010	1,073,717	1,244,293	24.2%
15	Idaho	963,752	540,623	423,129	23.7%
16	Delaware	545,396	336,324	209,072	21.5%
17	Hawaii	675,623	393,694	281,929	19.9%
18	Tennessee	2,792,598	1,638,901	1,153,697	16.9%
19	Utah	1,228,250	732,329	495,921	15.5%
20	New Jersey	4,311,914	3,125,939	1,185,975	13.4%
21	Vermont	319,480	240,688	78,792	12.6%
22	Alaska	417,780	334,351	83,429	11.4%
23	New Mexico	968,582	739,563	229,019	10.9%
24	Connecticut	1,648,279	1,305,802	342,477	9.6%
25	Oklahoma	1,559,697	1,187,745	371,952	9.4%
26	Wyoming	329,735	285,627	44,108	7.6%
27	Montana	497,655	424,095	73,560	6.9%
28	Massachusetts	2,800,805	2,375,429	425,376	6.2%
29	Minnesota	1,820,096	1,490,746	329,350	5.8%
30	Arkansas	1,191,156	1,018,494	172,662	5.7%
31	Missouri	2,095,964	1,923,179	172,785	2.8%
32	Alabama	1,508,327	1,393,878	114,449	2.3%
33	Wisconsin	1,692,802	1,557,111	135,691	2.3%
34	Maine	516,036	492,261	23,775	1.8%
35	Indiana	2,172,957	2,058,511	114,446	1.7%
36	Kentucky	1,418,612	1,352,203	66,409	1.5%
Total for gaining states		110,414,737	53,690,043	56,724,694	23.6%

Source: Goss &amp; Associates based on U.S. Census data

As presented in Table 2.2, in 2021 there were 682,507 individuals born outside Nebraska, but living in the state. On the other hand, there were 819,868 individuals born in Nebraska living in other states, resulting in a net brain drain of 137,361 in population.

Table 2.2: Brain drain states, (2021)					
Rank	State	Gain-born outside state living in state	Drain-born in state living outside state	Net drain	Net drain: Percent of state population
37	Rhode Island	459,359	472,407	-13,048	-1.2%
38	Kansas	1,190,191	1,235,422	-45,231	-1.6%
39	Pennsylvania	3,665,161	4,232,260	-567,099	-4.4%
40	New York	7,182,796	8,166,474	-983,678	-5.1%
41	Illinois	4,129,077	4,893,203	-764,126	-6.0%
42	Ohio	2,953,596	3,716,338	-762,742	-6.5%
43	Michigan	2,372,536	3,048,260	-675,724	-6.8%
44	Nebraska	682,507	819,868	-137,361	-7.1%
45	Louisiana	1,041,454	1,571,386	-529,932	-11.4%
46	Mississippi	848,515	1,199,928	-351,413	-11.8%
47	Iowa	955,728	1,380,076	-424,348	-13.4%
48	South Dakota	321,760	472,955	-151,195	-17.1%
49	West Virginia	563,837	1,004,584	-440,747	-24.6%
50	North Dakota	291,191	505,271	-214,080	-28.1%
51	D.C.	443,155	1,144,206	-701,051	-99.3%
Total for draining states		27,100,863	33,862,638	-6,761,775	

Source: Goss & Associates based on U.S. Census data

Table 2.3 estimates the cost of brain drain of college graduates for Nebraska for 2021. As estimated, the state lost approximately \$2.7 billion in wages and salaries, or 5.2% of total 2021 Nebraska wages and salaries.

Table 2.3: Estimated Nebraska brain drain college graduates only (Public & Private), 2021			
	Employment	Population	Ratio E/P
Nebraska's employment to population ratio	1,016,904	1,934,408	0.525693
Nebraska's loss in population (from Table 2.2)		-137,361	
Employment loss (-178,889 * 0.5257)	-94,041		
	Percent of movers	Average Salary	Estimated Loss (% movers * #movers * average salary)
Graduate degrees	14.33%	\$112,169	(\$1,511,597,890)
Bachelor's degree	7.52%	\$89,567	(\$1,204,895,840)
Nebraska's net loss in wages & salaries to brain drain (2021)			(\$2,716,493,730)
Total Nebraska wages & salaries-2021			\$52,386,617,000
Percent Nebraska wages & salaries lost via brain drain, 2021			5.2%

Source: Goss & Associates based on U.S. Census data and U.S. BEA



## Nebraska's Independent College and University Contribution to Brain Gain

Nebraska's independent colleges and universities first contribute to the state via recruiting non-Nebraskans to the state who, upon graduation, remain residents of the state. Second, Nebraska's independent colleges and universities add to brain gain by recruiting Nebraska residents who would otherwise attend colleges and universities outside the state and remain outside Nebraska.<sup>14</sup> Independent colleges and universities tend to recruit a higher percentage of their students from outside the state than public colleges and universities, thus contributing to "brain gain."

This is certainly an important factor adding to Nebraska's economic growth. In 1995, the Federal Reserve Bank of Kansas City estimated that Nebraska loses \$246 million per year due to brain drain, of an annual 1.1% of personal income.<sup>15</sup> This loss is largely due to departure of well-educated professionals, executives, and managers. In a 2020 analysis, David Drozd, with the University of Nebraska's Center for Public Affairs Research, estimated that Nebraska suffered a \$367 million of income tax loss over a ten-year period due to brain drain.<sup>16</sup>

Table 2.4 lists the percent of students drawn from outside Nebraska by each institution for 2021. As presented, roughly 61.5% of students attending independent colleges and universities in Nebraska originated from outside the state. The rates varied from a low of 5.7% for Bryan College of Health Sciences (up from 4.6% in 2017) to a high of 79.5% for Bellevue University.

With a 2021 statewide enrollment of 35,705 students, up 368 students from 2017, Nebraska's

**Nebraska's independent colleges and universities first contribute to the state via recruiting non-Nebraskans to the state who, upon graduation, remain residents in the state.**



13 independent colleges and universities offer comprehensive educational programs to individuals from Nebraska and across the globe. Students residing outside of Nebraska and moving to the state to attend one of the independent colleges add to the economy in the form of "brain gain." This brain gain is the result of the gain from the graduating college students remaining in Nebraska adding to the state's overall income gain.

<sup>14</sup> This element of brain gain is not estimated in this study.

<sup>15</sup> Ferguson, Deron. "The Tenth District's Brain Drain: Who Left and What Did It Cost?" Regional Economic Digest, Federal Reserve Bank of Kansas City, Q1, pp. 8-13.

<sup>16</sup> [1]"Aspects of Nebraska's Migration Including Brain Drain and Workforce Impacts," Center for Public Affairs, University of Nebraska-Omaha, 2020. <https://www.unomaha.edu/college-of-public-affairs-and-community-service/center-for-public-affairs-research/documents/aspects-of-nebraska-migration-feb2020.pdf>

**Table 2.4: State of residence prior to enrollment in Nebraska independent institution, Fall 2021**

	Residence prior to enrollment		Total	Percent from outside
	Nebraska	Outside Nebraska		
Bellevue University	2,440	9,462	11,902	79.5%
Bryan College of Health Sciences	702	42	744	5.7%
Clarkson College	795	385	1,180	32.6%
College of Saint Mary	666	345	1,011	34.1%
Concordia University	1,563	1,426	2,989	47.7%
Creighton University	1,852	6,883	8,735	78.8%
Doane University	1,318	742	2,060	36.0%
Hastings College	520	426	946	45.0%
Midland University	1,018	653	1,671	39.1%
Nebraska Methodist College	1,018	211	1,229	17.2%
Nebraska Wesleyan University	1,355	461	1,816	25.4%
Union College	313	461	774	59.6%
York University	170	478	648	73.7%
Total 2021 enrollments	13,730	21,975	35,705	61.5%

Source: National Center for Education Statistics and individual institutions, 2021 (due to rounding, column totals may not sum to the column total).

\*Includes all students, in person and online.

Table 2.5 provides the estimated impact of independent colleges for 2021 on brain gain.<sup>17</sup> As presented, the state's independent colleges and universities recruited 21,975 students from other states in 2021. Of this total, it is calculated that 52.9% will remain in the state upon graduation. As a result, it is estimated that Nebraska's 13 independent colleges and universities contributed approximately \$409.0 million to wages and salaries and \$85.5 million to state and local tax collections via brain gain in 2021, up \$7.3 million for 2017.<sup>18</sup>



<sup>17</sup> Average salary and unemployment rate for college graduates come from U.S. Bureau of Labor Statistics. It is also assumed that graduates who subsequently leave Nebraska are matched by previous graduates that moved out of the state upon graduation but moved back into the state in future years.

<sup>18</sup> Both independent and public higher education institutes have experienced phenomenal growth in the on-line delivery of courses. As a result, a higher and higher share of students reside one state taking classes in another. This is the case for Nebraska's independent colleges and universities. However, the "brain gain" statistics presented here were based on where graduating students reside after completion of their degrees. Thus, "brain gain" estimates presented here are not influenced by on-line student matriculation.

**Table 2.5: Estimated brain gain from Nebraska independent colleges from non-Nebraska students, 2021 (2022 dollars)**

Total incoming students from outside Nebraska, 2021	21,975
Estimated graduation rates	59.3%
Estimated percent that stay in Nebraska	52.9%
Estimated salary upon graduation (new graduates)	\$60,621
Estimated unemployment rate	2.0%
Total estimated addition to Nebraska wages and salaries	\$408,960,771
Total addition to Nebraska state & local tax collections	\$85,530,676

Source: Goss & Associates based on institutional data

\*The graduation rate is the share of students who graduated within 8 years of entering the school for the first time.

### Brain Gain Via Volunteerism

Previous research has found education to be significantly and positively related to the likelihood of volunteering. Furthermore, the completion of more years of education was associated with greater odds of volunteering.<sup>19</sup> In terms of benefit to the community, higher levels of educational attainment are associated with increased volunteerism which, in turn, stimulates the Nebraska economy.

Table 2.6 provides the estimated value of volunteer hours for student and faculty/staff for 2021. Hours of volunteer work were estimated for institutions that did not separately report those hours. As listed, for 2021, Nebraska's independent colleges and universities provided student and staff volunteer services valued at \$42.3 million up almost \$1.0 million from five years earlier. Bellevue University had the highest student volunteer hours with \$1.4 million in an estimated value while Creighton University had the highest faculty value with \$14.1 million in estimated value.



**In 2021, Nebraska's independent colleges and universities provided student and staff volunteer services valued at \$42.3 million up almost \$1.0 million from five years**

<sup>19</sup> Ajrouch, Kristing, et al. "Volunteerism: Social Network Dynamics and Education," *The Journal of Gerontology* Series B: Psychological Sciences and Social Sciences, 2016 March, 71(2), pp. 309-19.

**Table 2.6 Estimated value of volunteer hours for student and faculty/staff 2021**

	Estimated Value of Student Volunteer Hours	Estimated Value of Faculty/Staff Volunteer Hours	Estimated Value of Total Volunteer Hours
Bellevue University	\$1,401,036	\$3,707,132	\$5,596,875
Bryan College of Health Sciences	\$89,076	\$390,884	\$511,262
Clarkson College	\$164,424	\$964,600	\$1,052,171
College of Saint Mary	\$133,120	\$1,229,384	\$1,378,269
Concordia University	\$321,672	\$2,565,992	\$3,410,897
Creighton University	\$1,104,740	\$14,097,252	\$15,379,091
Doane University	\$366,496	\$2,149,888	\$1,916,830
Hastings College	\$146,692	\$1,462,656	\$1,342,321
Midlands University	\$175,552	\$2,433,600	\$3,122,664
Nebraska Methodist College	\$173,212	\$920,504	\$1,004,957
Nebraska Wesleyan University	\$263,484	\$3,064,048	\$2,962,568
Union College	\$110,812	\$1,632,904	\$1,582,656
York University	\$60,632	\$2,231,840	\$3,016,829
Total Nebraska independent colleges	\$4,510,948	\$36,850,684	\$42,277,390

Source: Goss & Associates based on institution's reported hours and average industry wage



Table 2.7 and 2.8 list Covid-19 funds received by each of Nebraska's 13 independent colleges and universities. As listed, a total of 49,006 students enrolled in Higher Education Emergency Relief Funds (HEER). The funds listed in tables 2.7 and 2.8 were important in supporting communities economically in the counties in which the independent colleges reside.

**Table 2.7: Higher Education Emergency Relief Funds (HEER): Nebraska Independent Colleges and Universities, total awarded and spent (as reported through September 30, 2022)**

Institution	Students Enrolled in IHE	Total HEER Funds Awarded	Total HEER Funds Spent	Percentage spent
Bellevue University	18,459	\$9,055,365	\$9,055,365	100.0%
Bryan College of Health Sciences	1,004	\$2,602,881	\$2,325,493	89.3%
Clarkson College	1,450	\$2,698,123	\$1,899,153	70.4%
College of Saint Mary	1,179	\$5,719,061	\$5,560,618	97.2%
Concordia University	3,823	\$5,717,181	\$5,717,181	100.0%
Creighton University	10,196	\$16,718,529	\$16,718,529	100.0%
Doane University	2,902	\$8,591,477	\$8,591,477	100.0%
Hastings College	1,032	\$5,066,092	\$4,950,296	97.7%
Midland University	1,921	\$6,409,607	\$6,409,607	100.0%
Nebraska Methodist College	1,405	\$3,550,823	\$2,271,472	64.0%
Nebraska Wesleyan University	4,069	\$8,740,987	\$8,740,987	100.0%
Union College	833	\$4,103,373	\$4,103,373	100.0%
York University	733	\$2,554,447	\$2,157,760	84.5%
<b>Total</b>	<b>49,006</b>	<b>\$81,527,946</b>	<b>\$78,501,311</b>	<b>96.29%</b>

Source: U.S. Department of Education, Education Stabilization Fund



**Table 2.8: Higher Education Emergency Relief Funds (HEER): Nebraska Independent Colleges and Universities, student portion awarded and spent (as reported through September 30, 2022)**

Institution	Students Enrolled in IHE	Student portion awarded	Student portion spent	Percentage spent
Bellevue University	18,459	\$5,478,647	\$5,478,647	100.0%
Bryan College of Health Sciences	1,004	\$1,151,237	\$1,151,237	100.0%
Clarkson College	1,450	\$1,164,160	\$1,164,160	100.0%
College of Saint Mary	1,179	\$2,463,554	\$2,449,022	99.4%
Concordia University	3,823	\$2,539,152	\$2,539,152	100.0%
Creighton University	10,196	\$7,567,820	\$7,567,820	100.0%
Doane University	2,902	\$3,735,547	\$3,735,547	100.0%
Hastings College	1,032	\$2,332,747	\$2,332,747	100.0%
Midland University	1,921	\$2,797,984	\$2,797,984	100.0%
Nebraska Methodist College	1,405	\$1,566,275	\$1,566,275	100.0%
Nebraska Wesleyan University	4,069	\$3,739,386	\$3,739,386	100.0%
Union College	833	\$1,803,176	\$1,803,176	100.0%
York University	733	\$1,086,783	\$1,086,783	100.0%
<b>Total</b>	<b>49,006</b>	<b>\$37,426,468</b>	<b>\$37,411,936</b>	<b>99.96%</b>

Source: U.S. Department of Education, Education Stabilization Fund.



Table 2.9, below, presents a summary of student financial aid for the study institutions. As shown, the 13 institutions under investigation accounted for over \$403 million in student aid during the 2020-2021 school year. Total student financial aid ranged from \$114.4 million at Creighton University to just under \$7 million at Clarkson College. Overall, grants or scholarships was source for the largest percentage of aid at 73.5%; federal student loans provided 20.6% and Pell grants 5.9% of total student financial aid.

**Table 2.9: Nebraska independent institutions, student financial aid (2020-2021)**

Institution	Grant, scholarship, aid from federal, state & local government, school, & other sources	Pell grants	Federal student loans	Total student financial aid
Bellevue University	\$13,237,088	\$7,982,918	\$17,376,435	\$38,596,441
Bryan College of Health Sciences	\$3,762,052	\$739,967	\$4,053,909	\$8,555,928
Clarkson College	\$2,039,803	\$895,301	\$4,058,923	\$6,994,027
College of Saint Mary	\$10,007,886	\$1,269,728	\$3,356,194	\$14,633,808
Concordia University	\$29,739,314	\$1,429,773	\$5,123,316	\$36,292,403
Creighton University	\$99,184,368	\$1,057,023	\$14,153,895	\$114,395,286
Doane University	\$26,202,697	\$1,406,520	\$6,363,565	\$33,972,782
Hastings College	\$23,779,489	\$1,517,050	\$4,434,810	\$29,731,349
Midland University	\$29,474,903	\$1,809,676	\$5,851,836	\$37,136,415
Nebraska Wesleyan University	\$38,568,319	\$2,273,562	\$7,310,715	\$48,152,596
Nebraska Methodist College	\$5,994,944	\$1,426,662	\$4,692,331	\$12,113,937
Union College	\$8,683,669	\$1,118,919	\$3,695,285	\$13,497,873
York University	\$5,891,935	\$986,160	\$2,500,386	\$9,378,481
Total all institutions	\$296,566,467	\$23,913,259	\$82,971,600	\$403,451,326

Source: IPEDS Student Financial Aid (SFA) Survey



## Section 3: Economic Impacts of Nebraska's Independent Colleges and Universities

### Introduction

While fulfilling their missions to educate, research, and perform community service, independent colleges and universities fuel regional economic growth across Nebraska. Nebraska's independent colleges and universities generate economic activity that directly supports the employment of thousands of workers and billions of dollars in income. The economic activity associated with institutional operations, direct institutional capital expenditures, and student spending add millions of dollars to state and local tax coffers.<sup>20</sup>

In this section, the impact of Nebraska's independent colleges is estimated for the period of 2018 to 2022. Using Input-Output multipliers, this study provides sales, earnings, and job impacts in addition to estimating the impact of the initial spending on state and local tax collections. Input-Output multipliers show how spending initiated in one industry, colleges and universities in this case, is filtered throughout the state economy.

Input-Output multiplier models are the most frequently used type of analysis tool for economic impact assessment. Input-output analysis assumes that each sector purchases products and services from other sectors and then sells its output to other sectors and/or final consumers.

The multiplier system that will be used is IMPLAN.<sup>21</sup> This is a widely used and accepted methodology and is described in more detail in the Appendices. This initial spending, termed direct or round 1 spending, leads to further spending by Nebraska residents, businesses, and other institutions, termed, spillover impacts, with a resultant impact that is a multiple of round 1 spending. Thus, the impact of Nebraska's independent colleges and universities continues after the initial money is spent for goods and services as it supports many enterprises and individuals that are indirectly linked to these institutions. Economic impacts by county, state, and industry are provided in this section.

### Direct Impact (Round 1)

During the five-year period ending in 2022, independent colleges and universities in Nebraska injected over \$4.6 billion into the state economy, an annual average of over \$923.8 million, thus expanding at an inflation adjusted compound annual growth rate of 1.2%. Operational expenditures totaled \$3.9 billion and capital expenditures added an additional \$595.5 million. Non-education related student spending added approximately \$129.2 million during the study period. Table 3.1 provides direct annual expenditure levels by category for the study period in inflation adjusted value.

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<sup>20</sup> In order to avoid double-counting, student spending at the independent institution (e.g. tuition and housing) are excluded from impacts. That is, only non-education spending by students is included in the impacts.

<sup>21</sup> IMPLAN (for Impact Analyses and Planning) is a computer software package that consists of procedures for estimating local input-output models. The U.S. Forest Service, in cooperation with the Federal Emergency Management Agency and the U.S. Department of the Interior's Bureau of Land Management originally developed IMPLAN to assist in land and resource management planning. Since 1993, the Minnesota IMPLAN Group Inc. in Stillwater, Minnesota with exclusive rights has continued development and maintenance of the IMPLAN system. This group licenses and distributes the software to users. IMPLAN is one of the most widely used and accepted software packages for impact assessment. Goss & Associates is a licensed user of IMPLAN.



**Table 3.1: Direct impacts, independent colleges and universities, 2018-22 (2022 dollars) in millions of dollars**

Direct impacts	2018	2019	2020	2021	2022
Operation expenditures	\$768.6	\$772.3	\$786.6	\$773.0	\$793.7
Capital expenditures	\$118.9	\$92.7	\$128.6	\$121.0	\$134.3
Student expenditures*	\$25.7	\$25.0	\$24.5	\$25.5	\$28.5
Total expenditures	\$913.2	\$890.0	\$939.6	\$919.5	\$956.5

Source: Goss and Associates based on IMPLAN multiplier system  
\*Student spending at off-campus businesses.

### Direct Plus Spillover Impacts (Rounds 2 and 3)

Figure 3.2 presents the annual impact on wages and salaries, and self-employment income for the academic year 2022. Nebraska's independent colleges and universities fueled economic growth that resulted in nearly \$968.6 million in wages and salaries in 2022. Self-employment income totaled \$73.4 million and total output or sales for the state was \$1.7 billion. Table 3.2 lists the eight counties experiencing the largest economic impacts for 2021. Impacts for all of Nebraska's 93 counties are in Appendix B.

During the five year period ending in 2022, independent colleges and universities in Nebraska injected over \$4.6 billion into the state economy, an annual average of over \$923.8 million thus expanding at an inflation adjusted rate of 1.2%

**Table 3.2: Impacts by county from independent colleges and independent universities, 2022 (2022 dollars)**

Geography	Jobs	Wages & salaries	Self-employment income	Sales
<b>State</b>	<b>17,011.9</b>	<b>\$968,607,864</b>	<b>\$73,417,263</b>	<b>\$1,705,246,545</b>
Adams County	1705.1	\$97,086,633	\$7,358,845	\$170,922,260
Dodge County	1,486.1	\$84,608,839	\$6,413	\$148,954,944
Douglas County	4,577.6	\$260,624,022	\$19,754,436	\$458,831,932
Lancaster County	3,268.7	\$186,110,913	\$14,106,590	\$327,650,645
Saline County	502.1	\$28,590,711	\$2,167,081	\$50,334,314
Sarpy County	2,183.5	\$124,322,762	\$9,423,253	\$218,871,812
Seward County	598.5	\$34,079,724	\$2,583,130	\$59,997,792
York County	640.4	\$36,461,992	\$2,763,698	\$64,191,803
Rest of State	2,049.9	\$116,722,268	\$15,253,817	\$354,445,987

Source: Goss and Associates based on IMPLAN multiplier system

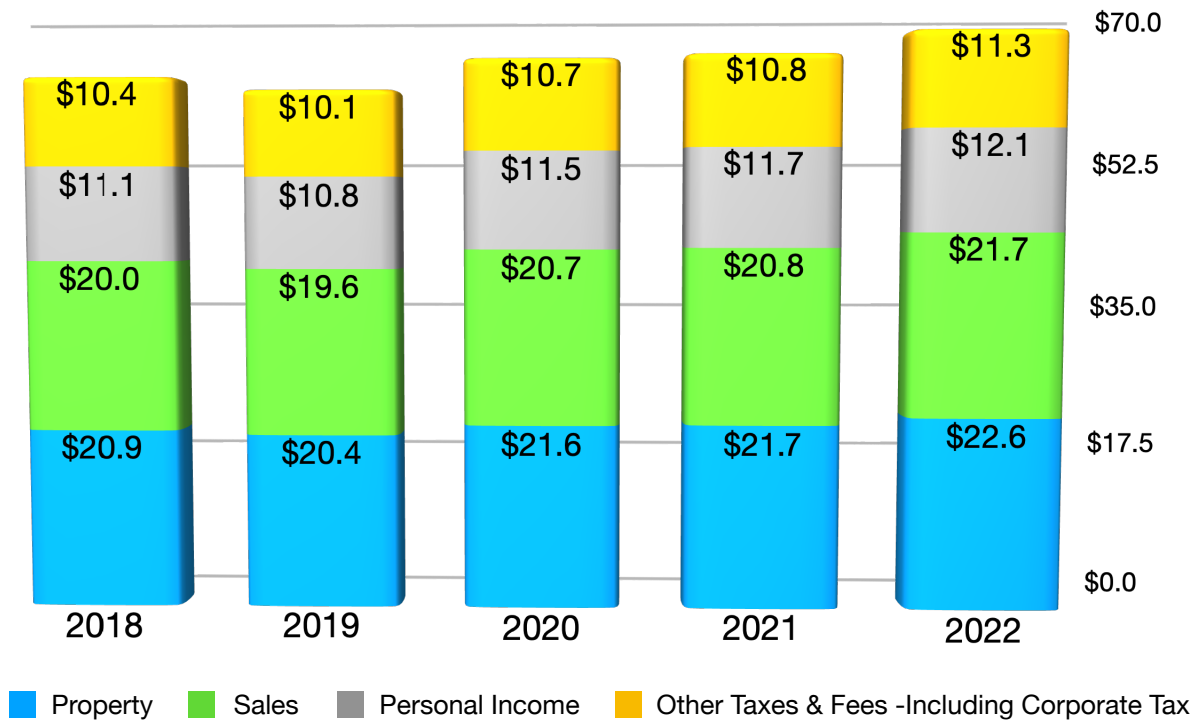
Table 3.3 shows the total five-year economic impact for the state and main campus counties for Nebraska's independent colleges and universities. For the five years ending in 2021, Douglas County saw the largest impact at \$2.2 billion, followed by Lancaster County at \$1.5 billion, and Sarpy County at \$1.0 billion. Independent institutions in Douglas County supported more than 4,431 workers in Douglas County on an annual average basis. Spending impacts by institution are listed in Appendix A and by county in Appendix B.

<b>Table 3.3: impacts by county, independent universities, and colleges, 2018-22 (2022 dollars)</b>				
Geography	Jobs (annual average)	Wages & salaries	Self-employment income	Sales
<b>State</b>	<b>16,469.7</b>	<b>\$4,564,423,744</b>	<b>\$331,900,714</b>	<b>\$8,002,847,185</b>
Adams County	1,650.8	\$457,506,642	\$33,267,459	\$802,150,709
Dodge County	1,438.7	\$398,706,853	\$28,991,850	\$699,056,487
Douglas County	4,431.6	\$1,228,152,813	\$89,304,766	\$2,153,331,929
Lancaster County	3,164.5	\$877,020,620	\$63,772,293	\$1,537,688,526
Saline County	486.1	\$134,729,569	\$9,796,821	\$236,222,630
Sarpy County	2,113.9	\$585,852,940	\$42,600,122	\$1,027,181,478
Seward County	579.5	\$160,595,744	\$11,677,672	\$281,574,040
York County	620.0	\$171,821,837	\$12,493,974	\$301,256,842
Rest of the State	1,984.6	\$550,036,726	\$39,995,757	\$964,384,541
Source: Goss and Associates based on IMPLAN multiplier system				

### Impact on State and Local Tax Collections

The economic activity generated by Nebraska independent colleges and universities increases state and local tax revenue collections. During the five-year study period, tax revenue associated with independent institution economic activity has experienced a modest upward trend in state and local taxes. Figure 3.3 provides detail of the impacts to state and local taxes by category: sales tax; property tax (both real and personal); personal income tax; and other taxes and fees (e.g., motor vehicle license). Even though institutions do not pay most state and local taxes, their employees and vendors do. In the 2022 academic year, total state and local tax collections were \$67.7 million with \$21.7 million in sales tax taxes, \$22.6 million in sales taxes, \$12.1 million in personal income taxes, and \$11.3 million in other taxes and fees.

Tables 3.4 and 3.5 present state county level fiscal impacts for 2021 and the five-year study period. Activity at independent colleges and universities increased total taxes and fees by over \$320.4 million for the five-year study period. Between 2017 and 2022, sales taxes saw a boost of \$102.8 million at the state level. Douglas County experienced the largest county-level increase at \$86.2 million between 2017 and 2022. Property taxes rose by \$107.0 million, with Douglas County experiencing an increase of nearly \$29.4 million. Personal income taxes increased by \$57.2 million, and other taxes and fees increased by \$44.1 million.

**Figure 3.3: Fiscal Impacts, State & Local Tax Revenue 2017-2021 (in millions of 2023 dollars)****Table 3.4: State and local tax revenues, 2022 (2022 dollars)**

County	Sales taxes	Property taxes	Personal Income tax	Corporate taxes	Other taxes And fees	Total taxes And fees
Adams Co.	\$2,180,289	\$2,053,435	\$1,307,904	\$211,613	\$1,030,380	\$6,783,621
Dodge Co.	\$1,890,712	\$2,014,348	\$925,351	\$149,718	\$931,647	\$5,911,776
Douglas Co.	\$5,720,193	\$6,194,701	\$3,336,373	\$545,024	\$2,413,983	\$18,210,274
Lancaster Co.	\$4,233,197	\$4,135,477	\$2,144,418	\$346,957	\$2,143,863	\$13,003,912
Saline Co.	\$611,692	\$669,320	\$399,545	\$64,645	\$252,484	\$1,997,685
Sarpy Co.	\$2,928,295	\$2,731,231	\$1,561,019	\$252,566	\$1,213,549	\$8,686,660
Seward Co.	\$853,553	\$792,734	\$319,905	\$51,759	\$363,263	\$2,381,213
York Co.	\$859,654	\$807,547	\$494,395	\$79,991	\$306,079	\$2,547,666
Rest of State	\$2,409,996	\$3,154,723	\$1,657,974	\$275,351	\$657,560	\$8,155,605
State Total	\$21,687,582	\$22,553,51	\$12,146,884	\$1,977,623	\$9,312,808	\$67,678,414

Source: Goss and Associates based on IMPLAN multiplier system

**Table 3.5: State and local tax revenues, 2017-22 totals  
(2022 dollars)**

County	Sales tax	Property tax	Personal income tax	Corporate tax	Other taxes and fees	Total taxes and fees
Adams Co.	\$10,326,307	\$9,725,579	\$6,185,205	\$1,000,738	\$4,877,889	\$32,115,717
Dodge Co.	\$9,041,036	\$9,597,024	\$4,257,686	\$688,874	\$4,403,516	\$27,988,136
Douglas Co.	\$27,177,674	\$29,404,165	\$15,641,620	\$2,553,549	\$11,435,943	\$86,212,951
Lancaster Co.	\$20,082,697	\$19,439,613	\$10,253,328	\$1,658,942	\$10,129,880	\$61,564,458
Saline Co.	\$2,904,796	\$3,172,914	\$1,879,181	\$304,043	\$1,196,713	\$9,457,647
Sarpy Co.	\$13,897,818	\$12,964,694	\$7,329,681	\$1,185,909	\$5,747,178	\$41,125,281
Seward Co.	\$4,045,106	\$3,757,383	\$1,507,964	\$243,982	\$1,718,949	\$11,273,384
York Co.	\$4,069,418	\$3,822,706	\$2,341,332	\$378,817	\$1,449,150	\$12,061,423
Rest of State	\$11,239,865	\$15,181,032	\$7,783,715	\$1,291,495	\$3,115,000	\$38,611,107
State Total	\$102,784,717	\$107,065,110	\$57,179,713	\$9,306,348	\$44,074,218	\$320,410,105

Source: Goss and Associates based on IMPLAN multiplier system

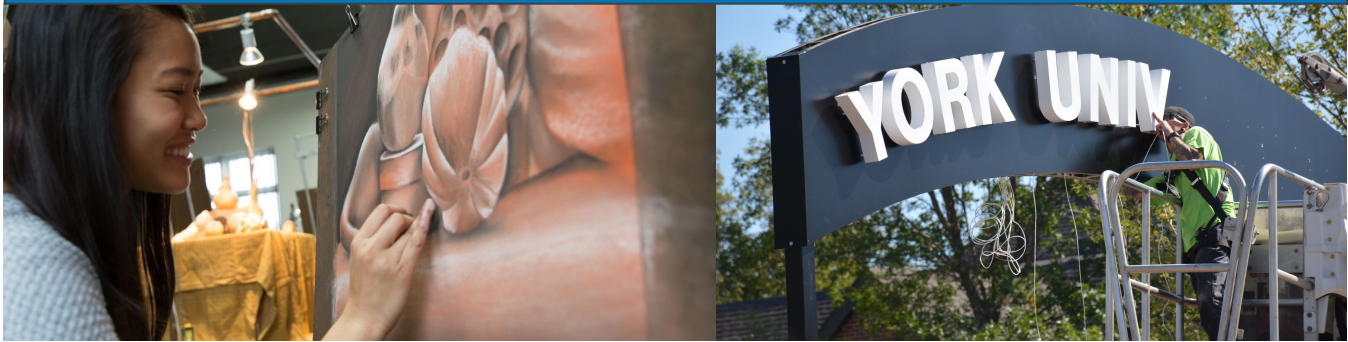


Table 3.6 provides industry-level detail for the top 20 industries impacted by independent university and student expenditures in 2021. The list does not include direct university operational and capital expenditure categories. Industry sectors are ranked by sales activity. The following are the top five private-sector industries impacted (based on sales): real estate establishments (\$92.5 million); imputed rental activity for owner-occupied dwellings (\$53.4 million); food service and drinking places (\$45.2 million); natural gas distribution (\$39.8 million); and commercial banks (\$29.1 million).



**Table 3.6: Total impacts on Nebraska, 2022 totals (2022 dollars)**

Industry	Sales (total impact)	Labor income	Self-employment income	Jobs
Private colleges and universities	\$919,393,796	\$611,572,483	\$38,161,700	10,500.8
Real estate establishments	\$92,499,875	\$13,072,077	\$3,968,326	917.2
Imputed rental activity for owner-occupied dwellings	\$53,428,545	n.a.	n.a.	n.a.
Food services and drinking places	\$45,197,675	\$22,926,226	\$1,076,862	861.5
Natural gas distribution	\$39,778,311	\$3,476,791	\$26,930	23.5
Other state and local government enterprises	\$31,682,645	\$14,953,995	n.a.	102.8
State and local government electric utilities	\$31,098,011	\$17,261,069	n.a.	83.4
Commercial banks	\$29,133,129	\$7,343,889	n.a.	83.1
Offices of physicians, dentists, and other health practitioners	\$25,599,142	\$20,761,898	\$6,239,235	167.8
Telecommunications	\$23,393,856	\$5,938,316	\$38,003	54.8
Wholesale trade businesses	\$21,306,252	\$14,169,753	\$522,393	130.4
Private hospitals	\$20,953,829	\$16,193,875	\$99,939	162.4
Nondepository credit intermediation and related activities	\$19,821,105	\$13,819,594	\$1,454,038	138.9
Construction of new nonresidential commercial and health care structures	\$18,409,394	\$9,943,597	\$759,229	137.6
Insurance carriers	\$17,595,218	\$6,548,124	\$102,348	64.9
Securities, commodity contracts, investments, and related activities	\$16,081,720	\$4,022,261	-\$250,506	104.2
Internet publishing and broadcasting	\$10,361,224	\$5,109,960	\$205,543	53.9
Services to buildings and dwellings	\$9,577,034	\$5,472,988	\$283,257	168.2
Scientific research and development services	\$8,629,983	\$5,845,927	\$770,439	59.8
Retail Stores - General merchandise	\$8,003,890	\$7,983,392	\$15,678	130.5
All other sectors	\$263,301,910	\$162,191,649	\$19,943,848	3,066.2
<b>Total</b>	<b>\$1,705,246,545</b>	<b>\$968,607,864</b>	<b>\$73,417,263</b>	<b>17,011.9</b>

Source: Goss and Associates based on IMPLAN multiplier system



## Growth in Impacts

Goss & Associates completed an impact study for Nebraska's independent colleges and universities in 2022. Table 3.7 compares the 2022 impacts to the 2017 impacts.

Table 3.7: Comparison of previous study 2017 and 2022 impacts from Nebraska's independent colleges and universities			
	2017	2022	Compound Annual Percent Change
Number of institutions	13	13	0.0%
Number of students	35,337	37,597	6.4%
Number of students from outside Nebraska	13,247	21,975	65.9%
% of Out of State remained	51.6%	52.9%	1.3%
Total impact	\$1.43 Billion	\$1.7 Billion	18.9%
State & local tax impact	\$53.9 Million	\$67.7 Million	25.6%
Wages & salaries	\$573.2 Million	\$968.6 Million	69.0%
Jobs supported	13,887.1	17,011.9	22.5%
Nebraska public post secondary	\$101,351	96,475	-4.8%

Source: Goss & Associates impact studies, 2017 and 2022

## Summary

Sections one, two, and three have detailed the impact of Nebraska's 13 independent colleges and universities. For 2022, the state's 13 independent colleges and universities enrolled Nebraska residents with little taxpayer support. For 2022 alone, this saved the Nebraska taxpayer an estimated \$129.6 million.

Nebraska's Independent colleges and universities recruited and enrolled 21,975 students from outside the state in 2022. It is estimated that approximately 52.9% of these students will graduate and remain in the state.



Also, for 2022, the state's independent colleges and universities generated a total impact of \$1.7 billion, wages and salaries of \$968.7 million, and self-employment income of \$73.4 million. Additionally, 17,012 jobs were supported and \$67.7 million in state and local taxes were produced by the spending of the 13 institutions and their students.



## **APPENDICES**

## Appendix A

### Impacts by Institution





# BELLEVUE

## UNIVERSITY

When Bill Brooks met with his fellow members of the Bellevue, Nebraska, Chamber of Commerce in June 1965, the No. 1 agenda item was discussion of creating a new college in Bellevue. The time and place were perfect, he reasoned, as Bellevue was a growing city, home to Offutt Air Force Base as well as a large contingent of potential college-age students.

From those humble beginnings, Bellevue College – Bellevue University since 1994 – was born. Today, Bellevue University is a non-profit, private university serving over 18,000 students, with more than 60,000 graduates worldwide. The University is a recognized national leader in preparing students for lifelong success with career-relevant knowledge and skills, while making college affordable.



- \* **Location: Sarpy County**
- \* **Total enrollment: 13,059**
- \* **Total Faculty: 816**
- \* **Students to Faculty Ratio: 16:1**
- \* **Students from outside NE: 79.5%**
- \* **Alumni Living in NE: 35.53%**

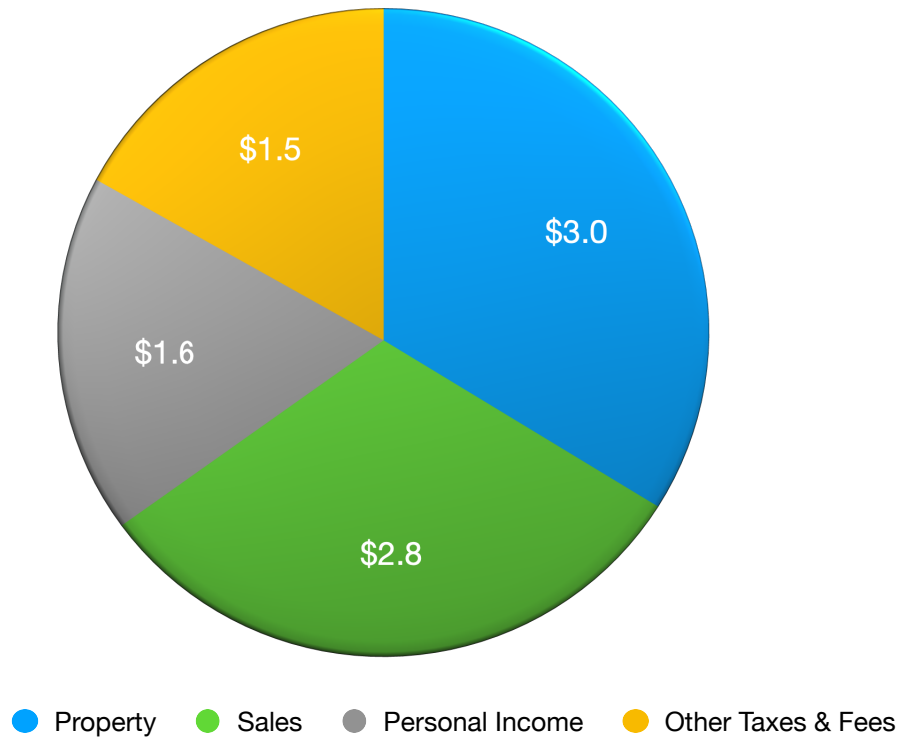
Routinely ranked among the nation's top open access institutions, Bellevue University serves residential students at its main campus in Bellevue, Nebraska, and everywhere online with more than 80 degree and certificate programs. The University pioneered online learning and in 1996 was one of the first institutions to offer an online degree program.

Currently, Bellevue University has transfer agreements and partnerships with more than 35 community colleges and is recognized nationally by Phi Theta Kappa for excellence in creating pathways for transfer students. The University also partners with more than 100 employers across the state of Nebraska and around the nation to ensure their workforces have the skills and knowledge to succeed in a changing world.

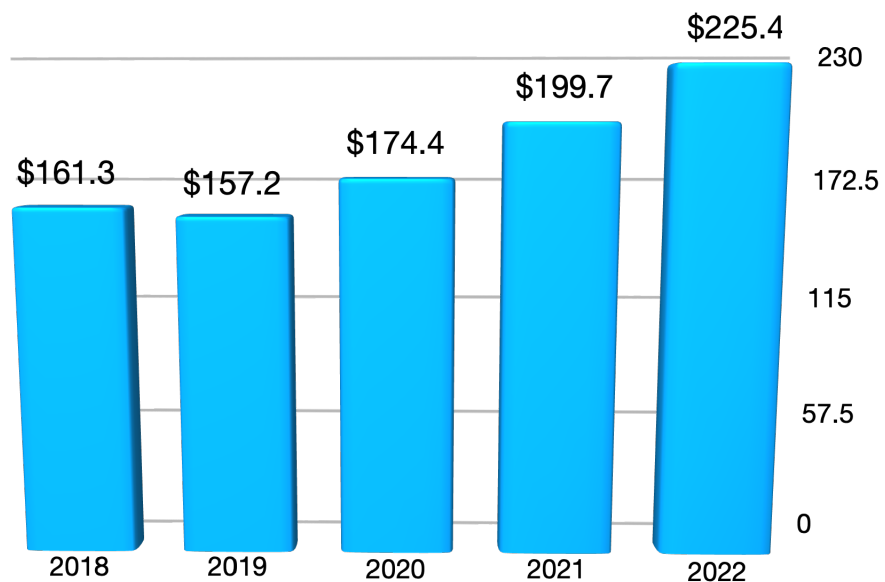
Bellevue University's student body is diverse in terms of age, gender, race and ethnicity, location, learning modality experience, and stage of life. Forty-seven percent of students are Pell-eligible and 28% are first-generation college students.

Bellevue University is accredited institutionally by The Higher Learning Commission (hlcommission.org), and several academic programs have specialized programmatic accreditations, as well.

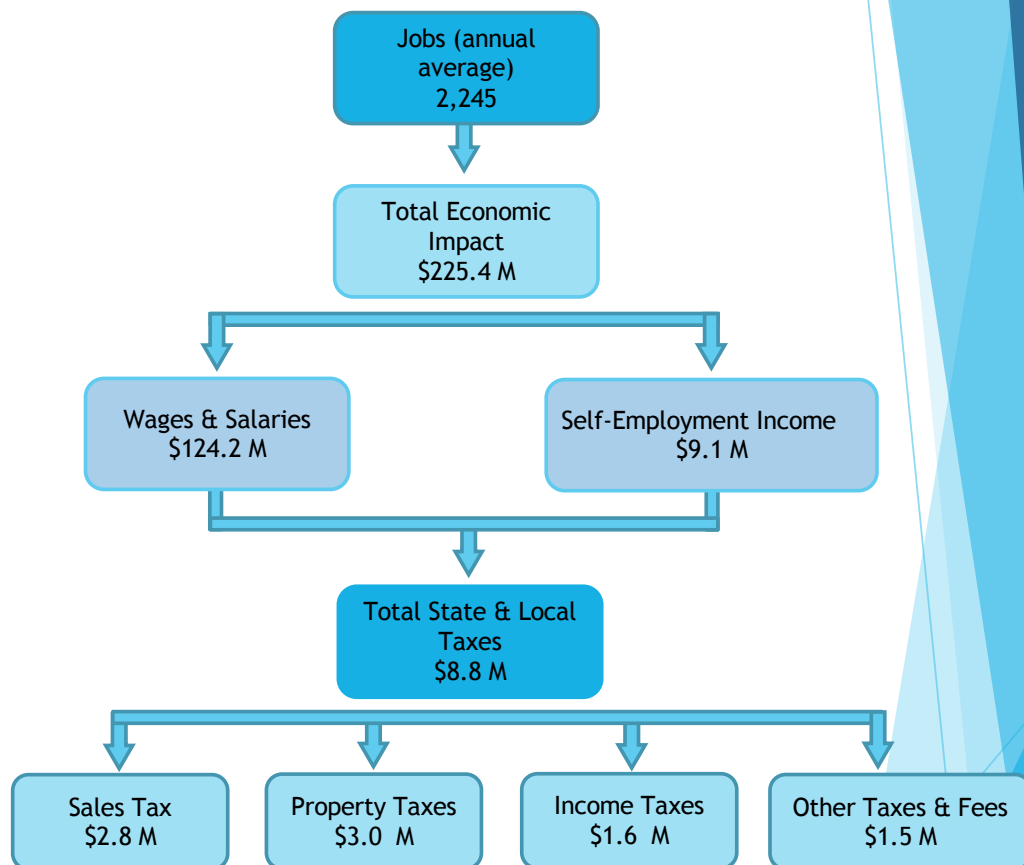
**Figure A1: Total Tax Impacts from Bellevue University for 2022 (in million of 2022 dollars). Total Impact : \$8.8 Million**



**Figure A2: Total Economic Impacts from Bellevue University 2018 to 2022 (in millions of 2022 dollars)**



**Figure A.3: Bellevue University's Impact on the Economy, 2021 (2022 Dollars)**





In 1922, William Jennings Bryan donated his home and the surrounding ten acres to the Nebraska Conference of the United Methodist Church with the intent of establishing a new hospital in Lincoln. In 1926 Bryan Memorial Hospital opened, and soon later a nursing school followed.

More recently, in 2001 Bryan School of Nursing was fully accredited to be a degree granting institution. Now, Bryan College of Health Sciences serves as a small, private college in Lincoln, Nebraska with opportunities to earn certificates, undergraduate degrees and graduate degrees in various health care careers. Bryan College of Health Sciences is connected to and integrated within Bryan Medical Center, a 640 bed hospital, providing specialized training and real life experiences for upcoming healthcare workers. To further support the healthcare workforce in Nebraska, a new BSN program location in Hastings, Nebraska has been established as well as a new location at Lincoln Northwest High School in Lincoln, Nebraska for dual enrollment.



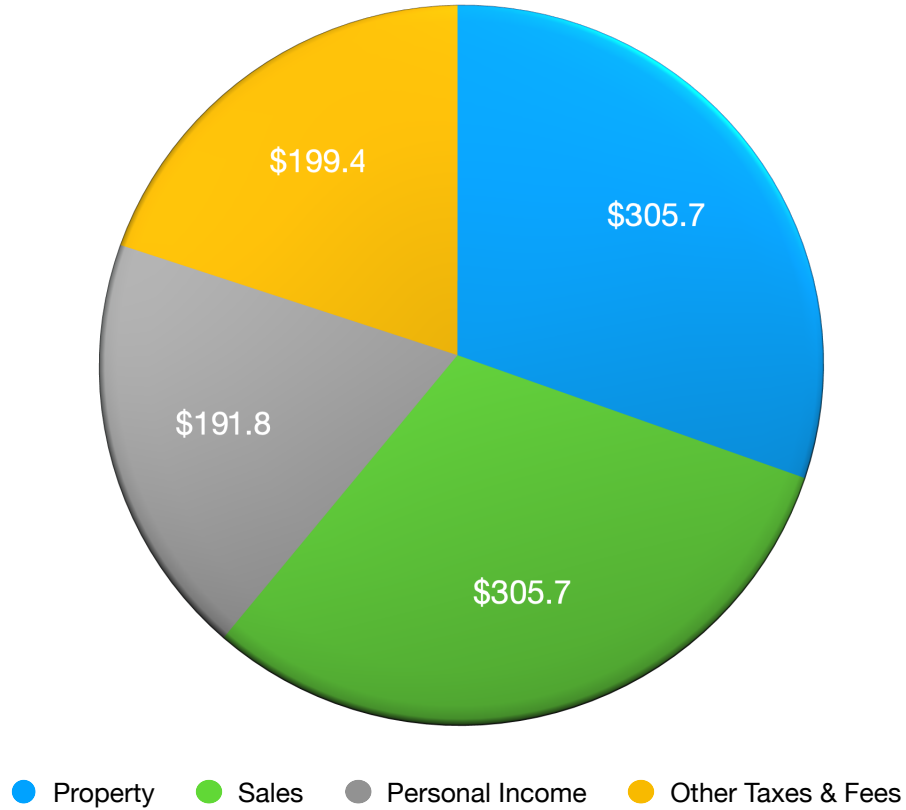
With clinical and academic excellence at the forefront of Bryan College of Health Sciences's mission, success is plentiful among students. Currently, 92% of students pass the National Council Licensure Examination (NCLEX), 100% of students are accepted into graduate school and 100% find employment after graduation.

Students are able to have small classroom and lab settings, with a maximum of 20 students per lab, and a 7:1 student to faculty ratio providing the opportunity for community and belonging. Clinical hours are easily accessible, so students are required to have more than 1,000 clinical hours for their

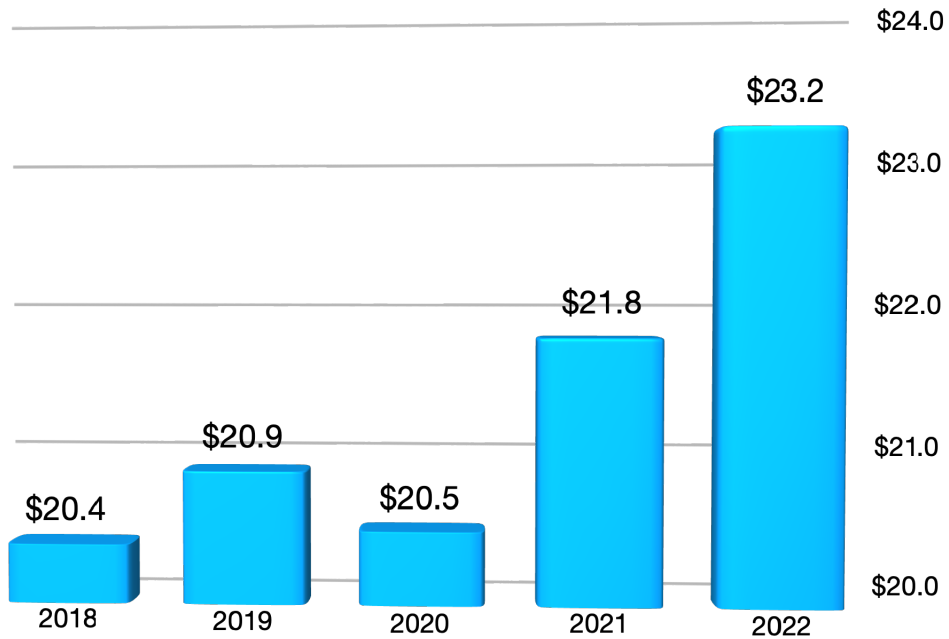
degree. The students and staff also use their time to support the people of Lincoln and its surrounding areas.

- \* **Location: Lancaster County**
- \* **Total enrollment: 730**
- \* **Total Faculty: 95**
- \* **Students to Faculty Ratio: 7:1**

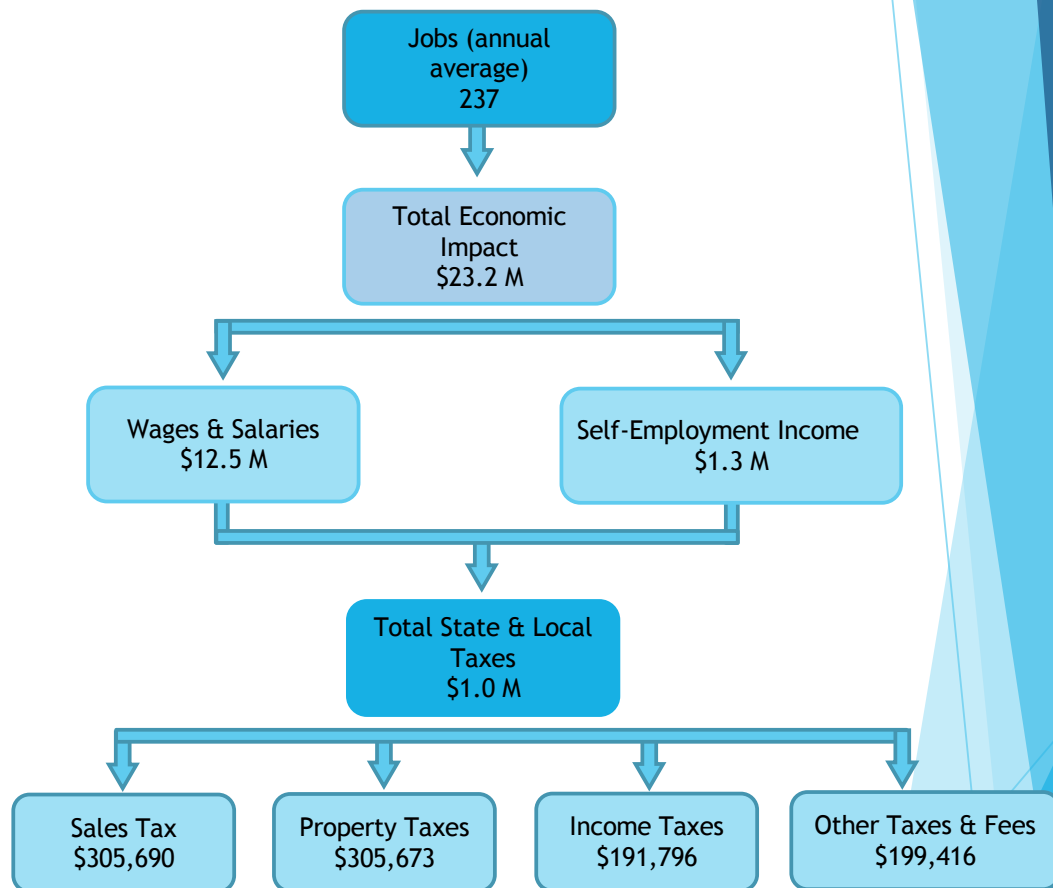
**Figure A4: Total Tax Impacts from Bryan College for 2022 (in thousands of 2022 dollars). Total Impact : \$1.0 million**



**Figure A5: Total Economic Impacts from Bryan College 2018 to 2022 (in millions of 2022 dollars).**



**Figure A.6: Bryan College of Health Sciences' Impact on the Economy, 2021 (2022 Dollars)**



# Clarkson College

Prepare to be the **best**.

As the first nursing school in Nebraska, founded in 1888, Clarkson College is a pillar of Downtown Omaha. Now, Clarkson College serves as much more than just a nursing school, offering associate to doctoral degree opportunities in various realms of health care including Nursing, Nurse Anesthesia, Healthcare Business Administration and Management, Community Health, Education and Leadership, Health Information Management, Physical Therapist Assistant, Radiography, Medical Imaging, General Studies, and Psychology.



This long-standing college has built many bonds around Nebraska, partnering with many large companies including Nebraska Medicine, Ortho Nebraska, Bellevue Medical Center, Boys Town, Children's Hospital, Browns Medical Imaging, and Vetter Senior Living, to name a few. These educational and community partnerships allow for students to learn and grow from medical professionals and industry standards in the Omaha area. In educational and personal ventures, Clarkson College students contribute an estimated 12,000 community service hours worth over 1

- \* **Location: Douglas County**
- \* **Total enrollment: 1,169**
- \* **Total Faculty: 77**
- \* **Students to Faculty Ratio: 18:1**
- \* **Students from outside NE: 32.6%**
- \* **Alumni Living in NE: 65%**

million dollars. A majority of their community service includes health care fairs and academies, pro bona health care services and outreach, food drives, and education sessions. The Community Advancement Office at Clarkson College also supports over 5,000 customers a year in continuing education and services for basic and advanced life support, medical assisting, phlebotomy, and certified nursing assistants, for example, to assist in closing gaps in Nebraska's workforce shortage through employee

retention and entry level healthcare training opportunities.

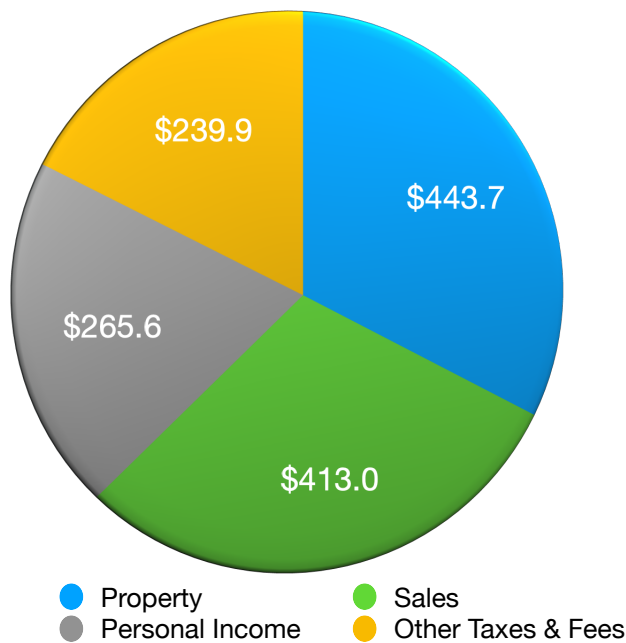
Clarkson College also owns impressive technology of their own. A 3D printing and training center uses CT and MRI imaging to replicate different anatomical features and functions, and medical devices. This center is the first of its kind among the region creating pathways to utilize 3D print and a

new visualization language in health care to promote better patient outcomes. The 3D prints are also used for students to interact with visualizations that closely resemble their real-life medical scans. Clarkson College is a leader in Interprofessional Education (IPE) curriculum and programming. The Interprofessional Learning Center includes advanced simulation technology to promote positive healthcare outcomes through teamwork, increased skill development, and communication. A newly renovated Interactive Learning Center uses MultiTaction wall technology along with anatomage tables

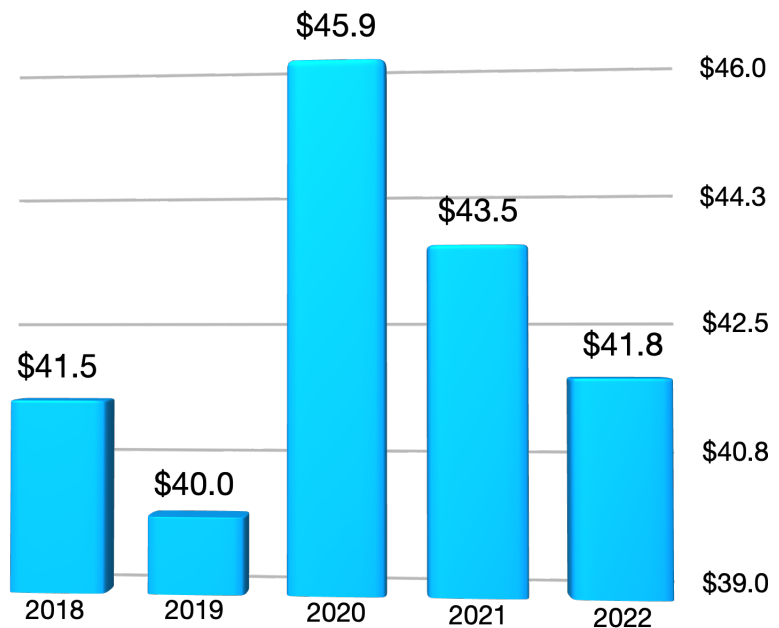
to aid in student learning on-campus and online.

Clarkson College’s dedication to providing high-quality, ethical, and compassionate healthcare services is able to do exactly that with 1,135 students enrolled in the 2021-2022 academic year. A testament to this is 84% of Clarkson College students (in-person and online) compared to 73% of other students from across the nation in a national survey expressed that they were highly satisfied with their education and would enroll again if given the opportunity.

**Figure A7: Total Tax Impacts from Clarkson College for 2022 (in thousands of 2022 dollars). Total Impact : \$1.4 Million**

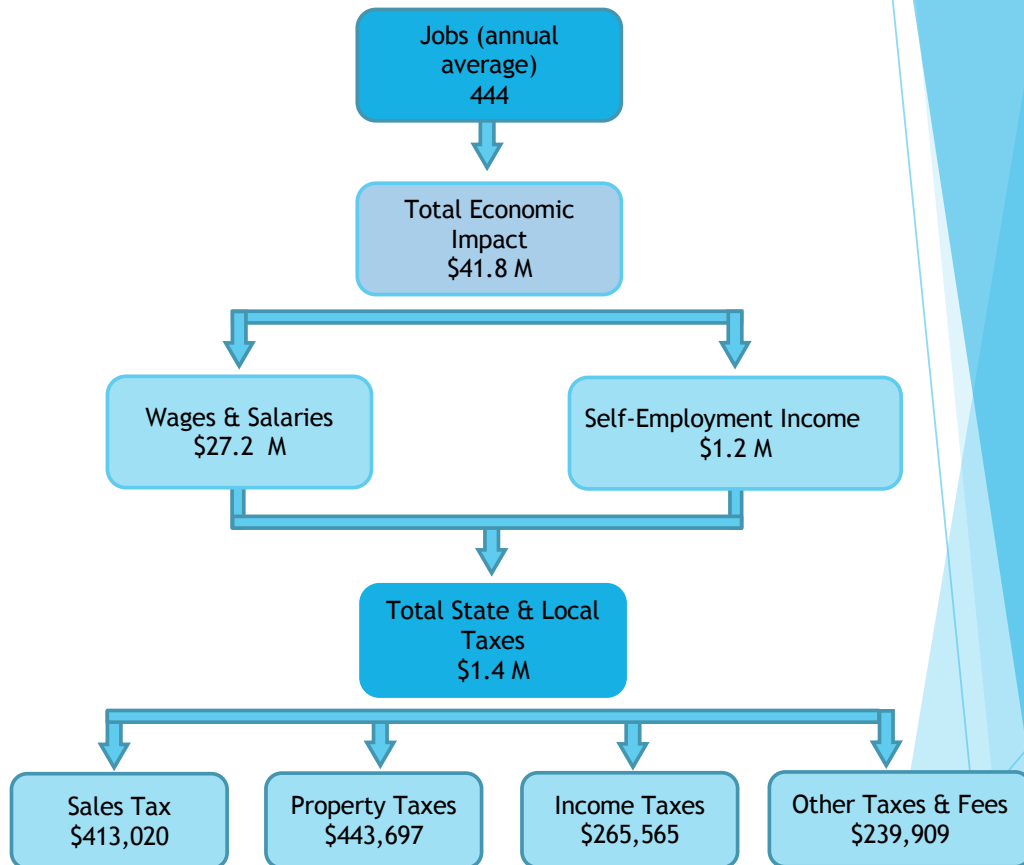


**Figure A8: Total Economic Impacts from Clarkson College 2018 to 2022 (in millions of 2022 dollars)**





**Figure A.9: Clarkson College's Impact on the Economy, 2021 (2022 Dollars)**





# COLLEGE OF SAINT MARY

College of Saint Mary, located in the heart of Omaha, Neb., was founded by the Sisters of Mercy in 1923. Catherine McAuley, an early 19th-century Irishwoman who started the Sisters of Mercy, believed that nothing was more productive of society than the careful education of women. Her strength of conviction created what would become a long line of women's secondary and post-secondary schools around the globe. CSM is one of those schools.



CSM will celebrate its 100th

- \* **Location: Douglas County**
- \* **Total enrollment: 1,011**
- \* **Total Full Time Faculty: 85**
- \* **Total Adjunct Faculty: 72**
- \* **Students to Faculty Ratio: 9:1**
- \* **Students from outside NE: 34.1%**
- \* **Alumni Living in NE: 65%**

anniversary in 2023-24. We can only imagine how proud our founding Sisters of Mercy would be of how we have grown and adapted over time, continuing to transform lives and women through the power of education.

The University develops innovative opportunities for students to help them finish faster and transition into their careers without excessive debt weighing them down. In the fall of 2017, CSM slashed undergraduate tuition by 33%, or approximately \$10,000. Since the tuition reset, students' average annual loan borrowings decreased 43% from \$11,224 to \$6,357.

CSM offers undergraduate degrees for women in more than 35 majors in fields such as healthcare, education, business, and the liberal arts and sciences. Graduate programs, which are open to all, include doctoral programs in education, occupational therapy, and physical therapy, and master's programs in teaching, physician assistant studies, kinesiology and exercise science, and organizational leadership.

A hallmark of CSM is the ability to see a community's needs and then respond quickly. The University awards three main scholarships:

- Josie Harper Nursing Scholarship provides a debt-free pathway to 100 nursing students over the next four years. Recipients receive up to \$29,000 annually, including significant financial support for tuition, campus housing, and educational expenses. The scholarship is automatically renewable each year through the completion of a student's BSN degree.
- The Marie Curie Scholarship offers a unique and competitive program for academically talented students who excel in STEM. Supported by the National Science Foundation, the \$80,000 scholarship provides significant financial support and resources for young women who want to major in biology, chemistry, mathematics or human biology.
- The Misericordia Scholarship opens the door to education for undocumented students of diverse backgrounds who are not eligible for federal assistance.

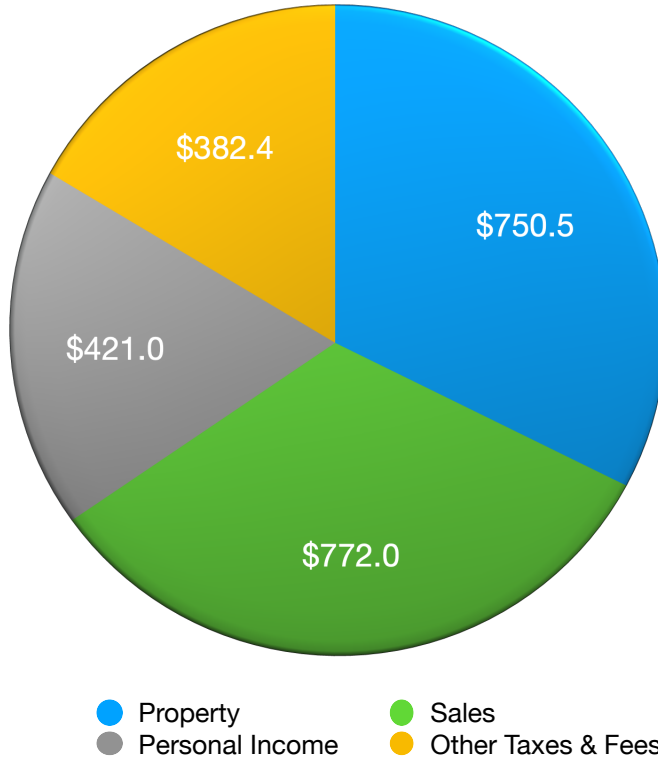
A unique opportunity at CSM is the Mothers Living and Learning program, which uplifts single mothers with various services including the ability to live on campus with their children in Madonna Hall. CSM also assists all single parents, living on or off-campus, through the Single Parent Success program.

The University's Flames Athletics currently offers 11 competitive sports including basketball, bowling, competitive dance, cross country, golf, soccer, softball, swimming, tennis, track and field, and volleyball. In 2021, CSM opened a new \$18 million state-of-the-art Lied Fitness Center Fieldhouse. The facility – a 75,000-square-foot addition to the existing fitness center – provides CSM athletes and the greater Omaha area a place for women to excel and grow through athletics.

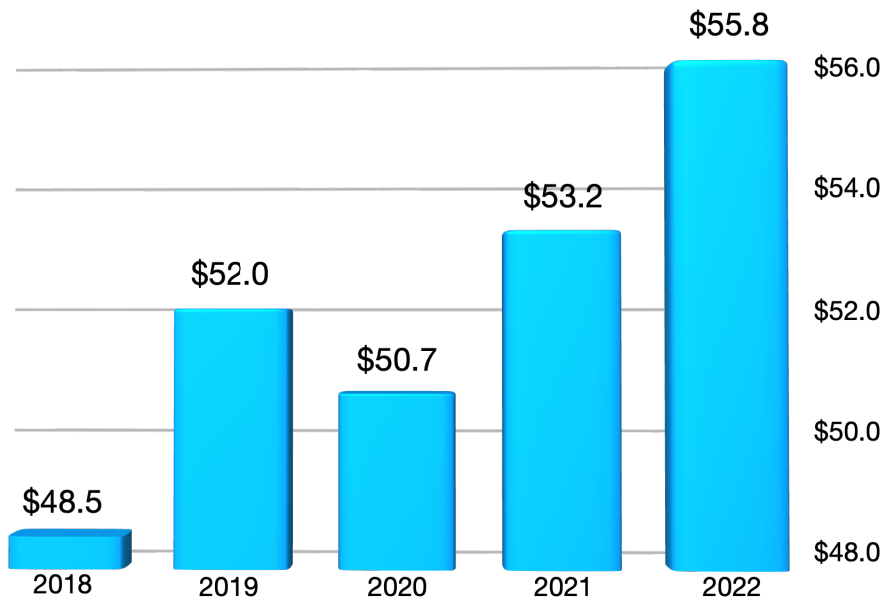
CSM has been continually recognized as a "Top University in Nebraska" and one of the "Best Catholic Colleges in the Nation" by Colleges of Distinction. Other honors have included excellence in nursing and education.

For three consecutive years, CSM was among the nation's "Best Women's Colleges in America," according to Niche. The University was chosen based on exceptional value, high-quality academic offerings, mission-driven programming, diversity of students, and campus life experience.

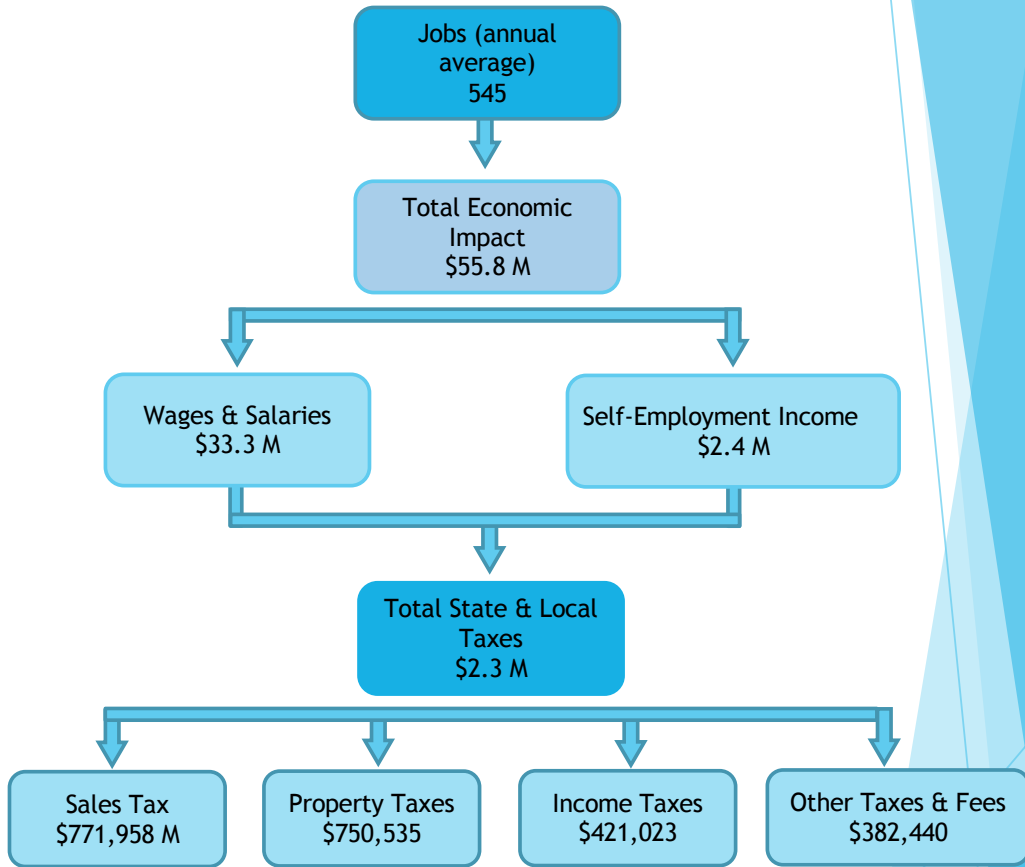
**Figure A10: Total Tax Impacts from College of Saint Mary for 2022 (in thousands of 2022 dollars). Total Impact :\$2.3 Million**

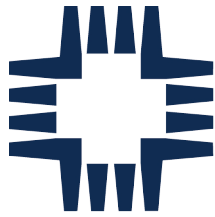


**Figure A11: Total Economic Impacts from College of Saint Mary 2018 to 2022 (in millions of 2022 dollars)**



**Figure A.12: College of Saint Mary’s  
Impact on the Economy, 2021  
(2022 Dollars)**





# CONCORDIA UNIVERSITY NEBRASKA

In contrast to Concordia University's humble beginnings as small institution with only one professor in 1894, Concordia University is now a pillar for Christian education across the Midwest, with more than 3,000 students and 100 degree choices. This fully accredited, coed university leans into their Lutheran traditions and Christian identities by offering practical knowledge that will help them to be leaders worldwide. With their main campus in Seward, Nebraska and their graduate program in Lincoln, Nebraska, Concordia's impact on the state is vast.



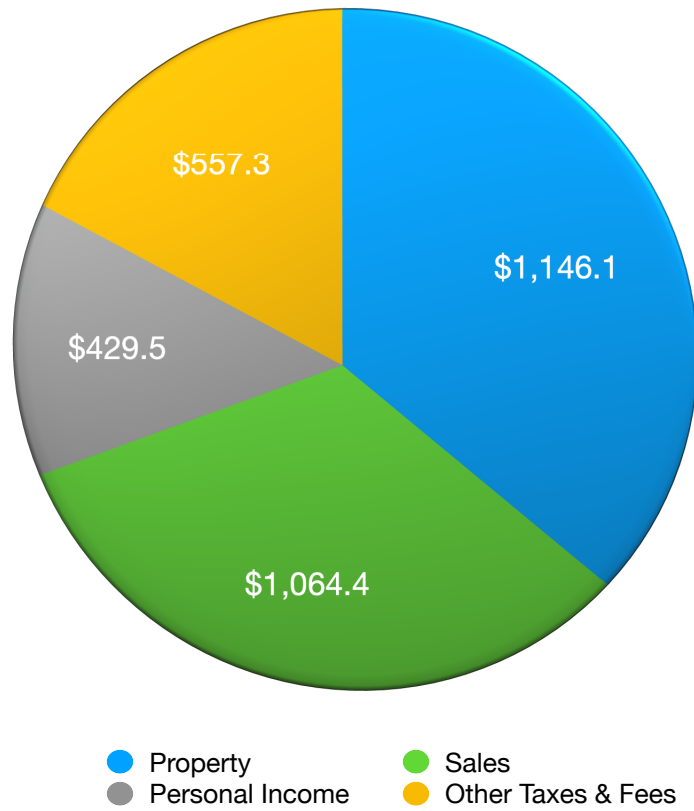
Church and community service is a chief requirement for both students and faculty of Concordia. Students commit to more than 3,000 hours of community service annually, with an additional 1,200 hours from service trips. Faculty is required to serve by example and preform at least one hour of volunteer service per week; totaling over 13,000 hours annually. The estimated value of student, factuality, and staff volunteer hours has a monetary value of more than \$3.4 million. The university offers global internship programs, study tours, study abroad programs, and service and learning mission trips to provide students with the possibility of making a difference on a global scale.

Concordia University boasts the personalized benefits that come with a private education, but have prices that are comparable to that of a state school. After generous financial aid donations, many students are able to attend the university for a similar price to what it would cost to be at a state university; bringing roughly 50% of the student body to be from out of state.

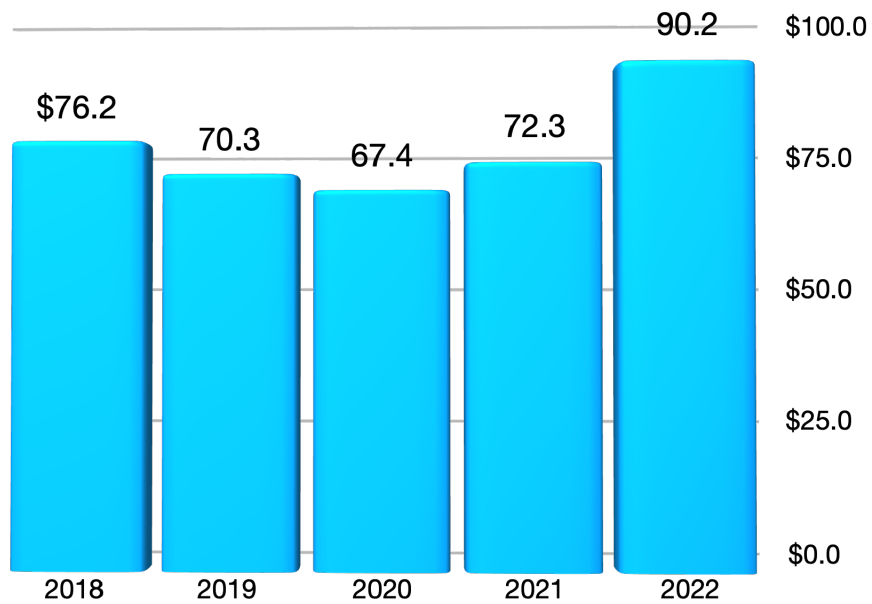
- \* **Location: Seward County**
- \* **Total enrollment: 3,224**
- \* **Total Faculty: 230**
- \* **Students to Faculty Ratio: 14:1**
- \* **Students from outside NE : 47.7 %**
- \* **Alumni Living in NE: 30%**

The welcoming, small town feel of Seward and Lincoln have encouraged a majority of the students live on-campus, motivating students and family to contribute to the local economies. Concordia also offers multiple art galleries, athletic activities and camps, musical and theatrical productions open for the public to enjoy.

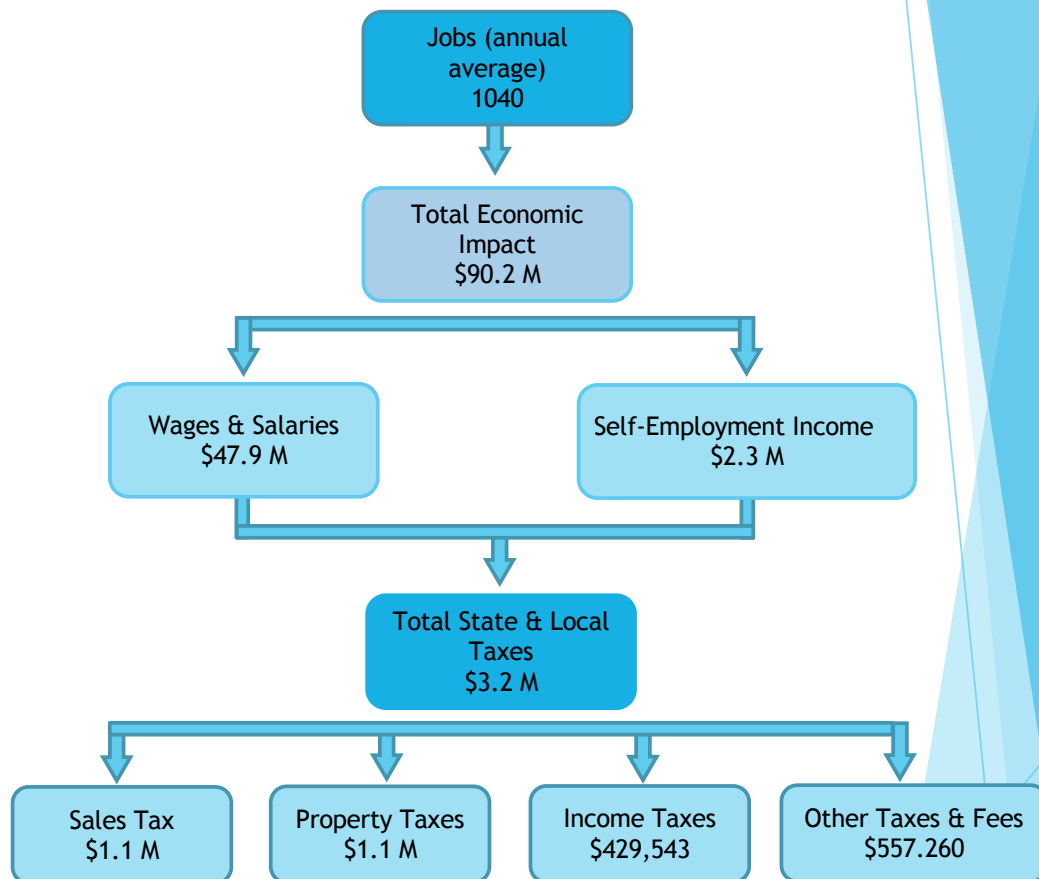
**Figure A13: Total Tax Impacts from Concordia University for 2022 (in thousands of 2022 dollars). Total Impact : \$3.2 Million**



**Figure A14: Total Economic Impacts from Concordia University 2018 to 2022 (in millions of 2022 dollars)**



**Figure A.15: Concordia University's  
Impact on the Economy, 2021  
(2022 Dollars)**





# Creighton UNIVERSITY

Founded in 1878, Creighton University is one of 27 Jesuit universities and colleges in the American network of the Association of Jesuit Colleges and Universities. The University's main campus is in Omaha, Nebraska, with an enrollment of more than 8,000 undergraduate, graduate and professional students.

U.S. News & World Report of Best Colleges 2022-2023 ranks Creighton in the top third of National Universities recognized for offering a full range of undergraduate majors and master's and doctoral programs, and for producing groundbreaking research.

Additionally, Creighton's dedication to innovation and teaching has been recognized through high rankings from the Wall Street Journal, Forbes Magazine and the Princeton Review. Creighton's notable tradition of excellence has drawn in nearly 80% of the student body from outside Nebraska, and almost 50% of those students who report are employed or continue their education in Nebraska.

Creighton also has campuses in Phoenix, Arizona, and the Dominican Republic, providing students with a

Jesuit education that stresses the importance of service and leadership. The pairing of Jesuit values and Creighton's Magis Core curriculum creates well-rounded students with the problem-solving, communication and critical and ethical thinking skills to help them excel after graduation.

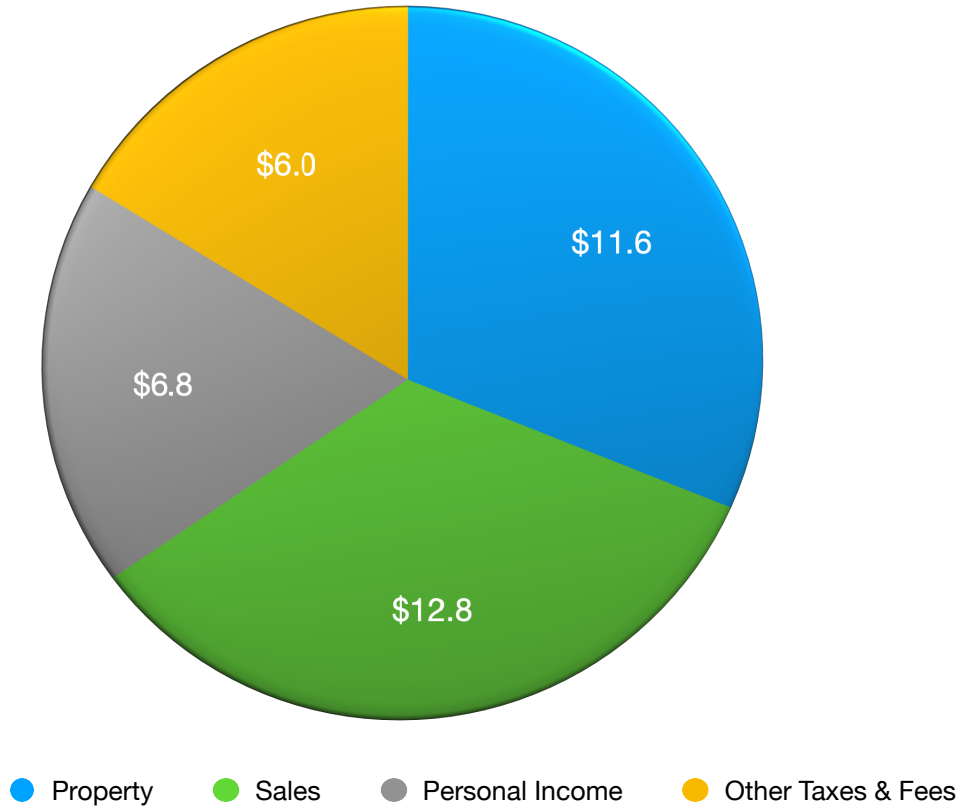
At Creighton, Student Success professionals are committed to the care of students and their academic success. That success can be seen in the undergraduate 99% outcomes rate. From a first-destination survey, the class of 2021 reported being fully employed, pursuing advanced studies or involved in a service program within six months of graduating. Creighton's graduates continually contribute to the economic growth of Nebraska through over 8,700 jobs annually.



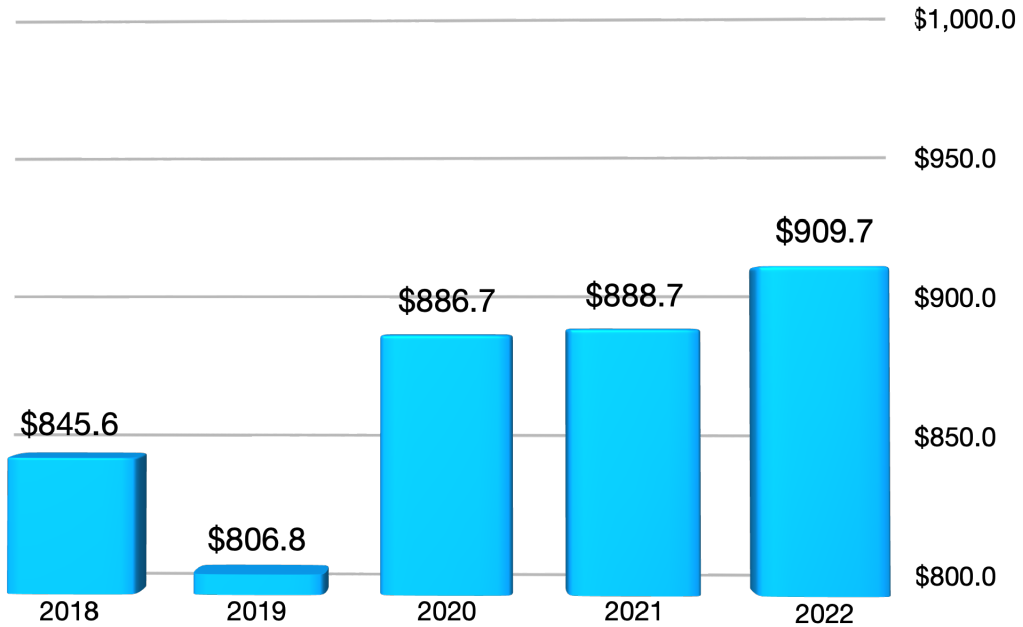
Creighton completed the construction of a new building to house the School of Dentistry in 2018 and is scheduled to complete a first-year residence hall, Jesuit residence hall and health sciences building in 2023

- \* **Location: Douglas County**
- \* **Total enrollment: 8,397**
- \* **Total Faculty: 951**
- \* **Students to Faculty Ratio: 12:1**
- \* **Students from outside NE: 80%**
- \* **Alumni Living in NE: 28%**

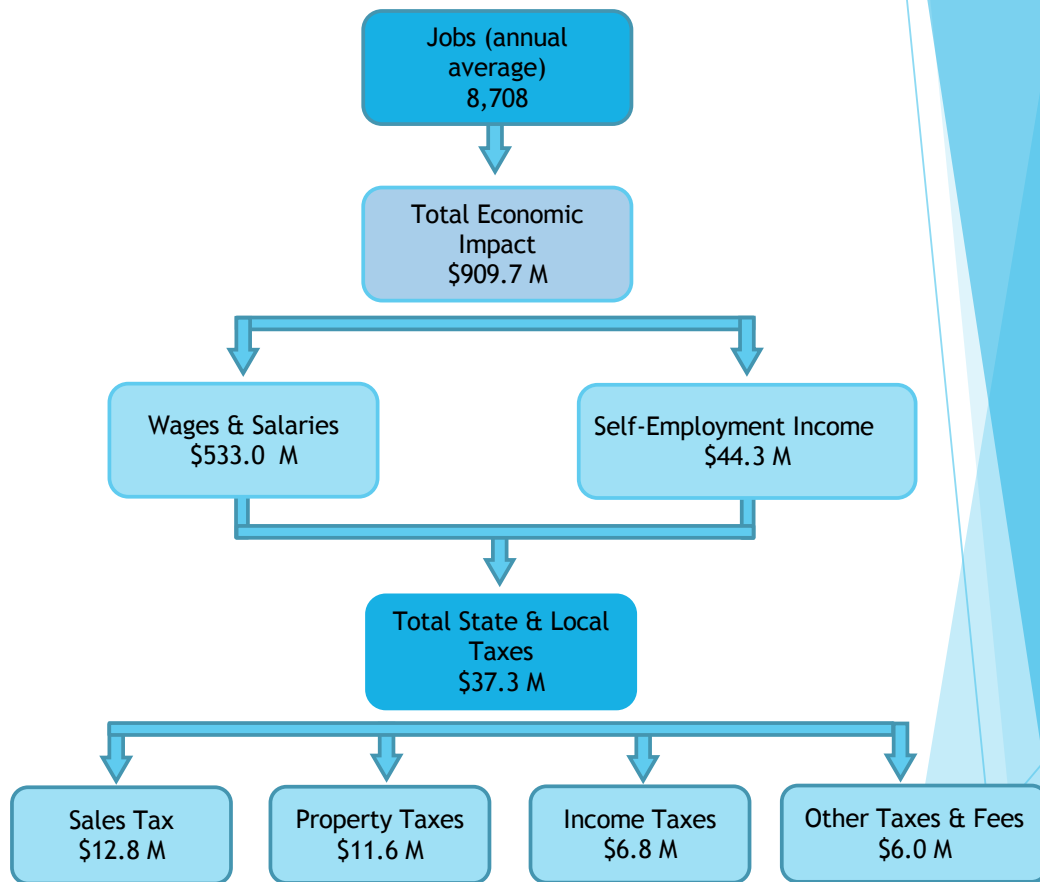
**Figure A16: Total Tax Impacts from Creighton University for 2022**  
 (in millions of 2022 dollars). Total Impact: \$37.3 Million  
 (due to rounding, detail may not sum to the total).



**Figure A17: Total Economic Impacts from Creighton University 2018 to 2022**  
 (in millions of 2022 dollars)



**Figure A.18: Creighton University’s Impact on the Economy, 2021 (2022 Dollars)**





# DOANE

## UNIVERSITY

Nebraska's oldest private university sits on a 300 acre campus in Crete, Nebraska, with an additional campus in Lincoln and programs offered in Omaha and online. Since 1872, Doane has offered a liberal arts education committed to creating tight-knit bonds with inclusion, integrity, innovation, and transformation as their common values. Having 39 undergraduate degrees, nine graduate programs, and



approximately 11 students per class, many feel that Doane University is the perfect place for developing life-changing relationships and growing as leaders.

Doane students are dedicated in community involvement, with 82% of undergraduate students holding an internship or student teaching position, and providing 3,600 combined hours of community service. Their impacts extend to the community through degree programs and pro bono work. Each year, the Master of Arts in Counseling program completes 11,000 hours of pro-bono counseling for the city of Crete and surrounding areas. The program also offers 2,200 hours of pro-bono counseling to assist their undergraduate peers with their mental and physical health. The Accounting Department assists local tax payers each tax season with pro-bono work. The Modern Language Department teaches community college classes. Additionally, the Crete campus hosts the youth-oriented Launch Leadership conference and a multicultural fair to promote leadership and diversity.

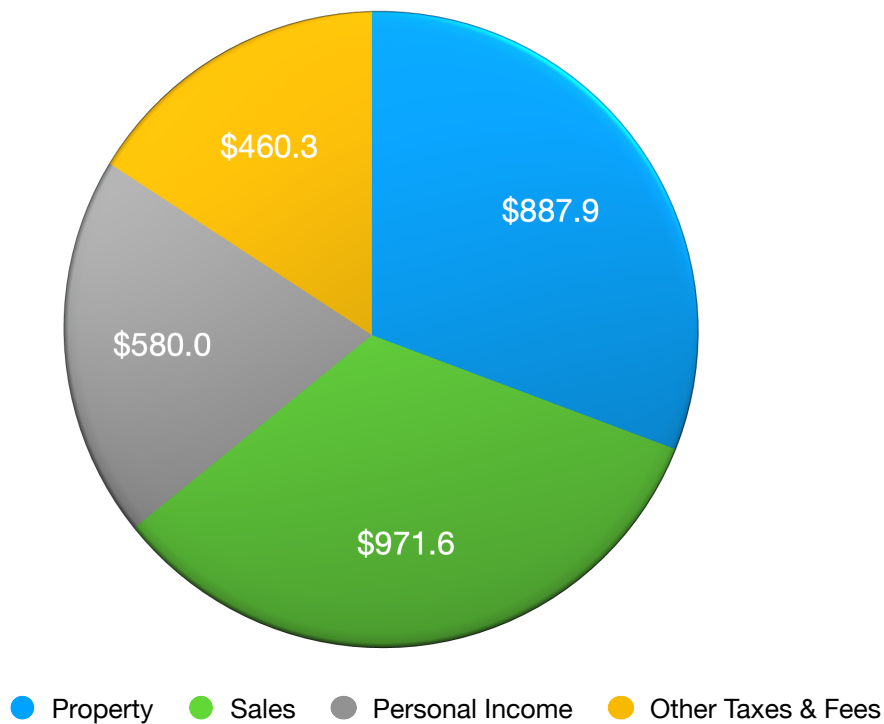
For the past 20 years, Doane University has partnered with the American Cancer Society to host Relay for Life, to celebrate survivors and fundraise for those who are fighting or have lost their battle with cancer. Hundreds of students, faculty and community members have participated in past events, and Doane is hoping to achieve their goal of raising \$35,000 for their 2023 event in April.

- \* **Location: Saline County**
- \* **Total enrollment: 2,281**
- \* **Total Faculty: 207**
- \* **Students to Faculty Ratio: 11:1**
- \* **Students from outside NE: 36%**
- \* **Alumni Living in NE: 69.1%**

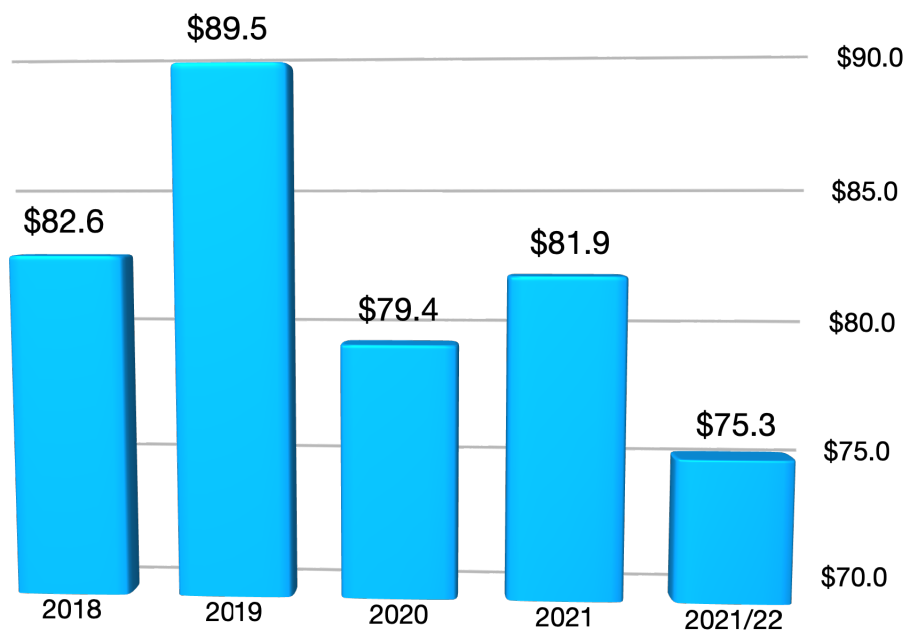
It is clear that Doane University's primary goal is improving the lives of their students and community members. They make sure that every student receives some form of financial aid, and have implemented a four-year graduation guarantee. With students in mind, the university has also created five eight-week terms

for classes, and the option to take classes during weekends. Students are also required to take three credits of experiential learning consisting of internships, research, professional practice or study abroad.

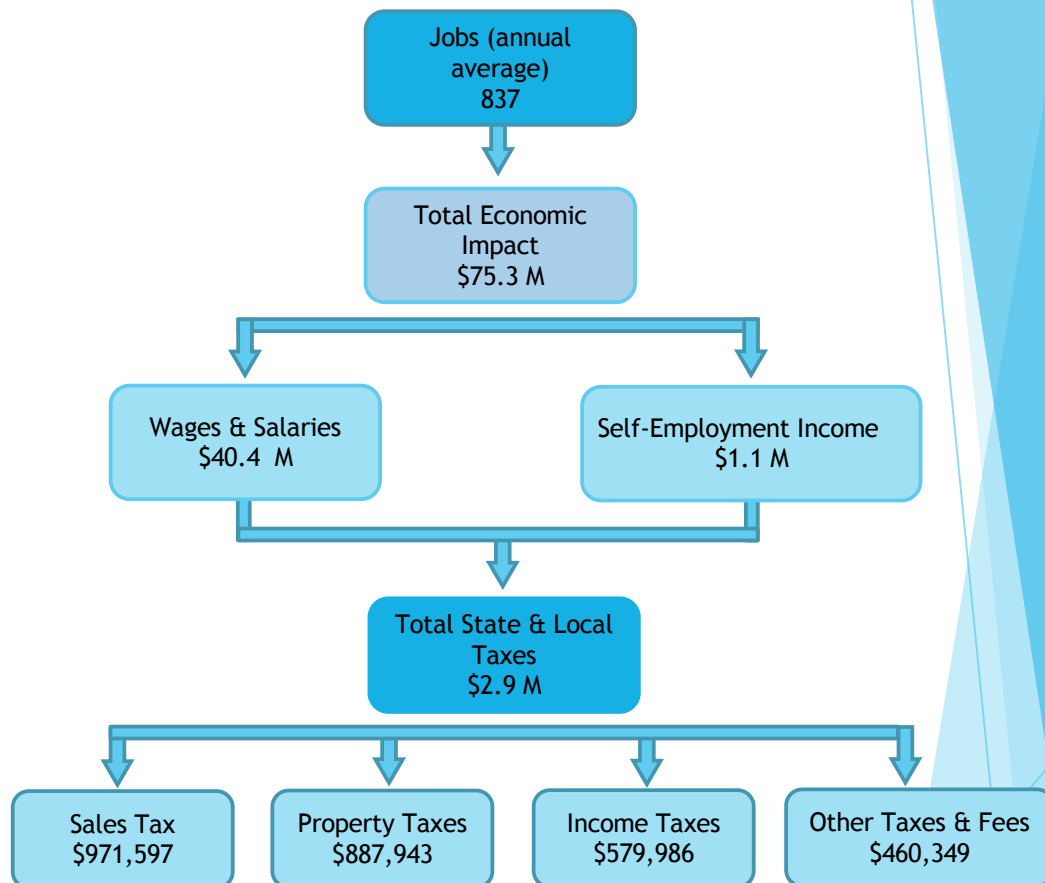
**Figure A19: Total Tax Impacts from Doane University for 2022**  
(in thousands of 2022 dollars). Total Impact : \$2.8 Million



**Figure A20: Total Economic Impacts from Doane University 2018 to 2022**  
(in millions of 2022 dollars)



**Figure A.21: Doane University's Impact on the Economy, 2021 (2022 Dollars)**



# HASTINGS COLLEGE



Founded in 1882, Hastings College is a private, residential four-year college with nearly 1,000 students. Based in Hastings, Nebraska, the college has more than 40 majors and pre-professional programs.

The college operates on a block schedule—dividing traditional semesters into shorter blocks. While students still take the same number of classes over the course of a year, the schedule means students take just one or two classes at a time. Classes

meet every weekday, so students learn and discuss daily. Faculty report that students are more engaged in class, and more engaged students do better.

Class times are longer in the block schedule, so there is more time to work on team-building and collaborative projects—and for students to build a mentoring relationship with their professor. The block schedule also reduces stress for students because they don't have to keep up on five different courses at once.



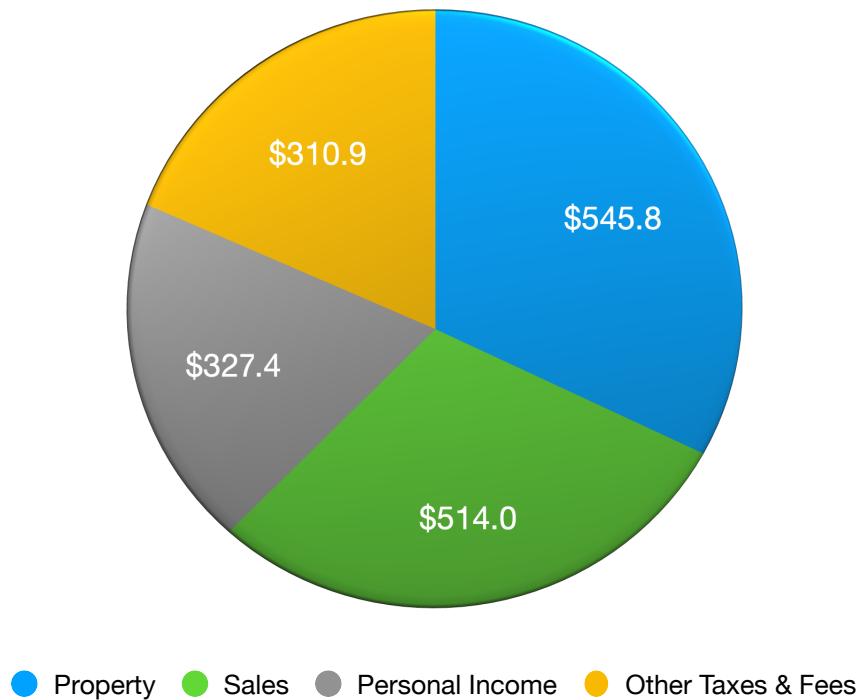
- \* **Location: Adams County**
- \* **Total enrollment: 982**
- \* **Total Faculty: 70**
- \* **Students to Faculty Ratio: 14:1**
- \* **Students from outside NE: 45%**
- \* **Alumni Living in NE: 53%**

The college ensures all students have access to the tools they need to be successful by providing all required textbooks, as well as an iPad and Apple Pencil. By providing textbooks, students save \$1,000 or more each year. With the digital tools and apps the college provides, students report that their study habits improve and that it's easier to stay organized because they always have their notes and digital books with them.

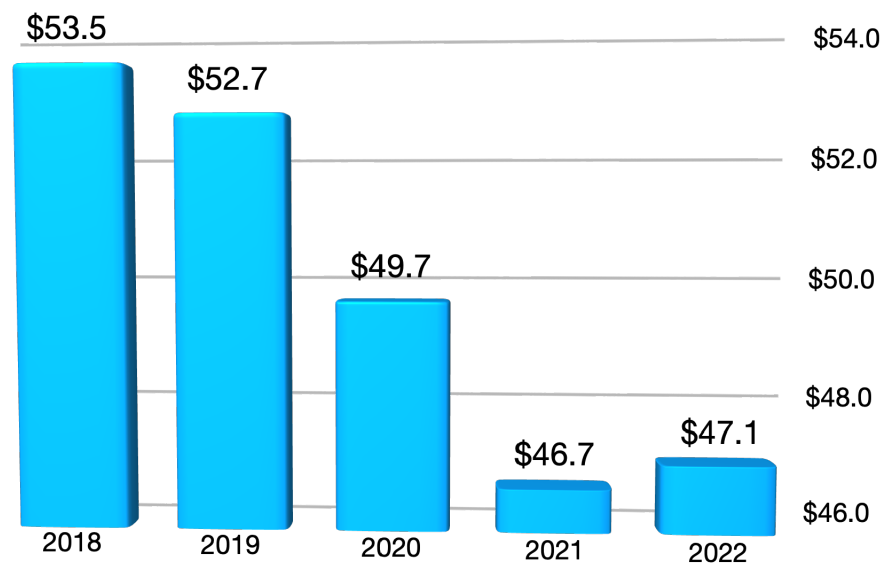
On the academic front, all Hastings students choose a major and a minor (or second major), plus complete Exploration and Foundation requirements. The major gives the expertise and depth students need, while the minor provides additional breadth and understanding for a successful career and life. The Foundation includes academic skills and college life courses, and is the base students need for a successful college career. Exploration, meanwhile, allows students to choose courses in areas of interest and, perhaps, discover something they are passionate about.

Because of Hastings College's creative approach to education, in 2020 it was ranked the third Most Innovative School in the Region by U.S. News and World Report. In 2022, it was named a Top 15 Value School in the Midwest by U.S. News, and 14th out of nearly 90 schools in the publication's 2023 Best College rankings.

**Figure A21: Total Tax Impacts from Hastings College for 2022 (in thousands of 2022 dollars). Total Impact : \$1.7 Million**

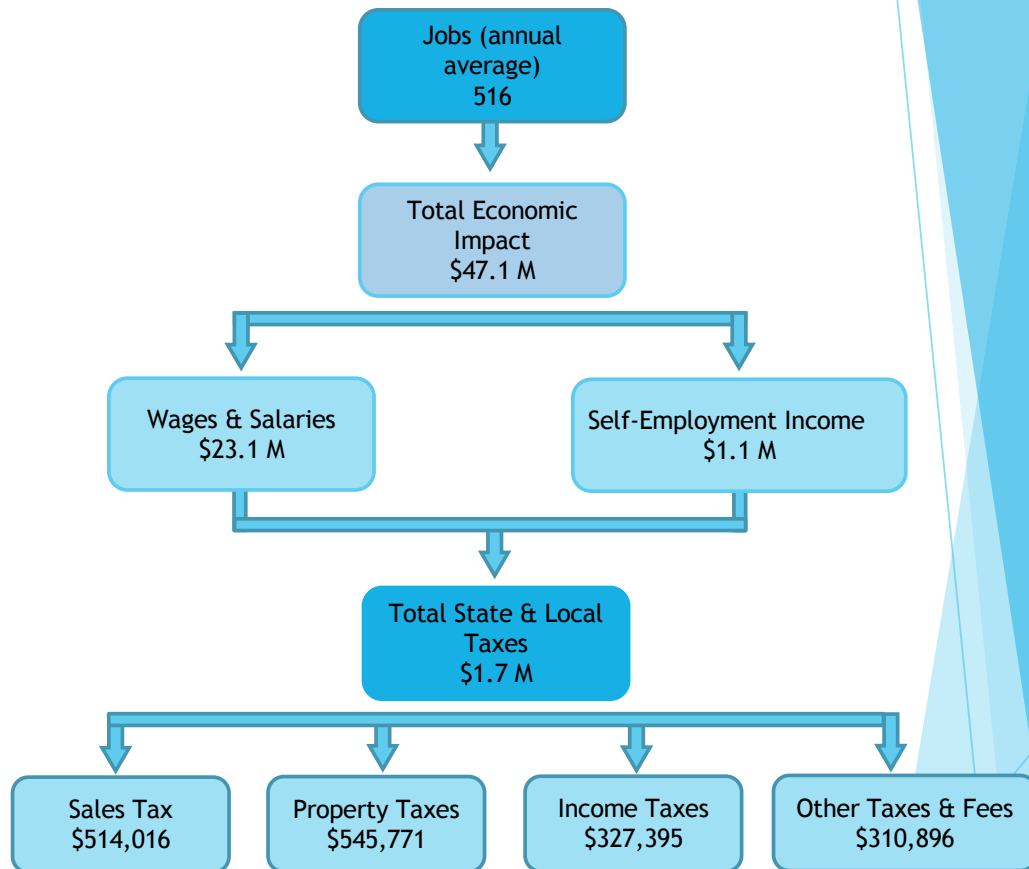


**Figure A22: Total Economic Impacts from Hastings College 2018 to 2022 (in millions of 2022 dollars)**





**Figure A.24: Hastings College's Impact on the Economy, 2021 (2022 Dollars)**



# MIDLAND UNIVERSITY

Founded 140 years ago, Midland University offers opportunities in more than 30 academic areas, 16 graduate programs, and a wide range of professional studies at both our Fremont and Omaha locations.

By working from the marketplace back, Midland equips students with the skills necessary to succeed in the world, and provides them with dynamic, innovative, and relevant learning experiences as part of their college journey. Midland's success rate

reveals that 96 percent of its graduates are employed or enrolled in graduate school within six months of graduation.

Midland aspires for students to not only grow and learn in their academic careers, but to thrive beyond the classroom walls through the Midland experience. Nearly 90 percent of Midland students are involved in an extracurricular activity. Through its 33 varsity sports, the largest athletic department in Nebraska, its Arts department, or its 60-plus student organizations, Midland gives students the opportunity to pursue their passions.

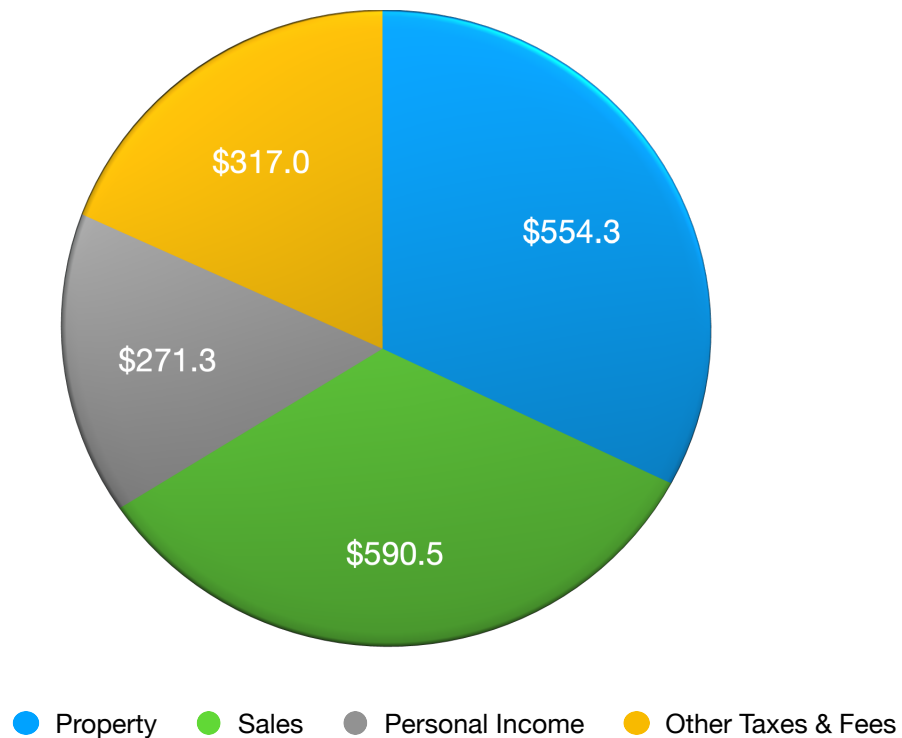
A tight-knit campus provides a home-away-from-home atmosphere, and smaller class sizes means students will be known by their names, not just as a number. Midland takes pride in its diverse campus, which features students from 39 different states and 25 different countries.



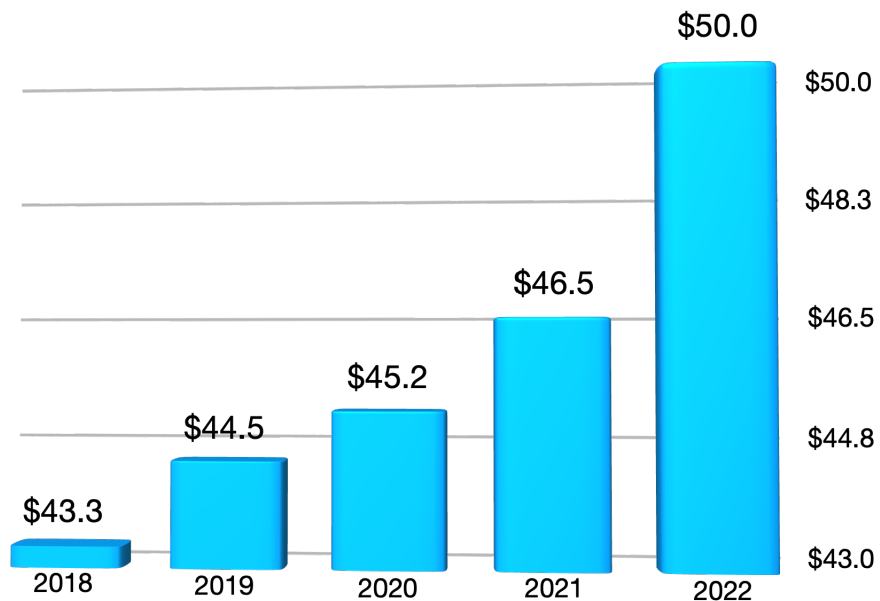
- \* **Location: Dodge County**
- \* **Total enrollment: 1,765**
- \* **Total Faculty: 104**
- \* **Students to Faculty Ratio: 17:1**
- \* **Students from outside NE: 39.1%**
- \* **Alumni Living in NE: 70%**

Midland University is grounded in the belief that service unto others inspires morally strong and ethically sound citizens, and is proud of its mission to inspire people to learn and lead in the world with purpose!

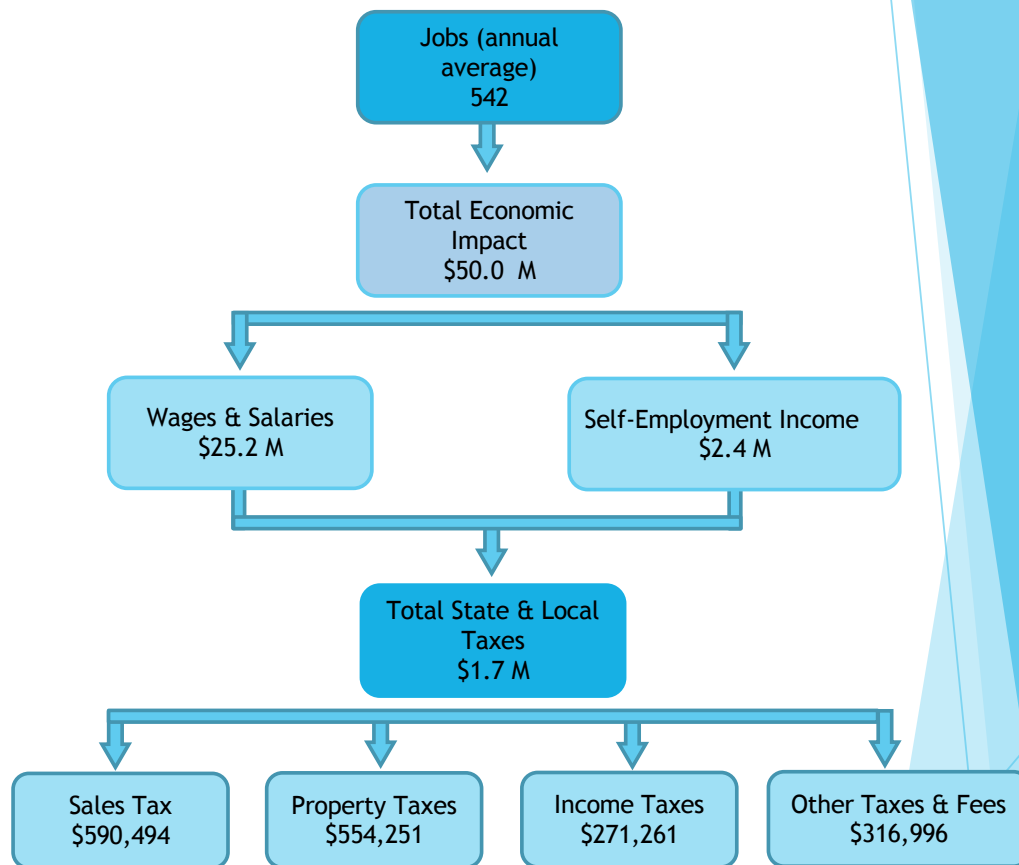
**Figure A25: Total Tax Impacts from Midland University for 2022**  
 (in thousands of 2022 dollars). Total Impact : \$1.7 Million



**Figure A26: Total Economic Impacts from Midland University 2018 to 2022**  
 (in millions of 2022 dollars)



**Figure A.27: Midland University's Impact on the Economy, 2021 (2022 Dollars)**



# NEBRASKA METHODIST COLLEGE

## THE JOSIE HARPER CAMPUS

Founded in 1891 Nebraska Methodist College has provided a holistic culture of caring, having over 1,200 students currently enrolled to further their healthcare education. Located in the heart of Omaha, Nebraska, NMC contracted the Josie Harper Campus in 2005 to offer centralized and state of the art technology to their students.

Nebraska Methodist College works toward their mission of creating outstanding contributors to society through its Educated Citizen Curriculum. Educated Citizen provides a liberal arts education at a healthcare college. The skills and experience needed to master the art and science of healthcare are honed through service learning experiences and community based education. NMC provides their service to many local groups including Omaha Housing authority, the Salvation Army, Open Door Mission, etc. The NMC students, faculty, and staff recorded over 6,500 community benefit hours in 2021. NMC assists different parts of the community through mobile screening programs: the Mobile Diabetes Center, Childhood Lead and Hemoglobin Center, and healthcare risk assessment screening for women at the Lydia House.

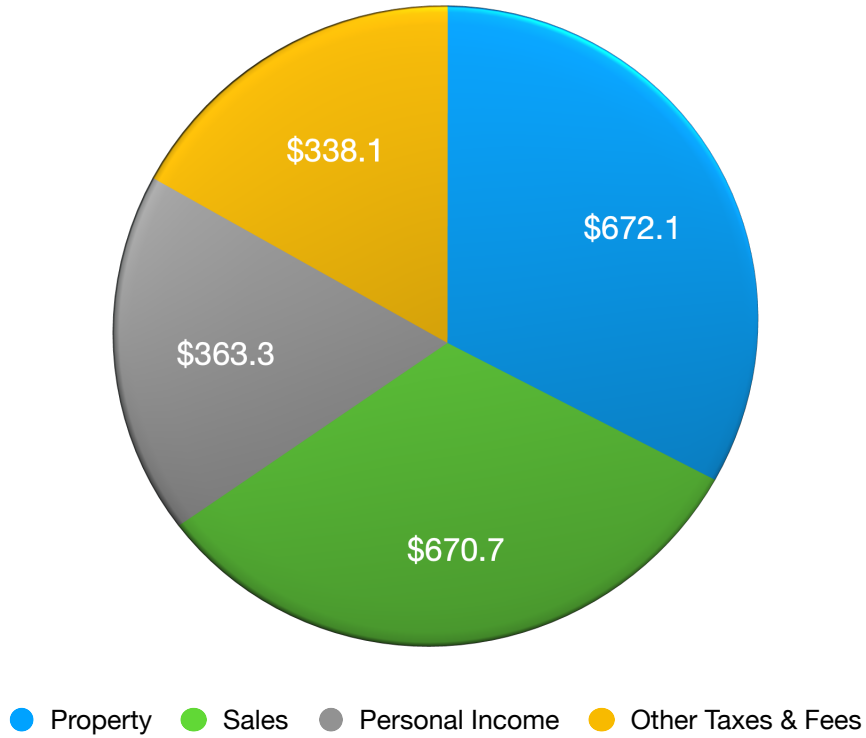


NMC's nursing program offers many different tracks to a nursing career: a traditional BSN, accelerated BSN, LPN to BSN, online programs and executive or Doctorate programs. Physical therapy assistant, radiology, sonography, surgical technology, respiratory care, and other Master's healthcare programs are also offered.

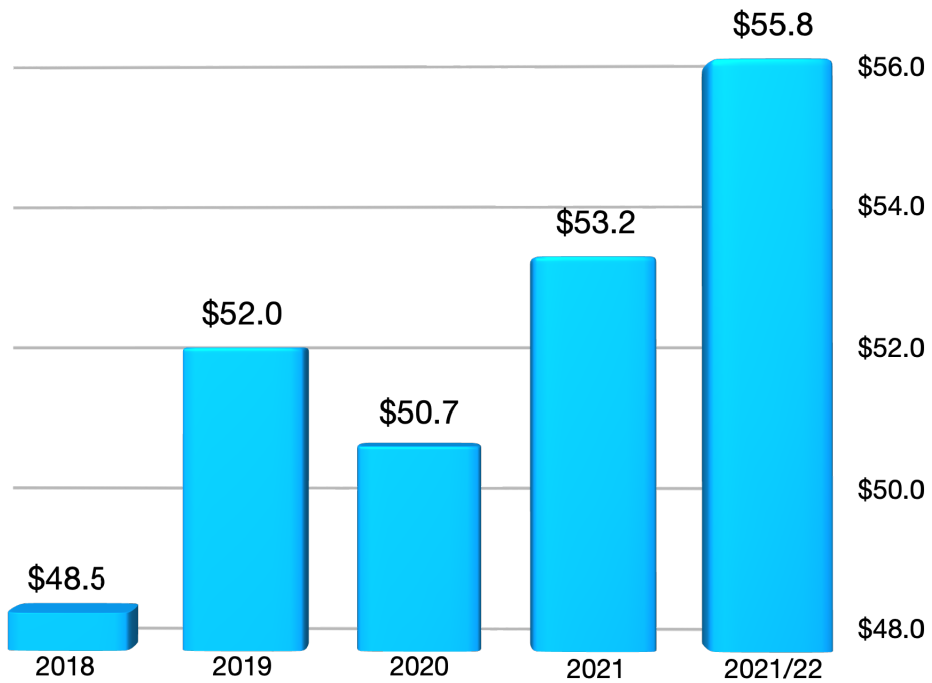
The opportunities for first hand knowledge lead Nebraska Methodist students to success. As of 2020, 95.3% of nursing students pass the NCLEX and 94% of students receive their top choice preceptorship. NMC students are required to complete a student portfolio program to assess their personal, professional, and academic development throughout their time at Nebraska Methodist.

- \* **Location: Douglas County**
- \* **Total enrollment: 1146**
- \* **Total Faculty: 80**
- \* **Students to Faculty Ratio: 13:1**
- \* **Students from outside NE: 19%**
- \* **Alumni Living in NE : 79.15%**

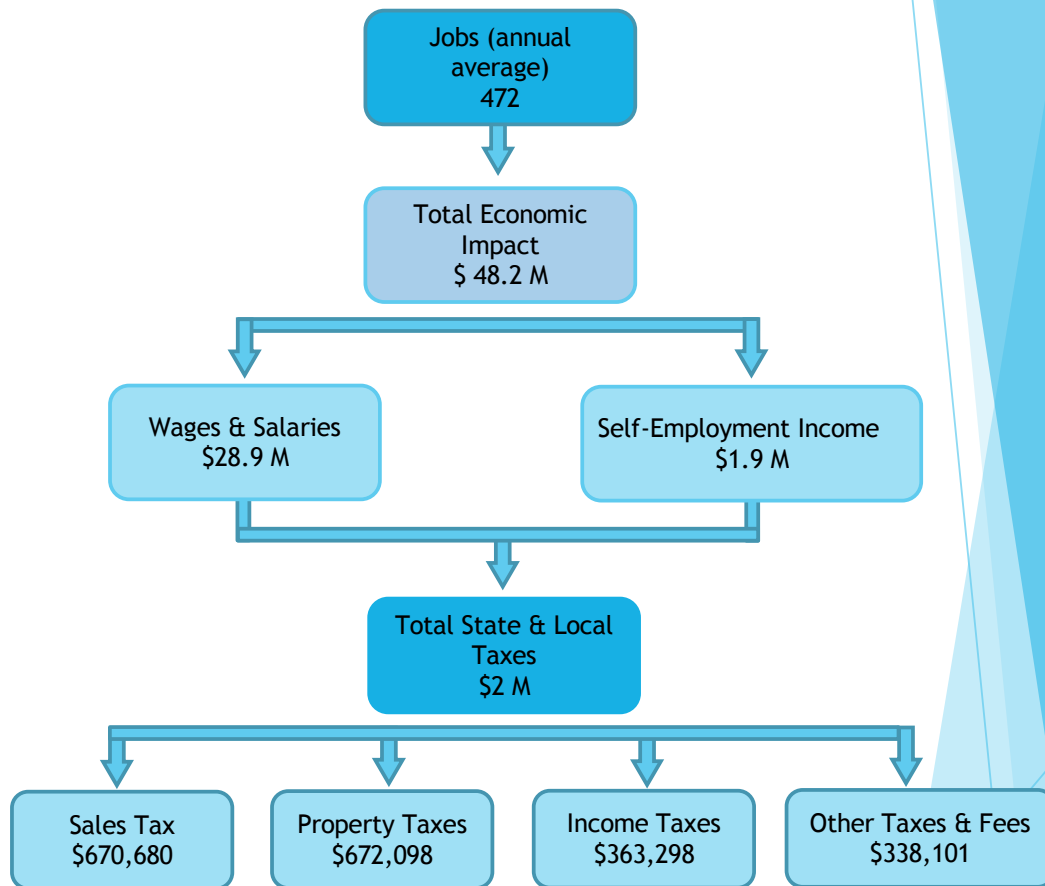
**Figure A28: Total Tax Impacts from Nebraska Methodist College for 2022**  
(in thousands of 2022 dollars). Total Impact : \$2.0 Million



**Figure A29: Total Economic Impacts from Nebraska Methodist College 2018 to 2022**  
school year (in millions of 2022 dollars)



**Figure A.30: Nebraska Methodist College's Impact on the Economy, 2021  
(2022 Dollars)**





## NEBRASKA WESLEYAN UNIVERSITY

Lincoln Nebraska is home to some of Nebraska's most recognized institutions and teams. Nebraska Wesleyan University has remained one of these reputable institutions, since its founding in 1887. Founded by Nebraska Methodists, NWU maintains its relationship with the United Methodist Church.



Nebraska Wesleyan prides itself on a highly-personalized and deeply-engaged education. They are able to achieve this

through its small class sizes and dedicated faculty. The University's science programs are exceedingly successful, with a dental school acceptance of 91% and a medical school placement of 85%. In support of the sciences, the new Duane W. Acklie Hall of Science was opened in 2019 to house the biology, chemistry, psychology, math, and physics departments.

The school boasts a prospering athletics program with more than one-third of its traditional undergraduates competing in varsity sports. The Prairie Wolves (Nebraska Wesleyan mascot) are members of the American Rivers Athletic Conference and are the only NCAA Division III program in Nebraska. The 21 varsity sports teams are one of the largest factors in drawing students from out of state to NWU. Since 2000, Nebraska Wesleyan has produced 118 CoSIDA Academic All-Americans, ranking NWU among the top 10 nationally among all colleges and universities in the country.

A \$1 million renovation was recently completed in the McDonald Theatre and a \$2 million

- \* **Location: Lancaster County**
- \* **Total enrollment: 1,924**
- \* **Total Faculty: 148**
- \* **Students to Faculty Ratio: 13:1**
- \* **Students from outside NE: 25.4%**
- \* **Alumni Living in NE: 66%**

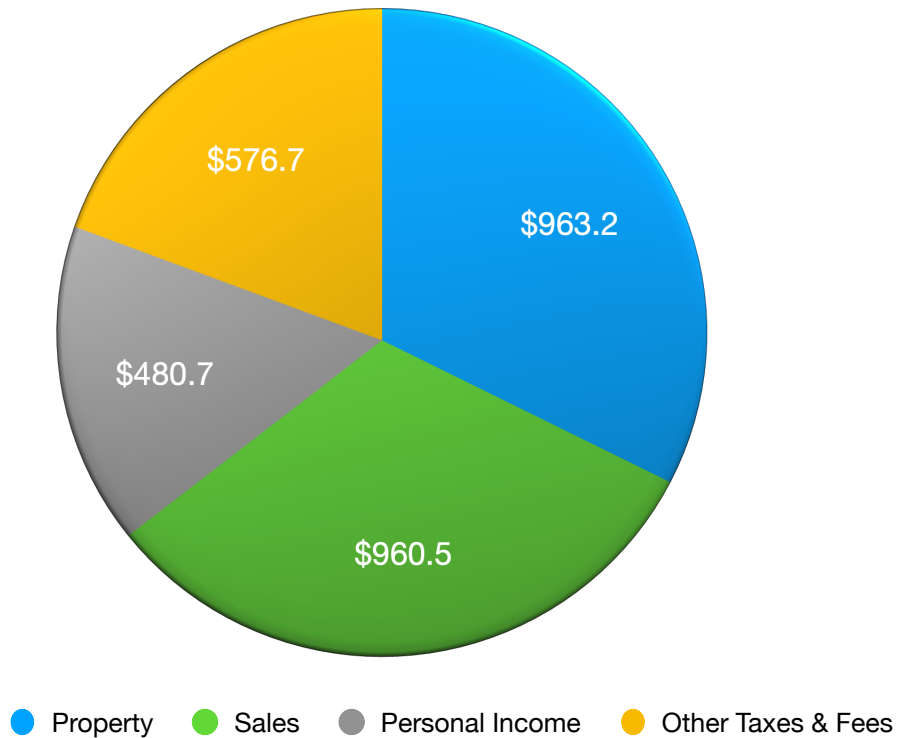
renovation to the Elder Memorial Theatre building begins in spring 2023. Theatre productions, including over 40 shows running on 200 nights of the year, are available to the community. The Theatre Department has the largest costume and prop library in the region, making the shows a great experience for viewers.

The mission of Nebraska Wesleyan University is to integrate meaning and value into

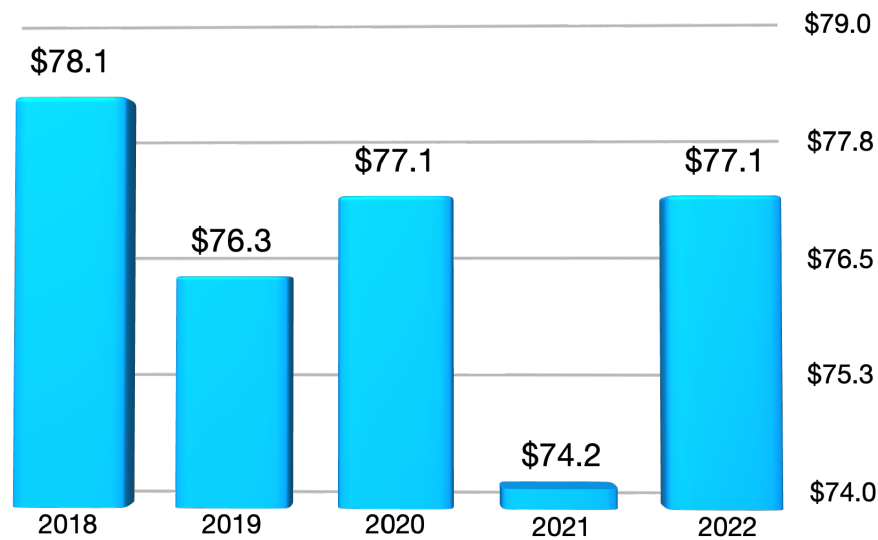


the pursuit of learning. They are able to do this through their core values of excellence, stewardship, diversity, liberal arts, personal attention to students, and community.

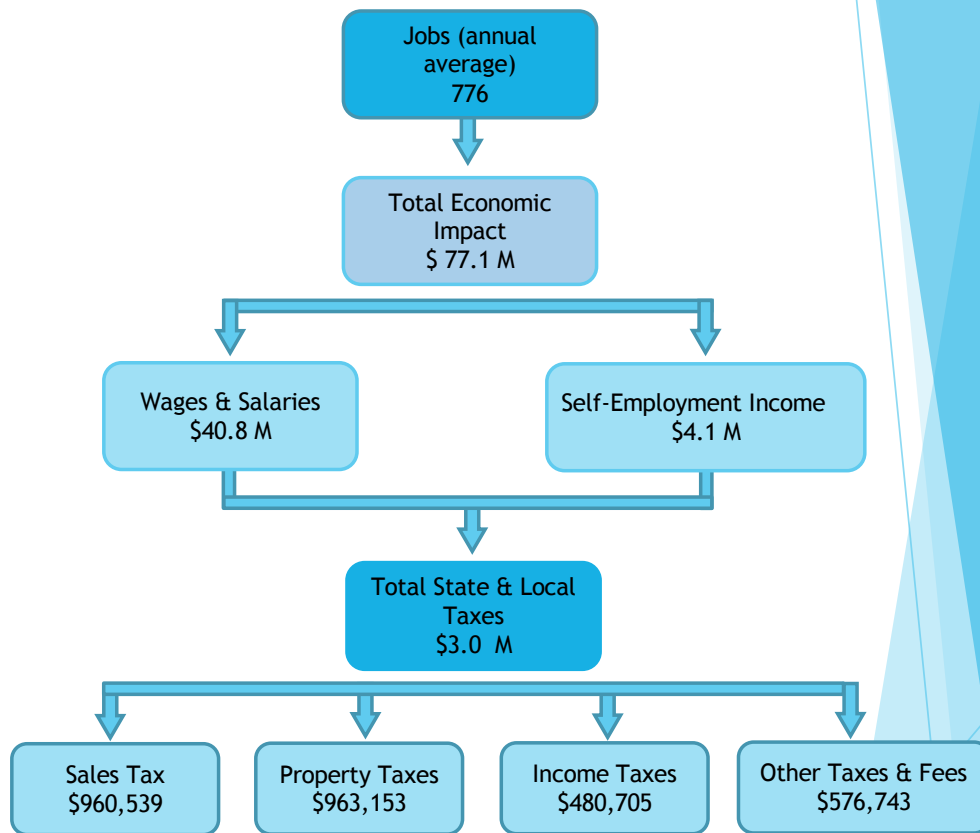
**Figure A31: Total Tax Impacts from Nebraska Wesleyan University for 2022 (in thousands of 2022 dollars). Total Impact : \$3.0 Million**



**Figure A32: Total Economic Impacts from Nebraska Wesleyan University 2018 to 2022 (in millions of 2022 dollars)**



**Figure A.33: Nebraska Wesleyan University's Impact on the Economy, 2021 (2022 Dollars)**



# UNION COLLEGE

Founded in 1891 as a Christian college operated by the Seventh-day Adventist denomination, Union encourages students from all faiths to find their God-designed potential for scholarship, leadership and service. At Union, professors and life coaches mentor each student, connecting the classroom to the world through internships, experiential experiences, study abroad and volunteer opportunities.

An accredited, comprehensive college, Union offers more than 50 majors, the most popular being Nursing, Physician Assistant, International Rescue and Relief, Occupational Therapy, Business and Education. The Education program operates the George Stone School, a K-8 multi-grade elementary school on campus which serves as a teacher-training lab for Education majors.



Union is ranked by *U.S. News & World Report's Best Colleges* as a top-quartile college in the Midwest for comprehensive colleges, as a Best Value school for its affordability and quality, and a college which fosters Social Mobility. About 70% of Union's students come from outside Nebraska, choosing to attend Union for its specialized degrees and faith-based education.

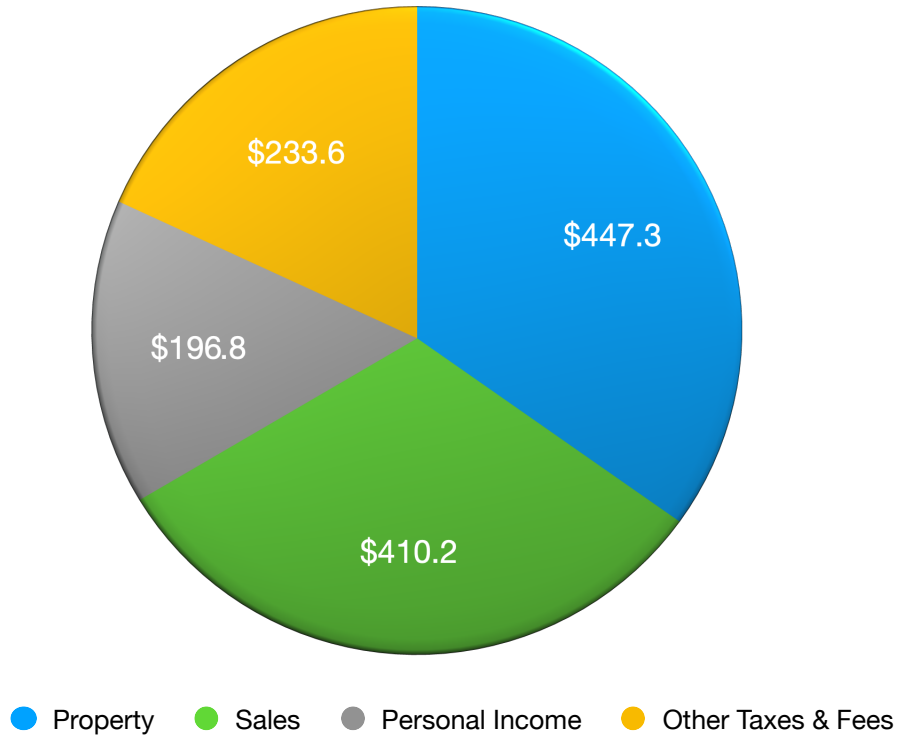
- \* **Location: Lancaster County**
- \* **Total enrollment: 774**
- \* **Total Faculty: 73**
- \* **Students to Faculty Ratio: 10:1**
- \* **Students from outside NE: 73.3%**
- \* **Alumni Living in NE: 17.3%**

One unique program attracting students from around the country is International Rescue and Relief, a bachelor of science degree combining rescue and survival skills, emergency medical care, humanitarian relief, public health, disaster management and multicultural service training.

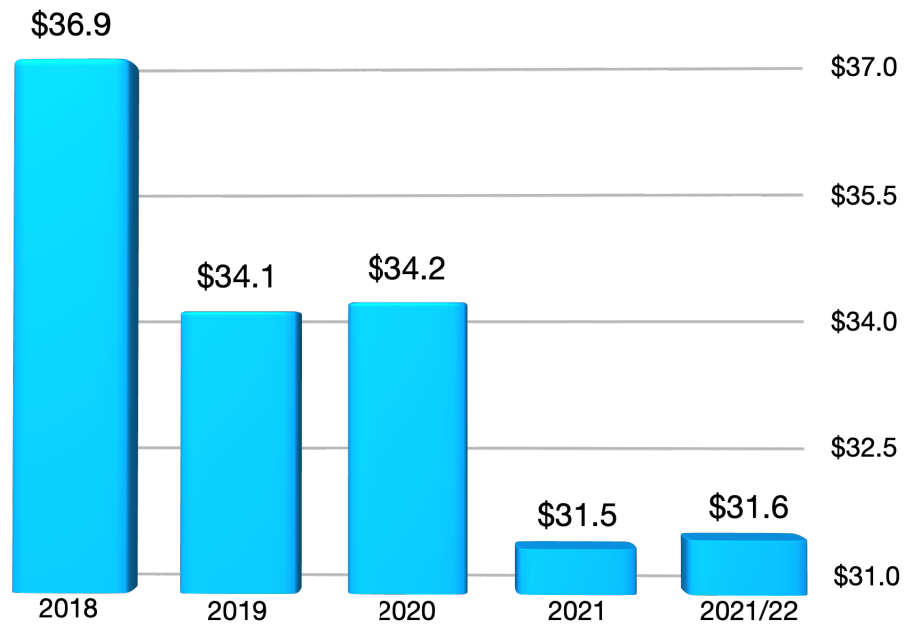
Students in International Rescue and Relief earn many certifications, including EMT, Rescue 3 International rope and swift water rescue certifications, and a variety of Red Cross and FEMA disaster management certifications. Rescue and survival skills are practiced in the Colorado wilderness, and in the senior year, students travel to Malawi, Africa to learn about global health in developing nations and to assist in remote medical clinics.

Union's honors program challenges high academic achievers, and Union's Student Success Center helps students of all academic abilities reach their full potential.

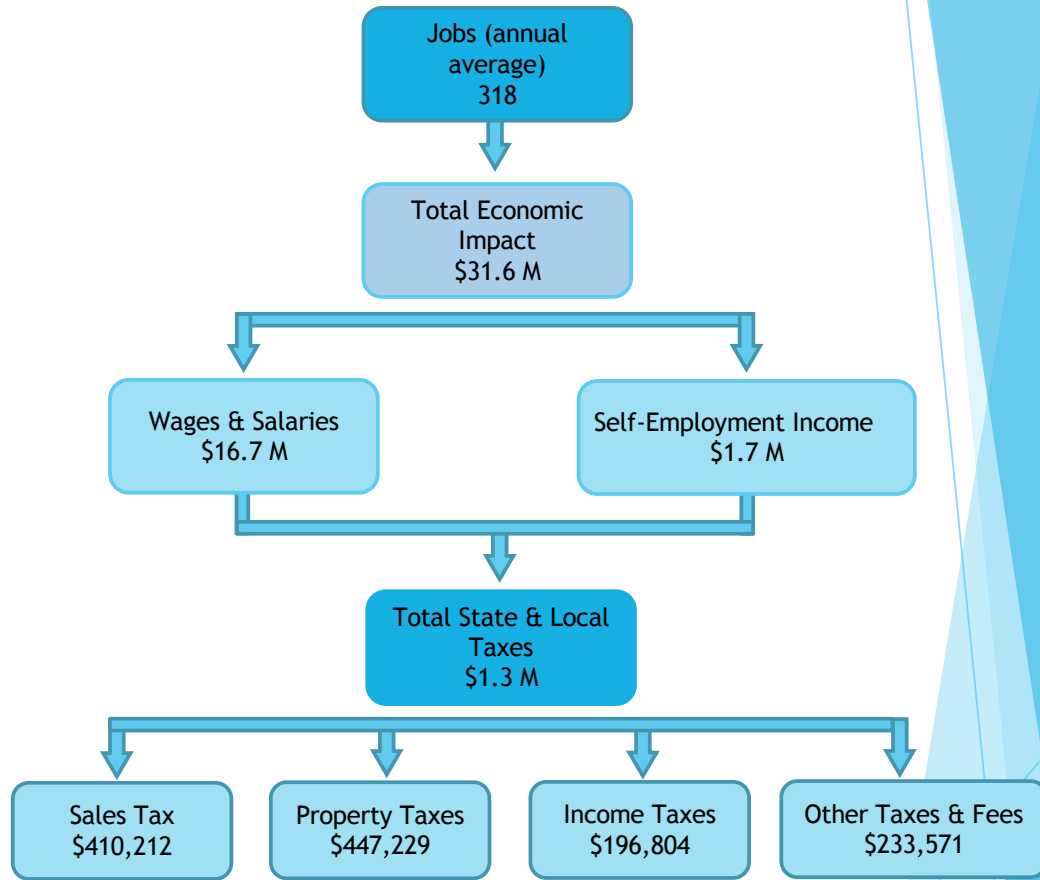
**Figure A34: Total Tax Impacts from Union College for 2022**  
 (in thousands of 2022 dollars). Total Impact : \$1.3 Million

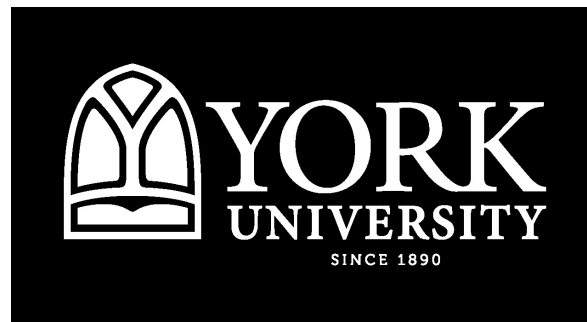


**Figure A35: Total Economic Impacts from Union College 2018 to 2022**  
 (in millions of 2022 dollars)



**Figure A.36: Union College’s Impact on the Economy, 2021 (2022 Dollars)**





York College was founded in 1890 by the United Brethren Church in York, Nebraska. On July 1, 2022 the institution's name was changed to York University. The Board of Trustees felt that the name change represents the positive growth that has happened since 1890 and better represents an institution that now offers masters degrees in addition to four-year programs. York University offers a student-centered experience that creates robust growth, both academically and spiritually. While small, this school has seen rapid growth during the past decade. York University is fully accredited with the Higher Learning Commission and offers both seated and online courses for baccalaureate students and has two graduate programs. York also partners with the Nebraska Correctional Center for Women to offer a life changing opportunity for inmates to earn an Associates degree.



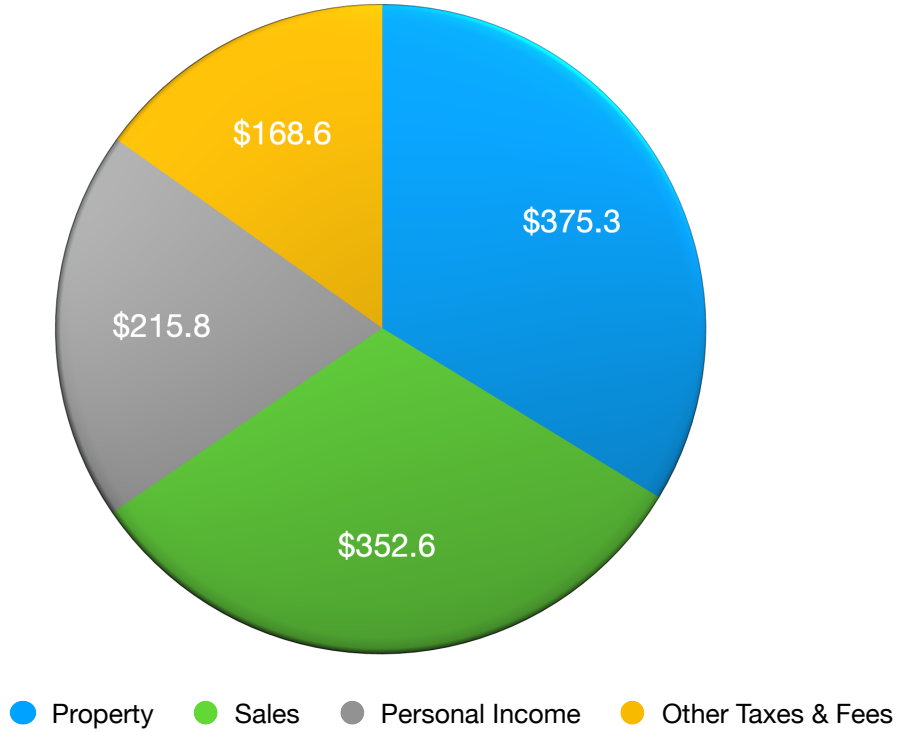
Most recently York has been named #6 by Best Value Colleges of Nebraska, and #4 Criminal Justice Program by Best Value School. In 2018, WalletHub named York as one of the top colleges and universities in Nebraska. In 2017, York was recognized in the Top 10 for online colleges in Nebraska and in 2016, it was ranked among other best colleges for veterans in the Midwest, by U.S. News and World Report. The mission of York University is to transform lives through Christ-centered education and to equip students for lifelong service to God, family and society. Their values to transform, equip, educate and serve make their mission come to life.

The size of York University allows for personal connections to be made within the town of York

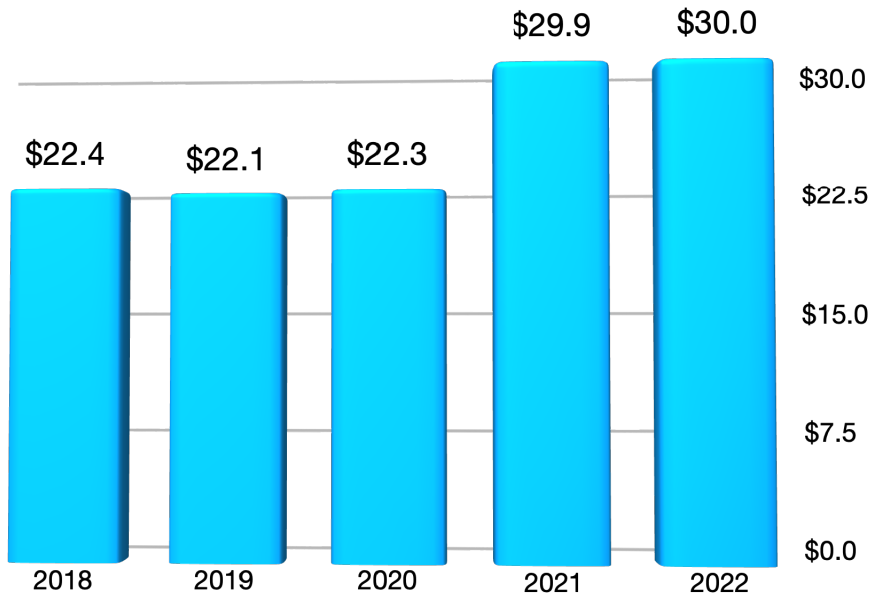
- \* **Location: York County**
- \* **Total enrollment: 652**
- \* **Total Faculty: 54**
- \* **Students to Faculty Ratio: 12:1**
- \* **Students from outside NE: 73.7%**
- \* **Alumni Living in NE: 20.8%**

and for deep connections on campus. Along with its institutional name, York has significantly upgraded its campus through new buildings such as the newly opened administration building (Hulitt Hall), a remodeled athletic training room, fully renovated library/academic resource center and campus cafeteria.

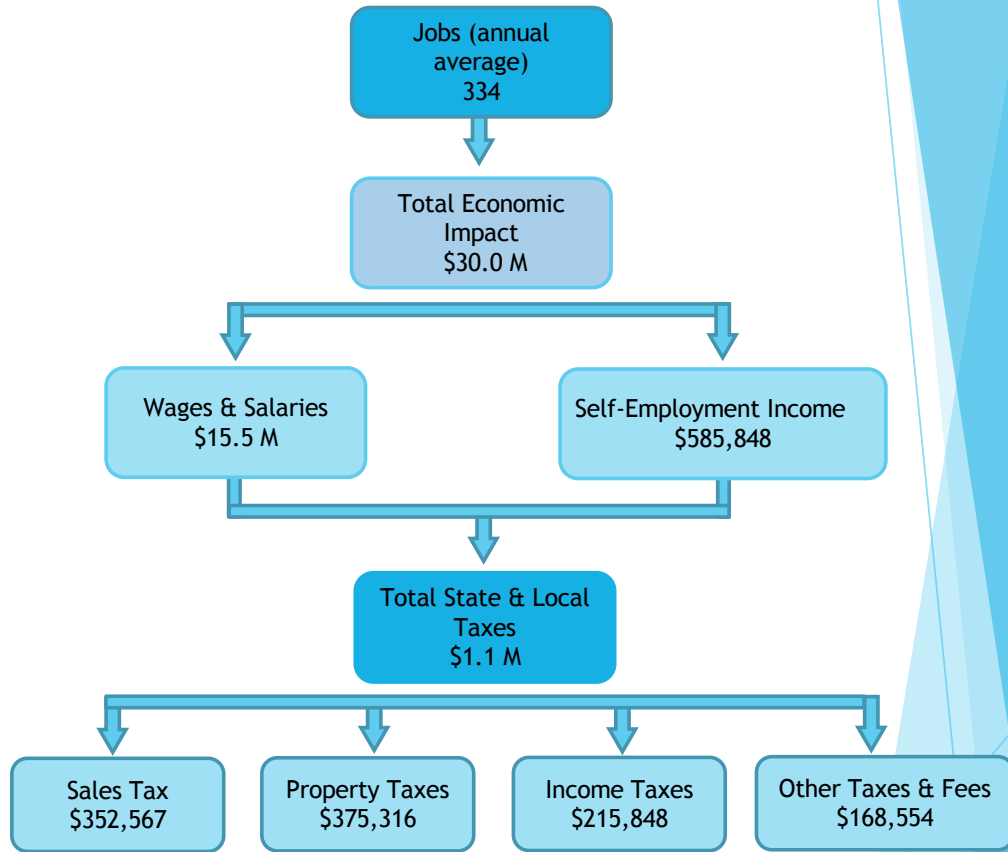
**Figure A37: Total Tax Impacts from York University for 2022 (in thousands of 2022 dollars). Total Impact : \$1.1 Million**



**Figure A38: Total Economic Impacts from York University 2018 to 2022**



**Figure A.39: York College’s Impact on the Economy, 2021 (2022 Dollars)**





## Appendix B: Impacts Across Nebraska's 93 Counties

Table B.1: County impacts, 2022 (2022 dollars)				
Geographic area	Jobs (annual average)	Wages & salaries	Sales	Total taxes & fees
Adams	1,705.1	\$104,445,478	\$170,922,260	\$6,783,621
Antelope	8.6	\$525,927	\$860,667	\$34,158
Arthur	0.1	\$7,824	\$12,804	\$508
Banner	0.0	\$2,385	\$3,904	\$154
Blaine	0.2	\$11,895	\$19,464	\$772
Boone	12.1	\$739,453	\$1,210,094	\$48,027
Box Butte	1.8	\$110,412	\$180,687	\$7,172
Boyd	1.2	\$78,719	\$128,823	\$5,113
Brown	1.7	\$107,642	\$176,153	\$6,991
Buffalo	146.5	\$8,977,535	\$14,691,498	\$583,081
Burt	22.9	\$1,402,325	\$2,294,867	\$91,079
Butler	34.3	\$2,104,330	\$3,443,680	\$136,674
Cass	100.6	\$6,163,262	\$10,086,015	\$400,297
Cedar	10.5	\$643,944	\$1,053,797	\$41,823
Chase	2.3	\$139,215	\$227,821	\$9,042
Cherry	2.5	\$147,569	\$241,490	\$9,584
Cheyenne	2.1	\$126,424	\$206,891	\$8,211
Clay	43.7	\$2,682,313	\$4,389,534	\$174,213
Colfax	52.4	\$3,209,495	\$5,252,254	\$208,453
Cuming	52.8	\$3,235,069	\$5,294,105	\$210,114
Custer	12.3	\$754,104	\$1,234,070	\$48,979
Dakota	17.9	\$1,093,010	\$1,788,683	\$70,990
Dawes	1.2	\$78,144	\$127,883	\$5,076
Dawson	28.4	\$1,742,784	\$2,852,020	\$113,192
Deuel	0.5	\$33,099	\$54,164	\$2,150
Dixon	4.4	\$270,561	\$442,767	\$17,573
Dodge	1,486.1	\$91,021,908	\$148,954,944	\$5,911,776
Douglas	4,577.6	\$280,378,458	\$458,831,932	\$18,210,274
Dundy	0.7	\$46,915	\$76,776	\$3,047
Fillmore	36.4	\$2,225,902	\$3,642,630	\$144,570
Franklin	6.0	\$369,329	\$604,397	\$23,988
Frontier	2.0	\$116,775	\$191,098	\$7,585
Furnas	5.5	\$335,224	\$548,585	\$21,773
Gage	78.0	\$4,783,448	\$7,827,986	\$310,680

Garden	0.4	\$21,435	\$35,077	\$1,392
Garfield	3.1	\$187,248	\$306,428	\$12,162
<b>Geographic area</b>	<b>Jobs (annual average)</b>	<b>Wages &amp; salaries</b>	<b>Sales</b>	<b>Total taxes &amp; fees</b>
Gosper	2.6	\$159,878	\$261,636	\$10,384
Grant	0.2	\$17,745	\$29,038	\$1,152
Greeley	4.3	\$262,987	\$430,373	\$17,081
Hall	421.8	\$25,832,194	\$42,273,704	\$1,677,774
Hamilton	54.0	\$3,309,054	\$5,415,180	\$214,920
Harlan	5.5	\$334,691	\$547,711	\$21,737
Hayes	0.2	\$15,238	\$24,934	\$989
Hitchcock	1.2	\$77,021	\$126,044	\$5,003
Holt	11.5	\$703,464	\$1,151,200	\$45,689
Hooker	0.4	\$25,009	\$40,926	\$1,624
Howard	17.3	\$1,056,091	\$1,728,264	\$68,592
Jefferson	25.6	\$1,567,935	\$2,565,884	\$101,836
Johnson	13.8	\$848,258	\$1,388,153	\$55,094
Kearney	39.0	\$2,389,563	\$3,910,457	\$155,200
Keith	5.0	\$308,704	\$505,186	\$20,051
Keya Paha	0.4	\$18,830	\$30,814	\$1,222
Kimball	0.9	\$49,087	\$80,331	\$3,188
Knox	6.7	\$410,529	\$671,819	\$26,664
Lancaster	3,268.7	\$200,217,503	\$327,650,645	\$13,003,912
Lincoln	20.2	\$1,240,023	\$2,029,265	\$80,539
Logan	0.4	\$24,236	\$39,663	\$1,574
Loup	0.2	\$18,017	\$29,484	\$1,170
McPherson	0.1	\$6,328	\$10,354	\$410
Madison	78.4	\$4,804,009	\$7,861,634	\$312,015
Merrick	26.0	\$1,591,695	\$2,604,766	\$103,379
Morrill	0.9	\$50,125	\$82,028	\$3,256
Nance	7.6	\$463,441	\$758,407	\$30,100
Nemaha	14.2	\$869,512	\$1,422,933	\$56,474
Nuckolls	15.9	\$979,008	\$1,602,119	\$63,586
Otoe	70.1	\$4,292,274	\$7,024,193	\$278,779
Pawnee	4.7	\$283,086	\$463,261	\$18,386
Perkins	1.5	\$93,591	\$153,160	\$6,079
Phelps	24.9	\$1,520,775	\$2,488,706	\$98,773
Pierce	10.2	\$620,311	\$1,015,123	\$40,288
Platte	90.9	\$5,569,251	\$9,113,932	\$361,717
Polk	17.5	\$1,069,948	\$1,750,941	\$69,492

Red Willow	10.4	\$638,454	\$1,044,814	\$41,467
Richardson	12.1	\$743,200	\$1,216,227	\$48,269
<b>Geographic area</b>	<b>Jobs (annual average)</b>	<b>Wages &amp; salaries</b>	<b>Sales</b>	<b>Total taxes &amp; fees</b>
Rock	0.9	\$53,601	\$87,716	\$3,482
Saline	502.1	\$30,757,792	\$50,334,314	\$1,997,685
Sarpy	2,183.5	\$133,746,015	\$218,871,812	\$8,686,660
Saunders	155.2	\$9,506,531	\$15,557,187	\$617,439
Scotts Bluff	6.6	\$407,329	\$666,582	\$26,455
Seward	598.5	\$36,662,854	\$59,997,792	\$2,381,213
Sheridan	1.2	\$71,466	\$116,951	\$4,641
Sherman	7.0	\$426,552	\$698,040	\$27,704
Sioux	0.1	\$4,539	\$7,428	\$295
Stanton	8.5	\$518,203	\$848,027	\$33,657
Thayer	18.3	\$1,117,239	\$1,828,331	\$72,564
Thomas	0.4	\$24,267	\$39,712	\$1,576
Thurston	7.8	\$480,905	\$786,990	\$31,234
Valley	9.9	\$610,944	\$999,793	\$39,681
Washington	94.2	\$5,768,931	\$9,440,705	\$374,685
Wayne	11.8	\$720,403	\$1,178,922	\$46,790
Webster	17.3	\$1,054,331	\$1,725,384	\$68,478
Wheeler	1.1	\$66,912	\$109,500	\$4,346
York	640.4	\$39,225,690	\$64,191,803	\$2,547,666
<b>State</b>	<b>17011.9</b>	<b>\$1,042,025,128</b>	<b>\$1,705,246,545</b>	<b>\$67,678,414</b>

Source: Goss and Associates based on IMPLAN multiplier system

Impacts by county presented in this table differ from those presented in Chapter 3 due to the allocation of statewide impacts to the individual 93 counties.



## Appendix C: Why Estimate Impacts?

Since the early 1980s, one of the most frequent applications of economic tools to industrial assessment has been economic impact analysis. The focus of such studies has been to convince policy makers and the general public of the importance of an industry to the economic viability of the industry. However, the assessment of the impact of business investment is fraught with problems.

Due to the rapid growth of tax incentive/subsidy packages, and the belief that states should remain competitive, policymakers in many states and localities have awarded tax incentive packages or made changes to the tax system not well grounded in economic theory or empirical evidence. According to the Council of State Governments, the presence of interstate impacts, as with the universities, necessitates the development of new models of assessment to more properly evaluate the impact of the industry.

At the same time that citizens are asking public officials to be more proactive in economic development, they are holding public officials to a higher level of fiduciary responsibility regarding tax dollars. Given this increased accountability, why have states been slow to adopt evaluation methodologies? According to Bartik (1991), the following represent the primary reasons that states do not use systematic or structured evaluation programs:

- Good evaluations are expensive.
- Findings from analyses are available to states and localities not paying for the assessment.
- Negative evaluations are sometimes used against an industry, whereas positive evaluations are often discounted by critics.
- Obtaining reliable data to produce accurate estimates of both costs and benefits is difficult and fraught with ambiguity.
- The timeframe over which the benefits are derived and costs are incurred is difficult to gauge. Evaluations are simply snapshots of the effect of policy at a particular time with future changes not considered.
- The breadth or diversity of initiatives prevents a systematic or structured evaluation approach. For example, projects usually have different objectives, diverse time-scales and take effect in different ways.

These problems center on measurement issues and include the proper treatment of the industry's impact on spending by local residents, the extent to which the industry diverts spending from other local firms, and the isolation of the industry's impact on other non-education and health-related firms in the area.

Despite these difficulties, the Council of State Governments contends that communities should undertake economic impact analysis to assess the costs and benefits of either retaining an existing event/business or attracting a new event or business (Council of State Governments, 1989). Impact analysis can also be used to tailor tax-restructuring initiatives to the needs of firms and the overall economy, and to ensure that the changes are consistent with the overall economic development plan of

the community or state. Furthermore, many states, including Nebraska, have enacted legislation requiring completion of a cost-benefit assessment by local governments granting tax incentives or concessions.

According to the *Council of State Governments* (1989), states and localities should at least begin systematically collecting data on incentives and monitoring their effects with a comprehensive evaluation in mind. To expand economic development programs on a significant scale, it should be demonstrated to skeptics that these programs have a large effect on state or local area economic performance. While objective evidence of effectiveness will not overcome all political opposition, it can change the terms of the policy debate. Not only can the evaluation affect the actions of public officials, it can push industry leaders to be more vigilant in fully meeting their promises and commitments. The objective of this study is to estimate the public benefits of independent colleges and universities on Nebraska.



According to the Council of State Governments (1989), states and localities should be at least begin systematically collecting data on incentives and monitoring their effects with a comprehensive evaluation in mind.



## Appendix D: Types of Economic Impacts

Economic impacts can be divided into direct, indirect and induced impacts. The most obvious direct impact of the higher education spending on the economy comes in the form of university and college salaries and purchases of supplies from vendors in the region. Indirect impacts come from expenditures by these vendors to their suppliers. Employees of the supplying firms spend their wages and salaries in Nebraska. This re-spending, or second round multiplying, is referred to as an induced impact. From an economic perspective, tuition revenues, federal research funds and visitor revenues represent new dollars in the state's economy and are thus very powerful in generating jobs and income for the area.

**Direct Economic Impacts (Round 1):** College and university revenues flowing into the state have direct economic effects on their local economies by making expenditures for goods and services and by paying employee salaries. The most obvious direct expenditures are payment of wages to workers employed by independent colleges and universities.

In addition, expenditures by business visitors to the institutions in the area produce direct impacts on the region affecting primarily the Wholesale and Retail Trade Industry. Examples of direct economic impacts are color-coded green in Figure B1.

**Indirect Economic Impacts (Round 2):** Independent colleges and universities also produce indirect economic effects on the area economy. For example, office supply companies buy merchandise from area wholesalers. Furthermore, institution expenditures encourage the startup and expansion of other businesses related to the college or university. Independent colleges and universities generate indirect effects by increasing: (a) the number of firms drawn to a community, (b) the volume of deposits in local financial institutions and, (c) economic development. Examples of indirect economic impacts are color-coded blue in Figure B1.

**Induced Economic Impacts (Round 3):** Induced impacts in the region occur as the initial spending feeds back to industries in the region when workers in the area purchase additional output from local firms in a second round of spending. That is, higher education spending increases overall income and population, which produces another round of increased spending adding to sales, earnings and jobs for the area.



## Appendix E: IMPLAN Multipliers

The Forestry Service of the U.S. Department of Agriculture developed the IMPLAN multipliers in the 1980s (U.S. Forest Service, 1985). For very populous areas, IMPLAN divides the economy into 528 industrial sectors. Industries that do not exist in the region are automatically eliminated during user construction of the model (e.g. coal mining in Lancaster County). IMPLAN uses an industry-based methodology to derive its input- output coefficients and multipliers. Primary sources for data are County Business Patterns data and Bureau of Economic Analysis data.

Researchers have used IMPLAN to estimate the impact of changes in military spending on the Washington State economy (Hughes, et. al, 1991). IMPLAN and RIMS (Regional Input-Output Modeling System) are two of the most widely used multiplier models. IMPLAN has been compared to other multiplier systems and found to produce reliable estimates (Richman and Schwer, 1993). Likewise, Crihfield and Campbell (1991), in estimating the impacts of opening an automobile assembly plant, concluded that IMPLAN's outcomes are, on balance, somewhat more accurate than RIMS.

IMPLAN multipliers possess the following advantages over other I-O Multiplier Systems:

1. Price changes are accounted for in the creation of the multipliers.
2. Employment increases or decreases are assumed to produce immediate in or out-migration.
3. Multipliers are produced at reasonable costs by third party vendors.

IMPLAN produces five different sets of multipliers. This study focuses primarily on four of these multipliers. Descriptions of the four multipliers are presented in Table E1.

**Table E1: Multipliers provided by IMPLAN and used in this study**

Types of Multipliers	Descriptions
Output Multipliers	Represents the value of production required from all sectors to deliver one dollar's worth of output in a particular sector. For colleges and universities, this multiplier is generally in the range of 1.5 to 2.0.
Wage & Salary Multipliers	Shows the direct, indirect, and induced employee wages and salaries generated per dollar of higher education spending (injection). For colleges and universities, this multiplier ranges between .65 and .85.
Employment Multipliers	Direct, indirect and induced employment effects from the production of one million dollars of new spending (injection). For colleges and universities, this multiplier is between 30.0 and 50.0.
Proprietary Multipliers	Shows the direct, indirect, and induced self-employment income per dollar of college and university spending (injection). For colleges and universities, this multiplier ranges between .05 and .10.
Tax Multipliers	Direct, indirect and induced tax effects from each dollar of independent university spending. This multiplier ranges between .05 to .10.

## Appendix F: Researchers Biographies

**Ernie Goss** is the Jack MacAllister Chair in Regional Economics at Creighton University and is the initial director for Creighton's Institute for Economic Inquiry. He is also principal of the Goss Institute in Denver, CO. Goss received his Ph.D. in economics from The University of Tennessee in 1983 and is a former faculty research fellow at NASA's Marshall Space Flight Center. He was a visiting scholar with the Congressional Budget Office for 2003-2004 and has testified before the U.S. Congress, the Kansas Legislature, and the Nebraska Legislature. In the fall of 2005, the Nebraska Attorney General appointed Goss to head a task force examining gasoline pricing in the state.

He has published more than 100 research studies focusing primarily on economic forecasting and on the statistical analysis of business and economic data. His book Changing Attitudes Toward Economic Reform During the Yeltsin Era was published by Praeger Press in 2003, and his book Governing Fortune: Casino Gambling in America was published by the University of Michigan Press in March 2007.

He is the editor of Economic Trends, an economics newsletter published monthly with more than 11,000 subscribers, producing a monthly business conditions index for the nine-state Mid-American region, and conducts a survey of bank CEOs in 10 U.S. states. Survey and index results are cited each month in approximately 100 newspapers. Citations have included the New York Times, Wall Street Journal, Investors Business Daily, The Christian Science Monitor, Chicago Sun Times, and other national and regional newspapers and magazines. Each month 75-100 radio stations carry his Regional Economic Report.

**Scott Strain** is a senior research economist at Goss & Associates. He has worked as an economist and statistician for more than 20 years providing forecasts and analysis across a wide range of industries. Scott served as an industry economist, working in new product development regarding both quantitative and qualitative research. Scott was Senior Director of Research for an economic development agency, providing economic impact and tax incentive analysis to both private businesses and government entities. He served on the business advisory committee that worked with Nebraska state senators and the director of the state's Economic Development Department to develop the Nebraska Advantage Act – a comprehensive package of business incentives that has helped to add more than \$6 billion in new capital investment and over 13,000 new jobs in the state of Nebraska since the Act's inception in 2006.

**Monique Devillier** is a Research Associate at Goss & Associates. She has a Bachelor of Liberal Studies from the University of Iowa. She was a small business owner in Omaha, Nebraska. She has worked for Higgins Law as a project coordinator and legal assistant as well as an office manager for PSC Construction. Monique was one of the original co-founders of a non-profit in Blair, Nebraska and served on the board for more than nine years. She was Sergeant At Arms for the 21-22 year at Suburban Rotary, where she has been a member for more than six years and currently serves on the board.



**Jackson Overfelt** works as a Research Assistant at Goss & Associates. Jackson is a student at Creighton University's Heider College of Business, where he is pursuing a bachelor's degree in Finance and Economics. Jackson has assisted in research studies at Goss & Associates, and was recently a part of Creighton's research project that studied the Economic Impact of Affordable Housing, Workforce Development, and Childcare Support.

**Lily Teunissen** works with Goss & Associates as a Research Assistant. Lily is a student at Creighton University in Omaha, Nebraska. In May 2025 she will graduate with her Bachelor of Science in Business Administration with majors in Economics and International business. Currently, Lily is working on a research project with the Creighton Institute of Economic Inquiry that will greatly benefit a portion of the Omaha community below the poverty line, while also adding to the economic well-being of Omaha as a whole. Lily has received many honors in her time at Creighton including being selected as a Deans' Fellow Honors Program student, the Anna Tyler Waite Leadership Program member, Deans' List student, Deans Honor Roll for Social Responsibility student, and the National Society of Leadership and Success member. She also partakes in academic colloquiums, the Women in Business Club, intramural sports, and as volunteer for Habitat for Humanity.

## Appendix G: Past Impact Studies

Impact studies completed by Goss & Associates for the past two years (additional available upon request).

1. Fall 2022. "Nebraska's Independent Colleges and Universities: Spurring Economic Growth and Brain Gain for the State and Its Counties," produced for the Council of Independent Nebraska Colleges Foundation.
2. Fall 2022. "The Economic Impact of a Carbon Capture Pipeline on Illinois" produced for Wolf Carbon Solutions.
3. Summer 2022. "The Economic Impact of a Carbon Capture Pipeline on Iowa," produced for Wolf Carbon Solutions.
4. Summer 2022. "Iowa, a Renewable Energy Juggernaut: Wind and Solar Economic Impacts," produced for Iowa Conservative Energy Forum.
5. Summer 2022. "The Economic Impact of Cattlemen's Heritage Beef Processing Plant on the State of Iowa," produced for Ten Corporation.
6. Spring 2022. The Economic Impact of West Liberty Foods' Proposed Facility, June 2023 to December 2038 West Liberty Foods, West Liberty, Iowa.
7. Spring 2022. "The Economic Impact of a Landfill RNG System on Winnebago County, Illinois, produced for EcoEngineers, Des Moines, Iowa.
8. Winter 2022. Iowa's Insurance Industry a U.S. Leader: Generating Economic Returns for the State.
9. Fall 2021. The Pluses and Minuses of a Racino in Norfolk: Can It Emerge as a Destination Casino? Produced for Concerned Citizens of Norfolk.
10. Summer 2021. Leveraging Private Assets for the Public Good: The Economic Benefits of Omaha's Missouri River Revitalization.
11. Summer 2021. Cattlemen's Heritage Beef Plant: Its Economic Impact on Mills/ Pottawattamie Counties and Iowa, 2022-2028.
12. Spring 2021. The College World Series and the Omaha Economy: Impacts 2003 - 2019. Produced for College World Series, Inc.
13. Spring 2021. The Economic Impact of the Sustainable Beef Plant on the City of North Platte, Nebraska. produced for Sustainable Beef, LLC.
14. Winter 2020. Midtown Crossing: Transforming Midtown Omaha and Boosting the Overall Omaha Economy. Produced for East Campus Realty. Spring 2019.

## Appendix H: Additional Information

Institution	Nonresident alien	Race/ethnicity unknown	Two or more races	White	Native Hawaiian or Other Pacific Islander	Hisppanic	Black or African American	Asian	American Indian or Alaska Native
<b>Bellevue University</b>	0%	6%	3%	57%	1%	14%	14%	5%	1%
<b>Bryan College of Health Sciences</b>	0%	0%	1%	89%	0%	4%	3%	3%	0%
<b>Clarkson College</b>	0%	7%	5%	73%	0%	3%	7%	3%	1%
<b>College of Saint Mary</b>	1%	1%	3%	67%	0%	18%	8%	3%	0%
<b>Concordia University-Nebraska</b>	2%	15%	3%	66%	0%	7%	3%	2%	0%
<b>Creighton University</b>	2%	1%	5%	72%	0%	9%	3%	8%	0%
<b>Doane University</b>	2%	4%	3%	78%	0%	8%	4%	1%	0%
<b>Hastings College</b>	6%	5%	4%	69%	0%	11%	4%	0%	0%
<b>Midland University</b>	1%	11%	1%	61%	0%	16%	7%	3%	0%
<b>Nebraska Methodist College of Nursing &amp; Allied Health</b>	0%	5%	3%	76%	0%	7%	5%	3%	0%
<b>Nebraska Wesleyan University</b>	2%	2%	3%	80%	0%	8%	3%	3%	0%
<b>Union College</b>	4%	6%	4%	52%	1%	20%	9%	5%	0%
<b>York College</b>	6%	7%	1%	55%	1%	15%	11%	1%	3%
<b>Total all institutions</b>	1%	7%	3%	65%	0%	11%	8%	4%	0%

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

This economic impact study has been funded through a capacity-building grant from the Council of Independent Colleges (CIC).