KU THE UNIVERSITY OF KANSAS

Main Report

PUBLISHED MARCH 2025

The Economic Value of the University of Kansas to Kansas

Reflects FY 2023

Lightcast

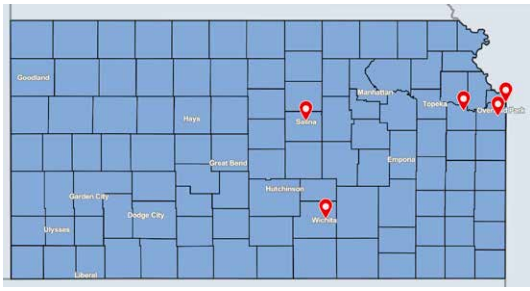
Contents

Executive summary

This report assesses the impact of the University of Kansas (KU) on the state economy and the benefits generated by the university for students, taxpayers, and society. The analysis includes the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association. The results of this study show that KU creates a positive net impact on the state economy and generates a positive return on investment for students, taxpayers, and society.

Economic impact analysis

During the analysis year, KU spent $2.9 billion on payroll and benefits for 29,752 full-time and part-time employees, and spent another $2.6 billion on goods and services to carry out its day-to-day operations, construction, and research activities. This initial round of spending creates more spending across other businesses throughout the state economy, resulting in the commonly referred to multiplier effects. This analysis estimates the net economic impact of KU that directly accounts for the fact that state and local dollars spent on KU could have been spent elsewhere in the state if not directed toward KU and would have created impacts regardless. We account for this by estimating the impacts that would have been created from the alternative spending and subtracting the alternative impacts from the spending impacts of KU.



Campuses

This analysis shows that in fiscal year (FY) 2023 (July 2022 – June 2023), operations, construction, research, entrepreneurial, visitor, and student spending, together with the enhanced productivity of its alumni, generated **$7.8 billion** in added income for the Kansas economy. The additional income of $7.8 billion created by KU is equal to approximately **3.9%** of the total gross state product (GSP) of Kansas. For perspective, this impact from the university is nearly twice as large as the entire Accommodation & Food Services industry in the state. The impact of $7.8 billion is equivalent to supporting **87,693 jobs**. For further perspective, this means that **one out of every 23 jobs** in Kansas is supported by the activities of KU and its students. These economic impacts break down into seven constituent parts.

The additional income of **$7.8 billion** created by KU is equal to approximately **3.9%** of the total gross state product of Kansas.

Operations spending impact

Payroll and benefits to support KU's day-to-day operations amounted to $2.8 billion. The university's non-pay expenditures amounted to $2.2 billion.[1] The net impact of operations spending by the university in Kansas during the analysis year was approximately **$4.7 billion** in added income, which is equivalent to supporting **53,031 jobs**.

Construction spending impact

KU invests in capital projects each year to maintain its facilities, create additional capacities, and meet its growing educational demands. While the amount varies from year to year, these quick infusions of income and jobs have a substantial impact on the state economy. In FY 2023, KU's construction spending generated **$52.4 million** in added income, which is equivalent to supporting **670 jobs**.

Research spending impact

Research activities of KU impact the state economy by employing people and making purchases for equipment, supplies, and services. They also facilitate new knowledge creation throughout Kansas. In FY 2023, KU spent $154.3 million on payroll and $218.6 million on other expenditures to support research activities (excluding indirect costs). Research spending of KU generated **$315.0 million** in added income for the Kansas economy, which is equivalent to supporting **3,460 jobs**.

Start-up company impact

KU creates an exceptional environment that fosters innovation and entrepreneurship, evidenced by the number of start-up companies related to KU in the state. In FY 2023, start-up companies related to KU added **$89.4 million** in income for the Kansas economy, which is equivalent to supporting **568 jobs**.[2]

Visitor spending impact

Out-of-state visitors attracted to Kansas for activities hosted by KU brought new dollars to the economy through their spending at hotels, restaurants, gas stations, and other businesses in the state. The spending from these visitors added approximately **$86.6 million** in income for the Kansas economy, which is equivalent to supporting **1,664 jobs**.[3]

1 Employees and finances of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association are included in the operations spending impact. Research employees and their payroll, as well as non-pay expenses for research and construction, are excluded from this impact as they are measured in the following impacts.

2 Only the start-up companies formally formed and affiliated with KU were included. The KU Innovation Park formed other start-up companies that were not attributed to KU and thus excluded from this impact.

3 Even though KU reported hundreds of thousands of out-of-state visitors, this number is conservative because KU was unable to collect visitor data for all events hosted by the university.

Student spending impact

Approximately 42% of credit students attending KU originated from outside the state. The majority of these students relocated to Kansas to attend the university. In addition, some students, referred to as retained students, are residents of Kansas who would have left the state if not for the existence of KU. The money that these students spent toward living expenses in Kansas is attributable to KU.

The expenditures of relocated and retained students in the state during the analysis year added approximately **$39.0 million** in income for the Kansas economy, which is equivalent to supporting **739 jobs**.

Alumni impact

Over the years, students gained new skills, making them more productive workers, by studying at KU. Today, tens of thousands of these former students are employed in Kansas. According to Lightcast's Alumni Pathways, more graduates of KU work in Kansas than graduates of any other university. Many KU alumni are employed in the state workforce in industry sectors such as Government, Education; Professional & Technical Services; Health Care & Social Assistance; Manufacturing; and Finance & Insurance, with their top occupations being chief executives, postsecondary teachers, managers (such as operations, financial, sales, and marketing), registered nurses, and lawyers.

The accumulated impact of former students currently employed in the Kansas workforce amounted to **$2.5 billion** in added income for the Kansas economy, which is equivalent to supporting **27,560 jobs**.

Important note

Lightcast's approach to an economic impact study is to consider the following hypothetical question: How would economic activity change in the state if KU and its alumni did not exist in the analysis year? This means we employ counterfactual scenarios to take a conservative, net approach to measuring impacts and benefits. You can have peace of mind that their results are built on statistically robust and fiscally conservative information.

We aim to be conservative in our methodologies. The impacts presented in the analysis are reported as net impacts. The gross impacts represent an upper-bound estimate of all economic activity stemming from the university. We adjust this downward by considering several counteractions that result in the net impact being a truer and more accurate impact. For example, for the operations impact, we estimate the counterfactual by simulating a scenario where in-state monies spent on the university are instead spent by local taxpayers and in-state students, thus creating an impact regardless of KU's presence in the state. In addition, we do not consider the entire year's student population in the student spending impact; we only consider those who would not have been in the state economy if not for KU's presence. Similarly, we only measure the impact of visitors from outside the state. In every impact, alterative scenarios are considered, measured, and net out to arrive at a more accurate calculation of the economic activity truly attributable to KU.

When reviewing the impacts estimated in this study, it is important to note that the study reports impacts in the form of added income rather than sales or output. Whereas the impact in terms of added income is $7.8 billion, the impact in terms of sales is $14.8 billion. Sales includes all of the intermediary costs associated with producing goods and services, as well as money that leaks out of the state as it is spent at out-of-state businesses. Income, on the other hand, is a net measure that excludes these intermediary costs and leakages and is synonymous with gross state product (GSP) and value added. For this reason, Lightcast's economic impact study focuses on added income rather than sales as the impact measure.

Investment analysis

Investment analysis is the practice of comparing the costs and benefits of an investment to determine whether it is profitable. This study evaluates KU as an investment from the perspectives of students, taxpayers, and society.

Student perspective

Students invest their own money and time in their education to pay for tuition, books, and supplies. Some take out student loans to attend the university, which they will pay back over time. While some students were employed while attending the university, students overall forewent earnings that they would have generated had they been in full employment instead of learning. Summing these direct outlays, opportunity costs, and future student loan costs yields a total of **$555.8 million** in present value student costs.

In return, students will receive a present value of **$3.2 billion** in increased earnings over their working lives. This translates to a return of **$5.70** in higher future earnings for every dollar that students invest in their education at KU. The corresponding annual rate of return is **22.3%**.

Taxpayer perspective

Kansas taxpayers provided **$401.9 million** of state and local funding to KU in FY 2023. In return, taxpayers will receive an estimated present value of **$1.1 billion** in added tax revenue stemming from the students' higher lifetime earnings and the increased output of

For every tax dollar spent educating students attending KU, Kansas taxpayers will receive an average of **$2.90** in return over the course of the students' working lives.

businesses. Savings to the public sector add another estimated **$95.8 million** in benefits due to a reduced demand for government-funded social services in Kansas. Total Kansas taxpayer benefits amount to **$1.1 billion**, the present value sum of the added tax revenue and public sector savings. For every tax dollar spent educating students attending KU, Kansas taxpayers will receive an average of **$2.90** in return over the course of the students' working lives.

Social perspective

In FY 2023-24, the total costs incurred by KU and its students amounted to **$5.8 billion**. This includes the university's expenditures, student expenses, and student opportunity costs. In return, the state of Kansas will receive an estimated present value of **$9.9 billion** in added state revenue over the course of the students' working lives. Kansas will also benefit from an estimated **$465.9 million** in present value social savings related to reduced crime, lower welfare and unemployment assistance, and increased health and well-being across the state. For every dollar society invests in KU, an average of **$1.80** in benefits will accrue to Kansas over the course of the students' careers.

Acknowledgments

Lightcast gratefully acknowledges the excellent support of the staff at the University of Kansas in making this study possible. Special thanks go to Dr. Douglas A. Girod, Chancellor, who approved the study, and to Patricia Bergman, Associate Vice Chancellor for Economic Development; Chris Gregory, Chief Marketing Officer; Gwen Bohling, Director of Official Reporting, Analytics, Institutional Research, & Effectiveness, and Mason Jackson, Senior Principal Analyst, Analytics, Institutional Research, & Effectiveness, who collected much of the data and information requested. Any errors in the report are the responsibility of Lightcast and not any of the above-mentioned individuals.

Chapter 1:

Introduction

THE UNIVERSITY OF KANSAS (KU), established in 1865, grew to serve in fiscal year (FY) 2023 a total of 26,708 credit and 22,379 non-credit students. The university is led by Dr. Douglas A. Girod, Chancellor. The university's service region, strictly for the purpose of this report, is the entire state of Kansas. A separate analysis is available on the impact of the university on the Kansas City metro area (which includes several counties in Missouri).

While this study only considers the economic benefits generated by KU, it is worth noting the state receives a variety of benefits from the university, including social and cultural benefits that are difficult to quantify. The university naturally helps students achieve their individual potential and develop the knowledge, skills, and abilities they need to have fulfilling and prosperous careers. However, KU impacts Kansas beyond influencing the lives of students. The university's program offerings supply employers with workers to make their businesses more productive. The university, its day-to-day and construction operations, its research and entrepreneurial activities, and the expenditures of its visitors and students support the state economy through the output and employment generated by state businesses. The benefits created by the university extend as far as the state treasury in terms of the increased tax receipts and decreased public sector costs generated by students across the state.

KU impacts Kansas beyond influencing the lives of students.

This report assesses the impact of KU as a whole on the state economy and the benefits generated by the university for students, taxpayers, and society. The approach is twofold. We begin with an economic impact analysis of the university on the Kansas economy. To derive results, we rely on a specialized Multi-Regional Social Accounting Matrix (MR-SAM) model to calculate the added income created in the Kansas economy as a result of increased consumer spending and the added knowledge, skills, and abilities of students. Results of the economic impact analysis are broken out according to the following impacts: 1) impact of the university's operations spending, 2) impact of the university's construction spending, 3) impact of research spending, 4) impact of entrepreneurial activities, 5) impact of visitor spending, 6) impact of student spending, and 7) impact of alumni who are still employed in the Kansas workforce.

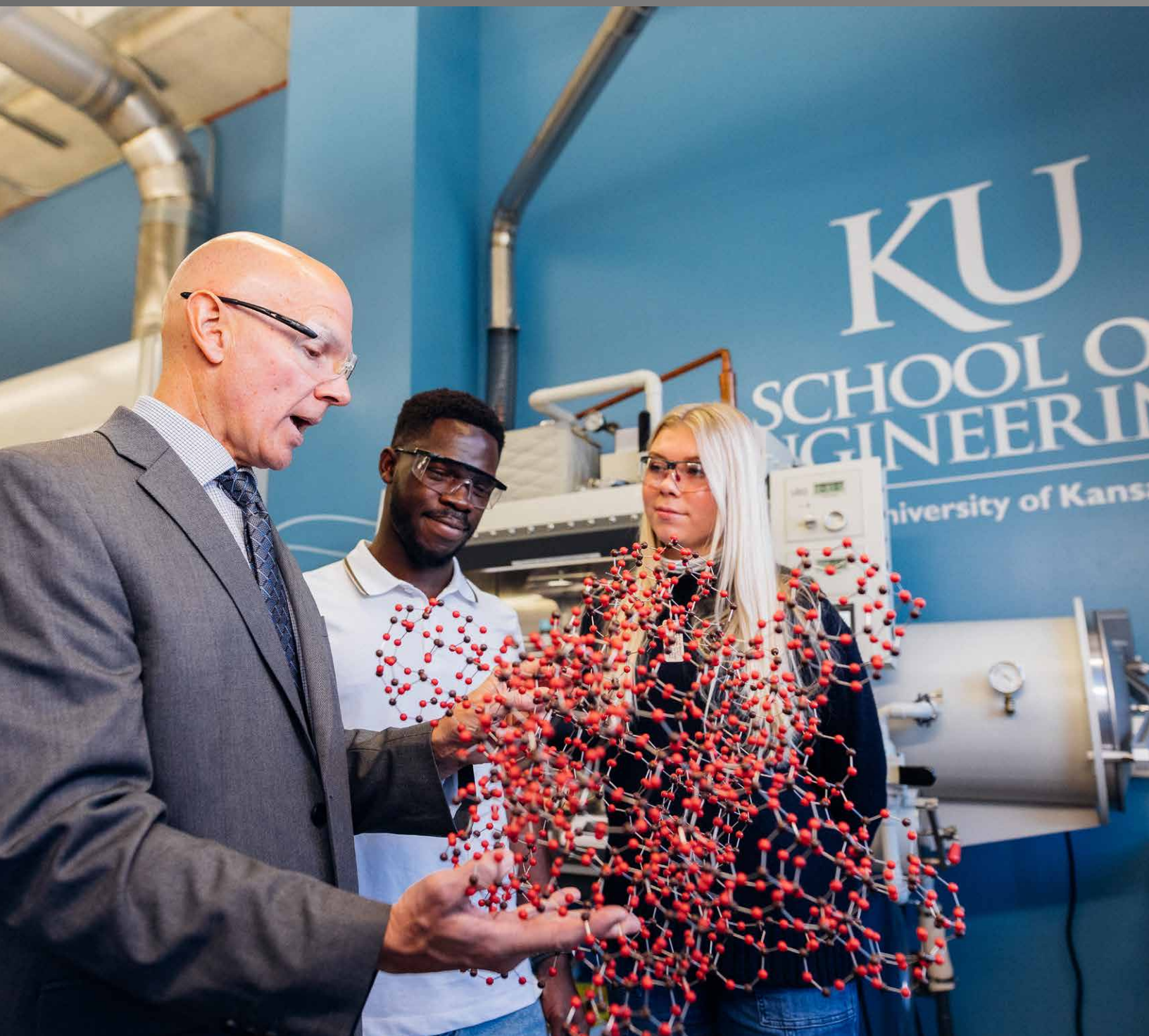
The second component of the study measures the benefits generated by KU for the following stakeholder groups: students, taxpayers, and society. For students, we perform an investment analysis to determine how the money spent by students on their education performs as an investment over time. The students' investment in this case consists of their out-of-pocket expenses, the cost of interest incurred on student loans, and the opportunity cost of attending the university as opposed to working during their time studying and in the classroom. In return for these investments, students receive a lifetime of higher earnings. For taxpayers, the study measures the benefits to state taxpayers in the form of increased tax revenues and public sector savings stemming from a reduced demand for social services. Finally, for society, the study assesses how the students' higher earnings and improved quality of life create benefits throughout Kansas as a whole.

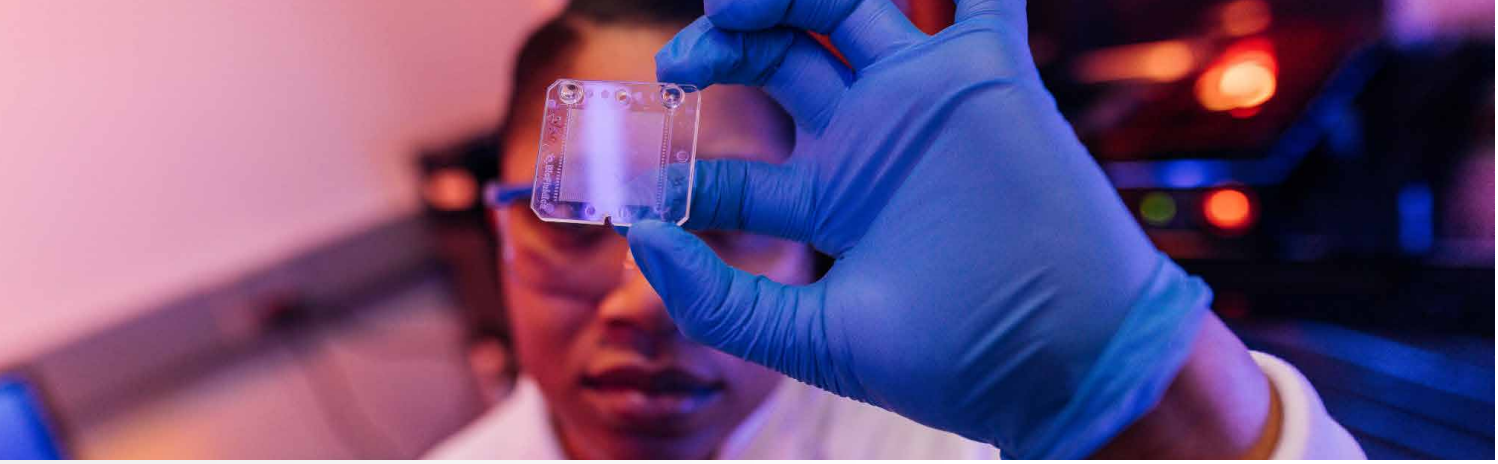
The study uses a wide array of data from several sources, including the FY 2023 academic and financial reports from KU; alumni records matched to Lightcast's Alumni Pathways database[4]; industry and employment data from the Bureau of Labor Statistics and Census Bureau; outputs of Lightcast's impact model and MR-SAM model; and a variety of published materials relating educational attainment to social behavior.

4 Lightcast matches KU student records with Lightcast's database of over 120 million individual profiles aggregated from professional portfolio and networking sites to arrive at KU's alumni career outcomes and pathways data.

Chapter 2:

Profile of the University of Kansas and the economy





THE UNIVERSITY OF KANSAS (KU) is a highly-regarded, premier, research-oriented, public university based in Lawrence, Kansas with four other campuses across the state. The flagship university in the state, KU offers a variety of undergraduate, graduate, and professional course and degree options while cultivating community and sharing its rich history and traditions with each new class of students. In fiscal year (FY) 2023, the university enrolled more than 26,700 undergraduate and graduate students as well as 22,400 non-credit students representing more than 116 countries.

Founded in 1865, KU is one of the state's oldest institutions of higher education and was among the first public institutions in the U.S. to admit both men and women on equal terms. Since its establishment more than 150 years ago, KU has grown to become an international leader in academics and research supported by nearly 30,000 faculty, clinicians, physicians, nurses, and staff[5] across multiple campuses. Additionally, the university boasts a robust network of more than 350,000 alumni worldwide.

The flagship university in the state, KU offers a variety of undergraduate, graduate, and professional course and degree options while cultivating community and sharing its rich history and traditions with each new class of students.

KU provides exceptional educational opportunities in a variety of formats, including in-person and online options. With more than 400 degree and certificate programs across 14 academic schools, KU's flexible learning models and diverse disciplines make it easy for students to explore interests and gain skills. KU's 14 schools include Architecture & Design, Business, Education & Human Sciences, Engineering, Journalism & Mass Communications, Health Professions, Law, Liberal Arts & Sciences, Medicine, Music, Nursing, Pharmacy, Professional Studies, and Social Welfare. In addition, KU is also known for its world-class medical center offering top-ranked academic and research programs as well as the University of Kansas Cancer Center, which is a National Cancer Institute designated comprehensive cancer center.

The university offers a multitude of opportunities for students to connect and engage on campus, including more than 500 student clubs and organizations and NCAA Division I athletics. Additionally, students enjoy a student-to-faculty ratio of 17:1 and receive personalized attention from dedicated, world-class faculty. As a Carnegie R1

5 Employees of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association are included.

(very high research activity) university, KU prioritizes and supports relevant and innovative applied research aimed at solving complex contemporary problems and engages in a wide variety of research activity with $466.2 million in research expenditures in FY 2023. Research opportunities for students abound at the university and participation in cutting-edge projects is encouraged. KU's Center for Undergraduate Research provides campus-wide programs that celebrate undergraduate research at KU; engaging and advising students in their development as researchers and providing resources for instructors and mentors. Further, KU's Office of Research advocates for research, scholarship, and creative activity and provides services in research administration, finance, and integrity.

In addition to providing excellent academic opportunities for students, KU enhances the lives of community members through connection, engagement, and service. Local residents and visitors alike are encouraged to enjoy exhibits at the Spencer Museum of Art, learn about ecology and evolution at the KU Biodiversity Institute and Natural History Museum, take in a show at the KU Theater, and cheer on the Jayhawks at David Booth Kansas Memorial Stadium and Allen Fieldhouse.

KU is also a vital asset to Kansas employers. For example, the KU Innovation Park is committed to innovation and economic development, supports entrepreneurs, and provides strategic business services and customizable space. In addition to the main campus in Lawrence, the university has four other campuses throughout the state, the Edwards campus is located in Overland Park, the KU Medical Center is in Kansas City, and there are two medical campuses in Wichita and Salina. The University of Kansas Health System has nine hospitals and over 140 clinic locations. Through key partnerships with industry and organizations, the university provides enrichment opportunities for the community, supports economic development in the state, and provides state residents with access to quality health care.

One KU initiative seeks to enhance collaboration

Having spent more than 30 years at the University of Kansas, Chancellor Douglas A. Girod knows all too well the quirks of KU's structure, including the silos that often stifle collaboration.

That's why in 2024, he announced a historic shift in the university's leadership structure with an eye toward bridging longtime disconnects between the university's various campuses. Under the Chancellor's new "One KU" structure, top leaders now have responsibilities for all five KU campuses: Lawrence and Edwards, as well as the KU Medical Center campuses in Kansas City, Salina, and Wichita. In addition, KU Medical Center and The University of Kansas Health System will collaborate more closely on their shared mission of caring, healing, teaching, and discovery that distinguishes KU as one of the nation's leading academic medical centers and a driver of economic growth in the region.

"The goal of this initiative is to eliminate barriers between our campuses and units in a way that enhances collaboration, reduces obstacles, addresses challenges, and positions us to seize opportunities," Girod said in his announcement of the One KU initiative. "We know changes won't happen overnight, but once this new structure fully takes effect, there's no question it will benefit each aspect of our mission of education, service, and research, and do so in a way that positions KU to continue driving prosperity in our region."

KU employee and finance data

The study uses two general types of information: 1) data collected from the university and 2) state economic data obtained from various public sources and Lightcast's proprietary data modeling tools.[6] This chapter presents the basic underlying information from KU used in this analysis and provides an overview of the Kansas economy.

Employee data

Data provided by KU include information on faculty and staff by place of work and by place of residence. These data appear in Table 2.1. As shown, KU employed 27,430 full-time (19,441 were employed at the University of Kansas Health System) and 2,322 part-time faculty, clinicians, physicians, nurses, and staff in FY 2023 (including student workers).[7] Of these, 96% worked in the state and 86% lived in the state. These data are used to isolate the portion of the employees' payroll and household expenses that remains in the state economy.

Table 2.1: Employee data, FY 2023

	KU (excluding Health Systsem)	University of Kansas Health System	Total KU employees
Full-time employees	7,989	19,441	27,430
Part-time employees	2,322	0	2,322
Total employees	**10,311**	**19,411**	**29,752**
% of employees who work in the state			96%
% of employees who live in the state			86%

Source: Data provided by KU

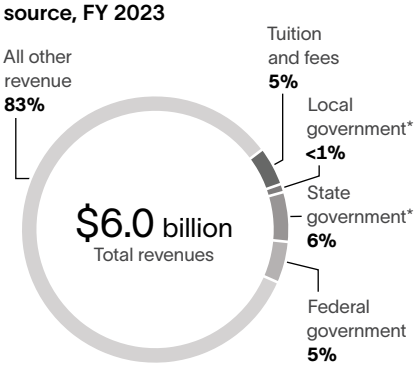
6 See Appendix 5 for a detailed description of the data sources used in the Lightcast modeling tools.

7 Employees of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association are included.

Revenues

Figure 2.1 shows the university's annual revenues by funding source—a total of $6.0 billion in FY 2023. As indicated, tuition and fees comprised 5% of total revenue, and revenues from local, state, and federal government sources comprised another 11%. All other revenue (i.e., auxiliary revenue, sales and services, interest, and donations) comprised the remaining 83%. These data are critical in identifying the annual costs of educating the student body from the perspectives of students, taxpayers, and society.

Figure 2.1: KU revenues by source, FY 2023



*Revenue from state and local governments includes capital appropriations. Revenues of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association are included in the figure.

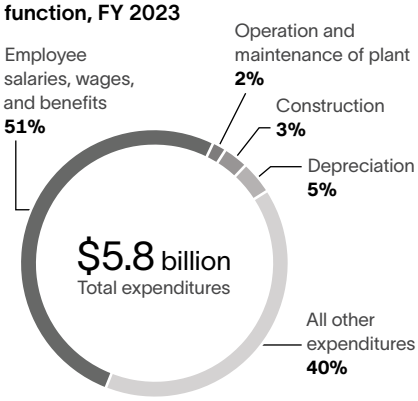
Percentages do not sum to 100% due to rounding.

Source: Data provided by KU

Expenditures

Figure 2.2 displays KU's expense data. The combined payroll at KU, including KU student worker salaries and wages, amounted to $2.9 billion. This was equal to 51% of the university's total expenses for FY 2023. Other expenditures, including operation and maintenance of plant, construction, depreciation, and purchases of supplies and services, made up $2.8 billion. When we calculate the impact of these expenditures in Chapter 3, we exclude depreciation expenses, as they represent a devaluing of the university's assets rather than an outflow of expenditures.

Figure 2.2: KU expenses by function, FY 2023



Percentages do not sum to 100% due to rounding. Expenditures of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association are included in the figure.

Source: Data provided by KU

KU students

The data on KU students stemmed from two different data sources: Lightcast's Alumni Pathways and KU's current student data. The Alumni Pathways data are used to inform the earnings that KU students are expected to make, as well as the industries in which they are expected to be employed.

KU Alumni Pathways findings

Lightcast's Alumni Pathways database has more than 145 million professional profiles filterable by education level, job title, employer, occupation, location, as well as other demographic parameters. The database contains an aggregate set of profiles from the open web, namely from all the major professional profile sites. Using the 274,736 unique—unduplicated at the student level—records provided by KU of individuals who graduated from KU, Lightcast identified the current occupations of alumni, combined with their programs of study while at KU, graduation year, and more. Through this process, Alumni Pathways matched a total of 120,664, or 44%, unique profiles of KU graduates from as early as the class of 1954. According to Lightcast's Alumni Pathways, more graduates of KU work in Kansas than graduates of any other university

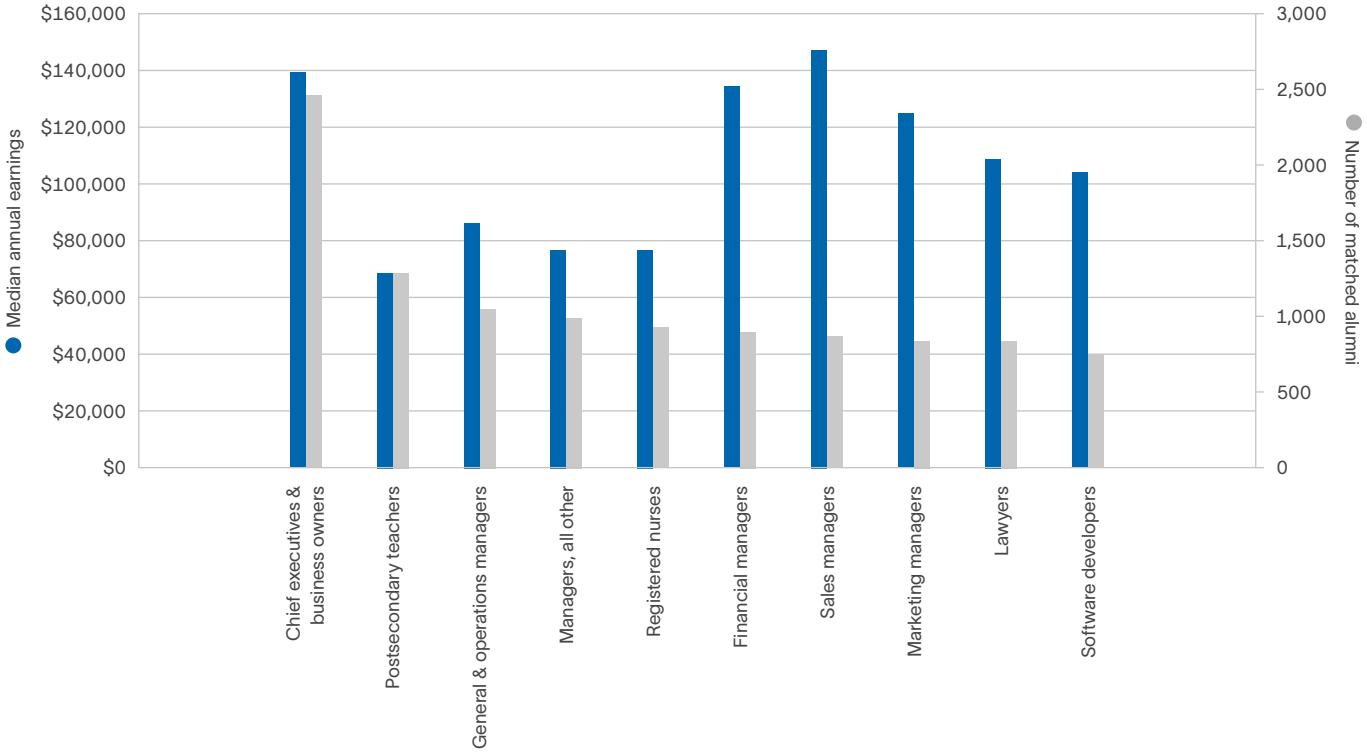
The data was used to supplement the earnings data in the alumni impact and investment analysis, as well as to determine which industries alumni are employed in when calculating the alumni impact and associated multiplier effects. Alumni records used to inform Lightcast's earnings data are limited to those listing degree level and place of residence. For example, of the 120,664 unique profiles of KU graduates, 44,206 reside within Kansas. Another sample of 28,274 alumni records with occupation and industry subsector data for the last place of employment was used to inform the industries in which KU alumni are employed throughout the state.

About 63% of the KU matched alumni hold a bachelor's degree and 23% have a master's degree from KU. Approximately 4% earned a doctoral degree and an additional 9% earned a professional degree. The remaining 1% completed a certificate.

When using the Alumni Pathways data to determine in which occupations and industries KU alumni are employed, a tagging process of self-reported job titles to five-digit Standard Occupational Classification (SOC) codes is used to map each SOC code listed within each industry sector. A sample of 28,374 records was used to determine the industries of KU alumni residing in Kansas. Of the matched alumni identified as residing in the state, about 17% are employed in Government Education; 17% are in the Professional & Technical Services industry sector (including but not limited to Offices of Lawyers, Engineering Services and Architectural Services); 13% work in Health Care & Social Assistance; another 10% are employed in Manufacturing; and

8% are employees of the Finance & Insurance industry sector. These are the top five industry sectors employing KU alumni in Kansas. When considering occupations at the five-digit SOC code, the top 10 occupations represent 30% of the total sample (Figure 2.3).

Figure 2.3: Top 10 occupations of KU matched alumni with their associated median annual earnings



Source: Data provided by KU and Lightcast's Alumni Pathways

Using this alumni occupation data and Lightcast's earnings data as gathered from the Occupational Employment and Wage Statistics along with the American Community Survey and weighting the resulting earnings by Kansas alumni match rates by degree level, we can estimate the average earnings of workers in the state and inform the alumni earnings as outlined at the end of this chapter.

KU FY 2023 student data

KU served 26,708 students taking courses for credit and 22,379 non-credit students in FY 2023. These numbers represent unduplicated student headcounts. Table 2.2 summarizes the breakdown of the student population and their corresponding awards and credits by education level. In FY 2023, KU served 615 professional graduates, 377 PhD graduates, 1,490 master's degree graduates, 140 postbaccalaureate certificate completers, 3,898 bachelor's degree graduates, and 98 certificate completers. Another 19,776 students enrolled in courses for credit but did not complete a degree during the reporting year.[8] The university offered dual credit courses to high schools, serving a total of 314 students over the course of the year. The university also served 1,997 personal enrichment students enrolled in non-credit courses. Non-degree seeking students enrolled in workforce or professional development programs accounted for 20,382 students.

Table 2.2: Breakdown of student headcount and CHE production by education level, FY 2023

Category	Headcount	Total CHEs	Average CHEs
Professional graduates	615	17,615	28.6
Doctorate graduates	377	1,671	4.4
Master's degree graduates	1,490	24,275	16.3
Postbaccalaureate certificate completers	140	1,487	10.6
Bachelor's degree graduates	3,898	92,961	23.8
Certificate completers	98	2,273	23.2
Continuing students	19,776	487,316	24.6
Dual credit students	314	1,633	5.2
Personal enrichment students	1,997	3,057	1.5
Workforce/professional development students	20,382	23,105	1.1
Total, all students	**49,087**	**655,394**	**13.4**
Total, less personal enrichment students	**47,090**	**652,336**	**13.9**

Source: Data provided by KU and Lightcast's Alumni Pathways

We use credit hour equivalents (CHEs) to track the educational workload of the students. One CHE is equal to 15 contact hours of classroom instruction per semester. In the analysis, we exclude the CHE production of personal enrichment students under the assumption that they do not attain knowledge, skills, and abilities that will increase their earnings. The average number of CHEs per student (excluding personal enrichment students) was 13.9.

8 Students listed in this category are degree-seeking but did not complete their degree during the analysis year, i.e. they may be continuing their education and plan to complete their degree in following years or may have left the university.

The Kansas economy

Since the university was first established, it has been serving Kansas by enhancing the workforce, providing local residents with easy access to higher education opportunities, and preparing students for highly skilled, technical professions. Table 2.3 summarizes the breakdown of the state economy by major industrial sector ordered by total income, with details on labor and non-labor income. Labor income refers to wages, salaries, and proprietors' income. Non-labor income refers to profits, rents, and other forms of investment income. Together, labor and non-labor income comprise the state's total income, which can also be considered the state's gross state product (GSP).

Table 2.3: Income by major industry sector in Kansas, 2023*

Industry sector	Labor income (millions)	Non-labor income (millions)	Total income (millions)**	% of total income	Sales (millions)
Manufacturing	$15,435	$18,420	$33,854	17%	$96,514
Government, Non-Education	$11,773	$5,614	$17,387	9%	$87,669
Finance & Insurance	$10,349	$5,916	$16,265	8%	$26,594
Health Care & Social Assistance	$14,260	$1,741	$16,001	8%	$26,107
Wholesale Trade	$6,236	$7,906	$14,142	7%	$24,018
Retail Trade	$6,907	$5,535	$12,442	6%	$20,843
Professional & Technical Services	$10,221	$1,661	$11,881	6%	$18,036
Mining, Quarrying, & Oil and Gas Extraction	$1,847	$9,548	$11,395	6%	$21,956
Construction	$7,116	$1,644	$8,760	4%	$17,008
Transportation & Warehousing	$5,662	$2,890	$8,552	4%	$15,888
Government, Education	$7,194	$0	$7,194	4%	$8,378
Information	$2,167	$4,770	$6,937	3%	$12,000
Real Estate & Rental & Leasing	$4,923	$1,880	$6,803	3%	$15,090
Administrative & Waste Services	$5,236	$797	$6,033	3%	$10,665
Agriculture, Forestry, Fishing & Hunting	$2,900	$2,561	$5,461	3%	$12,808
Accommodation & Food Services	$3,144	$1,572	$4,716	2%	$9,520
Management of Companies & Enterprises	$3,832	$270	$4,103	2%	$6,418
Other Services (except Public Administration)	$3,492	$414	$3,906	2%	$6,807
Utilities	$880	$2,920	$3,800	2%	$5,984
Arts, Entertainment, & Recreation	$762	$336	$1,098	1%	$2,043
Educational Services	$1,003	$92	$1,095	1%	$1,578
Total	**$125,338**	**$76,485**	**$201,824**	**100%**	**$445,921**

* Data reflect the most recent year for which data are available. Lightcast data are updated quarterly.

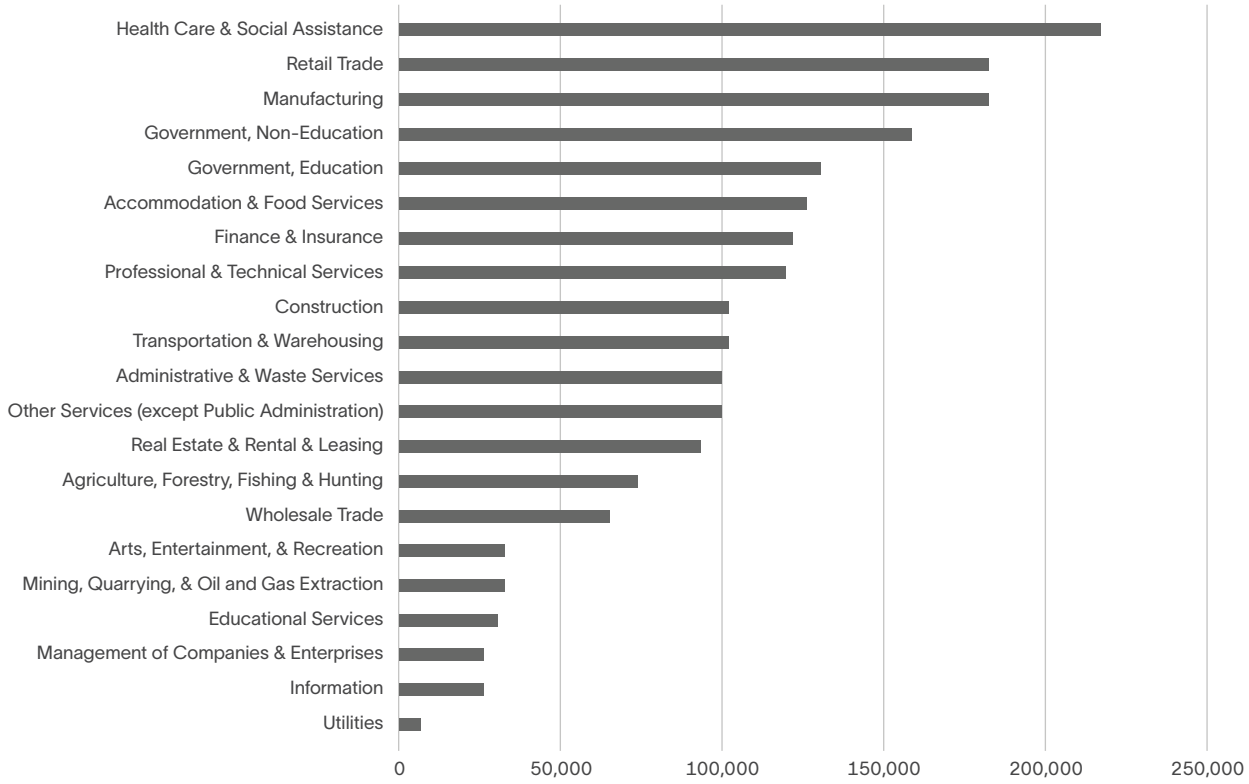
** Numbers may not sum to totals due to rounding.

Source: Lightcast industry data

As shown in Table 2.3, the total income, or GSP, of Kansas is approximately $201.8 billion, equal to the sum of labor income ($125.3 billion) and non-labor income ($76.5 billion). In Chapter 3, we use the total added income as the measure of the relative impacts of the university on the state economy.

Figure 2.4 provides the breakdown of jobs by industry in Kansas. The Health Care & Social Assistance sector is the largest employer, supporting 216,139 jobs or 10.7% of total employment in the state. The second largest employer is the Retail Trade sector, supporting 181,618 jobs or 9.0% of the state's total employment. Altogether, the state supports 2 million jobs.[9]

Figure 2.4: Jobs by major industry sector in Kansas, 2023*



* Data reflect the most recent year for which data are available. Lightcast data are updated quarterly.

Source: Lightcast employment data

9 Job numbers reflect Lightcast's complete employment data, which includes the following four job classes: 1) employees who are counted in the Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW), 2) employees who are not covered by the federal or state unemployment insurance (UI) system and are thus excluded from QCEW, 3) self-employed workers, and 4) extended proprietors.

Table 2.4 and Figure 2.5 present the mean earnings by education level in Kansas at the midpoint of the average-aged worker's career. These numbers are derived from Lightcast's complete employment data on average earnings per worker in the state, as well as from the earnings calculated by using the occupations in the Alumni Pathways data.[10] The numbers are then weighted by the university's demographic profile. As shown, students have the potential to earn more as they achieve higher levels of education compared to maintaining a high school diploma. Students who earn a bachelor's degree from KU can expect approximate wages of $72,700 per year within Kansas, approximately $33,900 more than someone with a high school diploma. Students who graduate with an advanced degree from KU will experience even higher earnings, on average.

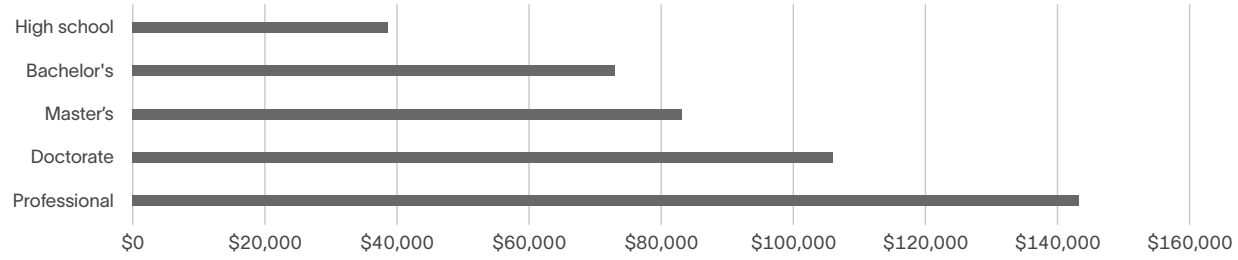
Table 2.4: Average earnings by education level at a KU student's career midpoint

Education level	State earnings	Difference from next lowest degree
High school or equivalent	$38,800	$9,600
Bachelor's degree	$72,700	$33,900
Master's degree	$83,100	$10,400
Doctoral degree	$105,500	$22,400
Professional degree*	$143,400	$60,300

* Professional degree earnings are compared to master's degree earnings.

Source: Lightcast employment data and KU Alumni Pathways data

Figure 2.5: Average earnings by education level at a KU student's career midpoint



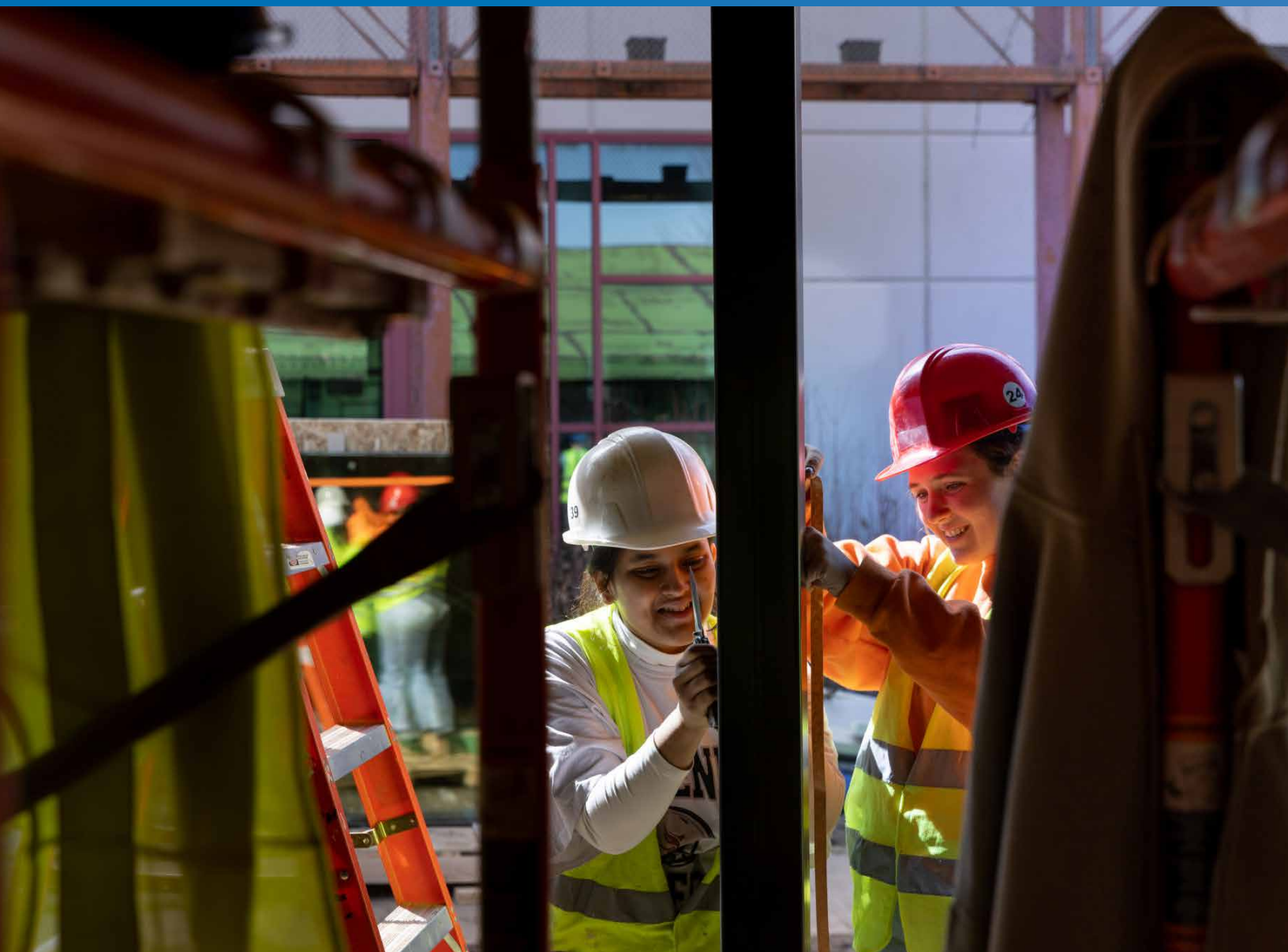
Source: Lightcast employment data and KU Alumni Pathways data

10 Wage rates in the Lightcast MR-SAM model combine state and federal sources to provide earnings that reflect complete employment in the state, including proprietors, self-employed workers, and others not typically included in state data, as well as benefits and all forms of employer contributions. As such, Lightcast industry earnings-per-worker numbers are generally higher than those reported by other sources.

Chapter 3:

Economic impacts on the Kansas economy

KU impacts the Kansas economy in a variety of ways. The university is an employer and buyer of goods and services. It attracts monies that otherwise would not have entered the state economy through its day-to-day and construction operations, its research and entrepreneurial activities, and the expenditures of its visitors and students. Further, it provides students with the knowledge, skills, and abilities they need to become productive citizens and add to the overall output of the state.



IN THIS CHAPTER, we estimate the following economic impacts of KU: 1) operations spending impact, 2) construction spending impact, 3) research spending impact, 4) start-up company impact, 5) visitor spending impact, 6) student spending impact, and 7) alumni impact, measuring the income added in the state as former students expand the state economy's stock of human capital.

When exploring each of these economic impacts, we consider the following hypothetical question:

How would economic activity change in Kansas if KU and all its alumni did not exist in FY 2023 (July 2022 – June 2023)?

Each of the economic impacts should be interpreted according to this hypothetical question. Another way to think about the question is to realize that we measure net impacts, not gross impacts. Gross impacts represent an upper-bound estimate in terms of capturing all activity stemming from the university; however, net impacts reflect a truer measure of economic impact since they demonstrate what would not have existed in the state economy if not for the university.

Economic impact analyses use different types of impacts to estimate the results. The impact focused on in this study assesses the change in income. This measure is similar to the commonly used gross state product (GSP). Income may be further broken out into the **labor income impact**, also known as earnings, which assesses the change in employee compensation; and the **non-labor income impact**, which assesses the change in business profits. Together, labor income and non-labor income sum to total income.

Another way to state the impact is in terms of **jobs**, a measure of the number of full- and part-time jobs that would be required to support the change in income. Finally, a frequently used measure is the **sales impact**, which comprises the change in business sales revenue in the economy as a result of increased economic activity. It is important to bear in mind, however, that much of this sales revenue leaves the state economy through intermediary transactions and costs.[11] All of these measures—added labor and non-labor income, total income, jobs, and sales—are used to estimate the economic impact results presented in this chapter. The analysis breaks out the impact measures into different components, each based on the economic effect that caused the impact. The following is a list of each type of effect presented in this analysis:

- The **initial effect** is the exogenous shock to the economy caused by the initial spending of money, whether to pay for salaries and wages, purchase goods or services, or cover operating expenses. This effect is only represented by labor income and sales and has zero non-labor income, as the initial effect of the university spending stems exclusively from its employees' salaries, wages, and benefits, while any other direct expenditures of the university are reflected in the sales amount.

11 See Appendix 4 for an example of the intermediary costs included in the sales impact but not in the income impact.

Impacts created by KU in Kansas in FY 2023

Operations spending impact
$4.7 billion
+
Construction spending impact
$52.4 million
+
Research spending impact
$315.0 million
+
Start-up company impact
$89.4 million
+
Visitor spending impact
$86.6 million
+
Student spending impact
$39.0 million
+
Alumni impact
$2.5 billion

Total economic impact
$7.8 billion

OR

Jobs supported
87,693

- The initial round of spending creates more spending in the economy, resulting in what is commonly known as the **multiplier effect**. The multiplier effect comprises the additional activity that occurs across all industries in the economy and may be further decomposed into the following three types of effects:
  - The **direct effect** refers to the additional economic activity that occurs as the industries who are initially shocked spend money to purchase goods and services from their supply chain industries.
  - The **indirect effect** occurs as the supply chain of the initial industries creates even more activity in the economy through inter-industry spending.
  - The **induced effect** refers to the economic activity created by the household sector as the businesses affected by the initial, direct, and indirect effects raise salaries or hire more people.

The terminology used to describe the economic effects listed above differs slightly from that of other commonly used input-output models, such as IMPLAN. For example, the initial effect in this study is called the "direct effect" by IMPLAN, as shown below. Further, the term "indirect effect" as used by IMPLAN refers to the combined direct and indirect effects defined in this study. To avoid confusion, readers are encouraged to interpret the results presented in this chapter in the context of the terms and definitions listed above. Note that, regardless of the effects used to decompose the results, the total impact measures are analogous.

Lightcast	Initial	Direct	Indirect	Induced
IMPLAN	Direct	Indirect		Induced

Multiplier effects in this analysis are derived using Lightcast's Multi-Regional Social Accounting Matrix (MR-SAM) input-output model that captures the interconnection of industries, government, and households in the state. The Lightcast MR-SAM contains approximately 1,000 industry sectors at the highest level of detail available in the North American Industry Classification System (NAICS) and supplies the industry-specific multipliers required to determine the impacts associated with increased activity within a given economy. For more information on the Lightcast MR-SAM model and its data sources, see Appendix 5.

Net impacts reflect a truer measure of economic impact since they demonstrate what would not have existed in the state economy if not for the university.

Operations spending impact

Faculty and staff payroll is part of the state's total earnings, and the spending of employees for groceries, apparel, health care, recreation, and other household expenditures helps support businesses in the state. The university itself purchases supplies and services, and many of its vendors are located in Kansas. These expenditures create a ripple effect that generates still more jobs and higher wages throughout the economy.

Table 3.1 presents university expenditures used in the operations spending impact according to the following three categories: 1) salaries, wages, and benefits, 2) operation and maintenance of plant, and 3) all other expenditures, including purchases for supplies and services. University expenditures include the expenses of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association. Construction and research expenditures are excluded because the impact from these expenditures are presented in the following sections. Also included in all other expenditures are expenses associated with non-research grants[12] and scholarships. Many students receive grants and scholarships that exceed the cost of tuition and fees. The university then dispenses this residual financial aid to students, who spend it on living expenses. Some of this spending takes place in the state, and is therefore an injection of new money into the state economy that would not have happened if KU did not exist. In this analysis, we exclude depreciation expenses due to the way this measure is calculated in the national input-output accounts, and because depreciation represents the devaluing of the university's assets rather than an outflow of expenditures.[13]

Table 3.1: KU expenses by function (excluding depreciation), FY 2023*

Expense category	In-state expenditures (thousands)	Out-of-state expenditures (thousands)	Total expenditures (thousands)
Employee salaries, wages, and benefits	$2,639,699	$130,383	$2,770,083
Operation and maintenance of plant	$78,358	$31,820	$110,177
All other expenditures	$1,390,339	$706,296	$2,096,634
Total	**$4,108,396**	**$868,498**	**$4,976,894**

* Expenditures of the University of Kansas Health System and KU Innovation Park, as well as KU's affiliates, such as KU Alumni Association and KU Endowment Association are included in the table. This table does not include expenditures for construction or research activity, as they are presented separately in the following sections.

Source: Data provided by KU and the Lightcast impact model

12 The impact from research grants is included under research spending impact.

13 This aligns with the economic impact guidelines set by the Association of Public and Land-Grant Universities. Ultimately, excluding these measures results in more conservative and defensible estimates.

The first step in estimating the multiplier effects of the university's operational expenditures is to map these categories of expenditures to the approximately 1,000 industries of the Lightcast MR-SAM model. Assuming that the spending patterns of university personnel approximately match those of the average U.S. consumer, we map salaries, wages, and benefits to spending on industry outputs using national household expenditure coefficients provided by Lightcast's national SAM. Approximately 96% of KU employees work in Kansas (see Table 2.1), and therefore we consider 96% of the salaries, wages, and benefits. For the other two expenditure categories (i.e., operation and maintenance of plant and all other expenditures), we assume the university's spending patterns approximately match national averages and apply the national spending coefficients for NAICS 902612 (Colleges, Universities, and Professional Schools (State Government)).[14] Operation and maintenance of plant expenditures are mapped to the industries that relate to capital construction, maintenance, and support, while the university's remaining expenditures are mapped to the remaining industries.

We now have three vectors of expenditures for KU: one for salaries, wages, and benefits; another for operation and maintenance of plant; and a third for the university's purchases of supplies and services. The next step is to estimate the portion of these expenditures that occurs inside the state. The expenditures occurring outside the state are known as leakages. We estimate in-state expenditures using regional purchase coefficients (RPCs), a measure of the overall demand for the commodities produced by each sector that is satisfied by state suppliers, for each of the approximately 1,000 industries in the MR-SAM model.[15] For example, if 40% of the demand for NAICS 541211 (Offices of Certified Public Accountants) is satisfied by state suppliers, the RPC for that industry is 40%. The remaining 60% of the demand for NAICS 541211 is provided by suppliers located outside the state. The three vectors of expenditures are multiplied, industry by industry, by the corresponding RPC to arrive at the in-state expenditures associated with the university. See Table 3.1 for a break-out of the expenditures that occur in-state. Finally, in-state spending is entered, industry by industry, into the MR-SAM model's multiplier matrix, which in turn provides an estimate of the associated multiplier effects on state labor income, non-labor income, total income, sales, and jobs.

Table 3.2 presents the economic impact of university operations spending. The people employed by KU and their salaries, wages, and benefits comprise the initial effect, shown in the top row of the table in terms of labor income, non-labor income, total added income, sales, and jobs. The additional impacts created by the initial effect appear in the next four rows under the section labeled *multiplier effect*. Summing the initial and multiplier effects, the gross impacts are $4.4 billion in labor income and $848.3 million in non-labor income. This sums to a total impact of $5.2 billion in total added income associated with the spending of the university and its employees in the state. This is equivalent to supporting 58,009 jobs.

The $5.2 billion in gross impact is often reported by researchers as the total impact. We go a step further to arrive at a net impact by applying a counterfactual scenario,

14 See Appendix 2 for a definition of NAICS.

15 See Appendix 5 for a description of Lightcast's MR-SAM model.

i.e., what would have happened if a given event—in this case, the expenditure of in-state funds on KU—had not occurred. KU received an estimated 65% of its funding from sources within Kansas. This portion of the university's funding came from the tuition and fees paid by resident students, from the auxiliary revenue and donations from private sources located within the state, from state and local taxes, and from the financial aid issued to students by state and local governments. We must account for the opportunity cost of this in-state funding. Had other industries received these monies rather than KU, income impacts would have still been created in the economy. In economic analysis, impacts that occur under counterfactual conditions are used to offset the impacts that actually occur in order to derive the true impact of the event under analysis.

We estimate this counterfactual by simulating a scenario where in-state monies spent on the university are instead spent on consumer goods and savings. This simulates the in-state monies being returned to the taxpayers and being spent by the household sector. Our approach is to establish the total amount spent by in-state students and taxpayers on KU, map this to the detailed industries of the MR-SAM model using national household expenditure coefficients, use the industry RPCs to estimate in-state spending, and run the in-state spending through the MR-SAM model's multiplier matrix to derive multiplier effects. The results of this exercise are shown as negative values in the row labeled *less alternative uses of funds* in Table 3.2.

The total net impact of the university's operations is equal to the gross impact less the impact of the alternative use of funds—the opportunity cost of the state money. As shown in the last row of Table 3.2, the total net impact is approximately $4.1 billion in labor income and $618.5 million in non-labor income. This sums together to $4.7 billion in total added income and is equivalent to supporting 53,031 jobs. These impacts represent new economic activity created in the state economy solely attributable to the operations of KU.

The total net impact of the university's operations is **$4.7 billion** in total added income, which is equivalent to supporting **53,031 jobs**.

Table 3.2: Operations spending impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$2,639,699**	**$0**	**$2,639,699**	**$4,976,894**	**26,860**
Multiplier effect					
Direct effect	$619,480	$177,287	$796,767	$1,468,696	10,453
Indirect effect	$233,657	$61,250	$294,907	$572,710	4,065
Induced effect	$869,781	$609,792	$1,479,572	$2,530,321	16,631
Total multiplier effect	**$1,722,919**	**$848,328**	**$2,571,247**	**$4,571,727**	**31,149**
Gross impact (initial + multiplier)	**$4,362,618**	**$848,328**	**$5,210,946**	**$9,548,621**	**58,009**
Less alternative uses of funds	-$242,829	-$229,819	-$472,648	-$873,467	-4,978
Net impact	**$4,119,789**	**$618,510**	**$4,738,299**	**$8,675,154**	**53,031**

Source: Lightcast impact model

Construction spending impact

In this section, we estimate the economic impact of the construction spending of KU. Because construction funding is separate from operations funding in the budgeting process, it is not captured in the operations spending impact estimated earlier. However, like operations spending, the construction spending creates subsequent rounds of spending and multiplier effects that generate still more jobs and income throughout the state. During FY 2023, KU spent a total of $148.8 million on various construction projects. Construction projects included projects to maintain existing infrastructure leveraging a broad portfolio of funding sources to enhance student experiences while also driving the economy through the use of local vendors and contractors. Below is a list of capital projects and the project budgets (project budgets may be spent over the span of multiple years):

During FY 2023, KU spent a total of **$148.8 million** on various construction projects.

- Campus Gateway Project, $448M
- Allen Fieldhouse Renovations, $49.3M
- Robinson Center Renovation, $15M
- Chilled Water District, $14.5M
- Lindley Hall Rooftop HVAC Units Replacement, $3.5M
- Applegate Energy Center Boiler Plant System, $3.6M
- Wahl Hall East Morgue Renovation, $2.1M
- Eaton Hall Infrastructure, $1.9M
- Reflection Center Construction, $1.7M
- Delp Pavilion Remodeling, $1.6M
- Budig Hall/Hoch Auditoria Masonry Restoration, $3.5M
- Parking Lot Reconstruction, $3.3M
- Strong Hall Tuckpointing, clean and seal, $2.3M
- Templin Residence Hall Update, $3M
- Sunnyside and Naismith Drive Update, $1.5M
- Phase III building construction: 65,000 sq. ft. wet lab and office, $24.5M

Assuming KU construction spending approximately matches national construction spending patterns of NAICS 902612 (Colleges, Universities, and Professional Schools (State Government)), we map KU construction spending to the construction industries of the MR-SAM model. Next, we use the RPCs to estimate the portion of this spending that occurs in-state. Finally, the in-state spending is run through the multiplier matrix to estimate the direct, indirect, and induced effects. Because construction is so labor intensive, the non-labor income impact is relatively small.

To account for the opportunity cost of any in-state construction money, we estimate the impact of a similar alternative uses of funds as found in the operations spending impact. This is done by simulating a scenario where in-state monies spent on construction are instead spent on consumer goods. These impacts are then subtracted from the gross construction spending impacts. Again, since construction is so labor intensive, most of the added income stems from labor income as opposed to non-labor income. As a result, the non-labor impacts associated with spending in the non-construction sectors are larger than in the construction sectors, so the net non-labor impact of construction spending is negative. This means that had the construction money instead been spent on consumer goods, more non-labor income would have been created at the expense of less labor income. The total net impact is still positive and substantial.

Jayhawks Elevate initiative drives continuous improvement across campus

There's no question that higher education faces challenges related to enrollment, funding, costs, and a rapidly changing workforce.

To address these challenges, KU launched the Jayhawks Elevate initiative, which is designed to foster continuous improvement throughout the university in a way that makes KU more efficient, more effective, and better positioned to address challenges and opportunities. Through this initiative, all employees are empowered to submit recommendations for improvement through the Jayhawks Elevate online portal for consideration by relevant administrators.

Recommendations that result in changes are subsequently publicized—and applauded!—in a way that encourages other staff to submit their ideas for improvement.

So far, based on ideas submitted by staff, KU in recent years has:

- replaced inefficient freezers, redesigned trash collection, and enhanced network security
- redesigned the student billing, deposit, and collection notice processes
- provided enhanced training and onboarding opportunities for new employees
- rezoned parking lots and reallocated office space to reflect evolving usage trends
- brought food trucks to campus to better serve students and staff

"Continuous improvement is an ongoing process of reflection and action, where we constantly seek to better our operations and, in turn, our mission of education, service, and research," said Jeff DeWitt, the university's Chief Financial Officer. "Jayhawks Elevate empowers employees to be part of this process in a way that benefits the university and the region we serve."

Table 3.3 presents the impacts of KU construction spending during FY 2023. Note the initial effect is purely a sales effect, so there is no initial change in labor or non-labor income. The FY 2023 KU construction spending creates a net total short-run impact of $52.4 million in added income—the equivalent of supporting 670 jobs in Kansas.

Table 3.3: Construction spending impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$0**	**$0**	**$0**	**$148,800**	**0**
Multiplier effect					
Direct effect	$44,611	$10,311	$54,922	$106,601	648
Indirect effect	$11,608	$2,683	$14,290	$27,735	168
Induced effect	$19,149	$4,425	$23,574	$45,757	278
Total multiplier effect	**$75,368**	**$17,419**	**$92,787**	**$180,093**	**1,095**
Gross impact (initial + multiplier)	**$75,368**	**$17,419**	**$92,787**	**$328,893**	**1,095**
Less alternative uses of funds	-$20,742	-$19,631	-$40,373	-$74,610	-425
Net impact	**$54,626**	**-$2,212**	**$52,414**	**$254,282**	**670**

Source: Lightcast impact model

Master Plan provides blueprint for physical spaces to support university goals

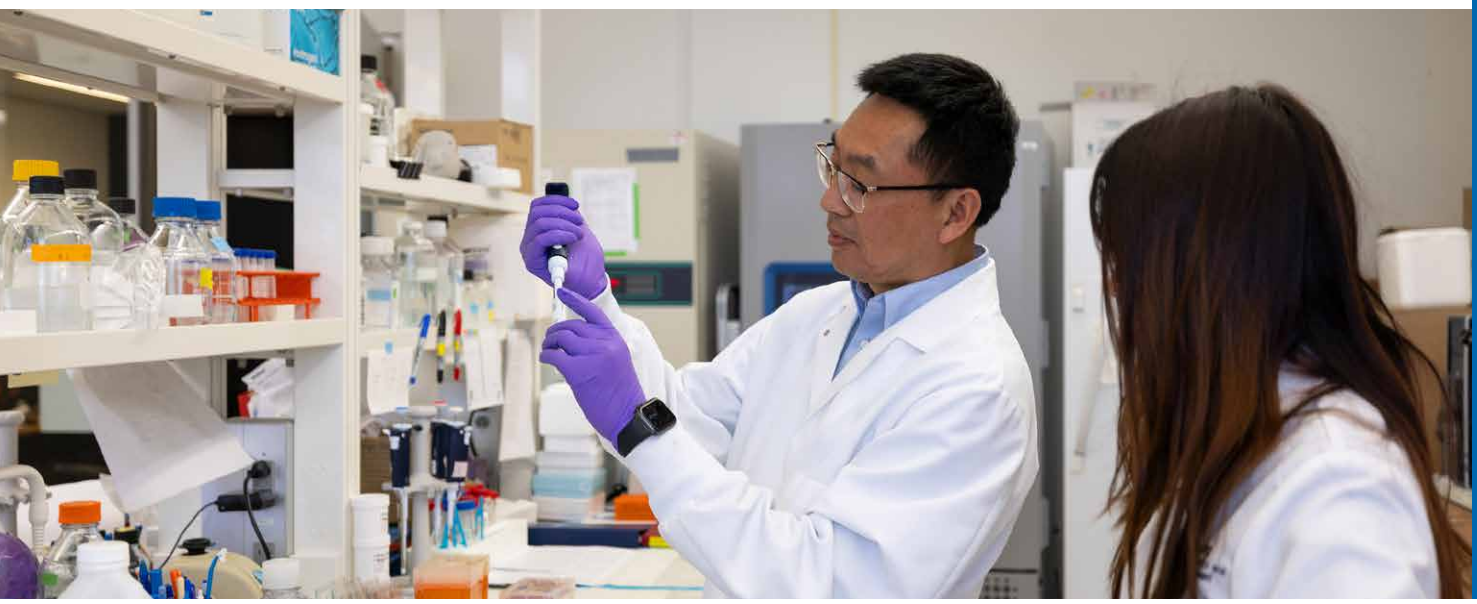
Like many universities, KU expanded its physical footprint over time to meet the demands of the day. But given recent changes to technology and hybrid work, KU now finds itself with more square footage than is needed in the future.

For these reasons, KU recently launched its 2024 Master Plan to align with new realities and create a sustainable campus for generations to come. KU's plan has been developed to address needs like technology, amenities, and accessibility—none of which would have been possible if the plan had not been built on data-driven recommendations that address deferred maintenance costs and, thus, call for a reduction of the campus footprint. This will allow KU to divest under-performing assets while maintaining capacity for core academic and research functions.

The process for this work was unlike any master plan KU has done. First, KU started the process during the pandemic with an empty campus and questions of what campus would look like after the pandemic. Add to that the impact of climate change on aging infrastructure—which requires an emphasis on maintenance and repair over new construction—and goals to grow enrollment, improve health and wellness, and serve communities. The new master plan needed to support all these efforts.

"We knew this master plan would be different," said Barbara Bichelmeyer, Provost and Executive Vice Chancellor for the Lawrence and Edwards campuses. "Though it started like most master plans with data gathering, unlike most master plans, all the recommendations it provides are founded on a key recommendation for a new data structure that will be the basis for all future decisions. As a result, this master plan will preserve KU's heritage while allowing us to be adaptable and sustainable."

Research spending impact

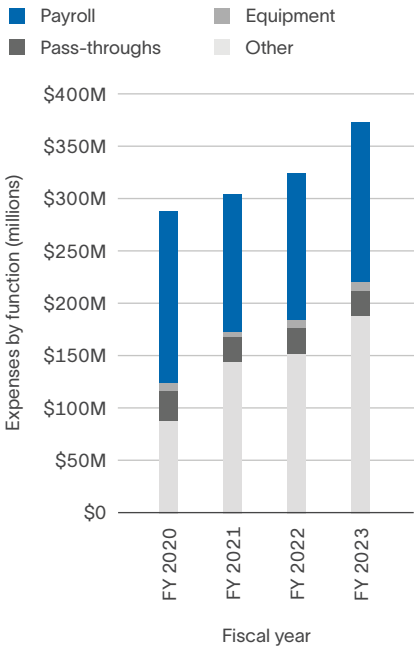


Similar to the day-to-day operations of KU, research activities impact the economy by employing people and requiring the purchase of equipment and other supplies and services. Figure 3.1 shows KU's research expenses by function—payroll, equipment, pass-throughs, and other (excluding indirect costs[16])—for the last four fiscal years. In FY 2023, KU spent $372.9 million on research and development activities. These expenses would not have been possible without funding from outside the state—KU received 45% of its research funding from federal sources.

We employ a methodology similar to the one used to estimate the impacts of operational expenses. We begin by mapping total research expenses to the industries of the MR-SAM model, removing the spending that occurs outside the state, and then running the in-state expenses through the multiplier matrix. As with the operations spending impact, we also adjust the gross impacts to account for the opportunity cost of monies withdrawn from the state economy to support the research of KU, whether through state-sponsored research awards or through private donations. Again, we refer to this adjustment as the alternative use of funds.

Mapping the research expenses by category to the industries of the MR-SAM model—the only difference from our previous methodology—requires some exposition. We asked KU to provide information on expenditures by research and development field as they report to the National Science Foundation's Higher Education Research

Figure 3.1:
Research expenses by function (millions), excluding indirect costs



Source: Data provided by KU

16 Because indirect costs are not necessarily spent during the analysis year, they are excluded from this analysis. Ultimately, excluding these measures results in more conservative and defensible estimates.

and Development Survey (HERD).[17] We map these fields of study to their respective industries in the MR-SAM model. The result is a distribution of research expenses to the various 1,000 industries that follows a weighted average of the fields of study reported by KU.

Initial, direct, indirect, and induced effects of KU's research expenses appear in Table 3.4. As with the operations spending impact, the initial effect consists of the 1,507 research jobs and their associated salaries, wages, and benefits. While the $148.1 million in salaries, wages, and benefits is calculated to support 1,507 jobs, it should be noted that 5,412 employees at KU were involved in some capacity in KU research activities. The university's research expenses have a total gross impact of $332.3 million in labor income and $62.3 million in non-labor income. This sums together to $394.5 million in added income, equivalent to 4,298 jobs. Taking into account the impact of the alternative uses of funds, net research expenditure impacts of KU are $291.4 million in labor income and $23.6 million in non-labor income. This sums together to $315.0 million in total added income and is equivalent to supporting 3,460 jobs.

Table 3.4: Research spending impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$148,130**	**$0**	**$148,130**	**$372,914**	**1,507**
Multiplier effect					
Direct effect	$83,493	$18,802	$102,295	$157,866	1,177
Indirect effect	$24,578	$4,985	$29,563	$47,123	351
Induced effect	$76,072	$38,489	$114,561	$183,552	1,263
Total multiplier effect	**$184,144**	**$62,276**	**$246,419**	**$388,542**	**2,791**
Gross impact (initial + multiplier)	**$332,274**	**$62,276**	**$394,549**	**$761,456**	**4,298**
Less alternative uses of funds	-$40,849	-$38,660	-$79,509	-$146,935	-837
Net impact	**$291,425**	**$23,615**	**$315,041**	**$614,521**	**3,460**

Source: Lightcast impact model

Research and innovation play an important role in driving the Kansas economy. Some indicators of innovation are the number of invention disclosures, patent applications, and licenses and options executed. Over the last four years, KU received 241 invention disclosures, filed 166 new US patent applications, and produced 107 licenses (see Table 3.5). Without the research activities of KU, this level of innovation and sustained economic growth would not have been possible.

17 The fields include environmental sciences, life sciences, math and computer sciences, physical sciences, psychology, social sciences, sciences not elsewhere classified, engineering, and all non-science and engineering fields.

KU's research activities create an economic impact beyond spending. There are impacts created through the entrepreneurial and innovative activities stemming from KU's research. Research activities that create added productivity all have immense value in the state economy. However, the full magnitude of their value is difficult to quantify. Some of this value may be captured in the start-up and alumni impacts, presented later in this chapter. The broader spill-over effects, however, remain as additional value created beyond the scope of this analysis.

Table 3.5: KU invention disclosures, patent applications, licenses, and license income

Fiscal year	Invention disclosures received	Patent applications filed	Licenses and options executed	Adjusted gross license income
FY 2023	63	44	16	$2,930,623
FY 2022	55	41	21	$6,898,326
FY 2021	61	43	36	$6,743,677
FY 2020	62	38	34	$8,087,081
Total	**241**	**166**	**107**	**$24,659,707**

Source: Data provided by KU

KU maintains commitment to technology transfer, commercialization

As a leading national research institution, KU has a responsibility to contribute to the health, vitality and prosperity of the state of Kansas. Included in that mission is a specific emphasis on encouraging the commercialization of KU discoveries into new products, technologies and companies that create jobs and benefit society.

Related to this priority, in recent years KU has achieved the following milestones in technology transfer and research commercialization:

- 6 faculty named fellows in the National Academy of Inventors
- 50+ start-up companies built upon discoveries by KU researchers
- One of the nation's top 100 universities for issued patents in 2022 and 2023
- 305+ new inventions disclosed by KU faculty from 2019 through 2023
- 450+ U.S. patent applications filed in the past five years (includes all patent applications)
- 250 U.S. patents issued to KU in the past five years (all patent types)
- Expansion of KU Innovation Park from 10 companies in 2012 to 50 companies by 2024

"KU takes pride in working to identify discoveries that lead to new products, treatments and companies," said Tricia Bergman, Associate Vice Chancellor for Economic Development. "As we contribute to the vitality of our society, we have a responsibility to contribute to its prosperity. That's another way we can build healthy communities, as well as help ensure that our discoveries change the world."

Start-up company impact

KU creates an exceptional environment that fosters innovation and entrepreneurship, evidenced by the number of KU start-up companies that have been created in the state. This section presents the economic impact of companies that would not have existed in the state but for the presence of KU. Start-up companies are specifically created to license and commercialize technology or knowledge of KU.[18]

We vary our methodology from the previous sections in order to estimate the impacts of start-up companies. Ideally, we would use detailed financial information for all start-up companies to estimate their impacts. However, collecting that information is not feasible and would raise a number of privacy concerns. As an alternative, we use the number of employees of each start-up company that was collected and reported by the university. In FY 2023, 29 start-up companies related to KU were active in Kansas. These start-up companies employed 302 employees.[19]

First, we match each start-up company to the closest NAICS industry. Next, we assume the companies have earnings and spending patterns—or production functions—similar to their respective industry averages. Given the number of employees reported for each company, we use industry-specific jobs-to-earnings and earnings-to-sales ratios to estimate the sales of each business. Once we have the sales estimates, we follow a similar methodology as outlined in the previous sections by running sales through the MR-SAM to generate the direct, indirect, and induced multiplier effects.

KU creates an exceptional environment that fosters innovation and entrepreneurship, evidenced by the number of KU start-up companies that have been created in the state.

Table 3.6: Impact of start-up companies related to KU, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$40,846**	**$6,644**	**$47,490**	**$101,535**	**302**
Multiplier effect					
Direct effect	$12,547	$1,910	$14,457	$31,234	92
Indirect effect	$4,431	$672	$5,103	$11,025	32
Induced effect	$19,201	$3,163	$22,364	$47,623	142
Total multiplier effect	**$36,179**	**$5,745**	**$41,924**	**$89,881**	**267**
Total impact (initial + multiplier)	**$77,026**	**$12,389**	**$89,415**	**$191,416**	**568**

Source: Lightcast impact model

18 Only the start-up companies formally formed and affiliated with KU were included. The KU Innovation Park formed other start-up companies that were not attributed to KU and thus excluded from this impact.

19 When employee data was unavailable, a conservative assumption of one employee was used.

Table 3.6 presents the impact of the start-up companies. The initial effect is 302 jobs, equal to the number of employees at all start-up companies in the state. The corresponding initial effect on labor income is $40.8 million. The amount of labor income per job created by the start-up companies is much higher than in the previous sections. This is due to the higher average wages within the industries of the start-up companies. The total impacts (the sum of the initial, direct, indirect, and induced effects) are $77.0 million in added labor income and $12.4 million in non-labor income. This totals to $89.4 million in added income—or the equivalent of supporting 568 jobs.

KU start-up companies are making a difference

KU has a strong history of translating technology out to society through the creation of start-up companies that have licensed KU technology. This effort is often supported by the KU Innovation Park, where these companies can transition while continuing to receive various forms of business support. Examples of active KU start-ups include the following:

- **CureBridge:** The CureBridge Collaborative is a public-private partnership between BioNovus Innovations and the KU Medical Center's Institute for Advancing Medical Innovations (IAMI). CureBridge enables early-stage development and commercialization for life science innovations by combining in-kind resources and industry expertise to build regional biotech companies and pursue small business grants (Small Business Innovation Research, Small Business Technology Transfer) to accelerate development. To date CureBridge has started numerous new companies focused in the therapeutics and medical diagnostics space.
- **Bond Biosciences:** Hereditary Haemochromatosis (HH) is a genetic disorder characterized by excessive absorption of dietary iron, resulting in a build-up of iron in tissues and organs, which can lead to joint issues, cirrhosis, heart failure, and diabetes. Using a novel approach, KU researchers developed an oral therapeutic designed to rapidly bind iron in the digestive tract, thus inhibiting its absorption and reducing or eliminating the need for regular blood draws. KU start-up Bond Biosciences is advancing BBI-001 toward the market with early-stage clinical data showing promising results. Bond will complete its Phase I trial in 2024 and is primed to move into Phase II studies.
- **Icorium Engineering:** Hydrofluorocarbon (HFC) refrigerants are used for cooling (AC, refrigerators, etc.), but are also a major contributor to global warming, and therefore are likely to be replaced by alternative cooling methods. KU researchers have created a system and method for separating refrigerants into their components. Those components can then be reused for other purposes, thus creating value-add products from refrigerant waste. KU start-up Icorium Engineering, housed at the KU Innovation Park, has received both small business grants (Small Business Innovation Research) and successfully competed in national pitch competitions; it is poised to complete a capital raise to fund building its pilot demonstration plant.
- **Innara Health:** The "NTrainer" is an FDA-cleared medical device to improve critical key pre-feeding skill in newborns and preterm infants known as non-nutritive suck (NNS) based upon technology created at KU. In 2023, Innara Health, a KU start-up, closed its partnership with Cardinal Health (a leading multinational health care services company), which will lead to increased access to new markets and an improved 2nd generation device. Thus far, there are already over 200 NTrainer devices manufactured and in use.
- **Terrametrics Agriculture, Inc.:** The GreenReport® is a tool developed by the Kansas Biological Survey at KU using satellite imagery to show vegetation conditions. KU start-up Terrametrics licensed use of The GreenReport®, which now leverages both current satellite data with historic data to present a more complete picture of vegetation conditions, trends, and changes over time in the U.S. The GreenReport® is now incorporated into predictive tools and third party market reports that help forecast crop yields used across the country in agriculture and commodities.

Visitor spending impact

Hundreds of thousands of out-of-state visitors came to one or more campuses of KU in FY 2023 to participate in various activities, including commencement, athletic events, performances, campus tours, conferences, and orientation. KU estimated that 422,404 out-of-state visitors attended events it hosted in FY 2023.[20] Table 3.7 presents the average expenditures per person-trip for accommodation, food, transportation, and other personal expenses (including shopping and entertainment). Based on these figures, the gross spending of out-of-state visitors totaled $188.0 million in FY 2023. However, some of this spending includes monies paid to the university through non-textbook items (e.g., event tickets, food, etc.). These have already been accounted for in the operations spending impact and should thus be removed to avoid double-counting. We estimate that on-campus sales generated by out-of-state visitors totaled $30.4 million. The net sales from out-of-state visitors in FY 2023 thus come to $157.6 million.

Calculating the increase in income as a result of visitor spending again requires use of the MR-SAM model. The analysis begins by discounting the off-campus sales generated by out-of-state visitors to account for leakage in the trade sector, and then bridging the net figures to the detailed sectors of the MR-SAM model. The model runs the net sales figures through the multiplier matrix to arrive at the multiplier effects.

Hundreds of thousands of out-of-state visitors came to KU in FY 2023 to participate in various activities, including commencement, athletic events, performances, campus tours, conferences, and orientation.

Table 3.7: Average per-trip visitor costs and sales generated by out-of-state visitors in Kansas, FY 2023*

Accommodation	$175
Food	$107
Entertainment and shopping	$113
Transportation	$50
Total expenses per visitor	**$445**
Number of out-of-state visitors	*422,404*
Gross sales	$187,994,600
On-campus sales (excluding textbooks)	-$30,408,707
Net off-campus sales	**$157,585,893**

* Costs have been adjusted to account for the length of stay of out-of-state visitors, which was an average of two nights. Accommodation and transportation have been adjusted downward to recognize that, on average, two visitors share these costs. Numbers may not sum to total due to rounding.

Source: Sales calculations estimated by Lightcast based on data provided by KU

20 Even though KU reported hundreds of thousands of out-of-state visitors, this number is conservative because KU was unable to collect visitor data for all events hosted by the university.

As shown in Table 3.8, the net impact of visitor spending in FY 2023 is $47.3 million in labor income and $39.3 million in non-labor income. This totals to $86.6 million in added income and is equivalent to supporting 1,664 jobs.

Table 3.8: Visitor spending impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$0**	**$0**	**$0**	**$157,586**	**0**
Multiplier effect					
Direct effect	$26,037	$21,889	$47,926	$82,495	916
Indirect effect	$7,854	$6,143	$13,997	$24,983	281
Induced effect	$13,364	$11,299	$24,662	$41,912	468
Total multiplier effect	**$47,255**	**$39,330**	**$86,585**	**$149,390**	**1,664**
Total impact (initial + multiplier)	**$47,255**	**$39,330**	**$86,585**	**$306,976**	**1,664**

Source: Lightcast impact model

KU drives tourism, visitor spending

While KU is known for being one of the nation's top academic research institutions, the university also happens to be a powerful driver of tourism and out-of-town and -state guest visits—resulting in millions of dollars in expenditures in the Kansas economy each year.

KU's status as a magnet for tourism starts with the university's 30,000 students, who in turn end up hosting their families on campus for events throughout the year. Whether it's move-in weekend at the residence halls, sorority and fraternity events in the fall, or graduation events in the spring, Lawrence and Kansas City are constantly playing host to KU parents who are in town to enjoy a bit of college life with their child.

Then there's the university's spectacular new Jayhawk Welcome Center, which hosts thousands of prospective students and their families for campus visits throughout the year. In its first year, the facility brought more than 48,000 people through its doors and hosted 774 events. Those numbers are expected to increase dramatically in the coming years.

Additionally, KU is home to some of the region's most popular attractions, which collectively host hundreds of thousands of guests each year. Perhaps the most high-profile examples are Kansas Athletics facilities like Allen Fieldhouse and David Booth Kansas Memorial Stadium, which combine to host approximately 40 home football and basketball games each year. Additionally, KU is the home to the Lied Center—one of the Midwest's premier performance facilities—as well as the Spencer Museum of Art and the Natural History Museum, which welcome guests of all ages throughout the year.

Looking ahead, KU will supercharge its ability to host out-of-town and -state guests when it opens its new Gateway District conference center in 2025 or 2026. Once complete, the center will be the largest of its kind in the region and position KU to bring all sorts of conferences, concerts, and events to Lawrence, resulting in tremendous tourism expenditures and economic growth.

"KU exists, first and foremost, for our students," said Karla Leeper, Vice Chancellor for Communications and Public Affairs. "But there's something for everyone on our campus, which is why the university continues to serve as one of the region's most prolific tourist attractions and a place that attracts visitors from across the country."

Student spending impact

Both in-state and out-of-state students contribute to the student spending impact of KU. However, not all of these students can be counted toward the impact. Of the in-state students, only the impact from those students who were retained, or who would have left the state to seek education elsewhere had they not attended KU, is measured. Students who would have stayed in the state anyway are not counted toward the impact since their monies would have been added to the Kansas economy regardless of KU. In addition, only the out-of-state students who relocated to Kansas to attend the university are considered. Students who commute from outside the state or take courses online are not counted towards the student spending impact because they are not adding money from living expenses to the state.

The total impact of student spending is **$39.0 million** in total added income and is equivalent to supporting **739 jobs**.

While there were 15,131 credit students attending KU who originated from Kansas (excluding 22,379 non-credit students),[21] not all of them would have remained in the state if not for the existence of KU. We apply a conservative assumption that 10% of these students would have left Kansas for other education opportunities if KU did not exist.[22] Therefore, we recognize that the in-state spending of 1,513 students retained in the state is attributable to KU. These students, called retained students, spent money at businesses in the state for everyday needs such as groceries, accommodation, and transportation. Of the retained students, we

21 Note that because the university was unable to provide origin data for their non-credit students, we assume that all non-credit students originated from within the state.

22 See Appendix 1 for a sensitivity analysis of the retained student variable.

estimate 244 lived on campus while attending the university. While these students spend money while attending the university, we exclude most of their spending for room and board since these expenditures are already reflected in the impact of the university's operations.

Relocated students are also accounted for in KU's student spending impact. An estimated 5,519 students came from outside the state and lived off campus while attending KU in FY 2023. Another estimated 2,365 out-of-state students lived on campus while attending the university. We apply the same adjustment as described above to the students who relocated and lived on campus during their time at the university. Collectively, the off-campus expenditures of out-of-state students supported jobs and created new income in the state economy.[23]

The average costs for students appear in the first section of Table 3.9, equal to $13,240 per student. Note that this table excludes expenses for books and supplies, since many of these costs are already reflected in the operations spending impact discussed in the previous section. We multiply the $13,240 in annual costs by the 6,788 students who either were retained or relocated to the state because of KU and lived in-state but off campus. This provides us with an estimate of their total spending. For students living on campus, we multiply the per-student cost of off-campus food purchases (assumed to be equal to 25% of room and board), personal expenses, and transportation by the number of students who lived in the state but on campus while attending (2,609 students). Altogether, off-campus spending of relocated and retained students generated gross sales of $104.9 million. This figure, once net of the monies paid to student workers, yields net off-campus sales of $58.7 million, as shown in the bottom row of Table 3.9.

Table 3.9: Average student costs and total sales generated by relocated and retained students in Kansas, FY 2023

Room and board	$9,994
Personal expenses	$2,070
Transportation	$1,176
Total expenses per student	**$13,240**
Number of students retained	*1,513*
Number of students relocated	*7,884*
Gross retained student sales	$18,206,963
Gross relocated student sales	$86,656,903
Total gross off-campus sales	**$104,863,866**
Wages and salaries paid to student workers*	$46,122,157
Net off-campus sales	**$58,741,708**

* This figure reflects only the portion of payroll that was used to cover the living expenses of relocated and retained student workers who lived in the state.

Source: Student costs and wages provided by KU. The number of relocated and retained students who lived in the state off campus or on campus while attending is derived by Lightcast from the student origin data and in-term residence data provided by KU.

23 Online students and students who commuted to Kansas from outside the state are not considered in this calculation because it is assumed their living expenses predominantly occurred in the state where they resided during the analysis year. We recognize that not all online students live outside the state, but keep the assumption given data limitations.

Estimating the impacts generated by the $58.7 million in student spending follows a procedure similar to that of the operations spending impact described above. We distribute the $58.7 million in sales to the industry sectors of the MR-SAM model, apply RPCs to reflect in-state spending, and run the net sales figures through the MR-SAM model to derive multiplier effects.

Table 3.10 presents the results. The initial effect is purely sales-oriented and there is no change in labor or non-labor income. The impact of relocated and retained student spending thus falls entirely under the multiplier effect. The total impact of student spending is $23.7 million in labor income and $15.3 million in non-labor income. This sums together to $39.0 million in total added income and is equivalent to supporting 739 jobs. These values represent the direct effects created at the businesses patronized by the students, the indirect effects created by the supply chain of those businesses, and the effects of the increased spending of the household sector throughout the state economy as a result of the direct and indirect effects.

Table 3.10: Student spending impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$0**	**$0**	**$0**	**$58,742**	**0**
Multiplier effect					
Direct effect	$13,001	$8,454	$21,455	$39,629	404
Indirect effect	$4,180	$2,664	$6,844	$13,068	138
Induced effect	$6,498	$4,172	$10,671	$19,389	197
Total multiplier effect	**$23,679**	**$15,290**	**$38,970**	**$72,086**	**739**
Total impact (initial + multiplier)	**$23,679**	**$15,290**	**$38,970**	**$130,828**	**739**

Source: Lightcast impact model

KU student spending fuels local economies

There's no question that KU students add energy to the cities in which KU has campuses, including Lawrence, Kansas City, Overland Park, Wichita, and Salina. But these students also add something more tangible—dollars.

For Lawrence—a city of 94,000 residents—the university's 26,000 main campus-based students have an enormous impact on the local economy. Specifically, these students spend money on necessities like groceries and housing. They frequent restaurants and entertainment venues. And they welcome their families to Lawrence for games and special events, which results in overnight stays for local hotels and patronage for shops and dining establishments.

Additionally, these students spend on tuition, which in turn enables KU to employ thousands of staff in numerous counties across Kansas, the majority of whom also live and spend money in Kansas.

"Students are crucial to the spirit of Lawrence," said Karla Leeper, Vice Chancellor for Communications and Public Affairs, "and they are equally crucial to the local economy."

While student spending has always fueled the state economy, it has become more apparent in recent years as KU has recruited all-time numbers of students. In fact, in fall 2024, KU recorded its largest freshman class and its highest overall enrollment in history.

Notably, KU student spending doesn't stop after graduation. Approximately one-third of KU's out-of-state students stay in the Kansas City Metropolitan Area after they graduate to pursue their careers.

Alumni impact

In this section, we estimate the economic impacts stemming from the added labor income of alumni in combination with their employers' added non-labor income. This impact is based on the number of students who have attended KU *throughout its history*, not just those matched in the Alumni Pathways data. We then use this total number to consider the impact of those students in the single FY 2023. Former students who earned a degree as well as those who may not have finished their degree or did not take courses in pursuit of achieving a degree are considered alumni. Note that the Alumni Pathways data used to inform the earnings and industries of alumni represent KU graduates only.

> The greatest economic impact of KU stems from the added human capital—the knowledge, creativity, imagination, and entrepreneurship—found in its alumni.

While KU creates an economic impact through its operations, construction, research, entrepreneurial, visitor, and student spending, the greatest economic impact of KU stems from the added human capital—the knowledge, creativity, imagination, and entrepreneurship—found in its alumni. While attending KU, students gain experience, education, and the knowledge, skills, and abilities that increase their productivity and allow them to command a higher wage once they enter the workforce. But the reward of increased productivity does not stop there. Talented professionals make capital more productive too (e.g., buildings, production facilities, equipment). The employers of KU alumni enjoy the fruits of this increased productivity in the form of additional non-labor income (i.e., higher profits).

The methodology here differs from the previous impacts in one fundamental way. Whereas the previous spending impacts depend on an annually renewed injection of new sales into the state economy, the alumni

impact is the result of years of past instruction and the associated accumulation of human capital. The initial effect of alumni is made up of two main components. The first and largest of these is the added labor income of KU's former students. The second component of the initial effect is the added non-labor income of the businesses that employ former students of KU.

We begin by estimating the portion of alumni who are employed in the workforce. To estimate the historical employment patterns of alumni in the state, we use the following sets of data or assumptions: 1) settling-in factors to determine how long it takes the average student to settle into a career;[24] 2) death, retirement, and unemployment rates from the National Center for Health Statistics, the Social Security Administration, and the Bureau of Labor Statistics; and 3) state migration data from the Internal Revenue Service.[25] The result is the estimated portion of alumni from each previous year who were still actively employed in the state as of FY 2023.

The next step is to quantify the skills and human capital that alumni acquired from the university. We use the students' production of CHEs as a proxy for accumulated human capital. The average number of CHEs completed per student in FY 2023 was 13.9. To estimate the number of CHEs present in the workforce during the analysis year, we use the university's historical student headcount over the past 43 years, from FY 1980-81 to FY 2023. We apply a 43-year time horizon to include all alumni active in the state workforce who have not reached the average retirement age of 67. The time horizon, or number of years in the workforce, is calculated by subtracting the average age of KU's students from the retirement age of 67. However, because the alumni impact is based on credits achieved and not headcount, we calculate and use an average age per credit rather than per student.

We multiply the 13.9 average CHEs per student by the headcounts that we estimate are still actively employed from each of the previous years.[26] Students who enroll at the university more than one year are counted at least twice in the historical enrollment data. However, CHEs remain distinct regardless of when and by whom they were earned, so there is no duplication in the CHE counts. We estimate there are approximately 6.5 million CHEs from alumni active in the workforce.

Next, we estimate the value of the CHEs, or the skills and human capital acquired by KU alumni. This is done using the *incremental* added labor income stemming from the students' higher wages. The incremental added labor income is the difference between the wage earned by KU alumni and the alternative wage they would have earned had they not attended KU. Using the state incremental earnings, KU Alumni Pathways data, credits required, and distribution of credits at each level of study, we

24 Settling-in factors are used to delay the onset of the benefits to students in order to allow time for them to find employment and settle into their careers. In the absence of hard data, we assume a range between one and three years for students who graduate with a certificate or a degree, and between one and five years for returning students.

25 According to a study performed by Pew Research Center, people who have already moved are more likely to move again than people who do not move. Therefore, migration rates are dampened to account for the idea that if they do not move in the first two years after leaving the university, then they are less likely to migrate out compared to the average person.

26 This assumes the average credit load and level of study from past years is equal to the credit load and level of study of students today.

estimate the average value per CHE to equal $328. This value represents the state average incremental increase in wages that alumni of KU received during the analysis year for every CHE they completed.

Because workforce experience leads to increased productivity and higher wages, the value per CHE varies depending on the students' workforce experience, with the highest value applied to the CHEs of students who had been employed the longest by FY 2023, and the lowest value per CHE applied to students who were just entering the workforce. More information on the theory and calculations behind the value per CHE appears in Appendix 6. In determining the amount of added labor income attributable to alumni, we multiply the CHEs of former students in each year of the historical time horizon by the corresponding average value per CHE for that year, and then sum the products together. This calculation yields approximately $2.1 billion in gross labor income from increased wages received by former students in FY 2023 (as shown in Table 3.11).

Table 3.11: Number of CHEs in workforce and initial labor income created in Kansas, FY 2023

Number of CHEs in workforce	6,477,249
Average value per CHE	$328
Initial labor income, gross	**$2,124,673,435**
Adjustments for counterfactual scenarios	
Percent reduction for alternative education opportunities	15%
Percent reduction for adjustment for labor import effects	50%
Initial labor income, net	**$902,986,210**

Source: Lightcast impact model

The next two rows in Table 3.11 show two adjustments used to account for counterfactual outcomes. As discussed above, counterfactual outcomes in economic analysis represent what would have happened if a given event had not occurred. The event in question is the education and training provided by KU and subsequent influx of skilled labor into the state economy. The first counterfactual scenario that we address is the adjustment for alternative education opportunities. In the counterfactual scenario where KU does not exist, we assume a portion of KU alumni would have received a comparable education elsewhere in the state or would have left the state and received a comparable education and then returned to the state. The incremental added labor income that accrues to those students cannot be counted toward the added labor income from KU alumni. The adjustment for alternative education opportunities amounts to a 15% reduction of the $2.1 billion in added labor income. This means that 15% of the added labor income from KU alumni would have been generated in the state anyway, even if the university did not exist. For more information on the alternative education adjustment, see Appendix 7.

The other adjustment in Table 3.11 accounts for the importation of labor. Suppose KU did not exist and in consequence there were fewer skilled workers in the state. Businesses could still satisfy some of their need for skilled labor by recruiting from outside Kansas. We refer to this as the labor import effect. Lacking information on its possible

magnitude, we assume 50% of the jobs that students fill at businesses in the state could have been filled by workers recruited from outside the state if the university did not exist.[27] Consequently, the gross labor income must be adjusted to account for the importation of this labor, since it would have happened regardless of the presence of the university. We conduct a sensitivity analysis for this assumption in Appendix 1. With the 50% adjustment, the net added labor income added to the economy comes to $903.0 million, as shown in Table 3.11.

The $903.0 million in added labor income appears under the initial effect in the labor income column of Table 3.12. To this we add an estimate for initial non-labor income. As discussed earlier in this section, businesses that employ former students of KU see higher profits as a result of the increased productivity of their capital assets. To estimate this additional income, we allocate the initial increase in labor income ($903.0 million) to the six-digit NAICS industry sectors where students are most likely to be employed. These data stem from mapping the occupation data from Alumni Pathways to six-digit industry sectors. We apply a matrix of wages by industry and by occupation from the MR-SAM model to map the occupational distribution of the $903.0 million in initial labor income effects to the detailed industry sectors in the MR-SAM model.[28]

Once these allocations are complete, we apply the ratio of non-labor to labor income provided by the MR-SAM model for each sector to our estimate of initial labor income. This computation yields an estimated $498.5 million in added non-labor income attributable to the university's alumni. Summing initial labor and non-labor income together provides the total initial effect of alumni productivity in the Kansas economy, equal to approximately $1.4 billion. To estimate multiplier effects, we convert the industry-specific income figures generated through the initial effect to sales using sales-to-income ratios from the MR-SAM model. We then run the values through the MR-SAM's multiplier matrix.

Table 3.12: Alumni impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Initial effect	**$902,986**	**$498,530**	**$1,401,516**	**$2,646,197**	**15,215**
Multiplier effect					
Direct effect	$176,420	$113,886	$290,306	$541,918	2,981
Indirect effect	$65,635	$41,823	$107,458	$198,763	1,122
Induced effect	$481,790	$239,262	$721,051	$1,265,462	8,243
Total multiplier effect	**$723,845**	**$394,971**	**$1,118,815**	**$2,006,143**	**12,346**
Total impact (initial + multiplier)	**$1,626,831**	**$893,501**	**$2,520,332**	**$4,652,340**	**27,560**

Source: Lightcast impact model

Table 3.12 shows the multiplier effects of alumni. Multiplier effects occur as alumni generate an increased demand for consumer goods and services through the expenditure of their higher wages. Further, as the industries where alumni are employed

27 A similar assumption is used by Walden (2014) in his analysis of the Cooperating Raleigh Colleges.

28 For example, if the MR-SAM model indicates that 20% of jobs in SOC 15-1252 (Software Developers) occur in NAICS 541512 (Computer Systems Design Services) in the state, we allocate 20% of the initial labor income effect under SOC 15-1252 to NAICS 541512.

increase their output, there is a corresponding increase in the demand for input from the industries in the employers' supply chain. Together, the incomes generated by the expansions in business input purchases and household spending constitute the multiplier effect of the increased productivity of the university's alumni. The final results are $723.8 million in added labor income and $395.0 million in added non-labor income, for an overall total of $1.1 billion in multiplier effects. The grand total of the alumni impact is $2.5 billion in total added income, the sum of all initial and multiplier labor and non-labor income effects. This is equivalent to supporting 27,560 jobs.

KU alumni fill critical, varied roles across the state

KU alumni fill hundreds of different roles across Kansas. The table below shows the most common positions held by KU graduates in Kansas. Many are recognized by the Kansas Department of Labor as "high demand, high wage" roles* and are indicated by an asterisk.

Occupation (based on SOC 5-Digit)	Share of KU alumni**
Chief Executives*	7.11%
Postsecondary Teachers*	3.26%
General and Operations Managers*	3.13%
Lawyers*	2.99%
Financial Managers*	2.75%
Marketing Managers*	2.61%
Sales Managers*	2.59%
Managers, All Other*	2.55%
Registered Nurses*	2.31%
Software Developers*	2.19%
Medical and Health Services Managers*	1.78%
First-Line Supervisors of Office and Administrative Support Workers*	1.70%
Accountants and Auditors*	1.47%
Management Analysts*	1.47%
Pharmacists*	1.34%
Project Management Specialists	1.23%
Social and Human Service Assistants	1.17%
Computer and Information Systems Managers*	1.14%
Public Relations Specialists*	1.04%
Mechanical Engineers*	1.02%
Architectural and Engineering Managers*	1.02%
Computer Occupations, All Other*	1.02%
Computer User Support Specialists*	0.99%
Public Relations Managers	0.92%
Physical Therapists*	0.92%
Computer Systems Analysts*	0.92%

Occupation (based on SOC 5-Digit)	Share of KU alumni**
Customer Service Representatives	0.90%
Industrial Engineers*	0.89%
Business Operations Specialists, All Other*	0.88%
Market Research Analysts and Marketing Specialists*	0.82%
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel*	0.79%
Education Administrators, Kindergarten through Secondary*	0.78%
Human Resources Managers*	0.75%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products*	0.70%
Mental Health and Substance Abuse Social Workers	0.68%
Civil Engineers*	0.68%
Teachers and Instructors, All Other*	0.66%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	0.64%
Real Estate Sales Agents*	0.61%
Training and Development Specialists*	0.58%
Human Resources Specialists*	0.58%
Graphic Designers*	0.58%
Family Medicine Physicians	0.58%
Education Administrators, Postsecondary*	0.56%
Secondary School Teachers, Except Special and Career/Technical Education*	0.54%
Personal Financial Advisors*	0.53%
Natural Sciences Managers	0.52%
Nurse Practitioners*	0.51%
Social and Community Service Managers*	0.51%

* Based on the 2024 High Demand Jobs table accessed January 2025 at https://klic.dol.ks.gov/vosnet/gsipub/documentView.aspx?docid=403

** Share of KU alumni holding this position in Kansas, January 2025; source: Lightcast Alumni Pathways data

Total KU impact

The total economic impact of KU on Kansas can be generalized into two broad types of impacts. First, on an annual basis, KU generates a flow of spending that has a significant impact on the state economy. The impacts of this spending are captured by the operations, construction, research, start-up, visitor, and student spending impacts. While not insignificant, these impacts do not capture the true purpose of KU. The fundamental mission of KU is to foster human capital. Every year, a new cohort of former KU students adds to the stock of human capital in the state, and a portion of alumni continues to add to the state economy.

Table 3.13 displays the grand total impacts of KU on the Kansas economy in FY 2023. For context, the percentages of KU compared to the total labor income, total non-labor income, combined total income, sales, and jobs in Kansas, as presented in Table 2.3 and Figure 2.3, are included. The total added value of KU is **$7.8 billion**, equivalent to **3.9%** of the GSP of Kansas. By comparison, this contribution that the university provides on its own is nearly twice as large as the entire Accommodation & Food Services industry in the state. KU's total impact supported **87,693 jobs** in FY 2023. For perspective, this means that **one out of every 23 jobs** in Kansas is supported by the activities of KU and its students.

Table 3.13: Total KU impact, FY 2023

	Labor income (thousands)	Non-labor income (thousands)	Total income (thousands)	Sales (thousands)	Jobs supported
Operations spending	$4,119,789	$618,510	$4,738,299	$8,675,154	53,031
Construction spending	$54,626	-$2,212	$52,414	$254,282	670
Research spending	$291,425	$23,615	$315,041	$614,521	3,460
Start-up companies	$77,026	$12,389	$89,415	$191,416	568
Visitor spending	$47,255	$39,330	$86,585	$306,976	1,664
Student spending	$23,679	$15,290	$38,970	$130,828	739
Alumni	$1,626,831	$893,501	$2,520,332	$4,652,340	27,560
Total impact	**$6,240,631**	**$1,600,423**	**$7,841,054**	**$14,825,518**	**87,693**
% of the Kansas economy	5.0%	2.1%	3.9%	3.2%	4.3%

Source: Lightcast impact model

These impacts from the university and its students stem from different industry sectors and spread throughout the state economy. Table 3.14 displays the total impact of KU by each industry sector based on their two-digit NAICS code. The table shows the total impact of operations, construction, research, start-up companies, visitors, students, and alumni, as shown in Table 3.14, broken down by each industry sector's individual impact on the state economy using processes outlined earlier in this chapter. By showing the impact from individual industry sectors, it is possible to see in finer detail the industries that drive the greatest impact on the state economy from the university's activities and from where KU alumni are employed. For example, the activities of KU and its alumni in the Health Care & Social Assistance industry sector generated an impact of $2.3 billion in FY 2023.

Table 3.14: Total KU impact by industry, FY 2023

Industry sector	Total income (thousands)	Jobs supported
Health Care & Social Assistance	$2,274,696	23,955
Government, Education	$1,203,048	14,820
Professional & Technical Services	$717,220	7,156
Finance & Insurance	$516,333	3,945
Real Estate & Rental & Leasing	$456,999	6,809
Information	$381,166	1,312
Manufacturing	$364,986	1,953
Administrative & Waste Services	$338,150	4,745
Other Services (except Public Administration)	$271,406	2,817
Accommodation & Food Services	$258,157	6,582
Retail Trade	$247,831	4,010
Wholesale Trade	$182,392	939
Construction	$177,449	2,109
Transportation & Warehousing	$96,437	1,468
Government, Non-Education	$92,008	909
Educational Services	$66,803	2,032
Management of Companies & Enterprises	$59,408	391
Utilities	$58,217	122
Arts, Entertainment, & Recreation	$46,827	1,354
Mining, Quarrying, & Oil and Gas Extraction	$20,359	87
Agriculture, Forestry, Fishing, & Hunting	$11,161	177
Total impact	**$7,841,054**	**87,693**

Source: Lightcast impact model

Chapter 4:

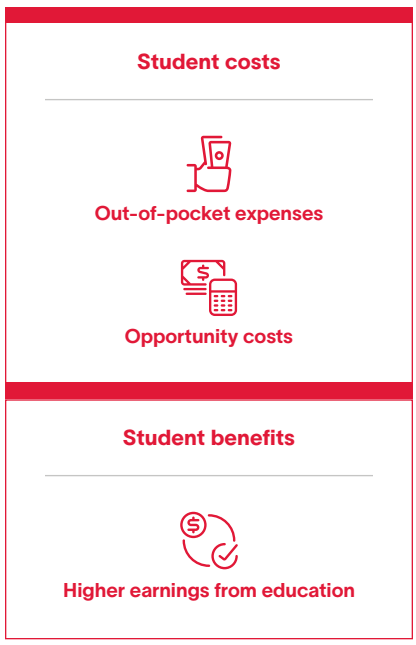
Investment analysis

The benefits generated by KU affect the lives of many people. The most obvious beneficiaries are the university's students; they give up time and money to go to the university in return for a lifetime of higher wages and improved quality of life. But the benefits do not stop there. As students earn more, communities and citizens throughout Kansas benefit from an enlarged economy and a reduced demand for social services. In the form of increased tax revenues and public sector savings, the benefits of education extend as far as the state and local governments.

Investment analysis is the process of evaluating total costs and measuring these against total benefits to determine whether a proposed venture will be profitable. If benefits outweigh costs, the investment is worthwhile. If costs outweigh benefits, the investment will lose money and is thus considered infeasible. In this chapter, we evaluate KU as a worthwhile investment from the perspectives of students, taxpayers, and society.

Student perspective

To enroll in postsecondary education, students pay for tuition and forgo monies that otherwise they would have earned had they chosen to work instead of attend college. From the perspective of students, education is the same as an investment. Students incur a cost, or put up a certain amount of money, with the expectation of receiving benefits in return. The total costs consist of the tuition and fees as well as student loan interest that students pay and the opportunity cost of forgone time and money. The benefits are the higher earnings that students receive as a result of their education.



Calculating student costs

Student costs consist of three main items: direct outlays, opportunity costs, and future principal and interest costs incurred from student loans. Direct outlays include tuition and fees, equal to $320.3 million from Figure 2.1. Direct outlays also include the cost of books and supplies. On average, full-time students spent $1,224 each on books and supplies during the reporting year.[29] Multiplying this figure by the number of full-time equivalents (FTEs) produced by KU in FY 2023[30] generates a total cost of $32.4 million for books and supplies.

In order to pay the cost of tuition, some students had to take out loans. These students not only incur the cost of tuition from the university but also incur the interest cost of taking out loans. In FY 2023, students received a total of $45.9 million in federal loans to attend KU.[31] Students pay back these loans along with interest over the span of several years in the future. Since students pay off these loans over time, they accrue no initial cost during the analysis year. Hence, to avoid double counting, the $45.9 million in federal loans is subtracted from the costs incurred by students in FY 2023.

In addition to the cost of tuition, books, and supplies, students also experienced an opportunity cost of attending college during the analysis year. Opportunity cost is the most difficult component of student costs to estimate. It measures the value of time and earnings forgone by students who go to university rather than work. To calculate it, we need to know the difference between the students' full earning potential and what they actually earn while attending the university.

We derive the students' full earning potential by weighting the average annual earnings levels in Figure 2.4 according to the education level breakdown of the student

29 Based on the data provided by KU.

30 A single FTE is equal to 30 CHEs for undergraduate students and 24 CHEs for graduate students, so there were 22,120 FTEs produced by students in FY 2023, equal to 652,336 CHEs divided by the weighted average number of CHEs per student (excluding personal enrichment students).

31 Due to data limitations, only federal loans are considered in this analysis.

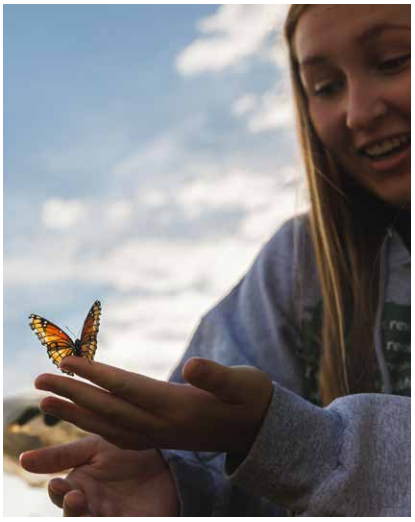
population at the start of the analysis year.[32] However, the earnings levels in Figure 2.4 reflect what average workers earn at the midpoint of their careers, not while attending the university. Because of this, we adjust the earnings levels to the average age weighted by credits[33] of the student population (24) to better reflect their wages at their current age.[34] This calculation yields an average full earning potential of $20,129 per student.

In determining how much students earn while enrolled in postsecondary education, an important factor to consider is the time that they actually spend on postsecondary education, since this is the only time that they are required to give up a portion of their earnings. We use the students' CHE production as a proxy for time, under the assumption that the more CHEs students earn, the less time they have to work, and, consequently, the greater their forgone earnings. Overall, students attending KU in FY 2023 earned an average of 13.9 CHEs per student (excluding personal enrichment students and dual credit high school students), which is approximately equal to 50% of a full academic year.[35] We thus include no more than $10,056 (or 50%) of the students' full earning potential in the opportunity cost calculations.

Another factor to consider is the students' employment status while enrolled in post-secondary education. It is estimated that 63% of students are employed.[36] For the remainder of students, we assume that they are either seeking work or planning to seek work once they complete their educational goals (with the exception of personal enrichment students, who are not included in this calculation). By choosing to enroll, therefore, non-working students give up everything that they can potentially earn during the academic year (i.e., the $10,056). The total value of their forgone earnings thus comes to $174.0 million.

Working students are able to maintain all or part of their earnings while enrolled. However, many of them hold jobs that pay less than statistical averages, usually because those are the only jobs they can find that accommodate their course schedule. These jobs tend to be at entry level, such as restaurant servers or cashiers. To account for this, we assume that working students hold jobs that pay 82% of what they would have earned had they chosen to work full-time rather than go to college.[37] The remaining 18% comprises the percentage of their full earning potential that they forgo. Obviously, this assumption varies by person; some students forgo more and others less. Since we do not know the actual jobs that students hold while attending, the 18% in forgone earnings serves as a reasonable average.

Thus far we have discussed student costs during the analysis year. However, recall that students take out student loans to attend college during the year, which they will have



32 This is based on students who reported their prior level of education to KU. The prior level of education data was then adjusted to exclude dual credit high school students.

33 Calculated using both credit and non-credit student populations.

34 Further discussion on this adjustment appears in Appendix 6.

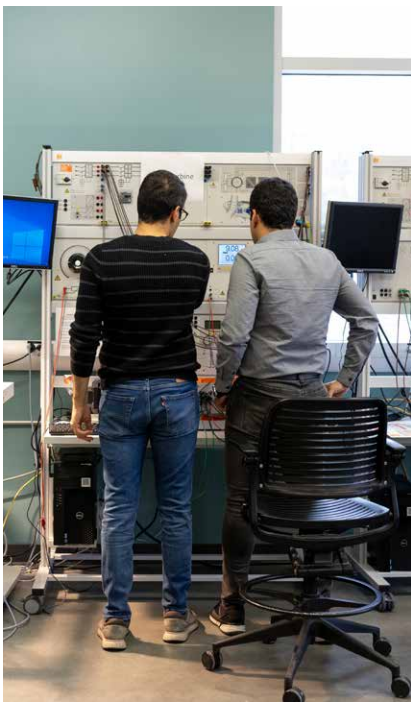
35 Equal to 13.9 CHEs divided by 30 for the proportion of undergraduate students and 24 for the proportion of graduate students, the assumed number of CHEs in a full-time academic year.

36 Based on data provided by KU. This figure excludes dual credit high school students, who are not included in the opportunity cost calculations.

37 The 82% assumption is based on the average hourly wage of jobs commonly held by working students divided by the state average hourly wage. Occupational wage estimates are published by the Bureau of Labor Statistics (see http://www.bls.gov/oes/current/oes_nat.htm).

to pay back over time. The amount they will be paying in the future must be a part of their decision to attend the university today. Students who take out loans are not only required to pay back the principal of the loan but to also pay back a certain amount in interest. The first step in calculating students' loan interest cost is to determine the payback time for the loans. The $45.9 million in loans was awarded to 7,188 students, averaging $6,379 per student in the analysis year. However, this figure represents only one year of loans. Because loan payback time is determined by total indebtedness, we assume that since KU is a four-year university, students will be indebted four times that amount, or $25,518 on average. According to the U.S. Department of Education, this level of indebtedness will take up to 20 years to pay back under the standard repayment plan.[38]

This indebtedness calculation is used solely to estimate the loan payback period. Students will be paying back the principal amount of $45.9 million over time. After taking into consideration the time value of money, this means that students will pay off a discounted present value of $26.7 million in principal over the 20 years. In order to calculate interest, we only consider interest on the federal loans awarded to students in FY 2023. Using the student discount rate of 4.9%[39] as our interest rate, we calculate that students will pay a total discounted present value of $18.5 million in interest on student loans throughout the first 20 years of their working lifetime. The stream of these future interest costs together with the stream of loan payments is included in the costs of Column 5 of Table 4.2.



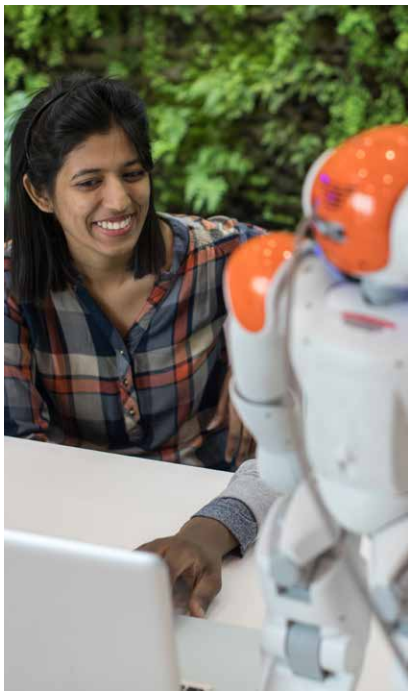


Table 4.1: Present value of student costs, FY 2023 (thousands)

Direct outlays in FY 2023	
Tuition and fees	$320,301
Less federal loans received	-$45,855
Books and supplies	$32,368
Less direct outlays of personal enrichment students	-$1,494
Total direct outlays	**$305,319**
Opportunity costs in FY 2023	
Earnings forgone by non-working students	$174,048
Earnings forgone by working students	$54,595
Less residual aid	-$23,397
Total opportunity costs	**$205,247**
Future student loan costs (present value)	
Student loan principal	$26,749
Student loan interest	$18,514
Total present value student loan costs	**$45,263**
Total present value student costs	**$555,829**

Source: Based on data provided by KU and outputs of the Lightcast impact model

38 Repayment period based on total education loan indebtedness, U.S. Department of Education, 2022. https://studentaid.ed.gov/sa/repay-loans/understand/plans/standard.

39 The student discount rate is derived from the three-year average of the baseline forecasts for the 10-year discount rate published by the Congressional Budget Office. See the Congressional Budget Office, Student Loan and Pell Grant Programs—May 2023 Baseline. https://www.cbo.gov/data/baseline-projections-selected-programs.

The steps leading up to the calculation of student costs appear in Table 4.1. Direct outlays amount to $305.3 million, the sum of tuition and fees ($320.3 million) and books and supplies ($32.4 million), less federal loans received ($45.9 million) and $1.5 million in direct outlays of personal enrichment students (those students are excluded from the cost calculations). Opportunity costs for working and non-working students amount to $205.2 million, excluding $23.4 million in offsetting residual aid that is paid directly to students.[40] Finally, we have the present value of future student loan costs, amounting to $45.3 million between principal and interest. Summing direct outlays, opportunity costs, and future student loan costs together yields a total of $555.8 million in present value student costs.

Linking education to earnings

Having estimated the costs of education to students, we weigh these costs against the benefits that students receive in return. The relationship between education and earnings is well documented and forms the basis for determining student benefits. As shown in Figure 2.4, state mean earnings levels at the midpoint of the average-aged worker's career increase as people achieve higher levels of education. The differences between state earnings levels define the incremental benefits of moving from one education level to the next.

A key component in determining the students' return on investment is the value of their future benefits stream; i.e., what they can expect to earn in return for the investment they make in education. We calculate the future benefits stream to the university's FY 2023 students first by determining their average annual increase in earnings, equal to $216.2 million. This value represents the higher wages that accrue to students at the midpoint of their careers and is calculated based on the marginal wage increases of the CHEs that students complete while attending the university. Using the state of Kansas earnings along with KU Alumni Pathways data, the marginal wage increase per CHE is $331. For a full description of the methodology used to derive the $216.2 million, see Appendix 6.

The second step is to project the $216.2 million annual increase in earnings into the future, for as long as students remain in the workforce. We do this by using the extended Mincer function to predict the change in earnings at each point in an individual's working career.[41] The Mincer function originated from Mincer's seminal work on human capital (1958). The function estimates earnings using an individual's years of education and post-schooling experience. While some have criticized Mincer's earnings function, it is still upheld in recent data and has served as the foundation for a variety of research pertaining to labor economics. Card (1999 and 2001) addresses a number of these criticisms using U.S. based research over the last three decades and concludes that any upward bias in the Mincer parameters is on the order of 10% or less. Thus, to account for any upward bias, we conservatively incorporate a 10% reduction in our projected earnings, otherwise known as the ability bias.

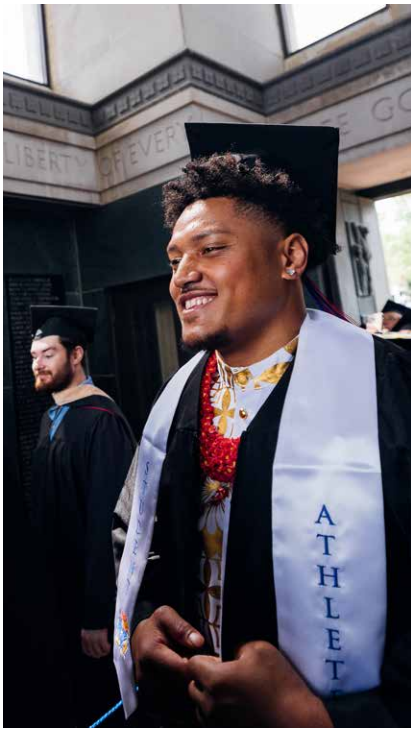
40 Residual aid is the remaining portion of scholarship or grant aid distributed directly to a student after the university applies tuition and fees.

41 Appendix 6 provides more information on the Mincer function and how it is used to predict future earnings growth.

Further, due to inconsistencies in the original quadratic Mincer specification,[42] as noted above, we use an enhanced version of the Mincer function—a quartic specification—that, besides the education level and work experience variables, factors in demographic characteristics such as sex and race/ethnicity to project, as precisely as possible, the former students' wage trajectories.[43] With the $216.2 million representing the students' higher earnings at the midpoint of their careers, we apply scalars from the Mincer function to yield a stream of projected future benefits that gradually increase from the time students enter the workforce, peak shortly after the career midpoint, and then dampen slightly as students approach retirement at age 67. This earnings stream appears in Column 2 of Table 4.2.

As shown in Table 4.2, the $216.2 million in gross higher earnings occurs around Year 14, which is the approximate midpoint of the students' future working careers given the average age of the student population and an assumed retirement age of 67. In accordance with the Mincer function, the gross higher earnings that accrue to students in the years leading up to the midpoint are less than $216.2 million and the gross higher earnings in the years after the midpoint are greater than $216.2 million.

The final step in calculating the students' future benefits stream is to net out the potential benefits generated by students who are either not yet active in the workforce or who leave the workforce over time. This adjustment appears in Column 3 of Table 4.2 and represents the percentage of the FY 2023 student population that will be employed in the workforce in a given year. Note that the percentages in the first five years of the time horizon are relatively lower than those in subsequent years. This is because many students delay their entry into the workforce, either because they are still enrolled at the university or because they are unable to find a job immediately upon graduation. Accordingly, we apply a set of "settling-in" factors to account for the time needed by students to find employment and settle into their careers. As discussed in Chapter 3, settling-in factors delay the onset of the benefits by one to three years for students who graduate with a certificate or a degree and by one to five years for degree-seeking students who do not complete during the analysis year.



Beyond the first five years of the time horizon, students will leave the workforce for any number of reasons, whether death, retirement, or unemployment. We estimate the rate of attrition using the same data and assumptions applied in the calculation of the attrition rate in the economic impact analysis of Chapter 3.[44] The likelihood of leaving the workforce increases as students age, so the attrition rate is more aggressive near the end of the time horizon than in the beginning. Column 4 of Table 4.2 shows the net higher earnings to students after accounting for both the settling-in patterns and attrition.

42 Hamlen, S. S., & Hamlen, W. A. (2012). The inconsistency of the quadratic Mincer equation: A proof. *Theoretical Economics Letters*, 2(2), 115-120. https://doi.org/10.4236/tel.2012.22021.

43 Murphy, K. M., & Welch, F. (1990). Empirical age-earnings-profiles. *Journal of Labor Economics*, 8(2), 202-229.

44 See the discussion of the alumni impact in Chapter 3. The main sources for deriving the attrition rate are the National Center for Health Statistics, the Social Security Administration, and the Bureau of Labor Statistics. Note that we do not account for migration patterns in the student investment analysis because the higher earnings that students receive as a result of their education will accrue to them regardless of where they find employment.

Table 4.2: **Projected benefits and costs, student perspective**

1	2	3	4	5	6
Year	Gross higher earnings to students (millions)	% active in workforce*	Net higher earnings to students (millions)	Student costs (millions)	Net cash flow (millions)
0	$83.2	38%	$31.9	$510.6	-$478.6
1	$92.0	54%	$49.4	$3.6	$45.8
2	$101.2	59%	$60.0	$3.6	$56.4
3	$110.7	69%	$76.0	$3.6	$72.4
4	$120.3	81%	$98.0	$3.6	$94.4
5	$130.2	97%	$126.2	$3.6	$122.6
6	$140.1	97%	$135.7	$3.6	$132.1
7	$150.1	97%	$145.1	$3.6	$141.5
8	$160.1	96%	$154.5	$3.6	$150.9
9	$170.0	96%	$163.8	$3.6	$160.2
10	$179.8	96%	$172.8	$3.6	$169.2
11	$189.3	96%	$181.7	$3.6	$178.1
12	$198.6	96%	$190.2	$3.6	$186.6
13	$207.6	96%	$198.3	$3.6	$194.7
14	$216.2	95%	$206.0	$3.6	$202.4
15	$224.4	95%	$213.3	$3.6	$209.7
16	$232.1	95%	$220.1	$3.6	$216.5
17	$239.3	95%	$226.3	$3.6	$222.7
18	$246.1	94%	$232.0	$3.6	$228.4
19	$252.2	94%	$237.0	$3.6	$233.4
20	$257.8	94%	$241.5	$3.6	$237.9
21	$262.9	93%	$245.3	$0.0	$245.3
22	$267.3	93%	$248.5	$0.0	$248.5
23	$271.2	93%	$251.1	$0.0	$251.1
24	$274.5	92%	$253.0	$0.0	$253.0
25	$277.1	92%	$254.2	$0.0	$254.2
26	$279.3	91%	$254.9	$0.0	$254.9
27	$280.8	91%	$254.9	$0.0	$254.9
28	$281.8	90%	$254.2	$0.0	$254.2
29	$282.3	90%	$253.0	$0.0	$253.0
30	$282.3	89%	$251.2	$0.0	$251.2
31	$281.8	88%	$248.9	$0.0	$248.9
32	$280.8	88%	$246.0	$0.0	$246.0
33	$279.4	87%	$242.6	$0.0	$242.6
34	$277.6	86%	$238.7	$0.0	$238.7
35	$275.4	85%	$234.3	$0.0	$234.3
36	$272.9	84%	$229.6	$0.0	$229.6
37	$270.1	83%	$224.4	$0.0	$224.4
38	$266.9	82%	$218.9	$0.0	$218.9
39	$263.5	81%	$213.1	$0.0	$213.1
40	$259.9	80%	$207.1	$0.0	$207.1
41	$256.1	78%	$200.9	$0.0	$200.9
42	$252.0	77%	$194.4	$0.0	$194.4
Present value			**$3,170.1**	**$555.8**	**$2,614.3**

* Includes the "settling-in" factors and attrition.

Source: Lightcast impact model

Benefit-cost ratio	Internal rate of return	Payback period (years)
5.7	22.3%	5.7

Return on investment for students

Having estimated the students' costs and their future benefits stream, the next step is to discount the results to the present to reflect the time value of money. For the student perspective we assume a discount rate of 4.9% (see below). Because students tend to rely upon debt to pay for education—i.e. they are negative savers—their discount rate is based upon student loan interest rates.[45] In Appendix 1, we conduct a sensitivity analysis of this discount rate. The present value of the benefits is then compared to student costs to derive the investment analysis results, expressed in terms of a benefit-cost ratio, rate of return, and payback period. The investment is feasible if returns match or exceed the minimum threshold values; i.e., a benefit-cost ratio greater than 1.0, a rate of return that exceeds the discount rate, and a reasonably short payback period.

Discount rate

The discount rate is a rate of interest that converts future costs and benefits to present values. For example, $1,000 in higher earnings realized 30 years in the future is worth much less than $1,000 in the present. All future values must therefore be expressed in present value terms in order to compare them with investments (i.e., costs) made today. The selection of an appropriate discount rate, however, can become an arbitrary and controversial undertaking. As suggested in economic theory, the discount rate should reflect the investor's opportunity cost of capital, i.e., the rate of return one could reasonably expect to obtain from alternative investment schemes. In this study we assume a 4.9% discount rate from the student perspective and a 0.7% discount rate from the perspectives of taxpayers and society.

In Table 4.2, the net higher earnings of students yield a cumulative discounted sum of approximately $3.2 billion, the present value of all of the future earnings increments (see the bottom section of Column 4). This may also be interpreted as the gross capital asset value of the students' higher earnings stream. In effect, the aggregate FY 2023 student body is rewarded for its investment in KU with a capital asset valued at $3.2 billion.

The students' cost of attending the university is shown in Column 5 of Table 4.2, equal to a present value of $555.8 million. Comparing the cost with the present value of benefits yields a student benefit-cost ratio of 5.7 (equal to $3.2 billion in benefits divided by $555.8 million in costs).

Another way to compare the same benefits stream and associated cost is to compute the rate of return. The rate of return indicates the interest rate that a bank would have to pay a depositor to yield an equally attractive stream of future payments.[46] Table 4.2

45 The student discount rate is derived from the most recent three-year average baseline forecasts for the 10-year Treasury rate published by the Congressional Budget Office. See the Congressional Budget Office, Student Loan and Pell Grant Programs—May 2023 Baseline. https://www.cbo.gov/data/baseline-projections-selected-programs.

46 Rates of return are computed using the familiar internal rate-of-return calculation. Note that, with a bank deposit or stock market investment, the depositor puts up a principal, receives in return a stream of periodic payments, and then recovers the principal at the end. Someone who invests in education, on the other hand, receives a stream of periodic payments that include the recovery of the principal as part of the periodic payments, but there is no principal recovery at the end. These differences notwithstanding comparable cash flows for both bank and education investors yield the same internal rate of return.

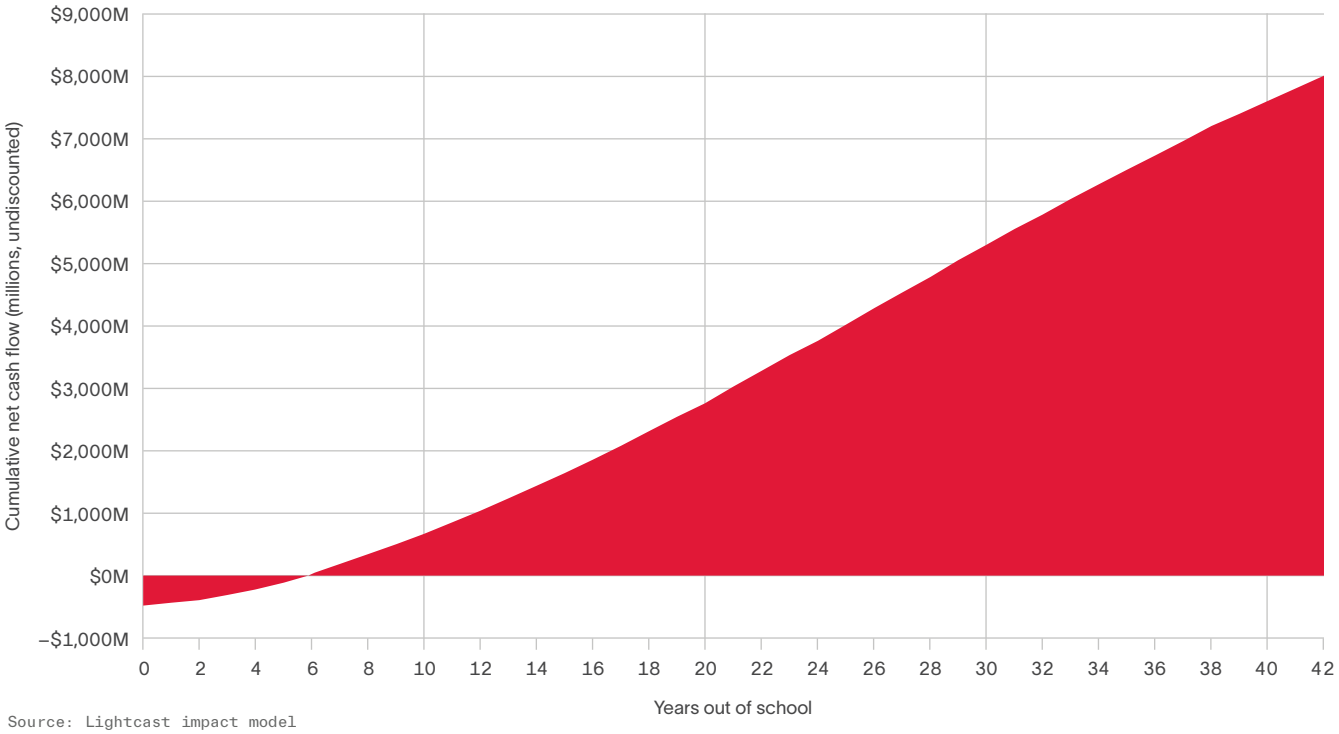
shows students of KU earning average returns of 22.3% on their investment of time and money. This is a favorable return compared, for example, to approximately 1% on a standard bank savings account, or 10.1% on stocks and bonds (30-year average return).

Note that returns reported in this study are real returns, not nominal. When a bank promises to pay a certain rate of interest on a savings account, it employs an implicitly nominal rate. Bonds operate in a similar manner. If it turns out that the inflation rate is higher than the stated rate of return, then money is lost in real terms. In contrast, a real rate of return is on top of inflation. For example, if inflation is running at 3% and a nominal percentage of 5% is paid, then the real rate of return on the investment is only 2%. In Table 4.2, the 22.3% student rate of return is a real rate. With an inflation rate of 2.6% (the average rate reported over the past 20 years as per the U.S. Department of Commerce, Consumer Price Index), the corresponding nominal rate of return is 24.9%, higher than what is reported in Table 4.2.

The payback period is defined as the length of time it takes to entirely recoup the initial investment.[47] Beyond that point, returns are what economists would call pure costless rent. As indicated in Table 4.2, students at KU see, on average, a payback period of 5.7 years, meaning 5.7 years after their initial investment of forgone earnings and out-of-pocket costs, they will have received enough higher future earnings to fully recover those costs (Figure 4.1).

KU students see an average rate of return of **22.3%** for their investment of time and money.

Figure 4.1: Student payback period



Source: Lightcast impact model

47 Payback analysis is generally used by the business community to rank alternative investments when safety of investments is an issue. Its greatest drawback is it does not account for the time value of money. The payback period is calculated by dividing the cost of the investment by the net return per period. In this study, the cost of the investment includes tuition and fees plus the opportunity cost of time; it does not account for student living expenses.

Taxpayer perspective

From the taxpayer perspective, the pivotal step is to determine the public benefits that specifically accrue to state and local governments. For example, benefits resulting from earnings growth are limited to increased state and local tax payments. Similarly, savings related to improved health, reduced crime, and fewer welfare and unemployment claims, discussed below, are limited to those received strictly by state and local governments. In all instances, benefits to private residents, local businesses, or the federal government are excluded.

Taxpayer costs

State/local funding

Taxpayer benefits

Increased tax revenue

Avoided costs to state/local government

Growth in state tax revenues

As a result of their time at KU, students earn more because of the skills they learned while attending the university, and businesses earn more because student skills make capital more productive (buildings, machinery, and everything else). This in turn raises profits and other business property income. Together, increases in labor and non-labor (i.e., capital) income are considered the effect of a skilled workforce. These in turn increase tax revenues since state and local governments are able to apply tax rates to higher earnings.

Estimating the effect of KU on increased tax revenues begins with the present value of the students' future earnings stream, which is displayed in Column 4 of Table 4.2. To these net higher earnings, we apply a multiplier derived from Lightcast's MR-SAM model to estimate the added labor income created in the state as students and businesses spend their higher earnings.[48] As labor income increases, so does non-labor income, which consists of monies gained through investments. To calculate the growth in non-labor income, we multiply the increase in labor income by a ratio of the Kansas gross state product to total labor income in the state. We also include the spending impacts discussed in Chapter 3 that were created in FY 2023 from operations, construction, research, visitor, and student spending. To each of these, we apply the prevailing tax rates so we capture only the tax revenues attributable to state and local governments from this additional revenue.

Not all of these tax revenues may be counted as benefits to the state, however. Some students leave the state during the course of their careers, and the higher earnings they receive as a result of their education leave the state with them. To account for this dynamic, we combine student settlement data from the university with data on migration patterns from the Internal Revenue Service to estimate the number of students who will leave the state workforce over time.

48 For a full description of the Lightcast MR-SAM model, see Appendix 5.

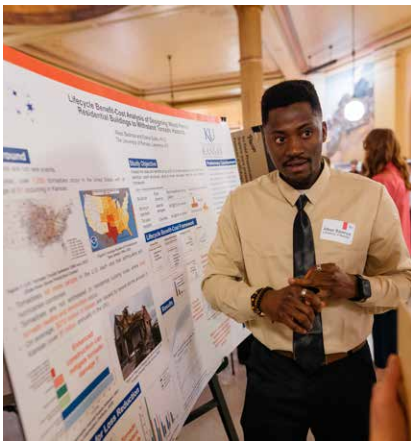
We apply another reduction factor to account for the students' alternative education opportunities. This is the same adjustment that we use in the calculation of the alumni impact in Chapter 3 and is designed to account for the counterfactual scenario where KU does not exist. The assumption in this case is that any benefits generated by students who could have received an education even without the university cannot be counted as new benefits to society. For this analysis, we assume an alternative education variable of 15%, meaning that 15% of the student population at the university would have generated benefits anyway even without the university. For more information on the alternative education variable, see Appendix 7.

We apply a final adjustment factor to account for the "shutdown point" that nets out benefits that are not directly linked to the state and local government costs of supporting the university. As with the alternative education variable discussed under the alumni impact, the purpose of this adjustment is to account for counterfactual scenarios. In this case, the counterfactual scenario is where state and local government funding for KU did not exist and KU had to derive the revenue elsewhere. To estimate this shutdown point, we apply a sub-model that simulates the students' demand curve for education by reducing state and local support to zero and progressively increasing student tuition and fees. As student tuition and fees increase, enrollment declines. For KU, the shutdown point adjustment is 0%, meaning that the university could not operate without taxpayer support. As such, no reduction applies. For more information on the theory and methodology behind the estimation of the shutdown point, see Appendix 9.

After adjusting for attrition, alternative education opportunities, and the shutdown point, we calculate the present value of the future added tax revenues that occur in the state, equal to $1.1 billion. Recall from the discussion of the student return on investment that the present value represents the sum of the future benefits that accrue each year over the course of the time horizon, discounted to current year dollars to account for the time value of money. Given that the stakeholder in this case is the public sector, we use the discount rate of 0.7%. This is the three-year average of the real Treasury interest rate reported by the Office of Management and Budget (OMB) for 30-year investments, and in Appendix 1, we conduct a sensitivity analysis of this discount rate.[49]

Government savings

In addition to the creation of higher tax revenues to the state and local governments, education is statistically associated with a variety of lifestyle changes that generate social savings, also known as external or incidental benefits of education. These represent the avoided costs to the government that otherwise would have been drawn from public resources absent the education provided by KU. Government savings appear in Figure 4.2 and Table 4.3 and break down into three main categories: 1) health savings, 2) crime savings, and 3) income assistance savings. Health savings include avoided medical costs that would have otherwise been covered by state and local government.



49 Office of Management and Budget. Discount Rates for Cost-Effectiveness, Lease Purchase, and Related Analyses. Revised February 17, 2023. Accessed March 2024. https://www.whitehouse.gov/wp-content/uploads/2023/02/M-23-12-Appendix-C-Update_Discount-Rates.pdf

Crime savings consist of avoided costs to the justice system (i.e., police protection, judicial and legal, and corrections). Income assistance benefits comprise avoided costs due to the reduced number of welfare and unemployment insurance claims.

The model quantifies government savings by calculating the probability at each education level that individuals will have poor health, commit crimes, or claim welfare and unemployment benefits. Deriving the probabilities involves assembling data from a variety of studies and surveys analyzing the correlation between education and health, crime, and income assistance at the national and state level. We spread the probabilities across the education ladder and multiply the marginal differences by the number of students who achieved CHEs at each step. The sum of these marginal differences counts as the upper bound measure of the number of students who, due to the education they received at the university, will not have poor health, commit crimes, or demand income assistance. We dampen these results by the ability bias adjustment discussed earlier in the student perspective section and in Appendix 6 to account for factors (besides education) that influence individual behavior. We then multiply the marginal effects of education by the associated costs of health, crime, and income assistance.[50] Finally, we apply the same adjustments for attrition, alternative education, and the shutdown point to derive the net savings to the government. Total government savings appear in Figure 4.2 and sum to $95.8 million.

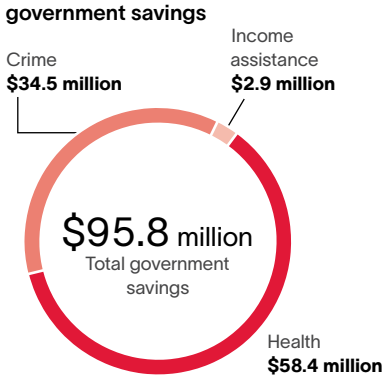
In addition to the creation of **higher tax revenues** to the state and local government, education is statistically associated with a variety of lifestyle changes that generate **social savings**.

Table 4.3: Present value of added tax revenue and government savings (thousands)

Added tax revenue	**$1,051,236**
Government savings	
Health-related savings	$58,387
Crime-related savings	$34,521
Income assistance savings	$2,927
Total government savings	**$95,836**
Total taxpayer benefits	**$1,147,072**

Source: Lightcast impact model

Figure 4.2: Present value of government savings



Source: Lightcast impact model

Table 4.3 displays all benefits to taxpayers. The first row shows the added tax revenues created in the state, equal to $1.1 billion, from students' higher earnings, increases in non-labor income, and spending impacts. The sum of the government savings and the added income in the state is $1.1 billion, as shown in the bottom row of Table 4.3. These savings continue to accrue in the future as long as the FY 2023 student population of KU remains in the workforce.

50 For a full list of the data sources used to calculate the social externalities, see the Resources and References section. See also Appendix 10 for a more in-depth description of the methodology.

Return on investment for taxpayers

Taxpayer costs are reported in Table 4.4 and come to $401.9 million, equal to the contribution of state and local governments to KU. In return for their public support, taxpayers are rewarded with an investment benefit-cost ratio of 2.9 (= $1.1 billion ÷ $401.9 million), indicating a profitable investment.

A benefit-cost ratio greater than 1.0 indicates a good public investment since the taxes from KU student higher earnings and reduced government expenditures not only recover taxpayer costs but grow the Kansas tax base.

Table 4.4: **Projected benefits and costs, taxpayer perspective**

1	2	3	4
Year	Benefits to taxpayers (millions)	State & local government costs (millions)	Net cash flow (millions)
0	$671.3	$401.9	$269.3
1	$7.7	$0.0	$7.7
2	$8.6	$0.0	$8.6
3	$10.2	$0.0	$10.2
4	$12.4	$0.0	$12.4
5	$15.0	$0.0	$15.0
6	$15.1	$0.0	$15.1
7	$15.2	$0.0	$15.2
8	$15.4	$0.0	$15.4
9	$15.5	$0.0	$15.5
10	$15.7	$0.0	$15.7
11	$15.7	$0.0	$15.7
12	$15.8	$0.0	$15.8
13	$15.8	$0.0	$15.8
14	$15.8	$0.0	$15.8
15	$15.7	$0.0	$15.7
16	$15.7	$0.0	$15.7
17	$15.6	$0.0	$15.6
18	$15.5	$0.0	$15.5
19	$15.3	$0.0	$15.3
20	$15.2	$0.0	$15.2
21	$15.0	$0.0	$15.0
22	$14.8	$0.0	$14.8
23	$14.6	$0.0	$14.6
24	$14.4	$0.0	$14.4
25	$14.1	$0.0	$14.1
26	$13.9	$0.0	$13.9
27	$13.6	$0.0	$13.6
28	$13.3	$0.0	$13.3
29	$13.0	$0.0	$13.0
30	$12.7	$0.0	$12.7
31	$12.4	$0.0	$12.4
Present value	**$1,147.1**	**$401.9**	**$745.1**

Source: Lightcast impact model

Benefit-cost ratio

2.9

Social perspective

Kansas benefits from the education that KU provides through the earnings that students create in the state and through the savings that they generate through their improved lifestyles. To receive these benefits, however, members of society must pay money and forgo services that they otherwise would have enjoyed if KU did not exist. Society's investment in KU stretches across a number of investor groups, from students to employers to taxpayers. We weigh the benefits generated by KU to these investor groups against the total social costs of generating those benefits. The total social costs include all KU expenditures, all student expenditures (including interest on student loans) less tuition and fees, and all student opportunity costs, totaling a present value of $5.8 billion.

On the benefits side, any benefits that accrue to Kansas as a whole—including students, employers, taxpayers, and anyone else who stands to benefit from the activities of KU—are counted as benefits under the social perspective. We group these benefits under the following broad headings: 1) increased earnings in the state, and 2) social externalities stemming from improved health, reduced crime, and reduced unemployment in the state (see the Beekeeper Analogy box for a discussion of externalities). Both of these benefits components are described more fully in the following sections.

Social costs

KU expenditures

Student out-of-pocket expenses

Student opportunity costs

Social benefits

Increased economic base

Avoided social costs

Growth in state economic base

In the process of absorbing the newly acquired skills of students who attend KU, not only does the productivity of the Kansas workforce increase, but so does the productivity of its physical capital and assorted infrastructure. Students earn more because of the skills they learned while attending the university, and businesses earn more because student skills make capital more productive (buildings, machinery, and everything else). This in turn raises profits and other business property income. Together, increases in labor and non-labor (i.e., capital) income are considered the effect of a skilled workforce.

Estimating the effect of KU on the state's economic base follows a similar process used when calculating increased tax revenues in the taxpayer perspective. However, instead of looking at just the tax revenue portion, we include all of the added earnings and business output. First, we calculate the students' future higher earnings stream. We factor in student attrition and alternative education opportunities to arrive at net higher earnings. We again apply multipliers derived from Lightcast's MR-SAM model to estimate the added labor and non-labor income created in the state as students and businesses spend their higher earnings and as businesses generate additional profits from this increased output (added student and business income in Figure 4.3). We also include the operations, construction, research, visitor, and student spending

impacts discussed in Chapter 3 that were created in FY 2023 (added income from university activities in Figure 4.3). The shutdown point does not apply to the growth of the economic base because the social perspective captures not only the state and local taxpayer support to the university, but also the support from the students and other non-government sources.

Using this process, we calculate the present value of the future added income that occurs in the state, equal to $9.9 billion. Recall from the discussion of the student and taxpayer return on investment that the present value represents the sum of the future benefits that accrue each year over the course of the time horizon, discounted to current year dollars to account for the time value of money. As stated in the taxpayer perspective, given that the stakeholder in this case is the public sector, we use the discount rate of 0.7%.

Beekeeper analogy

Beekeepers provide a classic example of positive externalities (sometimes called "neighborhood effects"). The beekeeper's intention is to make money selling honey. Like any other business, receipts must at least cover operating costs. If they don't, the business shuts down.

But from society's standpoint, there is more. Flowers provide the nectar that bees need for honey production, and smart beekeepers locate near flowering sources such as orchards. Nearby orchard owners, in turn, benefit as the bees spread the pollen necessary for orchard growth and fruit production. This is an uncompensated external benefit of beekeeping, and economists have long recognized that society might actually do well to subsidize activities that produce positive externalities, such as beekeeping.

Educational institutions are like beekeepers. While their principal aim is to provide education and raise people's earnings, in the process they create an array of external benefits. Students' health and lifestyles are improved, and society indirectly benefits just as orchard owners indirectly benefit from beekeepers. In an effort to provide a more comprehensive report of the benefits generated by education, the model accounts for many of these external social benefits.

Social savings

Similar to the government savings discussed above, society as a whole sees savings due to external or incidental benefits of education. These represent the avoided costs that otherwise would have been drawn from private and public resources absent the education provided by KU. Social benefits appear in Table 4.5 and break down into three main categories: 1) health savings, 2) crime savings, and 3) income assistance savings. These are similar to the categories from the taxpayer perspective above, although health savings now also include lost productivity and other effects associated with smoking, obesity, depression, and substance abuse. In addition to avoided costs to the justice system, crime savings also consist of avoided victim costs and benefits stemming from the added productivity of individuals who otherwise would have been incarcerated. Income assistance savings comprise the avoided government costs due to the reduced number of welfare and unemployment insurance claims.

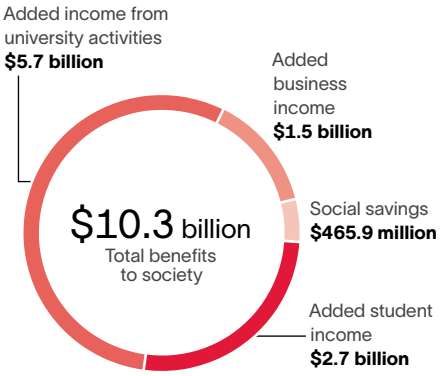
Table 4.5 displays the results of the analysis. The first row shows the increased economic base in the state, equal to $9.9 billion, from students' higher earnings and their multiplier effects, increases in non-labor income, and spending impacts. Social savings appear next, beginning with a breakdown of savings related to health. These include savings due to a reduced demand for medical treatment and social services, improved worker productivity and reduced absenteeism, and a reduced number of vehicle crashes and fires induced by alcohol or smoking-related incidents. These savings amount to $424.8 million. Crime savings amount to $38.1 million, including savings associated with a reduced number of crime victims, added worker productivity, and reduced expenditures for police and law enforcement, courts and administration of justice, and corrective services. Finally, the present value of the savings related to income assistance amounts to $2.9 million, stemming from a reduced number of persons in need of welfare or unemployment benefits. All told, social savings amounted to $465.9 million in benefits to communities and citizens in Kansas.

Table 4.5: Present value of the future increased economic base and social savings in the state (thousands)

Increased economic base	**$9,882,640**
Social savings	
Health	
Smoking	$169,116
Obesity	$46,488
Depression	$102,603
Substance abuse	$106,624
Total health savings	**$424,832**
Crime	
Criminal justice system savings	$34,167
Crime victim savings	$770
Added productivity	$3,206
Total crime savings	**$38,143**
Income assistance	
Welfare savings	$2,576
Unemployment savings	$351
Total income assistance savings	**$2,927**
Total social savings	**$465,902**
Total, increased economic base + social savings	**$10,348,542**

Source: Lightcast impact model

Figure 4.3: Present value of benefits to society



Source: Lightcast impact model

The sum of the social savings and the increased state economic base is $10.3 billion, as shown in the bottom row of Table 4.5 and in Figure 4.3. These savings accrue in the future as long as the FY 2023 student population of KU remains in the workforce.

Return on investment for society

Table 4.6 presents the stream of benefits accruing to the Kansas society and the total social costs of generating those benefits. Comparing the present value of the benefits

and the social costs, we have a benefit-cost ratio of 1.8. This means that for every dollar invested in an education from KU, whether it is the money spent on operations of the university or money spent by students on tuition and fees, an average of $1.80 in benefits will accrue to society in Kansas.[51]

With and without social savings

Earlier in this chapter, social benefits attributable to education (improved health, reduced crime, and reduced demand for income assistance) were defined as externalities that are incidental to the operations of KU. Some would question the legitimacy of including these benefits in the calculation of rates of return to education, arguing that only the tangible benefits (higher earnings) should be counted. Table 4.4 and Table 4.6 are inclusive of social benefits reported as attributable to KU. Recognizing the other point of view, Table 4.7 shows rates of return for both the taxpayer and social perspectives exclusive of social benefits. As indicated, returns are still above threshold levels (a net present value greater than zero and a benefit-cost ratio greater than 1.0), confirming that taxpayers and society as a whole receive value from investing in KU.

Table 4.7: Taxpayer and social perspectives with and without social savings

	Including social savings	Excluding social savings
Taxpayer perspective		
Net present value (millions)	$745.1	$649.3
Benefit-cost ratio	2.9	2.6
Social perspective		
Net present value (millions)	$4,593.0	$4,127.1
Benefit-cost ratio	1.8	1.7

Source: Lightcast impact model

51 The rate of return is not reported for the social perspective because the beneficiaries of the investment are not necessarily the same as the original investors.

Table 4.6: **Projected benefits and costs, social perspective**

1	2	3	4
Year	Benefits to society (millions)	Social costs (millions)	Net cash flow (millions)
0	$5,798.2	$5,688.9	$109.3
1	$58.6	$3.6	$55.0
2	$66.5	$3.6	$62.9
3	$80.7	$3.6	$77.1
4	$99.6	$3.6	$96.0
5	$122.7	$3.6	$119.1
6	$125.8	$3.6	$122.2
7	$129.1	$3.6	$125.5
8	$132.3	$3.6	$128.8
9	$135.6	$3.6	$132.0
10	$138.8	$3.6	$135.2
11	$141.2	$3.6	$137.6
12	$143.3	$3.6	$139.7
13	$145.2	$3.6	$141.6
14	$146.8	$3.6	$143.2
15	$148.0	$3.6	$144.4
16	$149.0	$3.6	$145.4
17	$149.6	$3.6	$146.0
18	$149.9	$3.6	$146.3
19	$149.9	$3.6	$146.3
20	$149.7	$3.6	$146.1
21	$149.1	$0.0	$149.1
22	$148.2	$0.0	$148.2
23	$147.0	$0.0	$147.0
24	$145.6	$0.0	$145.6
25	$143.9	$0.0	$143.9
26	$142.0	$0.0	$142.0
27	$139.8	$0.0	$139.8
28	$137.4	$0.0	$137.4
29	$134.8	$0.0	$134.8
30	$132.0	$0.0	$132.0
31	$129.1	$0.0	$129.1
32	$126.0	$0.0	$126.0
33	$122.7	$0.0	$122.7
34	$119.3	$0.0	$119.3
35	$115.8	$0.0	$115.8
36	$112.2	$0.0	$112.2
37	$108.6	$0.0	$108.6
38	$104.8	$0.0	$104.8
39	$101.1	$0.0	$101.1
40	$97.3	$0.0	$97.3
41	$93.5	$0.0	$93.5
42	$89.7	$0.0	$89.7
Present value	**$10,348.5**	**$5,755.5**	**$4,593.0**

Source: Lightcast impact model

Benefit-cost ratio

1.8

Chapter 5:

Conclusion

WHILE KU ADDS VALUE to Kansas beyond the economic impact outlined in this study, the value of KU's impact in terms of dollars and cents is an important component of the university's value as a whole. In order to fully assess KU's value to the state economy, this report has evaluated the university from the perspectives of economic impact analysis and investment analysis.

From an economic impact perspective, we calculated that KU generates a total economic impact of **$7.8 billion** in total added income for the state economy. This represents the sum of several different impacts, including the university's:

- Operations spending impact ($4.7 billion);
- Construction spending impact ($52.4 million);
- Research spending impact ($315.0 million);
- Start-up company impact ($89.4 million);
- Visitor spending impact ($86.6 million);
- Student spending impact ($39.0 million); and
- Alumni impact ($2.5 billion).

One out of every 23 jobs in Kansas is supported by the activities of KU and its students.

The total impact of $7.8 billion is equivalent to approximately **3.9%** of the total GSP of Kansas and is equivalent to supporting **87,693 jobs**. For perspective, this means that **one out of every 23 jobs** in Kansas is supported by the activities of KU and its students.

Since KU's activity represents an investment by various parties, including students, taxpayers, and society as a whole, we also evaluated the university as an investment to see the value it provides to these investors. For each dollar invested by students, taxpayers, and society, KU offers a benefit of **$5.70**, **$2.90**, and **$1.80**, respectively. These results indicate that KU is an attractive investment to students with rates of return that exceed alternative investment opportunities. At the same time, the presence of the university expands the state economy and creates a wide range of positive social benefits that accrue to taxpayers and society in general within Kansas.

Modeling the impact of the university is subject to many factors, the variability of which we considered in our sensitivity analysis (Appendix 1). With this variability accounted for, we present the findings of this study as a robust picture of the economic value of KU.

Lightcast

Lightcast provides colleges and universities with labor market data that help create better outcomes for students, businesses, and communities. Our data, which cover more than 99% of the U.S. workforce, are compiled from a wide variety of government sources, job postings, and online profiles and résumés. Hundreds of institutions use Lightcast to align programs with regional needs, drive enrollment, connect students with in-demand careers, track their alumni's employment outcomes, and demonstrate their institution's economic impact on their region. Visit lightcast.io/solutions/education to learn more or connect with us.

Resources and references

Appendices

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Appendix 1: Sensitivity analysis

Sensitivity analysis measures the extent to which a model's outputs are affected by hypothetical changes in the background data and assumptions. This is especially important when those variables are inherently uncertain. This analysis allows us to identify a plausible range of potential results that would occur if the value of any of the variables is in fact different from what was expected. In this chapter we test the sensitivity of the model to the following input factors: 1) the alternative education variable, 2) the labor import effect variable, 3) the student employment variables, 4) the discount rate, and 5) the retained student variable.

Alternative education variable

The alternative education variable (15%) accounts for the counterfactual scenario where students would have to seek a similar education elsewhere absent the publicly-funded university in the state. Given the difficulty in accurately specifying the alternative education variable, we test the sensitivity of the taxpayer and social investment analysis results to its magnitude. Variations in the alternative education assumption are calculated around base case results listed in the middle column of Table A1.1. Next, the model brackets the base case assumption on either side with a plus or minus 10%, 25%, and 50% variation in assumptions. Analyses are then repeated introducing one change at a time, holding all other variables constant. For example, an increase of 10% in the alternative education assumption (from 15% to 17%) reduces the taxpayer perspective benefit-cost ratio from 2.85 to 2.80 Likewise, a decrease of 10% (from 15% to 14%) in the assumption increases the benefit cost ratio from 2.90 to 2.85.

Table A1.1: Sensitivity analysis of alternative education variable, taxpayer and social perspectives

% variation in assumption	-50%	-25%	-10%	Base case	10%	25%	50%
Alternative education variable	**8%**	**11%**	**14%**	**15%**	**17%**	**19%**	**23%**
Taxpayer perspective							
Net present value (millions)	$846.3	$795.7	$765.4	$745.1	$724.9	$694.5	$643.9
Benefit-cost ratio	3.11	2.98	2.90	2.85	2.80	2.73	2.60
Social perspective							
Net present value (millions)	$5,506.1	$5,049.6	$4,775.7	$4,593.0	$4,410.4	$4,136.5	$3,679.9
Benefit-cost ratio	1.96	1.88	1.83	1.80	1.77	1.72	1.64

Based on this sensitivity analysis, the conclusion can be drawn that KU investment analysis results from the taxpayer and social perspectives are not very sensitive to relatively large variations in the alternative education variable. As indicated, results are

still above threshold levels (a net present value greater than zero and a benefit-cost ratio greater than 1.0), even when the alternative education assumption is increased by as much as 50% (from 15% to 23%). The conclusion is that although the assumption is difficult to specify, its impact on overall investment analysis results for the taxpayer and social perspectives is not very sensitive.

Labor import effect variable

The labor import effect variable only affects the alumni impact calculation in Table 3.12. In the model we assume a labor import effect variable of 50%, which means that 50% of the state's labor demands would have been satisfied without the presence of KU. In other words, businesses that hired KU students could have substituted some of these workers with equally-qualified people from outside the state had there been no KU students to hire. Therefore, we attribute only the remaining 50% of the initial labor income generated by increased alumni productivity to the university.

Table A1.2 presents the results of the sensitivity analysis for the labor import effect variable. As explained earlier, the assumption increases and decreases relative to the base case of 50% by the increments indicated in the table. Alumni productivity impacts attributable to KU, for example, range from a high of $3.8 billion at a -50% variation to a low of $1.3 billion at a +50% variation from the base case assumption. This means that if the labor import effect variable increases, the impact that we claim as attributable to alumni decreases. Even under the most conservative assumptions, the alumni impact on the Kansas economy still remains sizable.

Table A1.2: Sensitivity analysis of labor import effect variable

% variation in assumption	-50%	-25%	-10%	Base case	10%	25%	50%
Labor import effect variable	25%	38%	45%	50%	55%	63%	75%
Alumni impact (millions)	$3,780.5	$3,150.4	$2,772.4	$2,520.3	$2,268.3	$1,890.2	$1,260.2

Student employment variables

Student employment variables are difficult to estimate because many students do not report their employment status or because universities generally do not collect this kind of information. Employment variables include the following: 1) the percentage of students who are employed while attending the university and 2) the percentage of earnings that working students receive relative to the earnings they would have received had they not chosen to attend the university. Both employment variables affect the investment analysis results from the student perspective.

Students incur substantial expense by attending KU because of the time they spend not gainfully employed. Some of that cost is recaptured if students remain partially (or fully) employed while attending. It is estimated that 63% of students are employed.[52] This variable is tested in the sensitivity analysis by changing it first to 100% and then to 0%.

52 Based on data provided by KU. This figure excludes dual credit high school students, who are not included in the opportunity cost calculations.

The second student employment variable is more difficult to estimate. In this study we estimate that students who are working while attending the university earn only 82%, on average, of the earnings that they statistically would have received if not attending KU. This suggests that many students hold part-time jobs that accommodate their KU attendance, though it is at an additional cost in terms of receiving a wage that is less than what they otherwise might make. The 82% variable is an estimation based on the average hourly wages of the most common jobs held by students while attending college relative to the average hourly wages of all occupations in Kansas. The model captures this difference in wages and counts it as part of the opportunity cost of time. As above, the 82% estimate is tested in the sensitivity analysis by changing it to 100% and then to 0%.

The changes generate results summarized in Table A1.3, with *A* defined as the percent of students employed and *B* defined as the percent that students earn relative to their full earning potential. Base case results appear in the shaded row; here the assumptions remain unchanged, with *A* equal to 63% and *B* equal to 82%. Sensitivity analysis results are shown in non-shaded rows. Scenario 1 increases *A* to 100% while holding *B* constant, Scenario 2 increases *B* to 100% while holding *A* constant, Scenario 3 increases both *A* and *B* to 100%, and Scenario 4 decreases both *A* and *B* to 0%.

Table A1.3: Sensitivity analysis of student employment variables

Variations in assumptions	Net present value (millions)	Internal rate of return	Benefit-cost ratio
Base case: A = 63%, B = 82%	$2,614.3	22.3%	5.7
Scenario 1: A = 100%, B = 82%	$2,756.3	28.5%	7.7
Scenario 2: A = 63%, B = 100%	$2,668.9	24.2%	6.3
Scenario 3: A = 100%, B = 100%	$2,843.0	35.0%	9.7
Scenario 4: A = 0%, B = 0%	$2,372.6	16.7%	4.0

Note: A = percent of students employed; B = percent earned relative to statistical averages.

- **Scenario 1:** Increasing the percentage of students employed (*A*) from 63% to 100%, the net present value, internal rate of return, and benefit-cost ratio improve to $2.8 billion, 28.5%, and 7.7, respectively, relative to base case results. Improved results are attributable to a lower opportunity cost of time; all students are employed in this case.
- **Scenario 2:** Increasing earnings relative to statistical averages (*B*) from 82% to 100%, the net present value, internal rate of return, and benefit-cost ratio results improve to $2.7 billion, 24.2%, and 6.3, respectively, relative to base case results; this strong improvement, again, is attributable to a lower opportunity cost of time.
- **Scenario 3:** Increasing both assumptions *A* and *B* to 100% simultaneously, the net present value, internal rate of return, and benefit-cost ratio improve yet further to $2.8 billion, 35.0%, and 9.7, respectively, relative to base case results. This scenario assumes that all students are fully employed and earning full salaries (equal to statistical averages) while attending classes.

- **Scenario 4:** Finally, decreasing both *A* and *B* to 0% reduces the net present value, internal rate of return, and benefit-cost ratio to $2.4 billion, 16.7%, and 4.0, respectively, relative to base case results. These results are reflective of an increased opportunity cost; none of the students are employed in this case.[53]

It is strongly emphasized in this section that base case results are very attractive in that results are all above their threshold levels. As is clearly demonstrated here, results of the first three alternative scenarios appear much more attractive, although they overstate benefits. Results presented in Chapter 4 are realistic, indicating that investments in KU generate excellent returns, well above the long-term average percent rates of return in stock and bond markets.

Discount rate

The discount rate is a rate of interest that converts future monies to their present value. In investment analysis, the discount rate accounts for two fundamental principles: 1) the time value of money, and 2) the level of risk that an investor is willing to accept. Time value of money refers to the value of money after interest or inflation has accrued over a given length of time. An investor must be willing to forgo the use of money in the present to receive compensation for it in the future. The discount rate also addresses the investors' risk preferences by serving as a proxy for the minimum rate of return that the proposed risky asset must be expected to yield before the investors will be persuaded to invest in it. Typically, this minimum rate of return is determined by the known returns of less risky assets where the investors might alternatively consider placing their money.

Table A1.4: Sensitivity analysis of discount rate

% variation in assumption	-50%	-25%	-10%	Base case	10%	25%	50%
Student perspective							
Discount rate	2.4%	3.7%	4.4%	4.9%	5.4%	6.1%	7.3%
Net present value (millions)	$4,446.2	$3,388.3	$2,896.1	$2,614.3	$2,364.0	$2,038.6	$1,603.3
Benefit-cost ratio	9.00	7.10	6.21	5.70	5.25	4.67	3.88
Taxpayer perspective							
Discount rate	0.37%	0.55%	0.66%	0.73%	0.81%	0.92%	1.10%
Net present value (millions)	$780.6	$762.4	$751.9	$745.1	$738.5	$728.7	$713.0
Benefit-cost ratio	2.94	2.90	2.87	2.85	2.84	2.81	2.77
Social perspective							
Discount rate	0.37%	0.55%	0.66%	0.73%	0.81%	0.92%	1.10%
Net present value (millions)	$4,947.4	$4,765.7	$4,661.1	$4,593.0	$4,526.3	$4,428.8	$4,272.5
Benefit-cost ratio	1.9	1.8	1.8	1.8	1.8	1.8	1.7

53 Note that reducing the percent of students employed to 0% automatically negates the percent they earn relative to full earning potential, since none of the students receive any earnings in this case.

In this study, we assume a 4.9% discount rate for students and a 0.7% discount rate for society and taxpayers.[54] Similar to the sensitivity analysis of the alternative education variable, we vary the base case discount rates for students, taxpayers, and society on either side by increasing the discount rate by 10%, 25%, and 50%, and then reducing it by 10%, 25%, and 50%. Note that, because the payback period is based on the undiscounted cash flow, it is unaffected by changes in the discount rate.

As demonstrated in Table A1.4, an increase in the discount rate leads to a corresponding decrease in the expected returns, and vice versa. For example, increasing the student discount rate by 50% (from 4.9% to 7.3%) reduces the students' benefit-cost ratio from 5.7 to 3.9. Conversely, reducing the discount rate for students by 50% (from 4.9% to 2.4%) increases the benefit-cost ratio from 5.7 to 9.0. The sensitivity analysis results for taxpayers and society show the same inverse relationship between the discount rate and the benefit-cost ratio.

Retained student variable

The retained student variable only affects the student spending impact calculation in Table 3.10. For this analysis, we assume a retained student variable of 10%, which means that 10% of KU's students who originated from Kansas would have left the state for other opportunities, whether that be education or employment, if KU did not exist. The money these retained students spent in the state for accommodation and other personal and household expenses is attributable to KU.

Table A1.5 presents the results of the sensitivity analysis for the retained student variable. The assumption increases and decreases relative to the base case of 10% by the increments indicated in the table. The student spending impact is recalculated at each value of the assumption, holding all else constant. Student spending impacts attributable to KU range from a high of $42.5 million when the retained student variable is 15% to a low of $35.4 million when the retained student variable is 5%. This means as the retained student variable decreases, the student spending attributable to KU decreases. Even under the most conservative assumptions, the student spending impact on the Kansas economy remains substantial.

Table A1.5: Sensitivity analysis of retained student variable

% variation in assumption	-50%	-25%	-10%	Base case	10%	25%	50%
Retained student variable	5%	8%	9%	10%	11%	13%	15%
Student spending impact (millions)	$35.4	$37.2	$38.3	$39.0	$39.7	$40.8	$42.5

54 These values are based on the three-year average of the baseline forecasts for the 10-year Treasury rate published by the Congressional Budget Office and the real Treasury interest rates reported by the Office of Management and Budget for 30-year investments. See the Congressional Budget Office "Table 5. Federal Student Loan Programs: Projected Interest Rates: CBO's July 2023 Baseline" and the Office of Management and Budget "Discount Rates for Cost-Effectiveness, Lease Purchase, and Related Analyses."

Appendix 2: Glossary of terms

Alternative education: A "with" and "without" measure of the percent of students who would still be able to avail themselves of education if the university under analysis did not exist. An estimate of 10%, for example, means that 10% of students do not depend directly on the existence of the university in order to obtain their education.

Alternative use of funds: A measure of how monies that are currently used to fund the university might otherwise have been used if the university did not exist.

Asset value: Capitalized value of a stream of future returns. Asset value measures what someone would have to pay today for an instrument that provides the same stream of future revenues.

Attrition rate: The rate at which students leave the workforce due to out-migration, unemployment, retirement, or death.

Benefit-cost ratio: Present value of benefits divided by present value of costs. If the benefit-cost ratio is greater than 1, then benefits exceed costs, and the investment is feasible.

Counterfactual scenario: What would have happened if a given event had not occurred. In the case of this economic impact study, the counterfactual scenario is a scenario where the university did not exist.

Credit hour equivalent: Credit hour equivalent, or CHE, is defined as 15 contact hours of education if on a semester system, and 10 contact hours if on a quarter system. In general, it requires 450 contact hours to complete one full-time equivalent, or FTE.

Demand: Relationship between the market price of education and the volume of education demanded (expressed in terms of enrollment). The law of the downward-sloping demand curve is related to the fact that enrollment increases only if the price (tuition and fees) is lowered, or conversely, enrollment decreases if price increases.

Discounting: Expressing future revenues and costs in present value terms.

Earnings (labor income): Income that is received as a result of labor; i.e., wages.

Economics: Study of the allocation of scarce resources among alternative and competing ends. Economics is not normative (what ought to be done), but positive (describes what is, or how people are likely to behave in response to economic changes).

Elasticity of demand: Degree of responsiveness of the quantity of education demanded (enrollment) to changes in market prices (tuition and fees). If a decrease in fees increases or decreases total enrollment by a significant amount, demand is elastic. If enrollment remains the same or changes only slightly, demand is inelastic.

Externalities: Impacts (positive and negative) for which there is no compensation. Positive externalities of education include improved social behaviors such as improved health, lower crime, and reduced demand for income assistance. Educational institutions do not receive compensation for these benefits, but benefits still occur because education is statistically proven to lead to improved social behaviors.

Gross state product: Measure of the final value of all goods and services produced in a state after netting out the cost of goods used in production. Alternatively, gross state product (GSP) equals the combined incomes of all factors of production; i.e., labor, land and capital. These include wages, salaries, proprietors' incomes, profits, rents, and other. Gross state product is also sometimes called value added or added income.

Initial effect: Income generated by the initial injection of monies into the economy through the payroll of the university and the higher earnings of its students.

Input-output analysis: Relationship between a given set of demands for final goods and services and the implied amounts of manufactured inputs, raw materials, and labor that this requires. When educational institutions pay wages and salaries and spend money for supplies in the state, they also generate earnings in all sectors of the economy, thereby increasing the demand for goods and services and jobs. Moreover, as students enter or rejoin the workforce with higher skills, they earn higher salaries and wages. In turn, this generates more consumption and spending in other sectors of the economy.

Internal rate of return: Rate of interest that, when used to discount cash flows associated with investing in education, reduces its net present value to zero (i.e., where the present value of revenues accruing from the investment are just equal to the present value of costs incurred). This, in effect, is the breakeven rate of return on investment since it shows the highest rate of interest at which the investment makes neither a profit nor a loss.

Multiplier effect: Additional income created in the economy as the university and its students spend money in the state. It consists of the income created by the supply chain of the industries initially affected by the spending of the university and its students (i.e., the direct effect), income created by the supply chain of the initial supply chain (i.e., the indirect effect), and the income created by the increased spending of the household sector (i.e., the induced effect).

NAICS: The North American Industry Classification System (NAICS) classifies North American business establishments in order to better collect, analyze, and publish statistical data related to the business economy.

Net cash flow: Benefits minus costs, i.e., the sum of revenues accruing from an investment minus costs incurred.

Net present value: Net cash flow discounted to the present. All future cash flows are collapsed into one number, which, if positive, indicates feasibility. The result is expressed as a monetary measure.

Non-labor income: Income received from investments, such as rent, interest, and dividends.

Opportunity cost: Benefits forgone from alternative B once a decision is made to allocate resources to alternative A. Or, if individuals choose to attend college, they forgo earnings that they would have received had they chosen instead to work full-time. Forgone earnings, therefore, are the "price tag" of choosing to attend college.

Payback period: Length of time required to recover an investment. The shorter the period, the more attractive the investment. The formula for computing payback period is:

Payback period = cost of investment/net return per period

Appendix 3: Frequently asked questions (FAQs)

This appendix provides answers to some frequently asked questions about the results.

What is economic impact analysis?

Economic impact analysis quantifies the impact from a given economic event—in this case, the presence of a university—on the economy of a specified region.

What is investment analysis?

Investment analysis is a standard method for determining whether an existing or proposed investment is economically viable. This methodology is appropriate in situations where a stakeholder puts up a certain amount of money with the expectation of receiving benefits in return, where the benefits that the stakeholder receives are distributed over time, and where a discount rate must be applied in order to account for the time value of money.

Do the results differ by region, and if so, why?

Yes. Regional economic data are drawn from Lightcast's proprietary MR-SAM model, the Census Bureau, and other sources to reflect the specific earnings levels, jobs numbers, unemployment rates, population demographics, and other key characteristics of the region served by the university. Therefore, model results for the university are specific to the given region.

Are the funds transferred to the university increasing in value, or simply being re-directed?

Lightcast's approach is not a simple "rearranging of the furniture" where the impact of operations spending is essentially a restatement of the level of funding received by the university. Rather, it is an impact assessment of the additional income created in the region as a result of the university spending on payroll and other non-pay expenditures, net of any impacts that would have occurred anyway if the university did not exist.

How do my university's rates of return compare to that of other institutions?

In general, Lightcast discourages comparisons between institutions since many factors, such as regional economic conditions, institutional differences, and student demographics are outside of the university's control. It is best to compare the rate of return to the discount rates of 4.9% (for students) and 0.7% (for society and taxpayers), which can also be seen as the opportunity cost of the investment (since these stakeholder groups could be spending their time and money in other investment schemes besides education). If the rate of return is higher than the discount rate, the stakeholder groups can expect to receive a positive return on their educational investment.

Lightcast recognizes that some institutions may want to make comparisons. As a word of caution, if comparing to an institution that had a study commissioned by a firm other than Lightcast, then differences in methodology will create an "apples to oranges" comparison and will therefore be difficult. The study results should be seen as unique to each institution.

Net present value (NPV): How do I communicate this in laymen's terms?

Which would you rather have: a dollar right now or a dollar 30 years from now? That most people will choose a dollar now is the crux of net present value. The preference for a dollar today means today's dollar is therefore worth more than it would be in the future (in most people's opinion). Because the dollar today is worth more than a dollar in 30 years, the dollar 30 years from now needs to be adjusted to express its worth today. Adjusting the values for this "time value of money" is called discounting and the result of adding them all up after discounting each value is called net present value.

Internal rate of return (IRR): How do I communicate this in laymen's terms?

Using the bank as an example, an individual needs to decide between spending all of their paycheck today and putting it into savings. If they spend it today, they know what it is worth: $1 = $1. If they put it into savings, they need to know that there will be some sort of return to them for spending those dollars in the future rather than now. This is why banks offer interest rates and deposit interest earnings. This makes it so an individual can expect, for example, a 3% return in the future for money that they put into savings now.

Total economic impact: How do I communicate this in laymen's terms?

Big numbers are great but putting them into perspective can be a challenge. To add perspective, find an industry with roughly the same "% of GSP" as your university (Table 2.3). This percentage represents its portion of the total gross state product in the state (similar to the nationally recognized gross domestic product but at a state level). This allows the university to say that their single brick and mortar campus does just as much for the state as the entire Utilities *industry*, for example. This powerful statement can help put the large total impact number into perspective.

Appendix 4: Example of sales versus income

Lightcast's economic impact study differs from many other studies because we prefer to report the impacts in terms of income rather than sales (or output). Income is synonymous with value added or gross state product (GSP). Sales include all the intermediary costs associated with producing goods and services. Income is a net measure that excludes these intermediary costs:

Income = Sales – Intermediary Costs

For this reason, income is a more meaningful measure of new economic activity than reporting sales. This is evidenced by the use of gross domestic product (GDP)—a measure of income—by economists when considering the economic growth or size of a country. The difference is GSP reflects a state and GDP a country.

To demonstrate the difference between income and sales, let us consider an example of a baker's production of a loaf of bread. The baker buys the ingredients such as eggs, flour, and yeast for $2.00. He uses capital such as a mixer to combine the ingredients and an oven to bake the bread and convert it into a final product. Overhead costs for these steps are $1.00. Total intermediary costs are $3.00. The baker then sells the loaf of bread for $5.00.

The sales amount of the loaf of bread is $5.00. The income from the loaf of bread is equal to the sales amount less the intermediary costs:

Income = $5.00 – $3.00 = $2.00

In our analysis, we provide context behind the income figures by also reporting the associated number of jobs. The impacts are also reported in sales and earnings terms for reference.

Appendix 5: Lightcast MR-SAM

Lightcast's MR-SAM represents the flow of all economic transactions in a given region. It replaces Lightcast's previous input-output (IO) model, which operated with some 1,000 industries, four layers of government, a single household consumption sector, and an investment sector. The old IO model was used to simulate the ripple effects (i.e., multipliers) in the regional economy as a result of industries entering or exiting the region. The MR-SAM model performs the same tasks as the old IO model, but it also does much more. Along with the same 1,000 industries, government, household, and investment sectors embedded in the old IO tool, the MR-SAM exhibits much more functionality, a greater amount of data, and a higher level of detail on the demographic and occupational components of jobs (16 demographic cohorts and about 750 occupations are characterized).

This appendix presents a high-level overview of the MR-SAM. Additional documentation on the technical aspects of the model is available upon request.

Data sources for the model

The Lightcast MR-SAM model relies on a number of internal and external data sources, mostly compiled by the federal government. What follows is a listing and short explanation of our sources. The use of these data will be covered in more detail later in this appendix.

Lightcast Data are produced from many data sources to produce detailed industry, occupation, and demographic jobs and earnings data at the local level. This information (especially sales-to-jobs ratios derived from jobs and earnings-to-sales ratios) is used to help regionalize the national matrices as well as to disaggregate them into more detailed industries than are normally available.

BEA Make and Use Tables (MUT) are the basis for input-output models in the U.S. The *make* table is a matrix that describes the amount of each commodity made by each industry in a given year. Industries are placed in the rows and commodities in the columns. The *use* table is a matrix that describes the amount of each commodity used by each industry in a given year. In the use table, commodities are placed in the rows and industries in the columns. The BEA produces two different sets of MUTs, the benchmark and the summary. The benchmark set contains about 500 sectors and is released every five years, with a five-year lag time (e.g., 2002 benchmark MUTs were released in 2007). The summary set contains about 80 sectors and is released every year, with a two-year lag (e.g., 2010 summary MUTs were released in late 2011/early 2012). The MUTs are used in the Lightcast MR-SAM model to produce an industry-by-industry matrix describing all industry purchases from all industries.

BEA Gross Domestic Product by State (GSP) describes gross domestic product from the value added (also known as added income) perspective. Value added is equal to employee compensation, gross operating surplus, and taxes on production and imports, less subsidies. Each of these components is reported for each state and an aggregate group of industries. This dataset is updated once per year, with a one-year lag. The Lightcast MR-SAM model makes use of this data as a control and pegs certain pieces of the model to values from this dataset.

BEA National Income and Product Accounts (NIPA) cover a wide variety of economic measures for the nation, including gross domestic product (GDP), sources of output, and distribution of income. This dataset is updated periodically throughout the year and can be between a month and several years old depending on the specific account. NIPA data are used in many of the Lightcast MR-SAM processes as both controls and seeds.

BEA Local Area Income (LPI) encapsulates multiple tables with geographies down to the county level. The following two tables are specifically used: CA05 (Personal income and earnings by industry) and CA91 (Gross flow of earnings). CA91 is used when creating the commuting submodel and CA05 is used in several processes to help with place-of-work and place-of-residence differences, as well as to calculate personal income, transfers, dividends, interest, and rent.

Bureau of Labor Statistics Consumer Expenditure Survey (CEX) reports on the buying habits of consumers along with some information as to their income, consumer unit, and demographics. Lightcast utilizes this data heavily in the creation of the national demographic by income type consumption on industries.

Census of Government's (CoG) state and local government finance dataset is used specifically to aid breaking out state and local data that is reported in the MUTs. This allows Lightcast to have unique production functions for each of its state and local government sectors.

Census' OnTheMap (OTM) is a collection of three datasets for the census block level for multiple years. **Origin-Destination (OD)** offers job totals associated with both home census blocks and a work census block. **Residence Area Characteristics (RAC)** offers jobs totaled by home census block. **Workplace Area Characteristics (WAC)** offers jobs totaled by work census block. All three of these are used in the commuting submodel to gain better estimates of earnings by industry that may be counted as commuting. This dataset has holes for specific years and regions. These holes are filled with Census' Journey-to-Work described later.

Census' Current Population Survey (CPS) is used as the basis for the demographic breakout data of the MR-SAM model. This set is used to estimate the ratios of demographic cohorts and their income for the three different income categories (i.e., wages, property income, and transfers).

Census' Journey-to-Work (JtW) is part of the 2000 Census and describes the amount of commuting jobs between counties. This set is used to fill in the areas where OTM does not have data.

Census' American Community Survey (ACS) Public Use Microdata Sample (PUMS) is the replacement for Census' long form and is used by Lightcast to fill the holes in the CPS data.

Oak Ridge National Lab (ORNL) County-to-County Distance Matrix (Skim Tree) contains a matrix of distances and network impedances between each county via various modes of transportation such as highway, railroad, water, and combined highway-rail. Also included in this set are minimum impedances utilizing the best combination of paths. The ORNL distance matrix is used in Lightcast's gravitational flows model that estimates the amount of trade between counties in the country.

Overview of the MR-SAM model

Lightcast's MR-SAM modeling system is a comparative static model in the same general class as RIMS II (Bureau of Economic Analysis) and IMPLAN (Minnesota Implan Group). The MR-SAM model is thus not an econometric model, the primary example of which is PolicyInsight by REMI. It relies on a matrix representation of industry-to-industry purchasing patterns originally based on national data which are regionalized with the use of local data and mathematical manipulation (i.e., non-survey methods). Models of this type estimate the ripple effects of changes in jobs, earnings, or sales in one or more industries upon other industries in a region.

The Lightcast MR-SAM model shows final equilibrium impacts—that is, the user enters a change that perturbs the economy and the model shows the changes required to establish a new equilibrium. As such, it is not a dynamic model that shows year-by-year changes over time (as REMI's does).

National SAM

Following standard practice, the SAM model appears as a square matrix, with each row sum exactly equaling the corresponding column sum. Reflecting its kinship with the standard Leontief input-output framework, individual SAM elements show accounting flows between row and column sectors during a chosen base year. Read across rows, SAM entries show the flow of funds into column accounts (also known as receipts or the appropriation of funds by those column accounts). Read down columns, SAM entries show the flow of funds into row accounts (also known as expenditures or the dispersal of funds to those row accounts).

The SAM may be broken into three different aggregation layers: broad accounts, sub-accounts, and detailed accounts. The broad layer is the most aggregate and will be covered first. Broad accounts cover between one and four sub-accounts, which in turn cover many detailed accounts. This appendix will not discuss detailed accounts directly because of their number. For example, in the industry broad account, there are two sub-accounts and over 1,000 detailed accounts.

Multi-regional aspect of the MR-SAM

Multi-regional (MR) describes a non-survey model that has the ability to analyze the transactions and ripple effects (i.e., multipliers) of not just a single region, but multiple regions interacting with each other. Regions in this case are made up of a collection of counties.

Lightcast's multi-regional model is built off of gravitational flows, assuming that the larger a county's economy, the more influence it will have on the surrounding counties' purchases and sales. The equation behind this model is essentially the same that Isaac Newton used to calculate the gravitational pull between planets and stars. In Newton's equation, the masses of both objects are multiplied, then divided by the distance separating them and multiplied by a constant. In Lightcast's model, the masses are replaced with the supply of a sector for one county and the demand for that same sector from another county. The distance is replaced with an impedance value that considers the distance, type of roads, rail lines, and other modes of transportation. Once this is calculated for every county-to-county pair, a set of mathematical operations is performed to make sure all counties absorb the correct amount of supply from every county and the correct amount of demand from every county. These operations produce more than 200 million data points.

Components of the Lightcast MR-SAM model

The Lightcast MR-SAM is built from a number of different components that are gathered together to display information whenever a user selects a region. What follows is a description of each of these components and how each is created. Lightcast's internally created data are used to a great extent throughout the processes described below, but its creation is not described in this appendix.

County earnings distribution matrix

The county earnings distribution matrices describe the earnings spent by every industry on every occupation for a year—i.e., earnings by occupation. The matrices are built utilizing Lightcast's industry earnings, occupational average earnings, and staffing patterns.

Each matrix starts with a region's staffing pattern matrix which is multiplied by the industry jobs vector. This produces the number of occupational jobs in each industry for the region. Next, the occupational average hourly earnings per job are multiplied by 2,080 hours, which converts the average hourly earnings into a yearly estimate. Then the matrix of occupational jobs is multiplied by the occupational annual earnings per job, converting it into earnings values. Last, all earnings are adjusted to match the known industry totals. This is a fairly simple process, but one that is very important. These matrices describe the place-of-work earnings used by the MR-SAM.

Commuting model

The commuting sub-model is an integral part of Lightcast's MR-SAM model. It allows the regional and multi-regional models to know what amount of the earnings can be

attributed to place-of-residence vs. place-of-work. The commuting data describe the flow of earnings from any county to any other county (including within the counties themselves). For this situation, the commuted earnings are not just a single value describing total earnings flows over a complete year but are broken out by occupation and demographic. Breaking out the earnings allows for analysis of place-of-residence and place-of-work earnings. These data are created using Bureau of Labor Statistics' OnTheMap dataset, Census' Journey-to-Work, BEA's LPI CA91 and CA05 tables, and some of Lightcast's data. The process incorporates the cleanup and disaggregation of the OnTheMap data, the estimation of a closed system of county inflows and outflows of earnings, and the creation of finalized commuting data.

National SAM

The national SAM as described above is made up of several different components. Many of the elements discussed are filled in with values from the national Z matrix—or industry-to-industry transaction matrix. This matrix is built from BEA data that describe which industries make and use what commodities at the national level. These data are manipulated with some industry standard equations to produce the national Z matrix. The data in the Z matrix act as the basis for the majority of the data in the national SAM. The rest of the values are filled in with data from the county earnings distribution matrices, the commuting data, and the BEA's National Income and Product Accounts.

One of the major issues that affect any SAM project is the combination of data from multiple sources that may not be consistent with one another. Matrix balancing is the broad name for the techniques used to correct this problem. Lightcast uses a modification of the "diagonal similarity scaling" algorithm to balance the national SAM.

Gravitational flows model

The most important piece of the Lightcast MR-SAM model is the gravitational flows model that produces county-by-county regional purchasing coefficients (RPCs). RPCs estimate how much an industry purchases from other industries inside and outside of the defined region. This information is critical for calculating all IO models.

Gravity modeling starts with the creation of an impedance matrix that values the difficulty of moving a product from county to county. For each sector, an impedance matrix is created based on a set of distance impedance methods for that sector. A distance impedance method is one of the measurements reported in the Oak Ridge National Laboratory's County-to-County Distance Matrix. In this matrix, every county-to-county relationship is accounted for in six measures: great-circle distance, highway impedance, rail miles, rail impedance, water impedance, and highway-rail-highway impedance. Next, using the impedance information, the trade flows for each industry in every county are solved for. The result is an estimate of multi-regional flows from every county to every county. These flows are divided by each respective county's demand to produce multi-regional RPCs.

Appendix 6: Value per credit hour equivalent and the Mincer function

Two key components in the analysis are 1) the value of the students' educational achievements, and 2) the change in that value over the students' working careers. Both of these components are described in detail in this appendix.

Value per CHE

Typically, the educational achievements of students are marked by the credentials they earn. However, not all students who attended KU in FY 2023 obtained a degree or certificate. Some returned the following year to complete their education goals, while others took a few courses and entered the workforce without graduating. As such, the only way to measure the value of the students' achievement is through their credit hour equivalents, or CHEs. This approach allows us to see the benefits to all students who attended the university, not just those who earned a credential.

To calculate the value per CHE, we first determine how many CHEs are required to complete each education level. For example, assuming that there are 30 CHEs in an academic year, a student generally completes 120 CHEs in order to move from a high school diploma to a bachelor's degree, another 60 CHEs to move from a bachelor's degree to a master's degree, and so on. This progression of CHEs generates an education ladder beginning at the less than high school level and ending with the completion of a doctoral degree, with each level of education representing a separate stage in the progression.

The second step is to assign a unique value to the CHEs in the education ladder based on the wage differentials presented in Table 2.4. For example, the difference in state earnings between a high school diploma and a bachelor's degree is $33,900. We spread this $33,900 wage differential across the 120 CHEs that occur between a high school diploma and a bachelor's degree, applying a ceremonial "boost" to the last CHE in the stage to mark the achievement of the degree.[55] We repeat this process for each education level in the ladder.

Next, we map the CHE production of the FY 2023 student population to the education ladder. Table 2.2 provides information on the CHE production of students attending KU, broken out by educational achievement. In total, students completed 652,336 CHEs

55 Economic theory holds that workers that acquire education credentials send a signal to employers about their ability level. This phenomenon is commonly known as the sheepskin effect or signaling effect. The ceremonial boosts applied to the achievement of degrees in the Lightcast impact model are derived from Jaeger and Page (1996).

during the analysis year, excluding personal enrichment students. We map each of these CHEs to the education ladder depending on the students' education level and the average number of CHEs they completed during the year. For example, bachelor's degree graduates are allocated to the stage between the associate degree and the bachelor's degree, and the average number of CHEs they completed informs the shape of the distribution curve used to spread out their total CHE production within that stage of the progression.

The sum product of the CHEs earned at each step within the education ladder and their corresponding value yields the students' aggregate annual increase in income (*ΔE)*, as shown in the following equation:

$$\Delta E = \sum_{i=1}^{n} e_i h_i \text{ where } i \in 1, 2, \ldots n$$

and n is the number of steps in the education ladder, e_i is the marginal earnings gain at step i, and h_i is the number of CHEs completed at step i.

Table A6.1 displays the result for the students' aggregate annual increase in income (*ΔE)*, a total of $216.2 million. By dividing this value by the students' total production of 652,336 CHEs during the analysis year, we derive an overall value of $331 per CHE.

Table A6.1: Aggregate annual increase in income of students and value per CHE

Aggregate annual increase in income	$216,173,463
Total credit hour equivalents (CHEs) in FY 2023*	652,336
Value per CHE	**$331**

* Excludes the CHE production of personal enrichment students.

Source: Lightcast impact model

Mincer function

The $331 value per CHE in Table A6.1 only tells part of the story, however. Human capital theory holds that earnings levels do not remain constant; rather, they start relatively low and gradually increase as the worker gains more experience. Research also shows that the earnings increment between educated and non-educated workers grows through time. These basic patterns in earnings over time were originally identified by Jacob Mincer, who viewed the lifecycle earnings distribution as a function with the key elements being earnings, years of education, and work experience, with age serving as a proxy for experience.[56] While some have criticized Mincer's earnings function, it is still upheld in recent data and has served as the foundation for a variety of research pertaining to labor economics. Those critical of the Mincer function point to several unobserved factors such as ability, socioeconomic status, and family background that also help explain higher earnings. Failure to account for these factors results in what is known as an "ability bias." Research by Card (1999 and 2001) suggests that

56 See Mincer (1958 and 1974).

the benefits estimated using Mincer's function are biased upwards by 10% or less. As such, we reduce the estimated benefits by 10%.

We use IPUMS (originally the "Integrated Public Use Microdata Series") data to calculate Mincer coefficients. The database contains over 60 integrated, high precision samples of the American population drawn from 16 federal census, from the American Community Surveys of 2000 – present, and from the Puerto Rican Community Surveys of 2005 – present. By using this data, we are able to create demographic and education level-specific Mincer coefficients. These coefficients are used in a quartic equation, which explains earnings with the years of education and work experience variables accounting for demographic characteristics through interaction terms with sex and race and ethnicity.

Figure A6.1: Lifecycle change in earnings

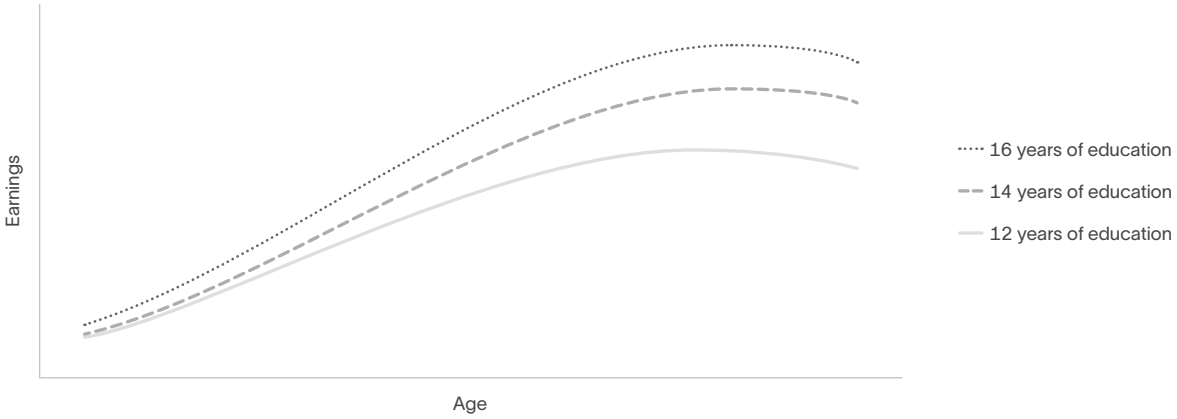


Figure A6.1 illustrates several important points about the Mincer function. First, as demonstrated by the shape of the curves, an individual's earnings initially grow at an increasing rate, then grow at a decreasing rate, reach a maximum somewhere well after the midpoint of the working career, and then decline in later years. Second, individuals with higher levels of education reach their maximum earnings at an older age compared to individuals with lower levels of education (recall that age serves as a proxy for years of experience). And third, the benefits of education, as measured by the difference in earnings between education levels, increase with age.

In calculating the alumni impact in Chapter 3, we use the slope of the curve in Mincer's earnings function to condition the $331 value per CHE to the students' age and work experience. To the students just starting their career during the analysis year, we apply a lower value per CHE; to the students in the latter half or approaching the end of their careers we apply a higher value per CHE. The original $331 value per CHE applies only to the CHE production of students precisely at the midpoint of their careers during the analysis year.

In Chapter 4 we again apply the Mincer function, this time to project the benefits stream of the FY 2023 student population into the future. Here too the value per CHE is lower for students at the start of their career and higher near the end of it, in accordance with the scalars derived from the slope of the Mincer curve illustrated in Figure A6.1.

Appendix 7: Alternative education variable

In a scenario where the university did not exist, some of its students would still be able to avail themselves of an alternative comparable education. These students create benefits in the state even in the absence of the university. The alternative education variable accounts for these students and is used to discount the benefits we attribute to the university.

Recall this analysis considers only relevant economic information regarding the university. Considering the existence of various other academic institutions surrounding the university, we have to assume that a portion of the students could find alternative education and either remain in or return to the state. For example, some students may participate in online programs while remaining in the state. Others may attend an out-of-state institution and return to the state upon completing their studies. For these students—who would have found an alternative education and produced benefits in the state regardless of the presence of the university—we discount the benefits attributed to the university. An important distinction must be made here: the benefits from students who would find alternative education outside the state and not return to the state are *not* discounted. Because these benefits would not occur in the state without the presence of the university, they must be included.

In the absence of the university, we assume 15% of the university's students would find alternative education opportunities and remain in or return to the state. We account for this by discounting the alumni impact, the benefits to taxpayers, and the benefits to society in the state in Chapters 3 and 4 by 15%. In other words, we assume 15% of the benefits created by the university's students would have occurred anyway in the counterfactual scenario where the university did not exist. A sensitivity analysis of this adjustment is presented in Appendix 1.

Appendix 8: Overview of investment analysis measures

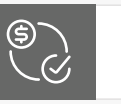
The appendix provides context to the investment analysis results using the simple hypothetical example summarized in Table A8.1 below. The table shows the projected benefits and costs for a single student over time and associated investment analysis results.[57]

Table A8.1: Example of the benefits and costs of education for a single student

1	2	3	4	5	6
Year	**Tuition**	**Opportunity cost**	**Total cost**	**Higher earnings**	**Net cash flow**
1	$1,500	$20,000	$21,500	$0	-$21,500
2	$0	$0	$0	$5,000	$5,000
3	$0	$0	$0	$5,000	$5,000
4	$0	$0	$0	$5,000	$5,000
5	$0	$0	$0	$5,000	$5,000
6	$0	$0	$0	$5,000	$5,000
7	$0	$0	$0	$5,000	$5,000
8	$0	$0	$0	$5,000	$5,000
9	$0	$0	$0	$5,000	$5,000
10	$0	$0	$0	$5,000	$5,000
Net present value			**$21,500**	**$35,753**	**$14,253**

Benefit-cost ratio
1.7

Internal rate of return
18.0%



Payback period (years)
4.2

Assumptions are as follows:

- Benefits and costs are projected out 10 years into the future (Column 1).
- The student attends the university for one year, and the cost of tuition is $1,500 (Column 2).
- Earnings forgone while attending the university for one year (opportunity cost) come to $20,000 (Column 3).

57 Note that this is a hypothetical example. The numbers used are not based on data collected from an existing university.

- Together, tuition and earnings forgone cost sum to $21,500. This represents the out-of-pocket investment made by the student (Column 4).
- In return, the student earns $5,000 more per year than he otherwise would have earned without the education (Column 5).
- The net cash flow (NCF) in Column 6 shows higher earnings (Column 5) less the total cost (Column 4).
- The assumed going rate of interest is 4%, the rate of return from alternative investment schemes for the use of the $21,500.

Results are expressed in standard investment analysis terms, which are as follows: the net present value, the internal rate of return, the benefit-cost ratio, and the payback period. Each of these is briefly explained below in the context of the cash flow numbers presented in Table A8.1.

Net present value

The student in Table A8.1 can choose either to attend college or to forgo post-secondary education and maintain his present employment. If he decides to enroll, certain economic implications unfold. Tuition and fees must be paid, and earnings will cease for one year. In exchange, the student calculates that with post-secondary education, his earnings will increase by at least the $5,000 per year, as indicated in the table.

The question is simple: Will the prospective student be economically better off by choosing to enroll? If he adds up higher earnings of $5,000 per year for the remaining nine years in Table A8.1, the total will be $45,000. Compared to a total investment of $21,500, this appears to be a very solid investment. The reality, however, is different. Benefits are far lower than $45,000 because future money is worth less than present money. Costs (tuition plus earnings forgone) are felt immediately because they are incurred today, in the present. Benefits, on the other hand, occur in the future. They are not yet available. All future benefits must be discounted by the going rate of interest (referred to as the discount rate) to be able to express them in present value terms.[58]

Let us take a brief example. At 4%, the present value of $5,000 to be received one year from today is $4,807. If the $5,000 were to be received in year 10, the present value would reduce to $3,377. Put another way, $4,807 deposited in the bank today earning 4% interest will grow to $5,000 in one year; and $3,377 deposited today would grow to $5,000 in 10 years. An "economically rational" person would, therefore, be equally satisfied receiving $3,377 today or $5,000 10 years from today given the going rate of interest of 4%. The process of discounting—finding the present value of future higher earnings—allows the model to express values on an equal basis in future or present value terms.

58 Technically, the interest rate is applied to compounding—the process of looking at deposits today and determining how much they will be worth in the future. The same interest rate is called a discount rate when the process is reversed—determining the present value of future earnings.

The goal is to express all future higher earnings in present value terms so that they can be compared to investments incurred today (in this example, tuition plus earnings forgone). As indicated in Table A8.1 the cumulative present value of $5,000 worth of higher earnings between years 2 and 10 is $35,753 given the 4% interest rate, far lower than the undiscounted $45,000 discussed above.

The net present value of the investment is $14,253. This is simply the present value of the benefits less the present value of the costs, or $35,753 - $21,500 = $14,253. In other words, the present value of benefits exceeds the present value of costs by as much as $14,253. The criterion for an economically worthwhile investment is that the net present value is equal to or greater than zero. Given this result, it can be concluded that, in this case, and given these assumptions, this particular investment in education is very strong.

Internal rate of return

The internal rate of return is another way of measuring the worth of investing in education using the same cash flows shown in Table A8.1. In technical terms, the internal rate of return is a measure of the average earning power of money used over the life of the investment. It is simply the interest rate that makes the net present value equal to zero. In the discussion of the net present value above, the model applies the going rate of interest of 4% and computes a positive net present value of $14,253. The question now is what the interest rate would have to be in order to reduce the net present value to zero. Obviously, it would have to be higher—18.0% in fact, as indicated in Table A8.1. Or, if a discount rate of 18.0% were applied to the net present value calculations instead of the 4%, then the net present value would reduce to zero.

What does this mean? The internal rate of return of 18.0% defines a breakeven solution—the point where the present value of benefits just equals the present value of costs, or where the net present value equals zero. Or, at 18.0%, higher earnings of $5,000 per year for the next nine years will earn back all investments of $21,500 made plus pay 18.0% for the use of that money ($21,500) in the meantime. Is this a good return? Indeed, it is. If it is compared to the 4% going rate of interest applied to the net present value calculations, 18.0% is far higher than 4%. It may be concluded, therefore, that the investment in this case is solid. Alternatively, comparing the 18.0% rate of return to the long-term 10.1% rate or so obtained from investments in stocks and bonds also indicates that the investment in education is strong relative to the stock market returns (on average).

Benefit-cost ratio

The benefit-cost ratio is simply the present value of benefits divided by present value of costs, or $35,753 ÷ $21,500 = 1.7 (based on the 4% discount rate). Of course, any change in the discount rate would also change the benefit-cost ratio. Applying the 18.0% internal rate of return discussed above would reduce the benefit-cost ratio to 1.0, the breakeven solution where benefits just equal costs. Applying a discount rate higher than the 18.0% would reduce the ratio to lower than 1.0, and the investment

would not be feasible. The 1.7 ratio means that a dollar invested today will return a cumulative $1.70 over the ten-year time period.

Payback period

This is the length of time from the beginning of the investment (consisting of tuition and earnings forgone) until higher future earnings give a return on the investment made. For the student in Table A8.1, it will take roughly 4.2 years of $5,000 worth of higher earnings to recapture his investment of $1,500 in tuition and the $20,000 in earnings forgone while attending the university. Higher earnings that occur beyond 4.2 years are the returns that make the investment in education in this example economically worthwhile. The payback period is a fairly rough, albeit common, means of choosing between investments. The shorter the payback period, the stronger the investment.

Appendix 9: Shutdown point

The investment analysis in Chapter 4 weighs the benefits generated by the university against the state and local taxpayer funding that the university receives to support its operations. An important part of this analysis is factoring out the benefits that the university would have been able to generate anyway, even without state and local taxpayer support. This adjustment is used to establish a direct link between what taxpayers pay and what they receive in return. If the university is able to generate benefits without taxpayer support, then it would not be a true investment.[59]

The overall approach includes a sub-model that simulates the effect on student enrollment if the university loses its state and local funding and has to raise student tuition and fees in order to stay open. If the university can still operate without state and local support, then any benefits it generates at that level are discounted from total benefit estimates. If the simulation indicates that the university cannot stay open, however, then benefits are directly linked to costs, and no discounting applies. This appendix documents the underlying theory behind these adjustments.

State and local government support versus student demand for education

Figure A9.1 presents a simple model of student demand and state and local government support. The right side of the graph is a standard demand curve (*D*) showing student enrollment as a function of student tuition and fees. Enrollment is measured in terms of total credit hour equivalents (CHEs) and expressed as a percentage of the university's current CHE production. Current student tuition and fees are represented by *p*', and state and local government support covers *C%* of all costs. At this point in the analysis, it is assumed that the university has only two sources of revenues: 1) student tuition and fees and 2) state and local government support.

Figure A9.2 shows another important reference point in the model—where state and local government support is 0%, student tuition and fees are increased to *p*", and CHE production is at *Z%* (less than 100%). The reduction in CHEs reflects the price elasticity of the students' demand for education, i.e., the extent to which the students' decision to attend the university is affected by the change in tuition and fees. Ignoring for the moment those issues concerning the university's minimum operating scale (considered below in the section called "Calculating benefits at the shutdown point"), the implication for the investment analysis is that benefits to state and local government

59 Of course, as a public training provider, the university would not be permitted to continue without public funding, so the situation in which it would lose all state support is entirely hypothetical. The purpose of the adjustment factor is to examine the university in standard investment analysis terms by netting out any benefits it may be able to generate that are not directly linked to the costs of supporting it.

must be adjusted to net out the benefits that the university can provide absent state and local government support, represented as *Z%* of the university's current CHE production in Figure A9.2.

Figure A9.1: Student demand and government funding by tuition and fees

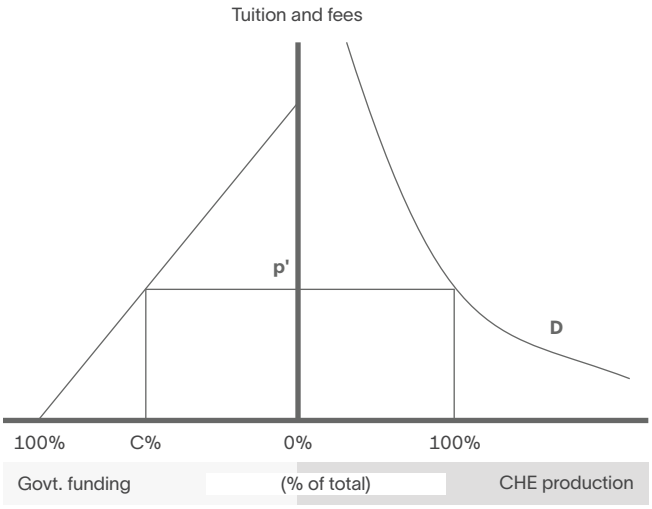
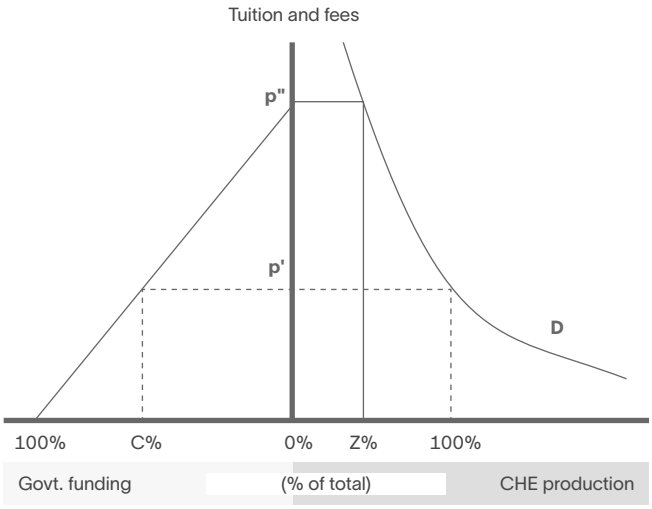


Figure A9.2: CHE production and government funding by tuition and fees



To clarify the argument, it is useful to consider the role of enrollment in the larger benefit-cost model. Let *B* equal the benefits attributable to state and local government support. The analysis derives all benefits as a function of student enrollment, measured in terms of CHEs produced. For consistency with the graphs in this appendix, *B* is expressed as a function of the percent of the university's current CHE production. Equation 1 is thus as follows:

$$1) \quad B = B\,(100\%)$$

This reflects the total benefits generated by enrollments at their current levels.

Consider benefits now with reference to *Z*. The point at which state and local government support is zero nonetheless provides for *Z%* (less than 100%) of the current enrollment, and benefits are symbolically indicated by the following equation:

$$2) \quad B = B\,(Z\%)$$

Inasmuch as the benefits in equation 2 occur with or without state and local government support, the benefits appropriately attributed to state and local government support are given by equation 3 as follows:

$$3) \quad B = B\,(100\%) - B\,(Z\%)$$

Calculating benefits at the shutdown point

Colleges and universities cease to operate when the revenue they receive from the quantity of education demanded is insufficient to justify their continued operations. This is commonly known in economics as the shutdown point.[60] The shutdown point is introduced graphically in Figure A9.3 as *S%*. The location of point *S%* indicates that the university can operate at an even lower enrollment level than *Z%* (the point at which the university receives zero state and local government funding). State and local government support at point *S%* is still zero, and student tuition and fees have been raised to *p'''*. State and local government support is thus credited with the benefits given by equation 3, or *B = B (100%) – B (Z%)*. With student tuition and fees still higher than *p'''*, the university would no longer be able to attract enough students to keep the doors open, and it would shut down.

Figure A9.4 illustrates yet another scenario. Here, the shutdown point occurs at a level of CHE production greater than *Z%* (the level of zero state and local government support), meaning some minimum level of state and local government support is needed for the university to operate at all. This minimum portion of overall funding is indicated by *S'%* on the left side of the chart, and as before, the shutdown point is indicated by *S%* on the right side of chart. In this case, state and local government support is appropriately credited with all the benefits generated by the university's CHE production, or *B = B (100%)*.

Figure A9.3: Shutdown point after zero government funding

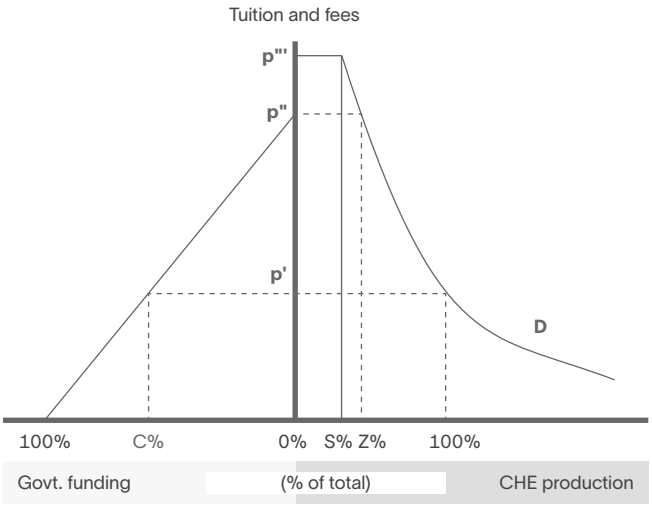
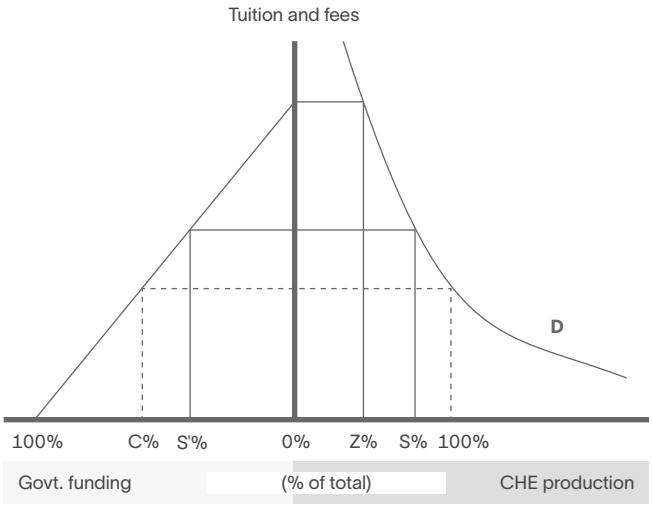


Figure A9.4: Shutdown point before zero government funding



60 In the traditional sense, the shutdown point applies to firms seeking to maximize profits and minimize losses. Although profit maximization is not the primary aim of colleges and universities, the principle remains the same, i.e., that there is a minimum scale of operation required in order for colleges and universities to stay open.

Appendix 10: Social externalities

Education has a predictable and positive effect on a diverse array of social benefits. These, when quantified in dollar terms, represent significant social savings that directly benefit society communities and citizens throughout the state, including taxpayers. In this appendix we discuss the following three main benefit categories: 1) improved health, 2) reductions in crime, and 3) reduced demand for government-funded income assistance.

It is important to note that the data and estimates presented here should not be viewed as exact, but rather as indicative of the positive impacts of education on an individual's quality of life. The process of quantifying these impacts requires a number of assumptions to be made, creating a level of uncertainty that should be borne in mind when reviewing the results.

Health

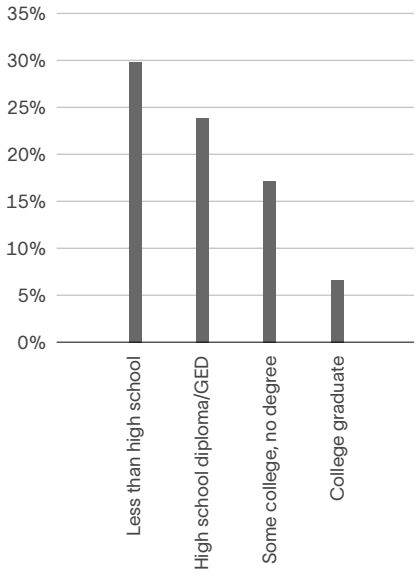
Statistics show a correlation between increased education and improved health. The manifestations of this are found in five health-related variables: smoking, obesity, depression, and substance abuse. There are other health-related areas that link to educational attainment, but these are omitted from the analysis until we can invoke adequate (and mutually exclusive) databases and are able to fully develop the functional relationships between them.

Smoking

Despite a marked decline over the last several decades in the percentage of U.S. residents who smoke, a sizable percentage of the U.S. population still smokes. The negative health effects of smoking are well documented in the literature, which identifies smoking as one of the most serious health issues in the U.S.

Figure A10.1 shows the prevalence of cigarette smoking among adults, 21 years and over, based on data provided by the National Survey on Drug use and Health.[61] The data include adults who reported smoking in the last month. As indicated, prevalence of cigarette smoking declines after high school diploma or high school equivalency level of education.

Figure A10.1: Prevalence of smoking among U.S. adults by education level



Source: National Survey on Drug Use and Health

61 National Survey on Drug Use and Health. "Table 2.18B—Cigarette Use in Past Month: Among People Aged 12 or Older; by Age Group and Demographic Characteristics, Percentages, 2021 and 2022."

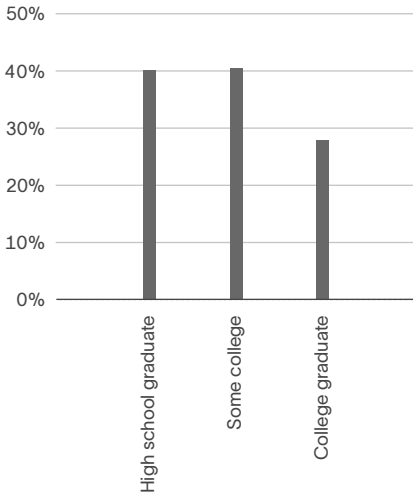
The National Survey on Drug Use and Health also reports the percentage of adults who are current smokers by state.[62] We use this information to create an index value by which we adjust the national prevalence data on smoking to each state. For example, 19.4% of Kansas adults were smokers in 2022, relative to 16.7% for the nation. We thus apply a scalar 1.16 to the national probabilities of smoking in order to adjust them to the state of Kansas.

Obesity

The rise in obesity and diet-related chronic diseases has led to increased attention on how expenditures relating to obesity have increased in recent years. The average cost of obesity-related medical conditions is calculated using information from the *Journal of Occupational and Environmental Medicine*, which reports incremental medical expenditures and productivity losses due to excess weight.[63]

Data for Figure A10.2 is derived from the National Center for Health Statistics which shows the prevalence of obesity among adults aged 20 years and over by education, gender, and ethnicity.[64] As indicated, college graduates are less likely to be obese than individuals with a high school diploma. However, the prevalence of obesity among adults with some college is actually greater than those with just a high school diploma. In general, though, obesity tends to decline with increasing levels of education.

Figure A10.2: Prevalence of obesity by education level



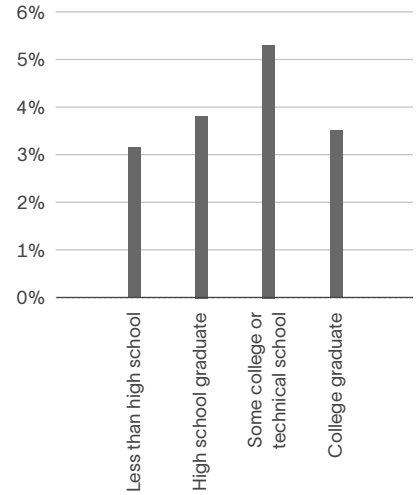
Source: Derived from data provided by the National Center for Health Statistics

Depression

Capturing the full economic cost of mental illness is difficult because not all mental disorders have a correlation with education. For this reason, we only examine the economic costs associated with major depressive disorder (MDD), which comprise medical and pharmaceutical costs, workplace costs such as absenteeism, and suicide-related costs.[65]

Figure A10.3 summarizes the prevalence of major depressive episodes (MDE) with severe impairment and treatment for depression among adults by education level, based on data provided by the National Survey on Drug Use and Health.[66] As shown, people with some college education are most likely to have an MDE with severe impairment and seek treatment for depression compared to those with other levels of educational attainment. People with a high school diploma or less, along with college graduates, are all fairly similar in the prevalence rates.

Figure A10.3: Prevalence of major depressive episode with severe impairment and treatment for depression by education level



Source: National Survey on Drug Use and Health

62 National Survey on Drug Use and Health. "Table 20. Cigarette Use in the Past Month: Among People Aged 12 or Older, by Age Group and State, Annual Average Percentages, 2021 and 2022."

63 Eric A. Finkelstein, Marco da Costa DiBonaventura, Somali M. Burgess, and Brent C. Hale, "The Costs of Obesity in the Workplace," *Journal of Occupational and Environmental Medicine* 52, no. 10 (October 2010): 971-976.

64 Ogden Cynthia L., Tala H. Fakhouri, Margaret D. Carroll, Craig M. Hales, Cheryl D. Fryar, Xianfen Li, David S. Freedman. "Prevalence of Obesity Among Adults, by Household Income and Education—United States, 2011–2014" National Center for Health Statistics, *Morbidity and Mortality Weekly Report*, 66:1369–1373 (2017).

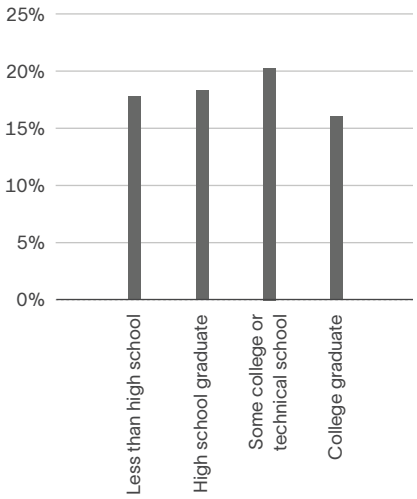
65 Greenberg, Paul, Andree-Anne Fournier, Tammy Sisitsky, Crystal Pike, and Ronald Kesslaer. "The Economic Burden of Adults with Major Depressive Disorder in the United States (2019)." *Adv Ther* 40, 4460-4479 (2023).

66 National Survey on Drug Use and Health. "Table 6.43A—Receipt of Treatment for Depression in Past Year: Among People Aged 18 or Older with Major Depressive Episode (MDE) and among People Aged 18 or Older with MDE with Severe Impairment in Past Year; by Geographic, Socioeconomic, and Health Characteristics, Numbers in Thousands, 2021 and 2022."

Substance abuse

The burden and cost of substance abuse is enormous in the U.S., but little is known about the magnitude of costs and effects at a national level. What is known is that the rate of people abusing substances is inversely proportional to their education level. The higher the education level, the less likely a person is to abuse or depend on illicit drugs. The probability that a person with less than a high school diploma will abuse drugs or alcohol is 17.8%, slightly larger than the probability of substance abuse for college graduates (16.1%). This relationship is presented in Figure A10.4 based on data supplied by the National Survey on Drug Use and Health.[67] Prevalence does not strictly decline at every education level. Health Costs associated with substance abuse include health, productivity, traffic collisions, fire, and research and prevention.[68]

Figure A10.4: Prevalence of substance dependence or abuse by education level



Source: Substance Abuse and Mental Health Services Administration

Crime

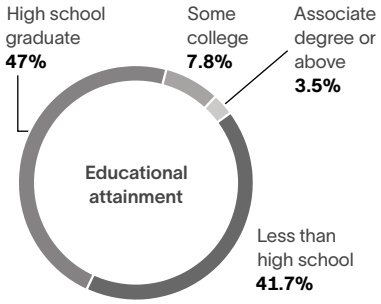
As people achieve higher education levels, they are statistically less likely to commit crimes. The analysis identifies the following three types of crime-related expenses: 1) criminal justice expenditures, including police protection, judicial and legal, and corrections, 2) victim costs, and 3) productivity lost as a result of time spent in jail or prison rather than working.

Figure A10.5 displays the educational attainment of the incarcerated population in the U.S. Data are derived from the breakdown of the inmate population by education level in federal, state, and local prisons as provided by the U.S. Bureau of Justice Statistics.[69]

Victim costs comprise material, medical, physical, and emotional losses suffered by crime victims. Some of these costs are hidden, while others are available in various databases. Estimates of victim costs vary widely, attributable to differences in how the costs are measured. The lower end of the scale includes only tangible out-of-pocket costs, while the higher end includes intangible costs related to pain and suffering.[70]

Yet another measurable cost is the economic productivity of people who are incarcerated and are thus not employed. The measurable productivity cost is simply the number of additional incarcerated people, who could have been in the labor force, multiplied by the average income of their corresponding education levels.

Figure A10.5: Educational attainment of the incarcerated population



Source: Derived from data provided by the U.S. Census Bureau

67 National Survey on Drug Use and Health. "Table 5.10B—Substance Use Disorder in Past Year: Among People Aged 12 or Older; by Age Group and Demographic Characteristics, Percentages, 2021 and 2022."

68 Marwood Group. "Economic Cost of Substance Abuse Disorder in the United States, 2019." *Recovery Centers of America*.

69 Nowotny, Kathryn, Ryan Masters, and Jason Boardman, 2016. "The relationship between education and health among incarcerated man and women in the United States" BMC Public Health. September 2016.

70 McCollister, Kathryn E., Michael T. French, and Hai Fang. "The Cost of Crime to Society: New Crime-Specific Estimates for Policy and Program Evaluation." *Drug and Alcohol Dependence* 108, no. 1-2 (April 2010): 98-109.

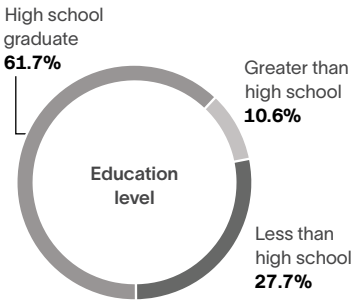
Income assistance

Statistics show that as education levels increase, the number of applicants for government-funded income assistance such as welfare and unemployment benefits declines. Welfare and unemployment claimants can receive assistance from a variety of different sources, including Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Medicaid, Supplemental Security Income (SSI), and unemployment insurance.[71]

Figure A10.6 relates the breakdown of TANF recipients by education level, derived from data provided by the U.S. Department of Health and Human Services.[72] As shown, the demographic characteristics of TANF recipients are weighted heavily toward the less than high school and high school categories, with a much smaller representation of individuals with greater than a high school education.

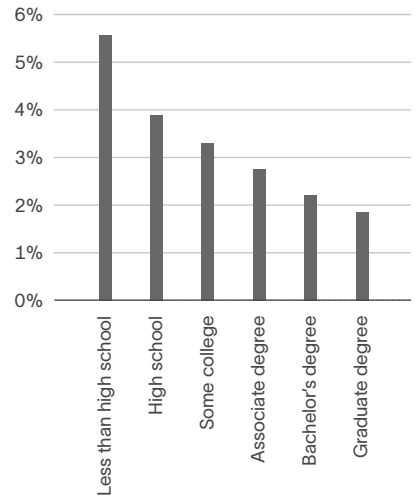
Unemployment rates also decline with increasing levels of education, as illustrated in Figure A10.7. These data are provided by the Bureau of Labor Statistics.[73] As shown, unemployment rates range from 5.6% for those with less than a high school diploma to 1.8% for those at the graduate degree level or higher.

Figure A10.6: Breakdown of TANF recipients by education level



Source: U.S. Department of Health and Human Services, Office of Family Assistance

Figure A10.7: Unemployment by education level



Source: Bureau of Labor Statistics

71 Medicaid is not considered in this analysis because it overlaps with the medical expenses in the analyses for smoking, obesity, depression, and substance abuse. We also exclude any welfare benefits associated with disability and age.

72 U.S. Department of Health and Human Services, Office of Family Assistance. "Characteristics and Financial Circumstances of TANF Recipients, Fiscal Year 2022."

73 Bureau of Labor Statistics. "Table 7. Employment status of the civilian noninstitutional population 25 years and over by educational attainment, sex, race, and Hispanic or Latino ethnicity." Current Population Survey, Labor Force Statistics, Household Data Annual Averages, 2023.