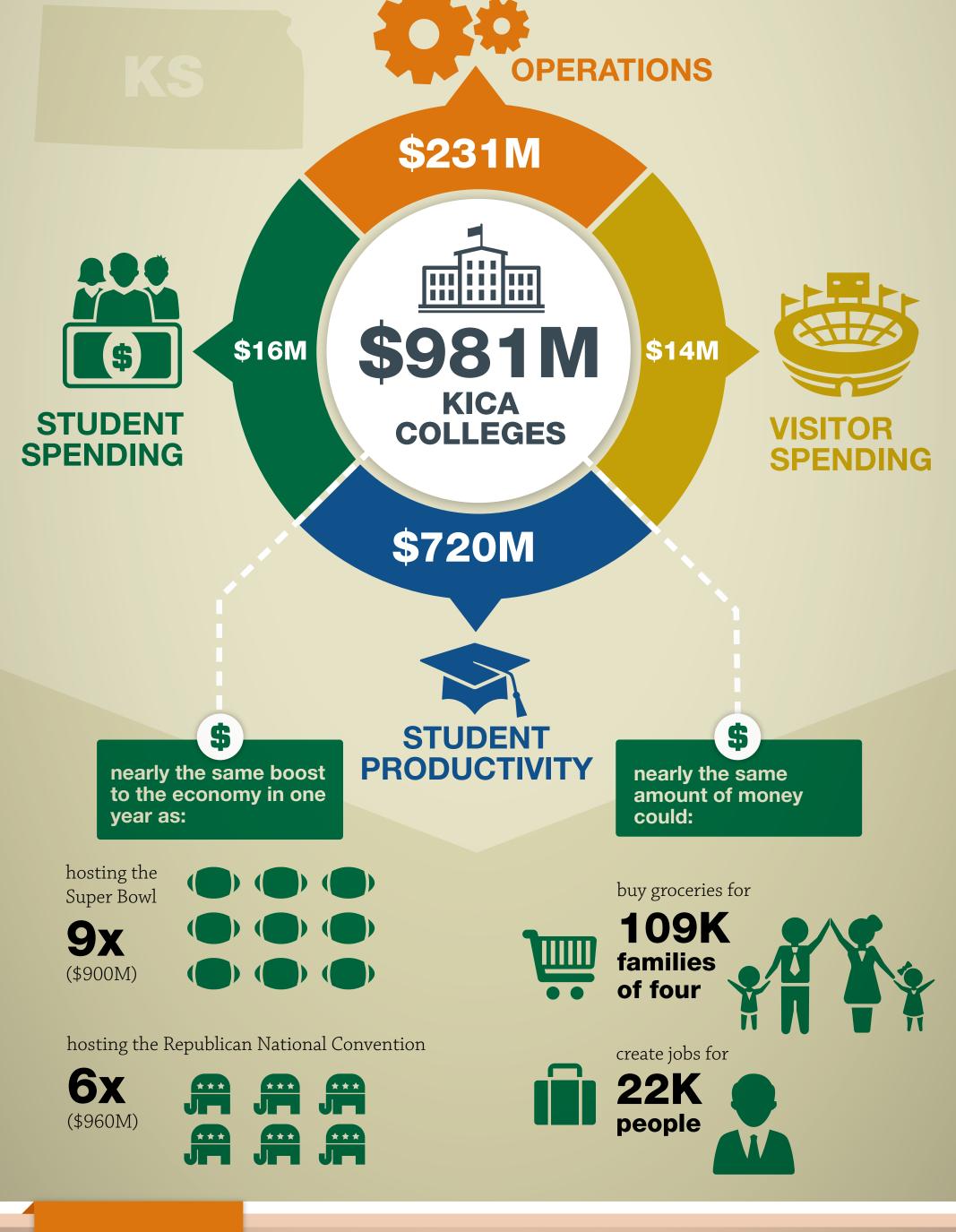
Kansas' Independent **Colleges and Universities:**

Generating Income and Creating Economic Growth for all Kansans

Kansas' independent colleges generate over \$980 million a year in new income for the state of Kansas through the spillover effects of their own operations, the spending of their own students and their campus visitors, and the long-term productivity of their graduates.



\$231M Kansas-based non-governmental employers

Sprint Corporation

NPC Restaurant Holdings (Pizza Hut)

12,500

OPERATIONS

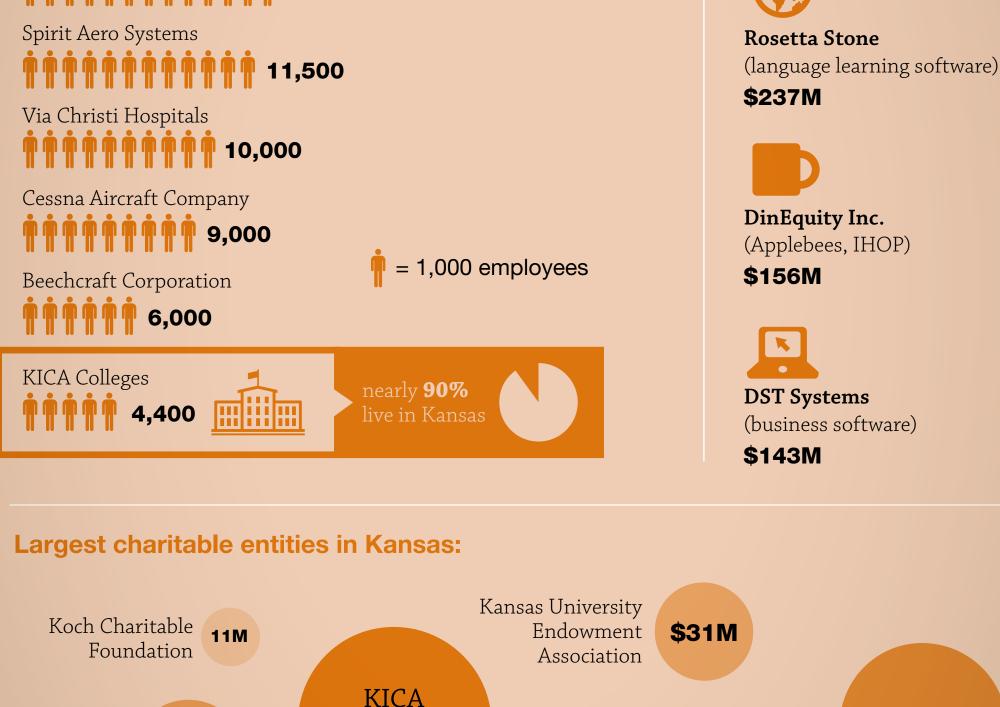
To get the same economic growth

KICA colleges are major purchasers of supplies and services and their

the state economy, generating even more jobs and income.

thousands of employees spend their income on groceries, housing, and

others goods and services sold in Kansas. All of this creates a ripple effect on



\$120M

13**M**

Kansas Health

raised and distributed for student

aid from non-governmental sources

STUDENT SPENDING

Foundation

DST Systems (business software) Heart to Heart \$89M International Christian

Foundation

for Children

and Aging

Every year, the

enough to buy:

two people

322,981

(14 gallon

gas tank)

31,262

new

iPads

full tanks of gas

income that KICA

student spending

provides Kansas is

\$95M

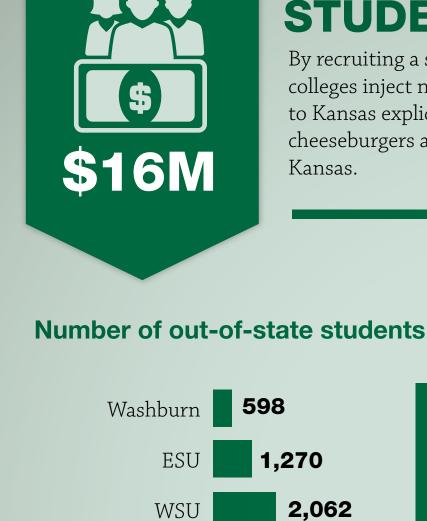
from operational

would have to

annually recruit

companies like:

spending, Kansas



Kansas State

University Foundation

\$44M

United Way

of the Plains

14M

Kansas.

598

PSU

FHSU

KSU

(Including KSU Vet)

KS Community and

Technical Colleges

47,407 total out-of-state

6,565

7,051

7,648

2,228,571 1,270 bachelor's degree Big Mac Extra 2,062 students Value Meals 2,127 979,889 movie dates for

By recruiting a substantial number of students from out-of-state, KICA

to Kansas explicitly to attend a KICA college and buy computers and

cheeseburgers and gasoline, generating still more economic growth for

colleges inject new money into the Kansas economy. These students come



201,427 tickets

156,666 tickets

KU vs. K-State football game

Symphony in the Flint Hills

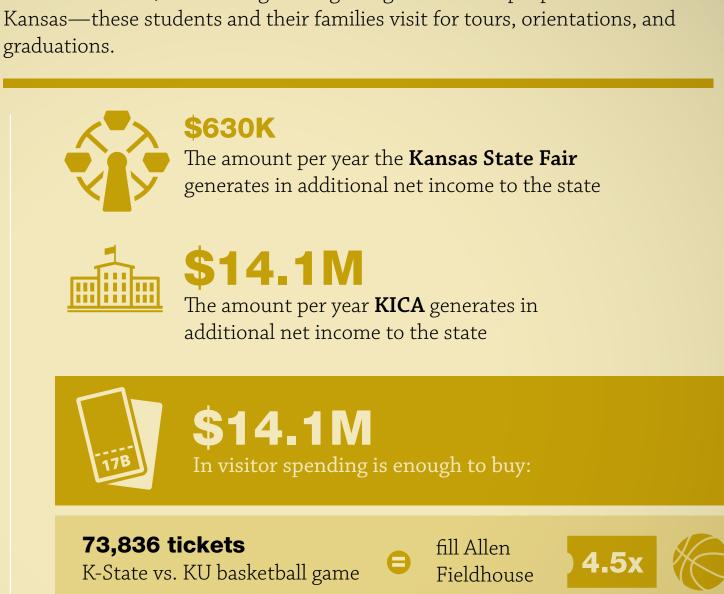
STUDENT PRODUCTIVITY

businesses and communities throughout the state.

The greatest impact of KICA's institutions is derived from the education they

provide their students. Nearly 100,000 KICA graduates live and work in

Kansas today, adding millions in income and increased productivity to



fill Bill Snyder

fill the venue

80%

liberal arts

Employers want college graduates

with the broad skills they can get

write and speak

read and think

adapt to complex

from studying the liberal arts.

clearly

critically

situations

Notable Alumni

of employers think every

student should acquire

broad knowledge in the

*at average ticket prices

Family Stadium



*including KU Med

Less than High School

High School Diploma

Associate's degree

Bachelor's degree

Master's degree

Doctoral degree

Professional degree

Some College/No Degree

more than

25%

total degrees

1,570

1,284

awarded

of the master's degrees

to Kansas visitors for...

Wildlife

Watching:

34,000

Hunting:

Fishing:

28,000

112,000

demonstrate an appreciation for life-long 3,331 2,942 learning

Wangari Maathai KSU FHSU WSU **ESU** Nobel Peace Prize winner Tom Hoenig President of the Federal Reserve Bank of KC The median college graduate will earn **Andrew Cherng** Founder of Panda Express restaurants more than \$1.3 million more over their lifetime than someone without a degree.

\$1.5M

\$1.7M

\$2.3M

\$970K

Donnelly College – Friends University – Hesston College – Kansas Wesleyan University – Manhattan

Ottawa University - Southwestern College - Sterling College - Tabor College - University of Saint Mary

http://www.kscolleges.org/economic-impact.html

Christian College – McPherson College – MidAmerica Nazarene University – Newman University –

To learn more about the economic value of the

Kansas Independent College Association, visit

\$3.6M Lifetime Earnings by Educational Attainment

\$2.7M

\$3.3M

our member colleges Baker University - Benedictine College - Bethany College - Bethel College - Central Christian College -

kscolleges.org



Sources: EMSI. "Demonstrating the Value of the Kansas Independent College Association." (June 2014) Victor Matheson and Robert Baade. "An Evaluation of the Economic Impact of National Football League Mega-events." (August 2011) Robert Baade, Robert Baumann, and Victor Matheson. "Rejecting 'Conventional' Wisdom: Estimating the Economic Impact of National Political Conventions." (April 2008) Elise Gould, Hilary Wething, Natalie Sabadish, and Nicholas Finio. "What Families Need to Get By: The 2013 Update of EPI's Family Budget Calculator." (July 2013)

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