

## Total Economic Impact: \$295.6 million

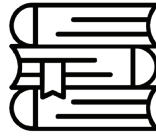
The total economic impact of a university can be measured in terms of the direct and induced economic impact of a university's activity on the local economy.

### Direct Spending: \$230.4 million

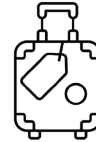
Direct spending is defined as the amount of money spent directly by the university, university employees, students, and visitors.



**Direct Spending  
by Employees:**  
\$48.9 million



**Direct Spending  
by Students:**  
\$131.7 million



**Direct Spending  
by Visitors:**  
\$4 million



**University Purchases:**  
\$43 million



**Investment Spending:**  
\$2.7 million

### Induced Spending: \$65.2 million

The induced economic impact is the additional employment and expenditures of local industries that result because of direct spending.



**Jobs Created: 2,905**