

## Total Economic Impact: \$36.5 million

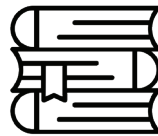
The total economic impact of a university can be measured in terms of the direct and induced economic impact of a university's activity on the local economy.

### Direct Spending: \$30.3 million

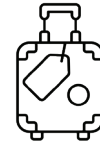
Direct spending is defined as the amount of money spent directly by the university, university employees, students, and visitors.



**Direct Spending  
by Employees:  
\$10.4 million**



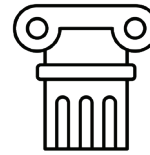
**Direct Spending  
by Students:  
\$10.6 million**



**Direct Spending  
by Visitors:  
\$199,451**



**University Purchases:  
\$6.8 million**



**Investment Spending:  
\$2.4 million**

### Induced Spending: \$6.2 million

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



**Jobs Created: 206**