

Total Economic Impact: \$34.4 million

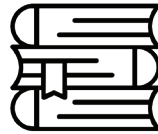
The total economic impact of a university can be measured in terms of the direct and induced economic impact of a university's activity on the local economy.

Direct Spending: \$29.5 million

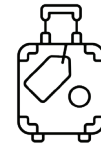
Direct spending is defined as the amount of money spent directly by the university, university employees, students, and visitors.



**Direct Spending
by Employees:
\$9 million**



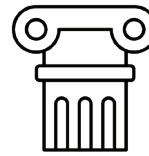
**Direct Spending
by Students:
\$10.3 million**



**Direct Spending
by Visitors:
\$303,782**



**University Purchases:
\$8.8 million**



**Investment Spending:
\$1.1 million**

Induced Spending: \$4.9 million

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



Jobs Created: 240