

THE NEW

U

ECONOMY

2010 Economic Impact Report



THE NEW U RISING A Metropolitan Research University of Distinction

As our state weathers one of the most challenging economic periods in its history, Boise State University stands as a stabilizing influence on the present and a source of opportunity and growth for the future. One of the keys to its continued success, however, is the level of state funding needed to keep a college education accessible to the state's residents. Another is the importance of gifts from private individuals to the people, places and programs at Boise State.

In making the argument to sustain state or private funding for public higher education in Idaho, we frequently point out that it is an investment in the future. And who could argue with that? Universities are graduating students who will have significantly higher incomes over their lifetimes and far less chance of landing on the unemployment rolls.

But anyone making an investment deserves to know about the return on their investment. That is something we in higher education have probably not provided often enough, or with specificity, to our various stakeholders. As you will see in the pages that follow, Boise State makes tremendous contributions to the regional and state economies, through the educational and economic attainment of its graduates, as a generator of economic activity, and as a source of innovation and competitive advantage. I believe the data make a very strong case that investing in Boise State University is one of the very best deals around.

Very truly yours,

A handwritten signature in blue ink that reads "Bob Kustra". The signature is fluid and cursive.

BOB KUSTRA
President

Boise State was ranked among the "top up-and-coming schools" in U.S. News and World Report's annual "America's Best Colleges" August 2009 issue. Boise State was selected as a school that has recently made the most promising and innovative changes in academics, faculty, students, campus or facilities.

STUDENTS

- ◆ Boise State serves nearly 19,000 students annually.
- ◆ Enrolled students spend an estimated \$195 million on living expenses in Idaho annually. The additional direct and indirect economic impacts of out-of-state students who move to Idaho and enroll at Boise State is over \$17 million annually.
- ◆ 46% of enrolled freshman students are first generation college attendees.
- ◆ Each academic year, Boise State students participate in approximately 1,400 internships, contributing more than 200,000 internship hours at businesses, agencies, and nonprofit organizations.
- ◆ 2,000 students across 30 academic departments contributed 52,000 hours to 80 community organizations as a part of hands-on learning experiences in the Service-Learning Program.
- ◆ Approximately 72% of enrolled graduate students in 2008 came from the state of Idaho.



- ◆ 70% of Boise State alumni remain in Idaho, living, working and paying taxes. Over 43,000 individuals who have received at least one degree from Boise State reside in Idaho.
- ◆ Residents of the Boise area with at least a bachelor's degree earned double the wages – \$21,000 more – than a resident without the degree. These additional earnings from Boise State alumni living and working in Idaho have an estimated \$903 million economic impact on the state annually.
- ◆ The economic impact of higher education goes beyond the increased earnings and employment of those with college degrees, it can also be measured in job growth. According to a Brookings Institution study of 302 cities, including Boise, a one % increase in the city population with some college education was associated with a 0.41% increase in employment growth over the next 10 years.
- ◆ In a recent review of unemployment in the Boise area, only 2.9% of residents with a bachelor's degree or higher were unemployed. The rate of unemployment of those with a high school degree was 10% during the same period. Lower unemployment results in lower costs for the state of Idaho.
- ◆ Boise State alumni are fulfilling some of Idaho's greatest demands for qualified employees. 2,500 licensed nurses in Idaho are Boise State graduates. 2,000 Idaho teachers and 100 principals and superintendents are Boise State graduates.

BOISE STATE as an ENTERPRISE

- ◆ In addition to being a leading source of educational opportunities for the region's residents and a provider of skilled personnel to local industries, Boise State is one of the region's leading knowledge-based enterprises.
- ◆ Boise State receives approximately 22% of its total revenue from state appropriations. That state support is leveraged to attract an additional \$250 million of income to Boise State operations each year.
- ◆ The indirect and induced economic output from Boise State's purchasing, construction and employee spending alone is estimated at \$325 million annually.
- ◆ In the fall of 2008, Boise State employed 3,081 Idaho residents, with wage and salary payments totaling \$112.5 million. It is estimated that Boise State employees spend \$81 million of their take home pay within Idaho.
- ◆ The indirect employment generated by operations, purchasing, construction, and student and visitor spending is in excess of 2,000 additional Idaho jobs.
- ◆ Last year it was estimated that Bronco logo clothing, hats and other gear generated \$11 million in sales for retailers.
- ◆ Because of the increase in enrollment, Boise State is an enterprise on the rise, realizing significant growth in all measurements relative to economic input.

- ◆ Boise State attracted \$37 million in research awards during fiscal year 2009, a 32% increase over the prior year.
- ◆ Each \$1 million of research activity maintains 11 direct jobs and 18 indirect jobs in Idaho. 80% of Boise State research activities are federally funded. This funding is new money into Idaho. Federally funded research supports:

JOBS. Boise State's federal research funding contributes to Boise State employee and student wages.

EDUCATION. Exploration and hands-on problem solving contribute to the academic experience and equip graduates with important skills valued in the workplace.

INNOVATION. Research activities may generate knowledge and technologies that have the potential to improve resource management and industrial efficiencies for businesses and enhance the health and quality of life of Idaho's citizens.

- ◆ Boise State is performing above the national average relative to the University's research expenditures according to results stated in the Association of University Technology Managers annual technology transfer survey.



COLLABORATION with INDUSTRY

- ◆ In 2009, Boise State created the Office of Technology Transfer in order to streamline the process of moving new technologies from the lab to the marketplace. This – together with entrepreneurship training in the College of Business and Economics – should positively impact the number of technology-based businesses in Idaho.
- ◆ Boise State and its affiliated economic development organizations and programs, such as the Economic Turnaround Initiative through the College of Business & Economics, created or saved 2,125 private sector jobs and boosted sales by \$142 million last year.
- ◆ In fiscal year 2009, 64 new industry products were designed and prototyped by the College of Engineering New Product Development Lab.
- ◆ In fiscal year 2009, 207 Idaho companies reported reductions in illness and injury as a result of the on-site occupational consultations from the Boise State Center for Excellence for Environmental Health and Safety. Boise State's expertise and collaboration contributed to the direct reduction of costs and a benefit of improved employee health for Idaho business.
- ◆ NanoSteel, Inc. entered into an agreement to utilize Boise State lab equipment in the College of Engineering Materials Characterization Lab for product development and testing integral to the company's business. This agreement also resulted in new revenue to Idaho that was previously spent out of state.



CONTRIBUTIONS to the COMMUNITY

- ◆ Boise State received the Carnegie Foundation prestigious Community Engagement classification in recognition of its strong commitment to curricular engagement and community outreach and partnerships.
- ◆ A recent study released by the National Governors Association titled “Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development” stated arts and culture are important to state economies. “Arts and culture-related industries provide direct economic benefits to states and communities: they create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases.” The Morrison Center located on Boise State campus hosts Idaho-based groups as well as world-renowned entertainers. The Morrison Center’s most recent economic impact report study calculated its annual operations contributed \$19 million to the local economy as more than 122,000 patrons attended 98 performances.
- ◆ Boise State is host to the Osher Lifelong Learning Institute – the only one that serves Idaho. Nationally, the Osher Lifelong Learning Institute offers educational programming for older learners in the community at 120 university based sites. At Boise State, over 500 member participants experience the learning programs that facilitate the exchange of opinions, solutions and experiences.
- ◆ The concurrent enrollment program at Boise State is currently serving over 1,500 high school students who will earn approximately 7,000 college credits this year and enroll at a college or university following high school with a 47% enrollment rate statewide.

VOICES of IMPACT



"If we didn't have Boise State as a resource, we couldn't run our operations in the state. Having them in the valley is important. It's why most of the software developers are here. This is the business hub of the state, and we need these programs."

*Brad Wiskirchen
CEO • Keynetics, Boise*



"The Community Appgar Questionnaire created in part by Boise State's Center for Health Policy will help us quantify what's important for attracting a new physician to our rural community. This will not only strengthen our hospital, but will be a huge benefit to the community."

*Craig Johnson
CEO • Boundary Community Hospital, Bonners Ferry*



"Collaborating with the University's experts and having access to its state-of-the-art equipment and facilities like the Idaho Microfabrication Lab are invaluable to what we do."

*Michael Hill
President • Boise Technology*



"We at the Trey McIntyre Project are pleased with Boise State's recognition of the essential role the arts play in a thriving community. By partnering with our dance troupe to provide degreed educations to our dancers, the university helps attract and support the high caliber dancer that TMP is renowned for."

*Trey McIntyre
Founder and artistic director, Trey McIntyre Project*

