

## 6. Educating Future Nebraskans

UNO has the second largest college enrollment in Nebraska (14,700) and is the second largest in number of degrees awarded (2,500).

## 7. Community Involvement

UNO partners with not-for-profit groups, government and businesses in improving the quality of life in the State and the region and in giving students practical work experience. Community partners include:

Alegent Health  
ConAgra  
First Data Corporation  
First National Bank of Omaha  
Gallup  
Interpublic Group  
Mutual of Omaha  
Northwestern Mutual  
Omaha area public schools  
Paypal  
Strategic Air Command  
Union Pacific  
Urban League of Nebraska, Inc.

UNO participates with the Omaha Chamber of Commerce in attracting new industries. The Nebraska Business Development Center (Nebraska Small Business Development Center) housed at UNO has an annual economic impact of \$303 million. In 2006, NBDC created or saved 2,412 jobs and served 375 communities in Nebraska.

## 8. Resources to Results

UNO is known for its community engagement of faculty and students and the synergy between theory and practice. In 04-05, UNO received nearly \$14 million in external funds for research and community service sponsored projects.

*This brochure is based on "UNO Economic Impact Report 05-06" prepared by Dr. William Corcoran, UNO economics faculty and information collected by the Office of Institutional Research. For more information see the website: <http://www.unomaha.edu/institres/oir/>.*

### Fast Facts

As a metropolitan university, we are committed to the needs of our community through teaching, research and service. Our faculty teach courses tailored to the diverse needs of metropolitan students and combine research-based knowledge, practical application and experience.

- University of Nebraska at Omaha is a public, comprehensive university offering baccalaureate through doctoral education.
- The University serves a diverse regional population of students with 92% of undergraduates coming from Nebraska, mostly Douglas and Sarpy counties.
- Most recent UNO graduates:
  - Over 45% performed internships or community-based work or service experiences for credit
  - 15% individually mentored by faculty in research
  - 18% went into graduate/profession school following graduation
  - 10% participated in Study Abroad
  - 93% recommend UNO to perspective students

*My UNO internship got me my first job after college  
— 2000 UNO Computer Science Alumnus*

### What makes us unique

The University is committed to becoming a model for public engagement and linkages with the Omaha metropolitan areas, the State of Nebraska and the region to address mutual concerns. UNO Centers and Outreach include:

Airline Quality Rating  
Aviation Institute  
Metropolitan Omaha Educational Consortium (MOEC)  
Center for Public Affairs Research (CPAR)  
Center for Organizational Research & Evaluation (CORE)  
Center for Economic Education (CEE)  
Juvenile Justice Institute (JJI)  
Maverick Entrepreneur Institute  
NU Consortium on Information Assurance (NUCIA)  
Omaha Community Partnership  
OPPD/UNO Energy Savings Potential Program (ESP)  
Summer Camps  
University Library  
UNO Biomechanics Laboratory

UNIVERSITY OF  
**Nebraska**  
Omaha



## Economic and Regional Impact Summary



Now in its 100th year, the University of Nebraska at Omaha (founded in 1908) has a rich history serving the Omaha area.

A college-educated citizenry contributes to the economic well-being of the State. Much of the productivity and benefit of a college-educated work force cannot be substituted by high school graduates.

The University of Nebraska at Omaha offers an affordable college education to Nebraska citizens through the tax support of Nebraska citizens. We believe it is a good investment in preparing and retaining workforce and in creating innovation. UNO alumni contribute \$2 billion in the Omaha area by starting up businesses, generating thousands of jobs and millions of dollars in taxes.

## 1. Economic Return

The \$142.7 million earnings associated with UNO faculty, staff, retirees, and students and expenditures made by UNO contribute to annual economic return to the Omaha area. Additionally, the economic return on bachelors and master's level UNO graduates working in the Omaha area is another \$2 billion per year. Approximately 60% of all 70,000 living UNO alumni currently live in Nebraska and over 50% live in the Omaha area.

UNO's **annual total economic** impact on the Omaha metropolitan area for 05-06—

**\$ 2.14 billion.**

*"A degree has always helped me get my foot in the door. UNO made me more worldly which has constantly put me ahead in life" - 2001 UNO Business alumnus*



## 2. Economic Return—Currently Enrolled UNO Students 05-06

Nationally, a typical college graduate will make in their lifetime \$1 million more than a high school graduate. The increased earnings of a college educated population are an indication of economic competitiveness and community strength. The estimated annual average increased future earnings for all UNO currently enrolled students over estimated average high school graduate earnings - **\$ 1.0 billion.**

Of the \$1.0 billion estimated annual future increased earnings of 05-06 UNO students, approximately **\$ 640 million will remain in Nebraska.**

UNO graduates' migration patterns indicate that 85% of UNO graduates are in the Omaha area one year after graduation and twenty years after graduation, 57% are still in the area.

Return on investment for UNO new college graduates is high. **The typical UNO graduate will recover their costs of a college education in less than eight years.**

*"I own my own business and my UNO education helped me prepare for this" - 1965 UNO Criminal Justice alumnus*

*"I was extremely well prepared to enter the field of education" - 1979 Education alumnus*

## 3. Return on UNO State Appropriations

State appropriation dollars are a good investment at UNO. For 05-06, the state appropriation to UNO was \$51.2 million. The annual 05-06 return on state appropriations is 48 cents in tax revenue for each dollar received from the state.

## 4. College Educated Citizens Earnings Related to Tax Dollars

Based on statistics in the recent American Community Survey and research conducted by the UNO Center for Public Affairs Research, college educated citizens generate much of the tax base in Nebraska. The implications are clear:

*If only 500 Nebraska households moved from having a high school diploma to a bachelor's degree, those household incomes would increase by \$28,000 and State of Nebraska tax income would increase \$850,000.*

## 5. Regional Economy

The demand for UNO college graduates in the Omaha region is estimated to be 20,000 new and replacement jobs through 2010. In the February, 2007 issue of Forbes magazine, Omaha-Council Bluffs ranked 15<sup>th</sup> among the "Top 25 best cities in the US to find a career". The criteria used to compile the rankings included unemployment rate, job growth, income growth, median household income, and cost of living.

Counting faculty, staff and student employees, UNO is the 15th largest employer in the Omaha Metropolitan Area. The University employs 1,700 faculty and staff and an additional 1,100 students. UNO buys \$40 million in goods and services annually and does business with over 1,400 vendors in Douglas, Sarpy, Cass, Saunders, and Washington counties.