

50 YEARS



UNIVERSITY OF NEBRASKA AT OMAHA

GOODRICH SCHOLARSHIP PROGRAM

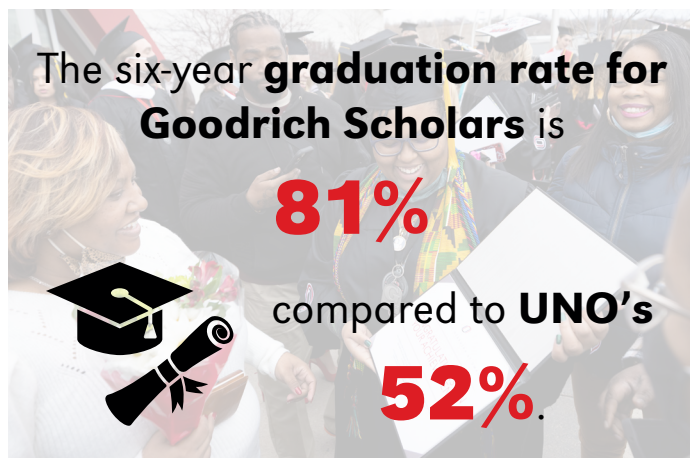
INVESTMENT TO IMPACT



FOR EVERY **\$100** INVESTED
IN A GOODRICH SCHOLAR
\$479 ARE RETURNED AFTER 10 YEARS

This brief attempts to measure the overarching economic value, or return on investment (ROI) of graduating from the University of Nebraska at Omaha's (UNO) Goodrich Scholarship Program. The ROI calculations consider the increased number of students who graduate as a result of the program, the costs of their education, and the increased earnings as a result of graduating. The return percentage and dollar amounts are to the broader economy.

A Goodrich Scholarship allows about **60 students per cohort** the chance to earn a bachelor's degree at UNO. The **average investment**, per student, per year in each Goodrich Scholar **is \$7,996**. To **complete a degree, about \$31,984 is invested** in a Goodrich Scholarship student.



Would a Goodrich Scholarship student come to UNO without the scholarship?

- 42% of **alumni** said they **would not have attended UNO** without the Goodrich Scholarship
- 68% of **current students** said they **would not have attended UNO** without the Goodrich Scholarship
- 74% of **current Goodrich Scholars** are **first-generation college students** compared to 37% at UNO

ONE ALUMNI SAID:

“ **The Scholarship gave me a chance to achieve lifelong goals.** ”

Each year about **17 students graduate** from UNO with a bachelor's degree **that might not have**

without the Goodrich Scholarship program.



Those **17 additional students**, as a result of their college degree, will each **earn about \$18,526 more per year.**



MEDIAN INCOME OF A NEBRASKAN



HIGH SCHOOL DEGREE

\$32,360

BACHELOR'S DEGREE

\$50,886

(57% DIFFERENCE)



What is it about the Goodrich Scholarship Program that helps students to graduate at a high rate?



94%

of current Goodrich Scholars say that **Goodrich classes helped their experience** at UNO



81%

of current Goodrich Scholars **participate in programming offered outside of classes**



93%

of alumni strongly agree or agree that **the program provided support and community** while being an undergraduate student

ONE ALUMNI SAID:

“

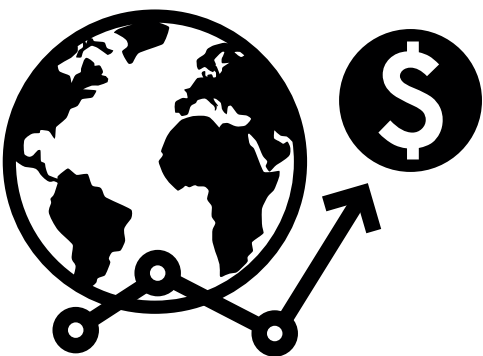
Having had the opportunity to experience such a diverse group of people, both faculty and cohort, and to hear their viewpoints was a very eye opening and enriching experience. Had I not been chosen as part of the Goodrich family, I don't know that I would have had the opportunity to experience these things...I also highly valued that professors encouraged open thought and debate...

In one year, those 17 students
increased earnings are

\$322,352

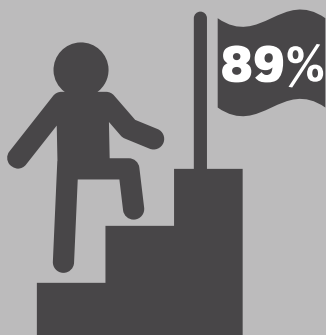
The **10-year return on investment** for each
Goodrich Scholar **is 479%**, or for every \$100 invested
in a Goodrich Scholar the return on that investment is \$479.

The annualized rate of return is 19%.



In 10 years, **one cohort of students**
who graduate because of the
Goodrich Scholarship Program will have
generated over \$3 million
additional dollars in the economy.

In addition to the high rate of return, we found that Goodrich Scholars were better prepared for life after college.

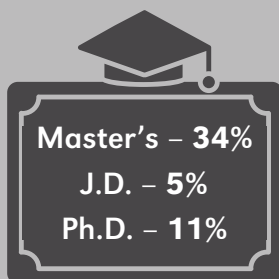


89% of alumni strongly agree or agree the program has supported their career development.

Goodrich alumni worked in fields such as education (19%), healthcare (15%) and professional, scientific and technical services (11%).

49%

of Goodrich alumni have completed education after their bachelor's degree, including:



ONE ALUMNI SAID:

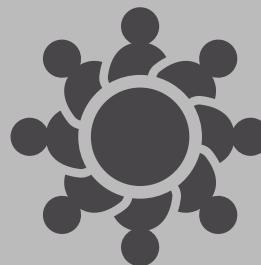


The first day of Critical Thinking class included an exercise that was eye opening and personally humbling... It set me on a path of greater self-awareness (of my biases, etc.) and the importance of deliberate critical thinking and continual self-reflection.

A high rate of Goodrich Scholars stay and contribute to life in Nebraska.

69% of Goodrich alumni surveyed live in the Metropolitan Omaha area

78% live in Nebraska



73% of alumni feel that Goodrich prepared them to be a conscientious and contributing member of society.

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