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.

The six-year **graduation rate for Goodrich Scholars** is **81%** compared to **UNO’s 52%**.

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 been possible 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**

<table>
<thead>
<tr>
<th>High School Degree</th>
<th>Bachelor’s Degree</th>
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<tr>
<td>$32,360</td>
<td>$50,886</td>
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(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 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.

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 one year, those 17 students increased earnings are $322,352.
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:

- Master’s – 34%
- J.D. – 5%
- Ph.D. – 11%

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.