

UAA & OUR CITY'S FUTURE

The Economic Impact of the University in Anchorage

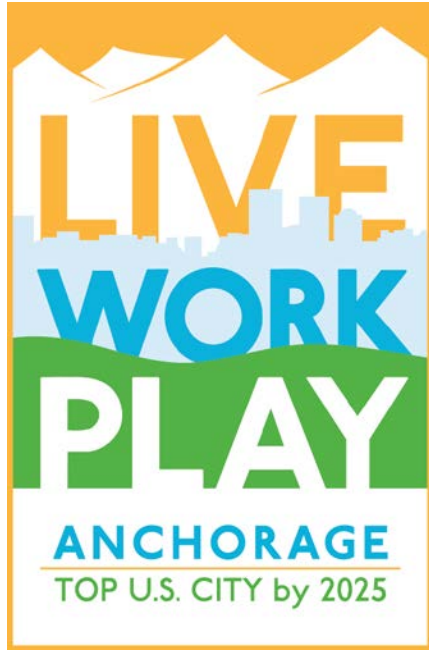
— A PUBLIC DISCUSSION —

When: Tuesday, March 21

Time: 6-8 p.m.

Where: 49th State Brewing Co., 717 W. 3rd Ave





What is Live. Work. Play.?

A community-led grassroots effort to improve quality of life in Anchorage, attracting and retaining a strong workforce and fostering a sustainable, diverse and growing economy. Our vision is to make Anchorage the #1 city in America to live, work and play by 2025.

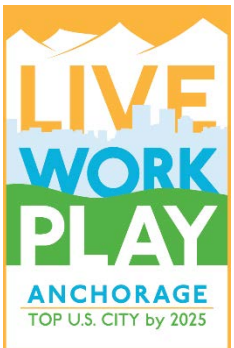




What makes a great city?

The top cities for quality of life in the United States are consistently “college towns.”

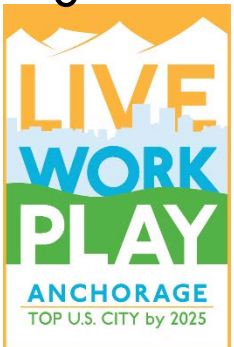
- **Madison, Wisconsin**
 - Home of University of Wisconsin, the city is a hub of health care, information technology and manufacturing industries, with a unique food culture
- **Rochester, Minnesota**
 - A town of just over 100,000 with a public university, an internationally renown medical center, and a major IBM headquarters makes for a great quality of life for residents
- **Boise, Idaho**
 - More than 22,000 students attend Boise State University in a city with a population less than 700,000
- **Boulder, Colorado**
 - Over 10% of the city’s population is UC Boulder students, providing social vibrancy and economic opportunities in a community known for its love of outdoor recreation



The Economic Advantages of Local Universities



- A 2012 study concluded the University of Alaska system provides **\$714 million** in direct effects and **\$402 million** in indirect effects to the statewide economy
- The modern economy chases talent; universities produce *and* attract talent
- Local universities allow businesses to acquire a skilled workforce
- Research and development creates innovation and brings in external funding
- Universities develop the community both economically and socially



Workforce Pipeline

- Many Alaska businesses depend on the availability of well-educated University of Alaska graduates to meet their workforce needs
- Businesses (e.g. ConocoPhillips, Providence, Weidner Apartments) invest back into the university to train their future professional workforce
- Studies show that **68% of two-year college graduates** and **42% of four-year year college graduates** stay in the area of their school after attending
- The average associate's degree holder contributes **\$81,000** more and the average bachelor's contributes **\$278,000** more than the average high school graduate



*The UAA ConocoPhillips Integrated Science Building
Photo by Green & Gold / University of Alaska Anchorage*

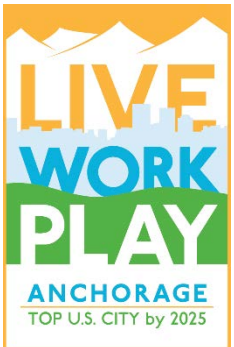
Research and Development

- UAA earned **\$40.2 million** in research grants in FY16, bringing funding *into* Alaska
- **45 invention disclosures** and **42 patent applications** have been filed by UAA students and faculty since 2011
- University research organizations like the Institute of Social and Economic Research (ISER) are vital to understanding the most important areas for Alaska's economic development including Oil, Seafood, Health Care, Energy, Transportation, Education



PHOTO BY PHILIP HALL / UNIVERSITY OF ALASKA ANCHORAGE

This knowledge base enables policymakers and business leaders to make informed decisions on Alaska's future

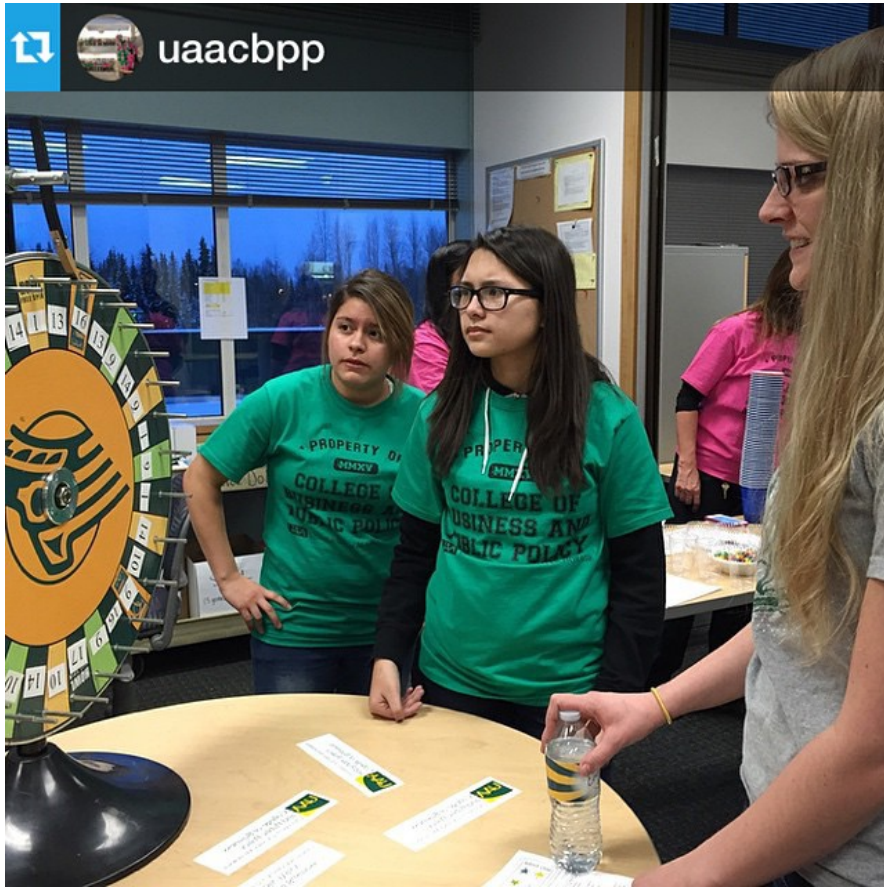


Federal and State Funding for Research

- \$14.8 million in research funding for the University of Alaska Anchorage came from federal agencies in FY16, compared to \$10.2 million from state agencies
- The McDowell Group found that each dollar of State of Alaska investment in research generates **\$5.60 in additional research revenue**, a massive multiplier effect for our local economy
- UAA's grant win average of 38% is higher than the national average of 25%



Attracting Talent



- UAA is a large source of employees for high paying, high skilled jobs in Anchorage
- A robust university with competitive pay for faculty attracts and retains the best educators, allowing programs to be nationally competitive and attract students not just from Alaska
- Competitive academic programs keep local students in the community and prevent (or even reverse!) brain drain

The “College Town”

Economic Benefits

- In fall of 2015, 14,357 students attended the University of Alaska Anchorage Campus
- Student and University spending directly in the Anchorage economy is estimated to be between **\$126 and \$200 million**
- This spending potentially has a force multiplier effect, raising wages and wealth across the community
- Students are an important source of summer labor, part-time work, and interns for local employers, not to mention full time workers after graduation
- Continuing education opportunities allow residents of all age to upskill and enhance their economic opportunities



The “College Town”

Social Benefits



- A robust university and campus life provides social and recreational opportunities for residents to engage with their community
- UAA athletics fills the small sector of Anchorage home athletic teams
- High caliber faculty bring expertise and community engagement to the city, broadening access to volunteers, arts and culture, and business opportunities
- The University serves as a focal point within the community for visiting entertainment
- Student activities like debates, art galleries, performances, provide the local residents with social events and activities

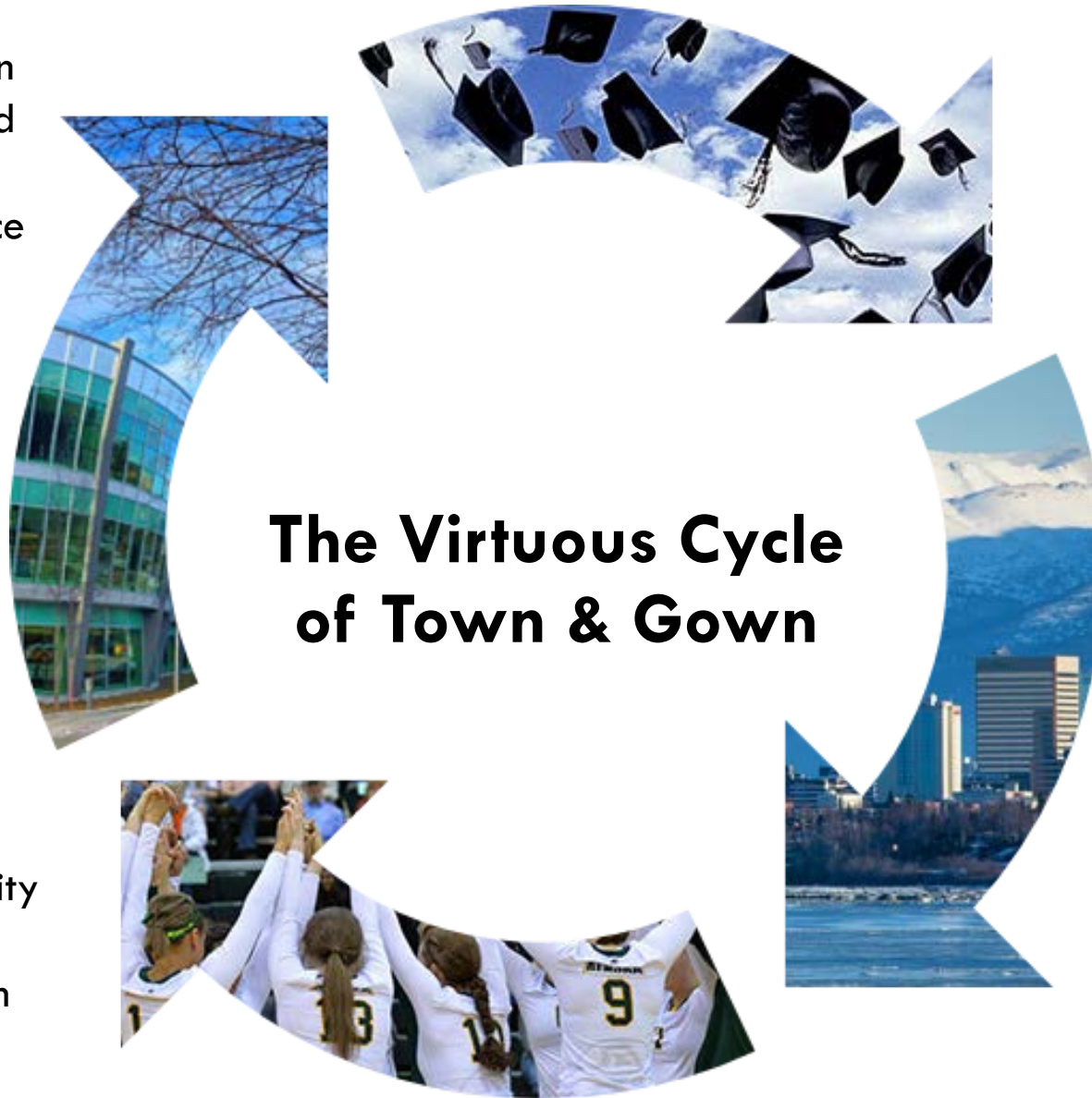
When a community invests in the university financially and with their time and interest, the quality of the experience for students increases, drawing more (and more talented) students to enroll

When faculty and staff of the university invest in the community with their time and financial resources, economic and social opportunities expand

The Virtuous Cycle of Town & Gown

A community that is engaged with the university invest more and spends more time interacting with students and faculty on campus

As the community recognizes the important contributions of the university, engagement and satisfaction grow



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- (1) McDowell Group (2012). "University of Alaska Community Campus Impact Study." Retrieved March 16, 2017, from http://www.mcdowellgroup.net/wp-content/uploads/2015/08/Statewide-Summary-Final-4_2_.pdf
- (2) Goldsmith, Scott (2012, March 2). "Economic Impact of UAA." Retrieved March 16, 2017, from Institute of Social and Economic Research website: http://www.iser.uaa.alaska.edu/Publications/2012_03_02-EconomicImpactOfUAA.pdf
- (3) Rothwell, Jonathan. (2016, July 28). "What colleges do for local economies: A direct measure based on consumption" | Brookings Institution. Retrieved March 15, 2017, from <https://www.brookings.edu/research/what-colleges-do-for-local-economies-a-direct-measure-based-on-consumption/>
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- (5) Martin, Tanza L. (2016, March 04). "The 50 best places to live in America." Retrieved March 15, 2017, from <http://www.businessinsider.com/us-news-best-places-to-live-in-america-2016-3/>
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