

marketing opportunities executive summary



From Chancellor Wells

At the University of Wisconsin Oshkosh, we take great pride in the educational investment opportunities that we create in our region. We also take pride in being a major breadwinner. UW Oshkosh's presence in the area and state does more than provide educational opportunity; the presence of the University generates real and measurable financial wealth.

Offering a marketplace for local goods and services, the University is a stable employer and contributor to the quality of life. This *Marketing Opportunities Impact Report*¹ tells the story of our contribution. We invite you to explore how we can work with you to grow, collaborate and partner in our shared commitment to northeastern Wisconsin's New North.

Statistical Overview

The first economic summary was conducted in 2003 to measure and weigh the market profile created by the University in the region and state. To evaluate the current financial climate and trends since 2003, this updated report was generated from 2005–2006 data.

The 2005–2006 revenue was \$144 million. Most noteworthy about revenue is that the funding from the state of Wisconsin fell to 27 percent of revenues, and tuition accounted for the largest share of the budget, \$46 million. Program revenue, federal grants and private giving supplied the remaining \$59 million.

The University spent more than \$120 million on payroll and other goods and services in 2005–2006. UW Oshkosh employs a workforce of some 1,250 full-time employees (FTE), not including several hundred limited-term employees (LTE). Faculty and staff payroll accounts for \$68.9 million, the largest of the budget expenditures. Operating expenditures, such as library materials and lab equipment, received another \$51.9 million. The remainder goes toward sales tax credits, student loans and other expenses.

UW Oshkosh's total economic contribution to the state is more than \$500 million.

UW Oshkosh, as an institution, makes a direct fiscal contribution to the local economy of more than \$188 million to private businesses, nearly \$9 million in government revenue and more than \$4 million to local charities.

This economic contribution goes beyond the direct, institutional fiscal spending. All of the money spent on goods and services by UW Oshkosh recycles through the state economy. That is to say that the funds spent are reinvested or spent by the vendors, businesses and citizens who deliver the good and services to UW Oshkosh. This rippling effect of spending is captured in multipliers that are applied to the direct UW Oshkosh spending to document the indirect — the respending — of UW Oshkosh expenditures.

Using these multipliers, the total economic contribution made by UW Oshkosh to the local economy is almost \$470 million, and to the state is more than \$500 million. These numbers can be broken down:

UW Oshkosh Growth Trends

Item	2003*	2006*	% Change
UW Oshkosh Total Revenue	\$120	\$144	20.0
Tuition	\$28.9	\$46.1	59.5
State Funding	\$45.3	\$39.2	-13.5
Total Direct Spending	\$185	\$233	25.9
Total Economic Contribution	\$432	\$501	15.9
Faculty & Staff	1,197	1,250	4.4
Students	9,388	9,815	4.5
Jobs Created	7,866	9,064	15.2
Tax Revenue Generated	\$32.0	\$37.5	17.2

* In millions of dollars unless otherwise stated.

¹ *University of Wisconsin Oshkosh Market Profile Update*
Dennis K. Winters, Vice President & Director of Research
NorthStar Economics, Inc., November 2006.
www.uwosh.edu/marketingprofile/2006

The total economic contribution due to the presence of UW Oshkosh in the region was:

- More than \$500 million in 2006.
- Responsible for creating more than 9,000 jobs in the state.
- The source for generating more than \$37 million in state and local tax revenue.

and government sectors. Of the \$200 million of direct spending in the region:

- \$188 million went to the private sector.
- \$4.2 million to the household and not-for-profit sectors.
- \$8.8 million went into the government sector.

UW Oshkosh Contributes to the State

Contributor	State Economy	% of Total
Institution	\$101,151,249	20.2
Employees	\$119,077,636	23.8
Students	\$223,641,717	44.7
Visitors	\$56,683,820	11.3
Total	\$500,554,422	100.0

During 2005–2006, the main source of revenue for the University was tuition; UW Oshkosh has seen an increase in:

- Total revenue of \$24 million dollars, while state funding decreased about \$6 million.
- Tuition and program revenue, gifts, grants and donations and federal funding.
- FTE faculty and staff of 53 positions or 4.4 percent.
- FTE student enrollments from 9,388 in 2002 to 9,815 in 2006, a 4.6-percent increase.
- **Total economic contribution from \$432 million to \$501 million, an increase of 16 percent. This 16-percent, three-year growth rate alone is similar to the equivalent of adding a private sector company or a small private college employing several hundred people, creating the equivalent of 1,200 additional jobs during one of our state’s most difficult economic turndowns.**

The vast majority of the spending of UW Oshkosh, its faculty and staff, students and visitors flows into the private sector, with lesser amounts going to the household, not-for-profit

Beyond producing some staggering economic figures, UW Oshkosh produces a talented, agile, innovative workforce with 2,000 degrees awarded annually. The quality of our graduates being infused into the economy, the institution is positioning Wisconsin for continued growth and significant contributor to economic enhancement.

UW Oshkosh Creates Jobs

Job Generator	Number of Jobs
UW Oshkosh Non-Payroll, In-State Spending	1,944
UW Oshkosh Faculty and Staff	1,250
UW Oshkosh Employee Presence	180
Student Spending	4,531
Visitor Spending	1,159
Total Jobs Created	9,064

The quality of our graduates is well established:

- Letters and Science graduates continue to be coveted by the best graduate programs in the nation.
- Since 1999, the College of Nursing graduate students’ pass rate on the American Nurses Credentialing Center-Family Nurse Practitioner Exam has been 100 percent;
- Senior business majors and MBA students at UW Oshkosh taking the ETS business knowledge assessment test rank in the top 5 percent nationwide.
- UW Oshkosh students who took the CPA exam placed the university in the top 10 schools nationally; and
- Since 1990, 35 UW Oshkosh graduates have gone on to be awarded the Herb Kohl Teacher of the Year Award.



Summary

We can help you to identify marketing opportunities, fine-tune your business skills, create long-term plans or react to changing economic factors. If you are an entrepreneur or a business owner, the University of Wisconsin Oshkosh invites you to learn more. We offer many resources for the challenges that you face today.

- UW Oshkosh's 49,000 in-state alumni earn an estimated \$53,000 annually², and account for estimated annual earnings of more than \$2.5 billion of total income earned in the state. These graduates perpetuate the economic impact in ways not represented in this report's findings.
- The University generates more than \$37 million in tax revenue, despite being tax exempt. This is comparable to the state's funding of the University.
- UW Oshkosh visitors to the region contribute nearly \$57 million to the local economy.
- Employees use services like home repair, child care and insurance, delivering a total economic impact of \$18 million.
- Each year, UW Oshkosh students directly spend \$30.7 million on housing expenses alone.
- Because of the University, the region benefits from more than 52,000 volunteer hours provided by students.

² According to UW System figures, calculated 20 years after college graduation. See http://www.uwsa.edu/opar/b-p/bulletins/impact_0403.pdf for more information.

UW Oshkosh Creates Market Opportunities

Housing	\$30.3 million
Food	\$18.7 million
Construction	\$14.6 million
Utilities	\$13.9 million
Personal and Business Services	\$11.8 million

Contact Information

Administrative Services Office (920) 424-3030
Center for Community Partnerships (920) 424-3467
Wisconsin Family Business Forum (920) 424-2257

