



NU

NEBRASKA'S UNIVERSITY



Nebraska's University

The University of Nebraska impacts people across the state and across the nation, students and nonstudents alike. In the everyday lives of Nebraskans—in the areas of the economy, medicine, agriculture, music and the arts—the University is more than an educator of students. It is a provider of knowledge and resources for all. It is more than the sum of its parts—the University of Nebraska-Lincoln, the University of Nebraska Medical Center, the University of Nebraska at Omaha and the University of Nebraska at Kearney. It truly is Nebraska's University.



Lifelong Nebraska friends Hugh Holmquist, Duane Birch and Tim Garner attended the University of Nebraska, then returned to their native Burwell. Professionals all, Hugh practices medicine; Duane, law; and Tim, dentistry, in this small Nebraska town. The inseparable trio acknowledge that greater wealth could be found elsewhere, but when it comes to lifestyle and friendships, no greater riches.

Economic Impact

While it receives substantial financial support from the state, Nebraska's University gives back much more than it receives. NU is a major supplier of Nebraska's highly educated workforce. Currently, nearly 125,000 University of Nebraska graduates live and work in the state. Their combined annual earning capacity of \$1.6 billion equates to \$81 million in state sales tax revenues and \$70 million in personal income taxes each year. In fiscal 1998-99, more than \$3 billion of economic activity was attributable to Nebraska's University.



An estimated \$105 million in state and local taxes was paid by businesses and individuals directly and indirectly sustained by University activities. Included in that estimate are nearly \$35 million in sales taxes; \$26 million in state personal income taxes; \$3 million in Corporate, S-Corp. and Partnership income taxes; \$20 million in property taxes; and \$21 million in personal property taxes.

Reverse Brain Drain

Obviously, the primary mission of Nebraska's University is to educate. Each year, more than 8,500 students graduate from the University of Nebraska's campuses in Kearney, Lincoln and Omaha. About two-thirds of these graduates choose to remain in the state, providing an invaluable intellectual asset. Without the University, many of these people probably would go to universities in other states for their education, perhaps never to return, depriving the state of the benefits of the highly educated, well-trained workforce it now enjoys.

Employing Education

In addition to educating students for the workplace, Nebraska's University is also a major employer itself, with nearly 14,000 full- and part-time employees. An additional 16,470 jobs in the private sector generated by University operations

translate into nearly \$300 million in employment earnings for Nebraskans. Added to the University's own employee earnings, the total of direct and indirect earnings approached \$730 million in fiscal 1998-99, bankable proof that the University is a valuable economic contributor.

Statewide Classroom

Far from limiting its efforts to campuses in Kearney, Lincoln and Omaha, Nebraska's University reaches out from border to border. The expertise of NU's faculty is shared throughout the state through a wide variety of distance learning programs, workshops, training sessions, lectures and conferences. Using telecommunications, Nebraska's University provides "distance



education" in such areas as health care, engineering, journalism, education and business, enabling nontraditional students to take classes without leaving their home or work site. The University also offers a phone-in math-help television program to provide assistance with homework for school children; forensic clinics, summer camps, and speech contests for high school students; a math workshop to raise student awareness of math requirements for future employment; and a program to teach speech and debate skills to penitentiary inmates. The University also provides workshops, conferences and in-service training for schoolteachers across the state in every discipline. Nebraska's University reaches all 93 counties, directly impacting hundreds of thousands of Nebraskans each year.



Agriculture

Nebraska's University values the importance of agriculture. Farmers and ranchers receive direct help in improving the quality and safety of livestock and crops. The benefits of University agricultural

research are felt statewide and nationwide. To control the dangerous E. coli bacteria, the University provides timely information on potential outbreaks to the local media and informs the public on safe food handling techniques. University research has led to improved feedlot practices to control E. coli before animals reach processing plants. In addition, beef producers are trained in management skills and research-based production techniques to enhance their product. On other fronts, Nebraska's University is involved in improving soybean value and profitability. And, NU's research in improved nutrient management practices based on soil conditions results in an average of \$41 million additional annual net returns to Nebraska corn producers. The NU Food Processing Center serves more than 400 large and small companies.



These are just a few examples of the benefits the University of Nebraska provides to agriculture's producers and consumers.

University of Nebraska (Excluding NCTA) Internal and External Fund Distribution

for fiscal year 1998-1999



The University brings in more than \$500 million dollars from outside the state annually.

Conservation

Preserving natural resources is essential to people living in an agrarian state. The University's Cooperative Extension Service works with farmers, ranchers and communities to increase public awareness of the environment through conferences, publications and training programs. These activities reach thousands every year with the important message of landscaping, habitat preservation and water quality. Extension educators developed a program to help southeast Nebraska farmers adopt techniques to protect groundwater quality in the face of rising nitrate

levels. Statistical techniques developed at the University assist state and local water-management agencies in more accurately measuring and predicting concentrations



of nitrates in groundwater. University personnel helped irrigators across the central Platte Valley reduce their use of water, energy and fertilizer. Helping to conserve our precious natural resources is just one more way Nebraska's University helps all Nebraskans.

Information Free for All

The University's research and service activities have a far-reaching impact on the state. The quantifiable value of free information and expertise, access to health care, expanded economic development and business profitability available through the University was at least \$641 million in fiscal 1998-99. These resources manifest themselves in many ways. For instance, NU libraries provide access to comprehensive collections via inter-library loans and web-based databases. NU houses the largest legal library in the state and its medical library is one of the nation's major health information resources. In addition to library facilities, NU provides

hundreds of regional, national and international conferences and professional programs, including the E.N. Thompson Forum on World Issues, and the annual James C. Smith World Affairs Conference.

Health & Medicine

NU's medical and health care contributions are recognized nationwide. The University is home to the only National Cancer Institute-designated cancer center in a six-state region. It houses one of the busiest solid organ and bone marrow

In 1993, Jamie Redford, son of actor and Academy Award winning director Robert Redford, underwent life-saving liver transplant surgery at the University of Nebraska Medical Center in Omaha. Two years later, he established the James Redford Institute for Transplant Awareness to educate the public about the need for organ and tissue donations.



transplant programs in the United States. The University also is a pioneer of methods of diagnosis and treatment for such ailments as diabetes, rheumatoid arthritis, neonatal care, lymphoma, cardiovascular disease and breast cancer. The University of Nebraska Medical Center treats children and adults with developmental, genetic, physical and emotional disabilities. It is also home to the region's only motion analysis

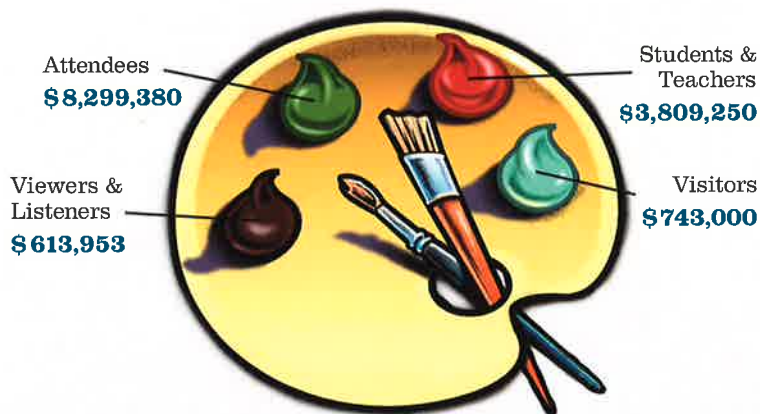


laboratory, with 7,500 children and adults diagnosed and treated annually. In Nebraska's largest urban area, University medical personnel work with community leaders in north and south Omaha to deliver much needed health care to low-income residents. The advanced treatments and research contributions of the University of Nebraska serve not only to educate people, but also to improve their health and, in many instances, save lives.

Research & Testing

The University's research and testing capabilities significantly impact rural areas and municipalities statewide. Help is provided to rural communities applying for grant funding for community economic development projects. Studies conducted at NU have helped rural merchants learn more about their customers' buying decisions. Research to improve management procedures resulted in increased yield of high-quality turf and forage grass seed in western Nebraska. Working with community leaders, the University helped attract a birdseed company to Sidney and helped develop birdseed crops adaptable to the state's Panhandle region. Of importance to ranchers, the University

Estimates of Direct Contacts and Value-Added by NU Arts, Humanities, and Entertainment Activities for fiscal year 1998-99



685,267 Patrons Attended University Events.
 Estimated Economic Impact: **\$13,465,583.**

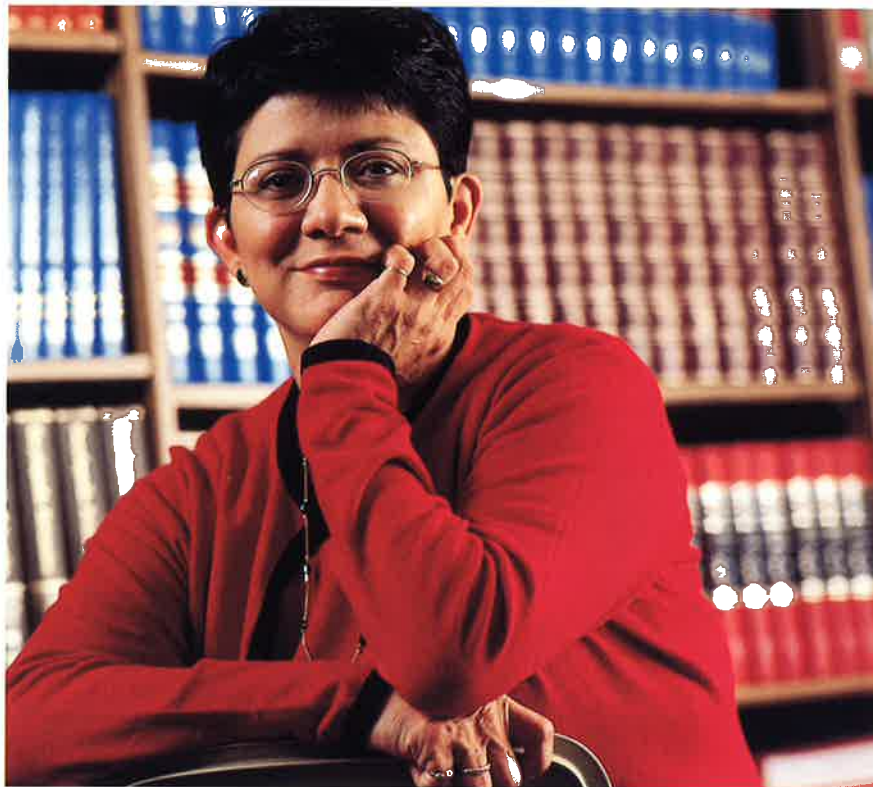
This table reports the number of beneficiary contacts via activities in the activity category. These are *not unduplicated counts* of attendees, visitors, etc. Contacts can take the form of visits to a gallery, attendance at a performance, workshops for elementary school students, radio broadcasts to a community, etc. The dollar figures shown are sums of the direct value of services reported by individual units in conjunction with individual activities.



developed a simple test to determine if newborn calves are born with a virus that causes a serious disease. The University's technology transfer programs promote the development of high-tech firms, diversifying the state's economy and helping to create high-paying jobs. The NU Technology Park has been directly responsible for the creation of 43 businesses, employing 2,200 workers and generating another 3,400 jobs. These companies have resulted in \$784 million in business transactions. NU's involvement in Internet-2 enhances the state's information technology infrastructure and makes Nebraska more attractive to technology-driven companies.

Arts & Entertainment

Nebraska's University contributes directly to the cultural life of the entire state. The Sheldon Memorial Art Gallery and Sculpture Garden and the Museum of Nebraska Art are but two examples. Instrumental and vocal recitals by students and faculty, band performances at sporting events, and the presentation of opera and Broadway productions are just a few of the ways Nebraskans benefit from the University. Other contributions include traveling art exhibits, a classical music



radio station that reaches a broad audience, Shakespeare-on-the-Green, and ballet. University-sponsored low-cost theatrical performances and repertory theater performances provide a full range of performing arts. Cultural enhancement activities such as guest lectures and several speaker series generate greater awareness of such topics as international affairs, the economy, politics and humanitarian service. University journals provide a literary outlet for writers and scholars and highlight the works of distinguished Nebraska authors. From band recitals and stage productions, to cultural awareness programs, the University enriches the lives of Nebraskans.

An advocate of UNL's Diversity Artist in Residence Program, Gering High School Assistant Principal Dora Groskopf has twice brought culturally diverse artists to share their talent and insight with her students. She finds the program so advantageous, she will use it again.



Nebraska's University

And the list goes on. By now it should be readily apparent that the University of Nebraska is much more than an excellent place for students to learn. With all of its economic contributions, nationally recognized research, statewide agricultural programs, education in the sciences and professions, humanities, and arts programs serving all Nebraskans, the University is a major resource to Nebraska. The University of Nebraska is more than an educational experience for students who attend classes on its four campuses. It is also a dynamic economic engine, a prestigious institution of higher learning that keeps great minds at home, and a major force impacting thousands of lives. It truly is Nebraska's University—an investment with a tremendous return for all Nebraskans.

An investment in NU is an investment in the state.

- *University of Nebraska-generated annual economic activity exceeds \$3 billion.*
- *Nearly 125,000 NU graduates live and work in Nebraska and contribute \$1.64 billion to the state's economy annually.*
- *Businesses directly and indirectly tied to the University, pay \$105 million in state and local taxes each year.*
- *Most of Nebraska's college-bound students attend one of NU's four campuses.*
- *NU provides educational programs and services in all 93 Nebraska counties including health fairs, lectures and seminars, environmental festivals, speech contests, summer camps, band concerts, choir festivals and traveling art exhibits.*
- *NU medical residents provide patient care and emergency coverage for rural Nebraska.*
- *NU has pioneered nonsurgical liver transplants and anti-rejection therapeutics.*
- *NU's Technology Park is responsible for creating 43 new businesses employing 2,200 workers.*
- *The NU Food Processing Center serves more than 400 large and small companies.*
- *NU's Sheldon Memorial Art Gallery and Sculpture Garden is home to one of the nation's most prestigious collections of American art.*



University of Nebraska

Office of the President

Varner Hall • 3835 Holdrege Street • Lincoln, NE 68583-0745

Phone: (402) 472-2111 • Fax: (402) 472-0900 • Web Site: www.uneb.edu

Information in this publication is excerpted from a Bureau of Business Research report entitled, *University of Nebraska—Return on the State's Investment—November 2000*

It is the policy of the University of Nebraska not to discriminate based on gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.