



REAL GROWTH, REAL RETURNS

How the University of Nebraska System
Impacts the State of Nebraska

PREPARED BY

**Tripp
Umbach**

Turning Ideas Into Action

Presentation to the
University of Nebraska System

JANUARY 10, 2025


ABOUT TRIPP UMBACH

Pioneer and national leader in economic impact assessment – completed over 1,000 studies over the past 35 years.

Experience with over 500 higher education institutions.


15-year history working with the University of Nebraska.

40 years of Nebraska project experience.




Tripp Umbach
Turning Ideas Into Action

With a foundation established through decades of successful partnerships, our industry expertise uniquely equips us to envision creative possibilities, **translating ideas into actionable outcomes.**



MISSION
Empowering our clients to transform their communities through strategic vision and lasting partnerships.




VISION
Turning ideas into action and impact to change the world for good.

Since 1990 Tripp Umbach has worked with
1,000+ CLIENTS in all **50 STATES** and **15 COUNTRIES**
generating more than
\$35 BILLION
in annual economic impact throughout the world.

**TRIPP UMBACH HAS COMPLETED MORE THAN
2,500 CONSULTING ASSIGNMENTS SINCE 1990**

1,000+ ECONOMIC IMPACT STUDIES <small>for clients in higher education, healthcare, industry, government, and tourism</small>	500+ COMMUNITY HEALTH ASSESSMENTS <small>for hospitals, health systems, and community health centers</small>
100+ FEASIBILITY STUDIES <small>for medical, health systems, and post-secondary education programs</small>	250+ STRATEGIC PLANS <small>for hospitals and universities, health systems, and tourism organizations</small>
150+ ECONOMIC DEVELOPMENT STRATEGIES <small>for public and private organizations at the local, state, regional, and national levels</small>	500+ MARKET STUDIES <small>for corporate, institutional, healthcare, and government organizations</small>



Tripp Umbach has
20 PROFESSIONAL STAFF
and senior consultants throughout the United States.

ABOUT THE STUDY

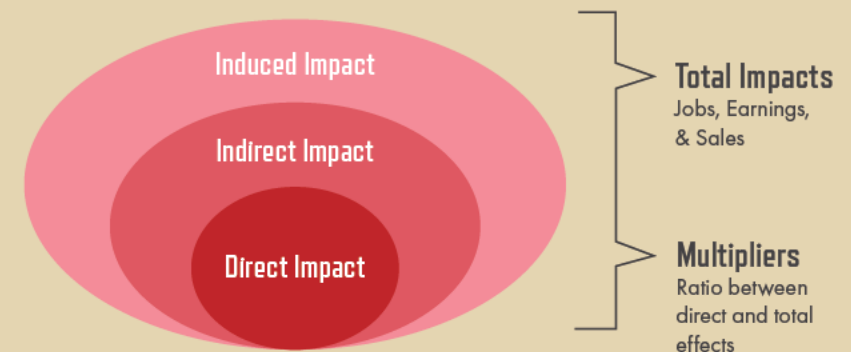
Tripp Umbach conducted a comprehensive economic impact assessment of the University of Nebraska System based on FY24 data.

The study includes all University System campuses, institutes, and entities, including Nebraska Medicine.

What is included in the Economic Impact	What is <u>not</u> included in the Economic Impact
<ul style="list-style-type: none">Operational spendingCapital spendingNumber of employees (faculty and staff)Salaries and benefitsVisitor spendingStudent spendingAlumni impact	<ul style="list-style-type: none">Image and attraction powerKnowledge and expertiseQuality of life

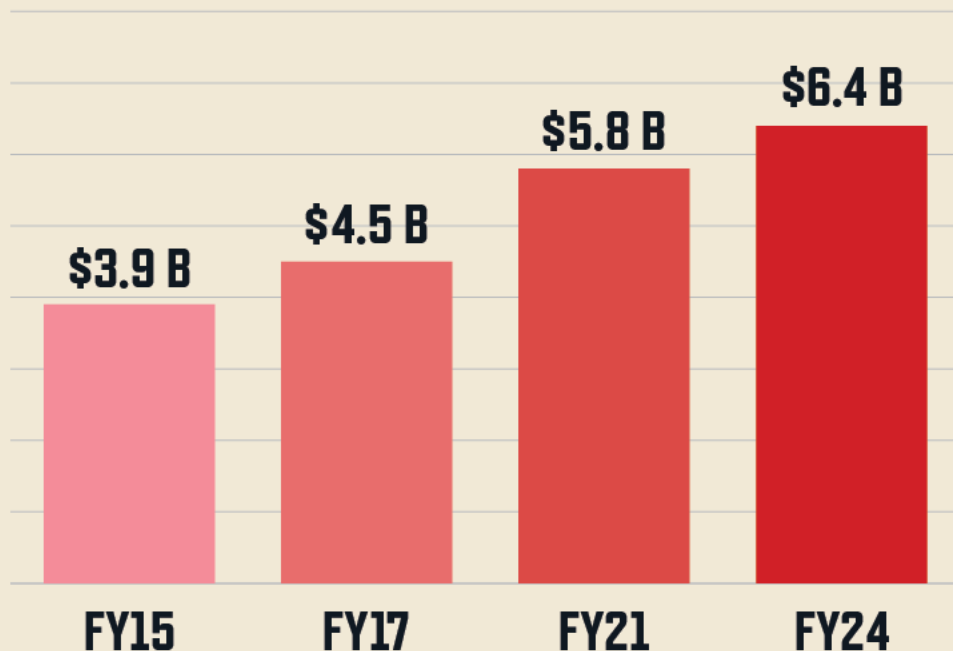
Operations of the University of Nebraska System, directly and indirectly, impact residents throughout Nebraska, generating billions annually in overall economic impact. The University of Nebraska System affects business volume in Nebraska in two ways:

- 1. Direct expenditures for goods and services** by the NU System and its staff, faculty, students, and visitors. This spending supports local businesses, which in turn employ local individuals to sell the goods and provide the services that university constituencies need.
- 2. Indirect or induced spending** within Nebraska. The businesses and individuals that receive direct payments re-spend this money within the state, thus creating the need for even more jobs.



ECONOMIC IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM

Total Economic Impact of the
University of Nebraska System (in Billions)



The total annual economic Impact of the NU System has grown from **\$3.9 billion** in FY15 to **\$6.4 billion** in FY24

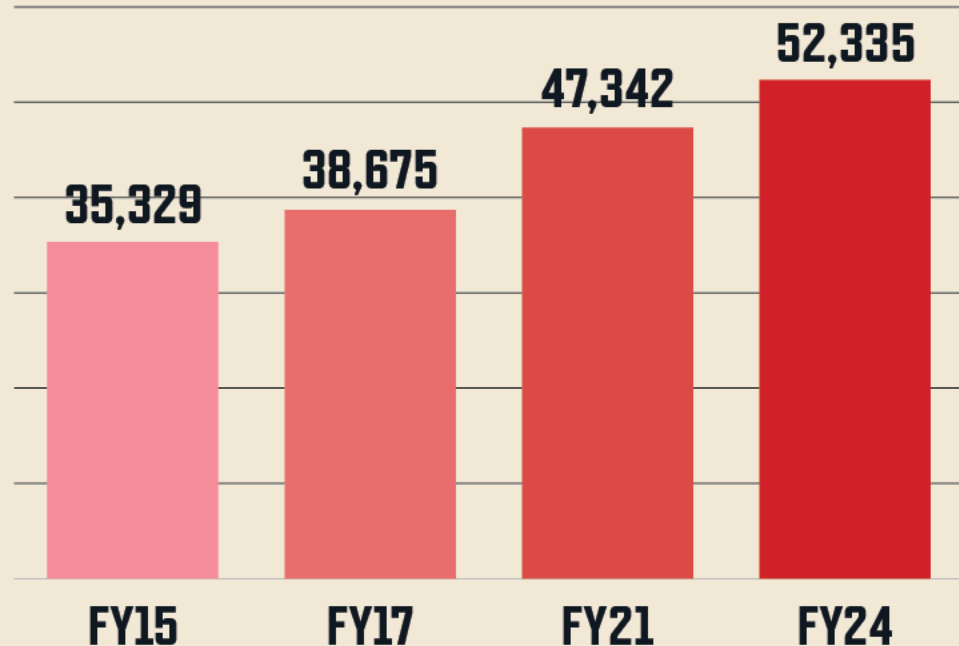
64% growth in economic impact to the State of Nebraska over the past 9 years. The total economy of Nebraska grew by only **24%** over the same period*.

The total annual economic impact of the NU System has grown by over **\$600 million** in the past three years—from **\$5.8 billion** to **\$6.4 billion**.

*\$116.5 billion (2015) to \$144.9 billion (2024)

EMPLOYMENT IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM

Total Employment Impact
of the University of Nebraska System



Total employment supported by the NU System has grown from **35,329** total jobs in FY15 to **52,335** in FY24

48% growth rate over nine years, compared with statewide job growth of only **4.5%** over the same period.*

* 1,01,009 jobs (2015) to 1,055,595 jobs (2024)

ECONOMIC IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM



\$6.4 BILLION

generated in economic impact



52,335 JOBS

created and sustained

One in every 20 jobs in Nebraska is supported directly or indirectly by the NU System.

\$10 is returned to the Nebraska economy **for every \$1 invested** by the State in the NU System.

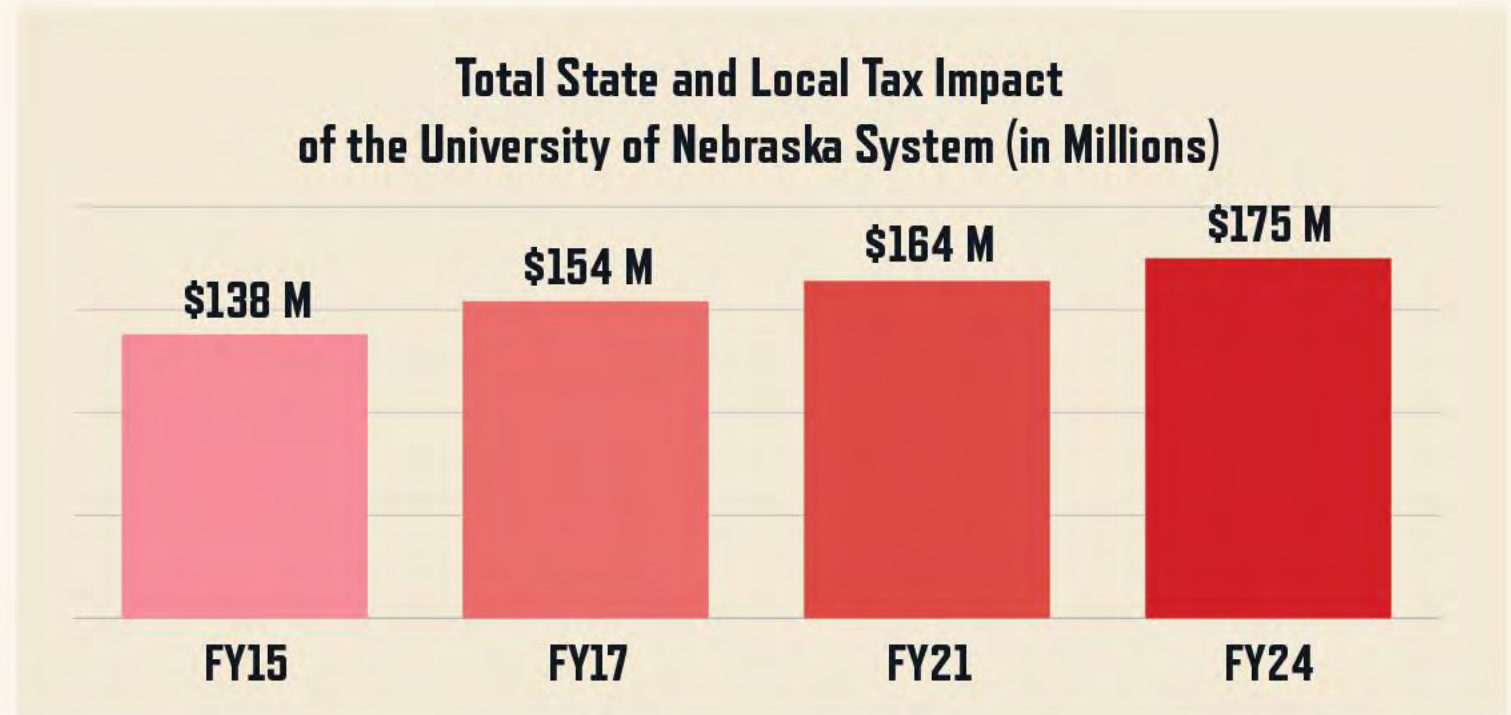


UNIVERSITY OF NEBRASKA: REAL GROWTH, REAL RETURNS

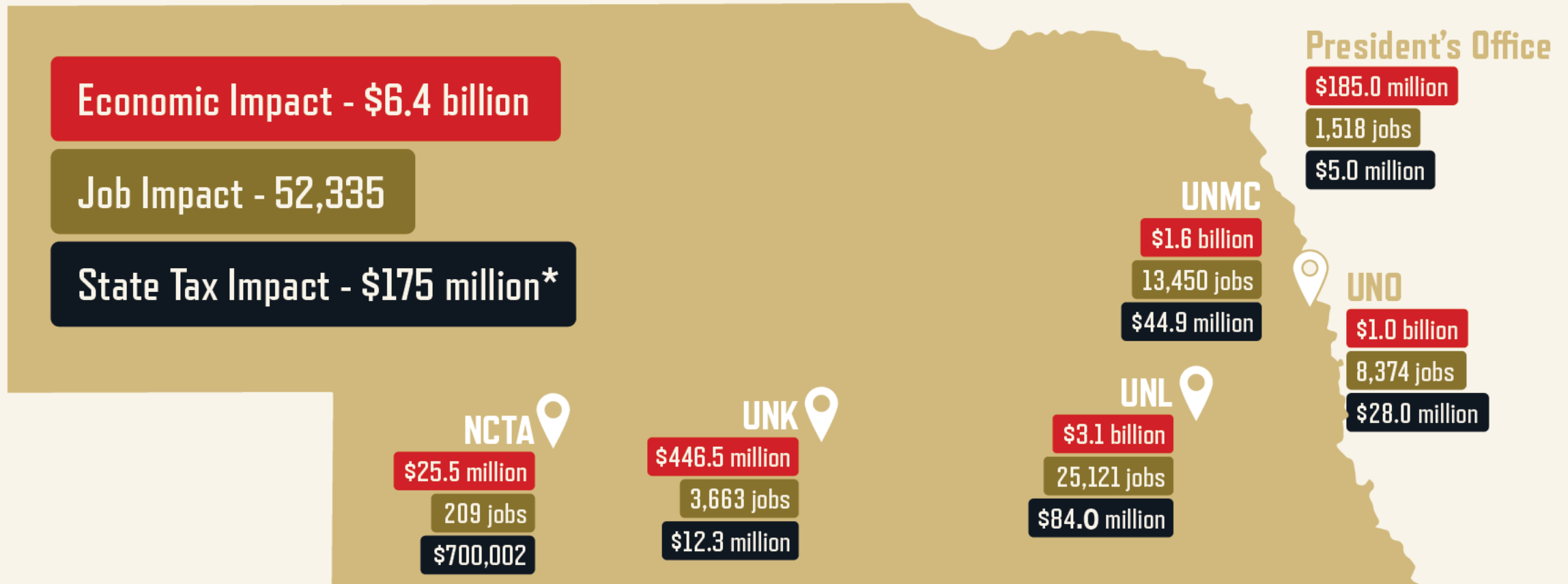


STATE AND LOCAL TAX IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM

Total tax revenue generated by the NU System has grown from **\$138 million** in FY15 to **\$175 million** in FY24.



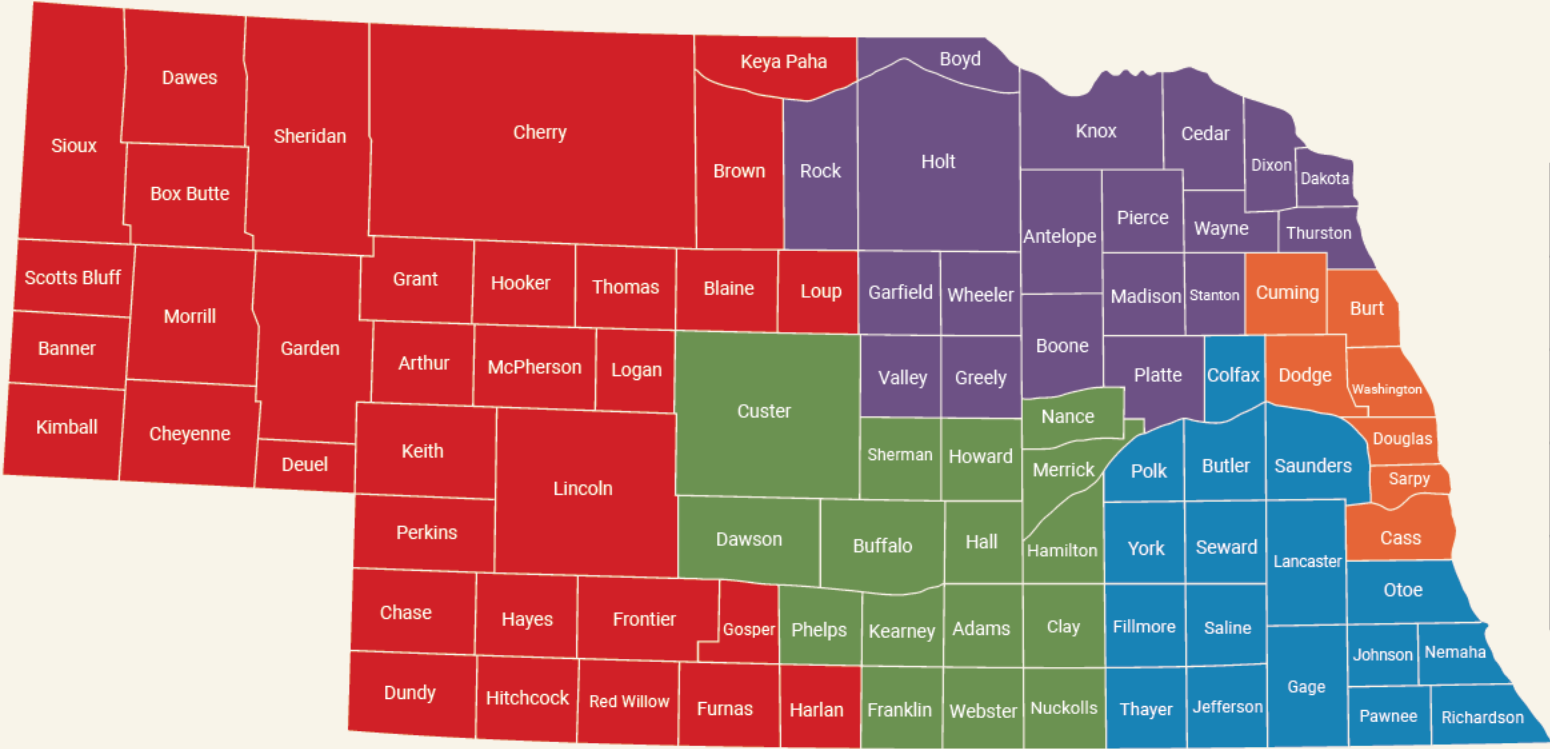
THE UNIVERSITY OF NEBRASKA SYSTEM - 500 MILES OF IMPACT



*\$6.4 million in direct tax payments in FY24 are in addition to the \$175 million

THE UNIVERSITY OF NEBRASKA SYSTEM - IMPACTING EVERY NEBRASKA COMMUNITY AND LEGISLATIVE DISTRICT

Economic Impact of the University of Nebraska System by Region



	Impact	Jobs	Taxes
	\$2.96 billion	24,350	\$81.42 million
	\$2.09 billion	17,133	\$57.29 million
	\$545.87 million	4,465	\$14.93 million
	\$457.01 million	3,738	\$12.50 million
	\$323.72 million	2,648	\$8.85 million
	\$6.38 billion	52,335	\$175.00 million

ECONOMIC IMPACT OF NEBRASKA MEDICINE

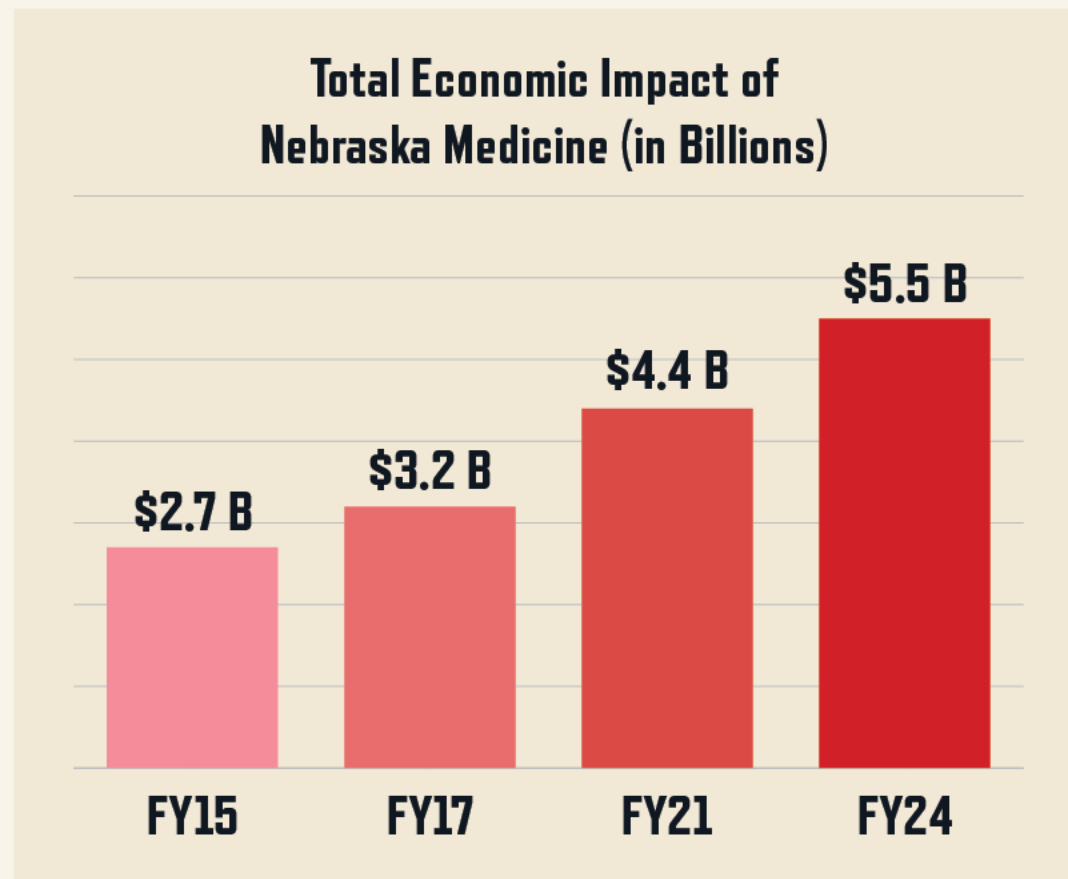
In FY24, Nebraska Medicine was responsible for:

\$5.5 billion in total economic impact

43,880 total jobs supported in the Nebraska economy

\$189 million generated in state and local taxes

The economic impact of Nebraska Medicine has grown by more than 40% from **\$2.7 billion** to **\$5.5 billion** in FY15.





TOTAL COMBINED ECONOMIC IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM AND NEBRASKA MEDICINE (FY24)

The University of Nebraska System and Nebraska Medicine are among the most significant drivers of the Nebraska economy.

\$6.4 billion

University of Nebraska System

+

\$5.5 billion

Nebraska Medicine

\$11.9 billion

Combined Economic Impact of the NU System and Nebraska Medicine

GROWTH IN COMBINED ECONOMIC IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM AND NEBRASKA MEDICINE (FY21-FY24)

A growing economic force in Nebraska.

The **total combined** economic impact of the NU System and Nebraska Medicine has grown by **\$1.6 billion** in the past three years—from **\$10.3 billion** to **\$11.9 billion**.

The **15.7% growth rate** of NU System and Nebraska Medicine since 2021 is **nearly double** that of the total Nebraska economy, which grew only 8 percent over the same period.

\$1 out of every \$12 in the state's \$144.9 billion economy is generated by NU System and Nebraska Medicine in FY24.



TOTAL COMBINED EMPLOYMENT IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM AND NEBRASKA MEDICINE (FY24)

A significant generator of Nebraska jobs.

96,215
total jobs supported

38,519 direct jobs

University of Nebraska System: 29,022

Nebraska Medicine: 9,497

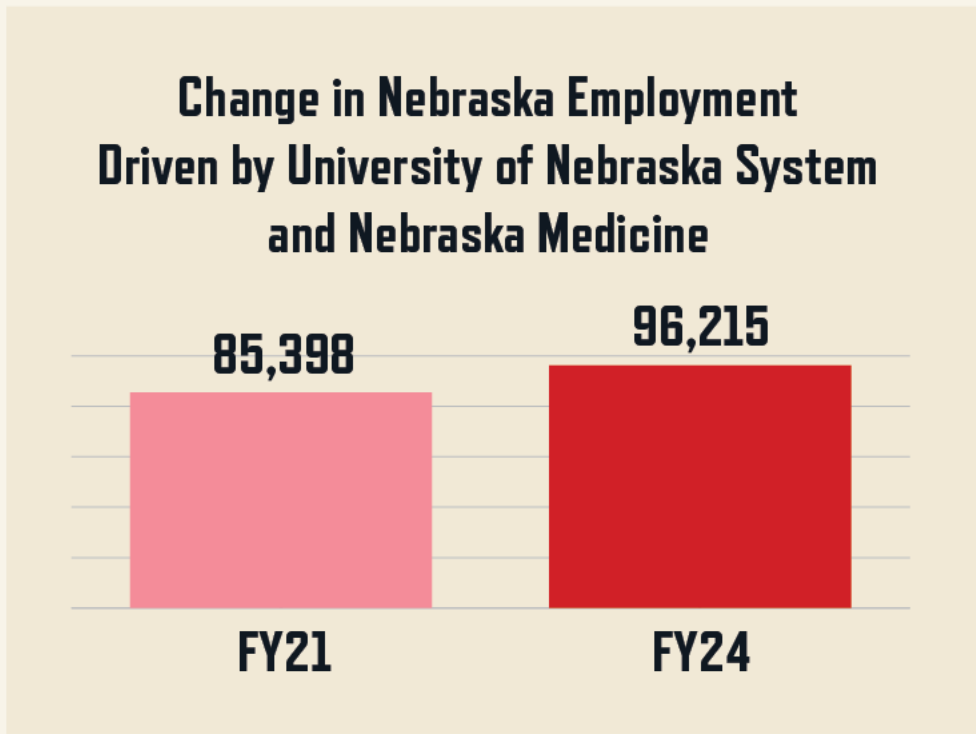
57,696 indirect/induced jobs

University of Nebraska System: 23,313

Nebraska Medicine: 34,383

One in every 11 jobs in Nebraska is supported directly or indirectly by the NU System or Nebraska Medicine.

GROWTH IN COMBINED EMPLOYMENT IMPACT OF THE UNIVERSITY OF NEBRASKA SYSTEM AND NEBRASKA MEDICINE (FY21-FY24)



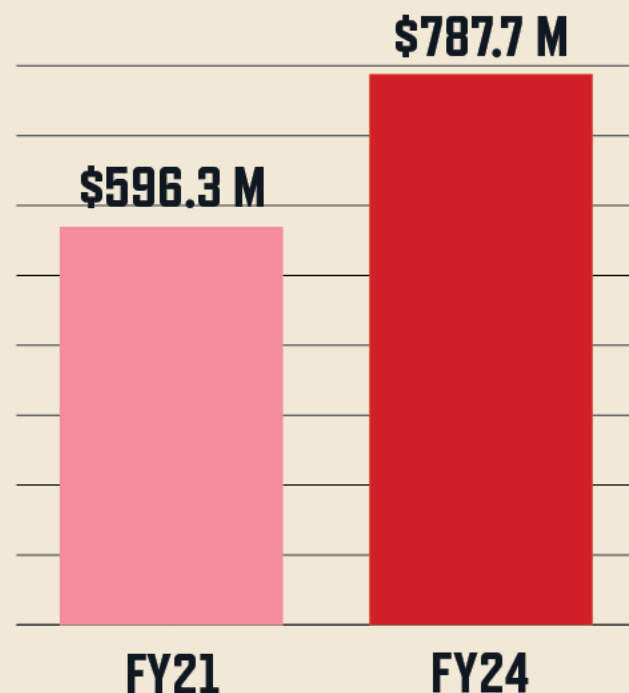
Growing Nebraska jobs.

Total Nebraska jobs supported by the University of Nebraska System and Nebraska Medicine have grown by **10,817** in the past three years—from **85,398** to **96,215**.

The **12.7% job growth** rate for NU entities over 3 years is higher than statewide job growth, which grew only **8.3%** over the same period.

UNIVERSITY OF NEBRASKA SYSTEM RESEARCH

Economic Impact of Federal Research
at University of Nebraska System



Driving innovation and economic development across Nebraska.

Federal research awards have increased by **20%** over the past two years—from **\$253.1 million** to **\$304 million**.

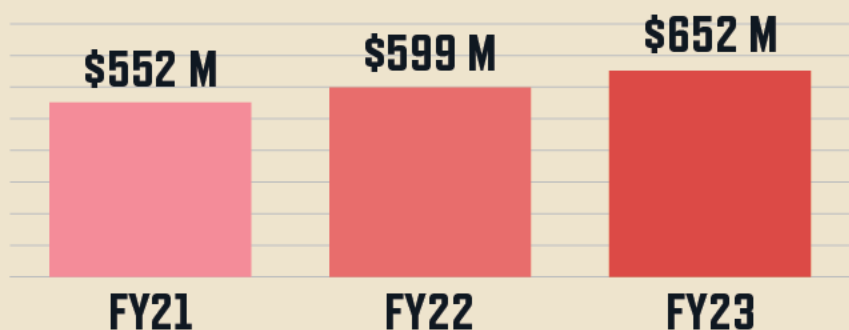
Total economic impact from NU federal research spending has grown by **\$190.2 million** in the past three years—from **\$596.3 million** to **\$787.7 million**.

The total economic impact of NU federal research is expected to exceed **\$1 billion by 2030**.

NU research enterprise supports **2,689** direct faculty, staff, and student jobs.

UNIVERSITY OF NEBRASKA SYSTEM RESEARCH

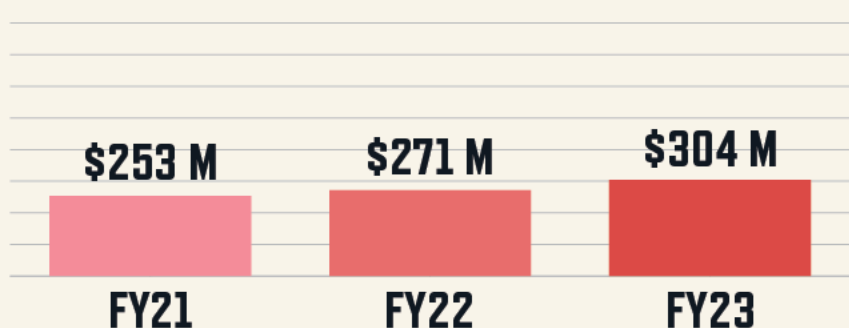
NU System Total Research Expenditures (in Millions)



Total research expenditures in FY23 equaled **\$652 million** – an increase of **\$100 million** since FY21.

Total research expenditures for all NU System entities have increased by **18%** from FY21 to FY23.

Total Federal Research Expenditures (in Millions)



Total federal research expenditures in FY23 equaled **\$304 million**.

Total federal research Expenditures for all NU System entities have increased **20%** from FY21 to FY23.

UNIVERSITY OF NEBRASKA-LINCOLN: EXTENSION

Economic Impact

of UNL Extension in FY24

\$132.3 million

Employment Impact

of UNL Extension in FY24

1,732 jobs

State and Local Tax Revenue

of UNL Extension in FY24

\$2.7 million

UNL Extension helps farmers increase productivity and sustainability, contributing to the state's **\$25 billion** agriculture sector.

Extension programs like 4-H cultivate leadership skills in over **140,000 youth annually**, fostering the next generation of community leaders.

Initiatives in health, nutrition, and technology promote well-being and workforce development, strengthening rural economies and **enhancing quality of life** across Nebraska.

UNL Extension is a **vital engine** for statewide economic and social growth.

UNIVERSITY OF NEBRASKA SYSTEM INSTITUTES

FY24	Economic Impact		Employment Impact		Tax Impact
Buffet Early Childhood Institute	Direct: \$8,946,535	Indirect: \$15,948,171	Direct: 68	Indirect: 121	Total: \$921,104
	Total: \$24,894,706		Total: 189		
National Strategic Research Institute	Direct: \$23,704,679	Indirect: \$40,297,954	Direct: 76	Indirect: 129	Total: \$2,368,097
	Total: \$64,002,633		Total: 205		
Water for Food Global Institute	Direct: \$3,125,127	Indirect: \$5,500,223	Direct: 37	Indirect: 63	Total: \$319,138
	Total: \$8,625,350		Total: 100		
Total	\$95.4 million		494		\$3.6 million



ALUMNI WORKFORCE

6,800 graduates in FY24 who remain in Nebraska will receive **\$238 million** in additional wages through 2030

These graduates will support **2,500 additional jobs** throughout Nebraska

Total additional wages of working alumni in FY24 = **\$3.5 billion**

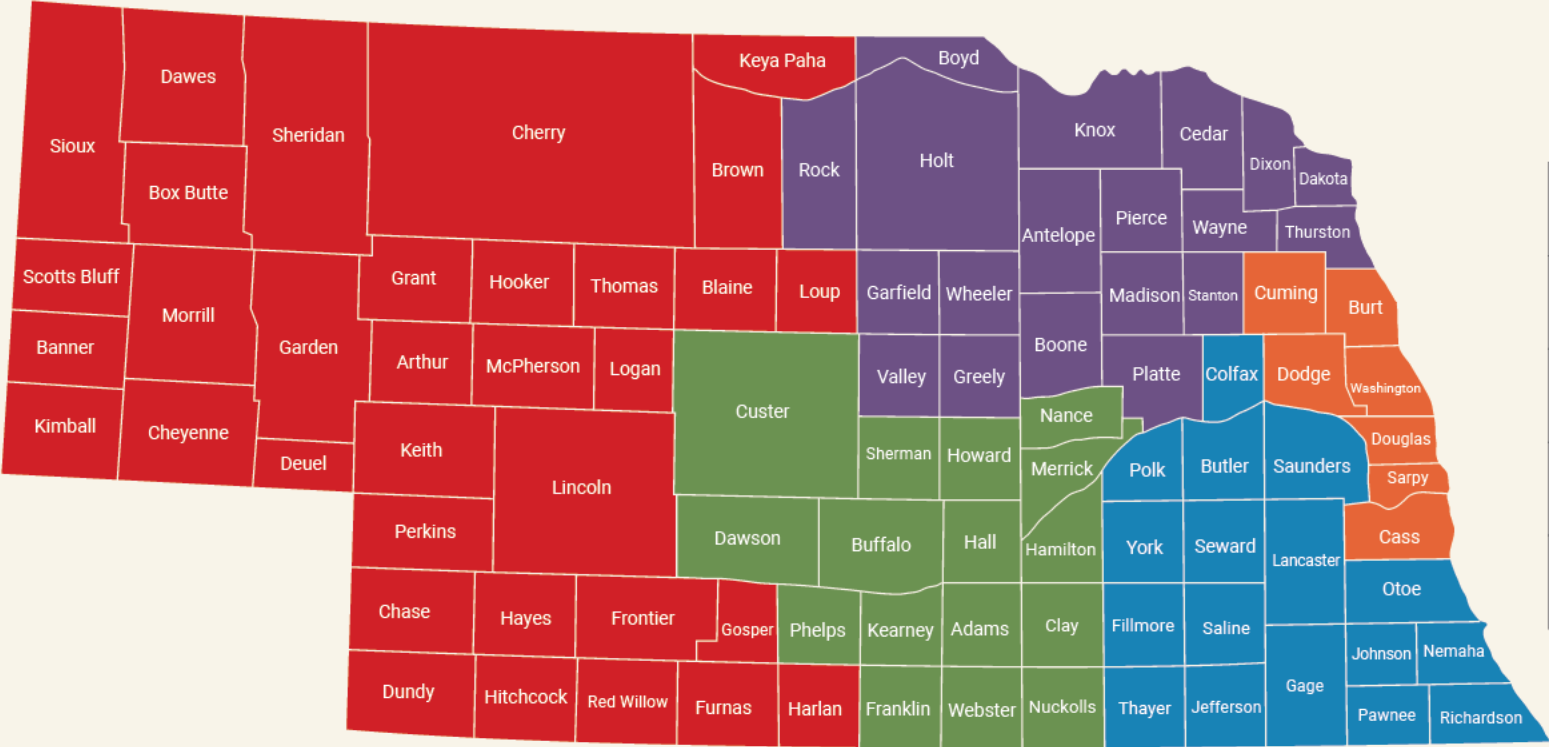
The total additional wages of all working alumni increased **20%** from **\$2.9 billion** in FY21 to **\$3.5 billion** in FY24

Total Nebraska jobs supported by additional wages increased from **30,416** in FY21 to **36,499** in FY24

Total state and local taxes generated by additional wages increased from **\$129 million** in FY21 to **\$155 million** in FY24

ALUMNI WORKFORCE

Impacts of Additional Alumni Wages by Nebraska Region



	Impact	Jobs	Taxes
	\$1.90 billion	19,915	\$84.49 million
	\$965.26 million	10,102	\$42.84 million
	\$404.05 million	4,229	\$17.93 million
	\$119.95 million	1,255	\$5.32 million
	\$95.43 million	998	\$4.24 million
	\$3.49 billion	36,499	\$154.82 million



ATHLETICS IMPACT ON NEBRASKA

Total Economic Impact of NU Athletics (FY24) – **\$519 million**

- UNL – **\$459 million**
- UNO – **\$47 million**
- UNK – **\$13 million**

Total Employment Impact of NU Athletics (FY24) – **4,255 jobs**

- UNL – **3,768**
- UNO – **377**
- UNK – **110**

Total State and Local Tax Impact of NU Athletics (FY24) – **\$14.2 million**

- UNL – **\$12.6 million**
- UNO – **\$1.2 million**
- UNK – **\$0.4 million**



CHARITABLE CONTRIBUTIONS AND VOLUNTEERISM

Tripp Umbach estimates that in FY24, University of Nebraska System employees and students generated more than **\$114.9 million** in charitable donations and volunteer services across Nebraska.

These benefits are in addition to the **\$6.4 billion** annual economic impact that the University of Nebraska System generates for the state.

The **\$114.9 million** in community impact includes the following:

- **\$38.1 million** was donated to local charitable organizations by the University of Nebraska System's employees and students.
- **\$76.8 million** in value of volunteer time was provided to area communities by the University of Nebraska System's employees and students.

BREAKOUTS

Economic	Total	Students	Visitors	Athletics
UNL	\$3,061,970,294	\$644,069,614	\$183,718,218	\$459,295,544
UNO	\$1,020,656,765	\$459,306,907	\$51,032,838	\$45,929,554
UNMC	\$1,639,429,928	\$115,306,572	\$122,957,245	
UNK	\$446,537,335	\$191,338,189	\$22,326,867	\$13,396,120
NCTA	\$25,516,419	\$5,670,315	\$1,275,821	
President	\$184,994,039		\$18,499,404	
Total	\$6,379,104,779	\$1,415,691,597	\$381,310,988	\$518,621,219
Employment	Total	Students	Visitors	Athletics
UNL	25,121	5,284	1,507	3,768
UNO	8,374	3,768	419	377
UNMC	13,450	946	1,009	
UNK	3,663	1,570	183	110
NCTA	209	54	10	
President	1,518		152	
Total	52,335	11,622	3,280	4,255
Tax	Total	Students	Visitors	Athletics
UNL	\$84,000,250	\$17,669,018	\$5,040,015	\$12,600,038
UNO	\$28,000,083	\$12,600,349	\$1,400,004	\$1,260,004
UNMC	\$44,975,134	\$3,163,251	\$3,373,135	
UNK	\$12,250,036	\$5,249,057	\$612,502	\$367,501
NCTA	\$700,002	\$155,556	\$35,000	
President	\$5,075,015		\$507,502	
Total	\$175,000,521	\$38,837,231	\$10,968,158	\$14,227,542



CONTACT

Paul Umbach, Ed.D.

Founder & President

Tripp Umbach

pumbach@trippumbach.com

412.780.9723

**Tripp
Umbach**
Turning Ideas Into Action

www.trippumbach.com