About Tripp Umbach

Tripp Umbach is a nationally recognized consulting firm built on 30 years of successful partnerships turning ideas into actionable outcomes.

Tripp Umbach is trusted by hundreds of clients across healthcare, higher education, industry and tourism fields throughout the United States and globally.

Our proven approach blends market intelligence, strategy, economic analysis, design thinking, and creative solutions to drive organizations and communities.
The NU System touches virtually every Nebraskan. It plays a key role in the State’s economic successes—and the quality of life experienced by its citizens.
Our Mission

The University of Nebraska system exists to transform lives and communities in Nebraska and around the world. The four campuses of the University system bring unique strengths together to create an exceptional level of quality and impact—through accessible and excellent education for diverse populations of students, research and creative activity that generates new knowledge, and service and engagement that enriches quality of life.
In 2020, President Ted Carter led the creation of a **Five-Year Strategy** to chart the road ahead for the NU System.
The strategy includes areas such as fulfilling Nebraska’s workforce needs, partnering with elected leaders and communities, and maximizing efficiencies.

You will see this reflected in the report.
The University of Nebraska System drives the state’s economy.

- $5.8 Billion Generated in Economic Impact
- 47,342 Jobs Created and Maintained
- $9 Returned for Every $1 Invested By the State
Impact of the University of Nebraska System Campuses

$5.8 billion total economic impact

- Nebraska NCTA: $15.2 million, 134 jobs
- Nebraska Kearney: $365.0 million, 3,403 jobs
- Nebraska Omaha: $898.2 million, 8,324 jobs
- Nebraska Medical Center: $1.5 billion, 11,128 jobs
- Nebraska Lincoln: $2.9 billion, 23,448 jobs
The University of Nebraska System returns nine dollars in economic impact for every dollar the state invests.
The University of Nebraska System Sustains Nebraska’s Workforce.

1 out of 27 Nebraskans are employed directly or indirectly by the university.

The University of Nebraska supports 47,342 jobs in Nebraska.
Impact of Student Spending

Students across the University of Nebraska System generate $1.3 billion in economic impact.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Economic Impact</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNL</td>
<td>$610 million</td>
<td>5,125</td>
</tr>
<tr>
<td>UNO</td>
<td>$404.2 million</td>
<td>3,398</td>
</tr>
<tr>
<td>UNK</td>
<td>$156.4 million</td>
<td>1,315</td>
</tr>
<tr>
<td>UNMC</td>
<td>$105.5 million</td>
<td>887</td>
</tr>
<tr>
<td>NCTA</td>
<td>$5.6 million</td>
<td>47</td>
</tr>
</tbody>
</table>
## Impact of Visitors

Visitors across the University of Nebraska System generate **$250 MILLION**

<table>
<thead>
<tr>
<th>University</th>
<th>Contribution</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNL</td>
<td>$105 million; 1,087 jobs</td>
<td></td>
</tr>
<tr>
<td>UNMC</td>
<td>$92.3 million; 956 jobs</td>
<td></td>
</tr>
<tr>
<td>UNO</td>
<td>$33.1 million; 342 jobs</td>
<td></td>
</tr>
<tr>
<td>UNK</td>
<td>$13.4 million; 139 jobs</td>
<td></td>
</tr>
<tr>
<td>NCTA</td>
<td>$558 thousand; 6 jobs</td>
<td></td>
</tr>
</tbody>
</table>
Medical residents at UNMC have an annual impact of $165 million.

They support 917 jobs in Nebraska and generate 3.1 million in state and local revenue.
Athletics across the University of Nebraska System has an annual impact of $786.2 million.

Athletics supports 5,799 jobs in Nebraska.
Alumni Impacts, Charitable Donations and Volunteerism Impacts

$2.9 billion in economic impact generated by alumni each year

$102.6 million in donations and volunteer services generated each year
NU Builds Economically & Socially Vibrant Communities

The NU System has a presence in all 93 Nebraska counties. From Scottsbluff to Omaha, NU provides both economic and social benefits to Nebraskans.
The State of Nebraska Legislative Districts

**ECONOMIC IMPACT BY REGION**

- **East Region**
  - $2,435,040,000
  - (Legislative Districts: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 20, 31, 39, 45, 49)

- **Southeast Region**
  - $1,690,848,000
  - (Legislative Districts: 1, 21, 23, 24, 25, 26, 27, 28, 29, 30, 32, 46)

- **Central Region**
  - $470,592,000
  - (Legislative Districts: 33, 34, 35, 36, 37, 38)

- **Northeast Region**
  - $393,984,000
  - (Legislative Districts: 17, 19, 22, 40, 41)

- **Western Region**
  - $279,072,000
  - (Legislative Districts: 42, 43, 44, 47, 48)

- **Total**
  - $5,515,776,000
The University of Nebraska System uses the state’s investment to expand opportunities for students, build a talented workforce, conduct important research, and generate economic activity.