

Total Economic Impact: \$337.6 million

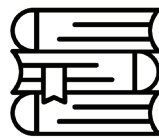
The total economic impact of a university can be measured in terms of the direct and induced economic impact of a university's activity on the local economy.

Direct Spending: \$261 million

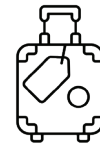
Direct spending is defined as the amount of money spent directly by the university, university employees, students, and visitors.



**Direct Spending
by Employees:**
\$60 million



**Direct Spending
by Students:**
\$131.1 million



**Direct Spending
by Visitors:**
\$3.3 million

Induced Spending: \$76.5 million

The induced economic impact is the additional employment and expenditures of local industries that result because of direct spending.



University Purchases:
\$42 million



Investment Spending:
\$24.6 million



Jobs Created: 3,280