



Growing Nebraska: Now and Into the Future

How the University of Nebraska System Impacts the State

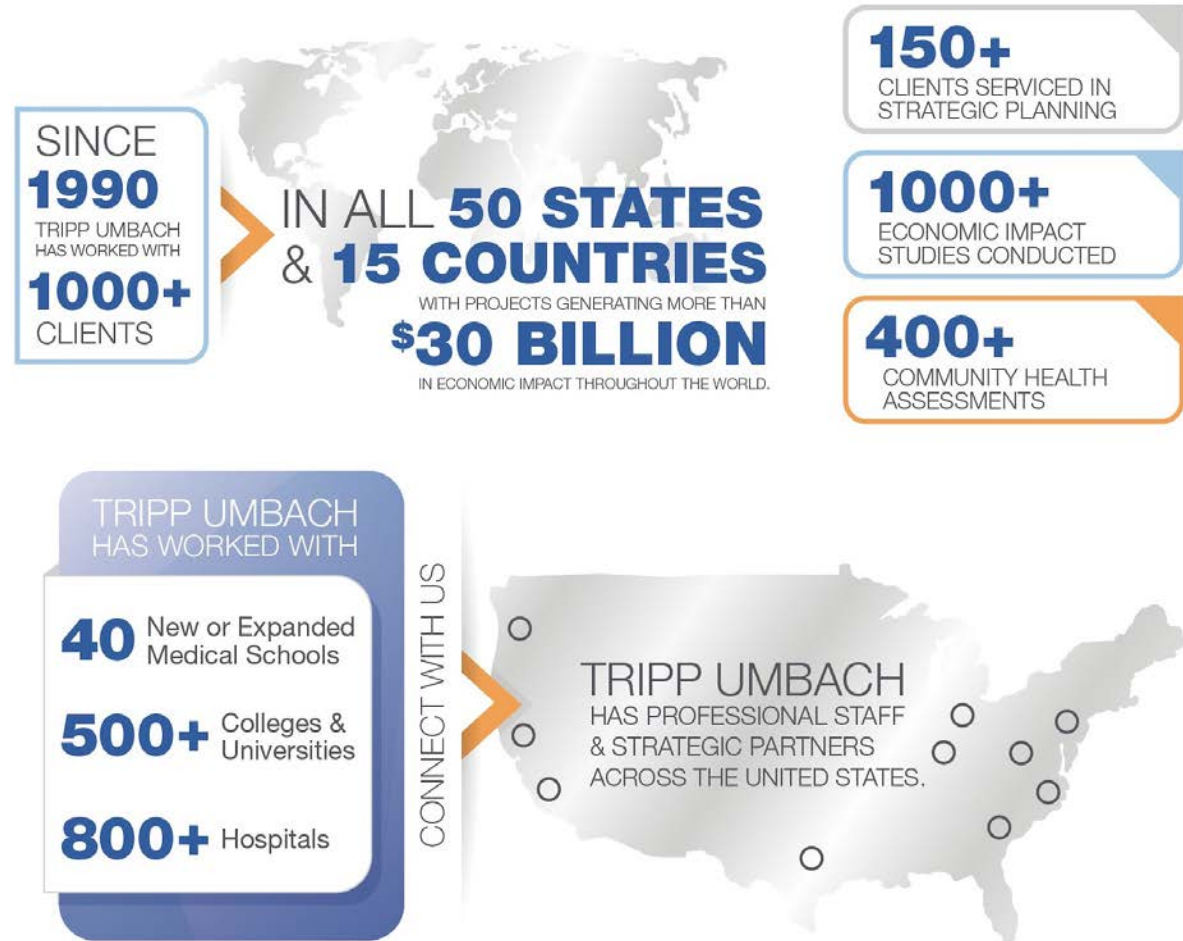
February 11, 2022


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.

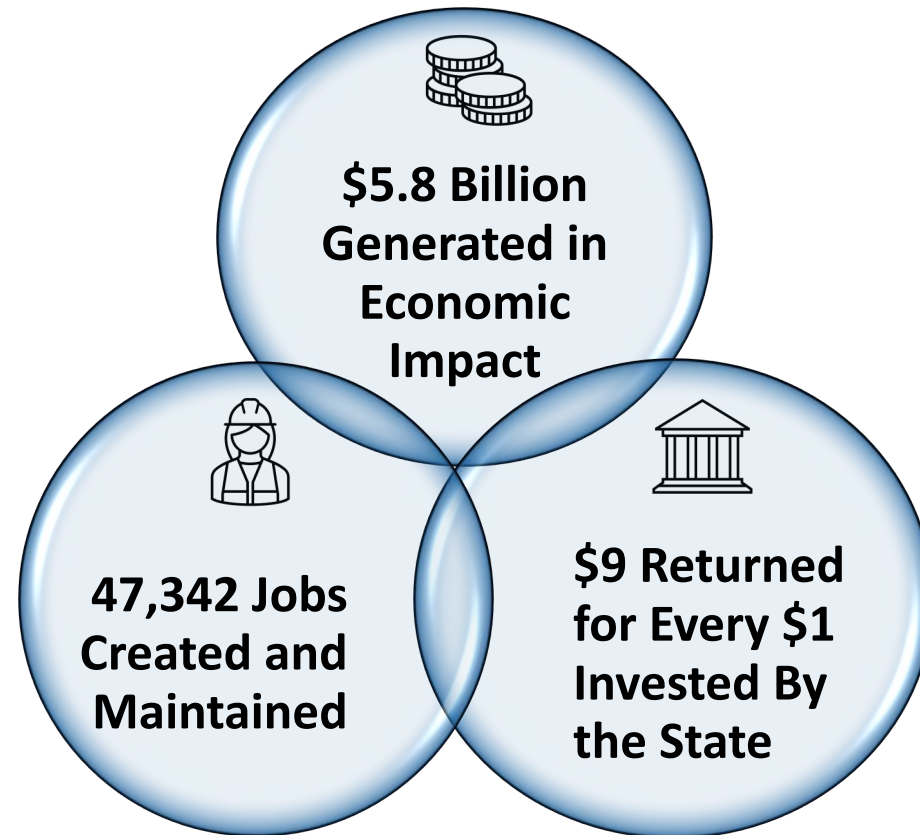
The background of the slide features a close-up of several hands cupping a glowing, golden globe. The globe is semi-transparent, revealing a map of the United States and some internal glowing patterns. A network of white lines with small glowing nodes is overlaid on the entire scene, creating a digital or interconnected feel. The lighting is warm, with a gradient from yellow to orange.

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.

2021 Economic Impact of the University of Nebraska System

The University of Nebraska System drives the state's economy.



Impact of the University of Nebraska System Campuses

UNIVERSITY OF
Nebraska
System

\$5.8 billion
total economic impact

UNIVERSITY OF
Nebraska
NCTA

\$15.2 million

134 jobs

UNIVERSITY OF
Nebraska
Kearney

\$365.0 million

3,403 jobs

UNIVERSITY OF
Nebraska
Omaha

\$898.2 million

8,324 jobs

UNIVERSITY OF
Nebraska
Medical Center


\$1.5 billion

11,128 jobs

UNIVERSITY OF
Nebraska
Lincoln

\$2.9 billion

23,448 jobs

The background of the slide is a close-up, slightly blurred image of several US dollar bills. The focus is on the intricate patterns and textures of the currency, with some numbers and parts of the bills visible, such as 'HE 71' and '2 87396221'.

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.**

<p><u>UNL</u> \$610 million; 5,125 jobs</p>	<p><u>UNO</u> \$404.2 million; 3,398 jobs</p>	<p><u>UNK</u> \$156.4 million; 1,315 jobs</p>	<p><u>UNMC</u> \$105.5 million; 887 jobs</p>	<p><u>NCTA</u> \$5.6 million; 47 jobs</p>
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Impact of Visitors

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

UNL \$105 million; 1,087 jobs	UNMC \$92.3 million; 956 jobs	UNO \$33.1 million; 342 jobs	UNK \$13.4 million; 139 jobs	NCTA \$558 thousand; 6 jobs
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A photograph of three medical professionals in a hospital hallway. On the left, a man in blue scrubs holds a white document. In the center, a woman in a white lab coat with a stethoscope and glasses looks at a tablet. On the right, a woman with curly hair in blue scrubs looks at the tablet. The background shows a staircase and bright lighting.

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.



UNMC'S HEALTH SCIENCE EDUCATION COMPLEX AT UNK



UNL'S NEBRASKA INNOVATION CAMPUS



UNK'S UNIVERSITY VILLAGE



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)

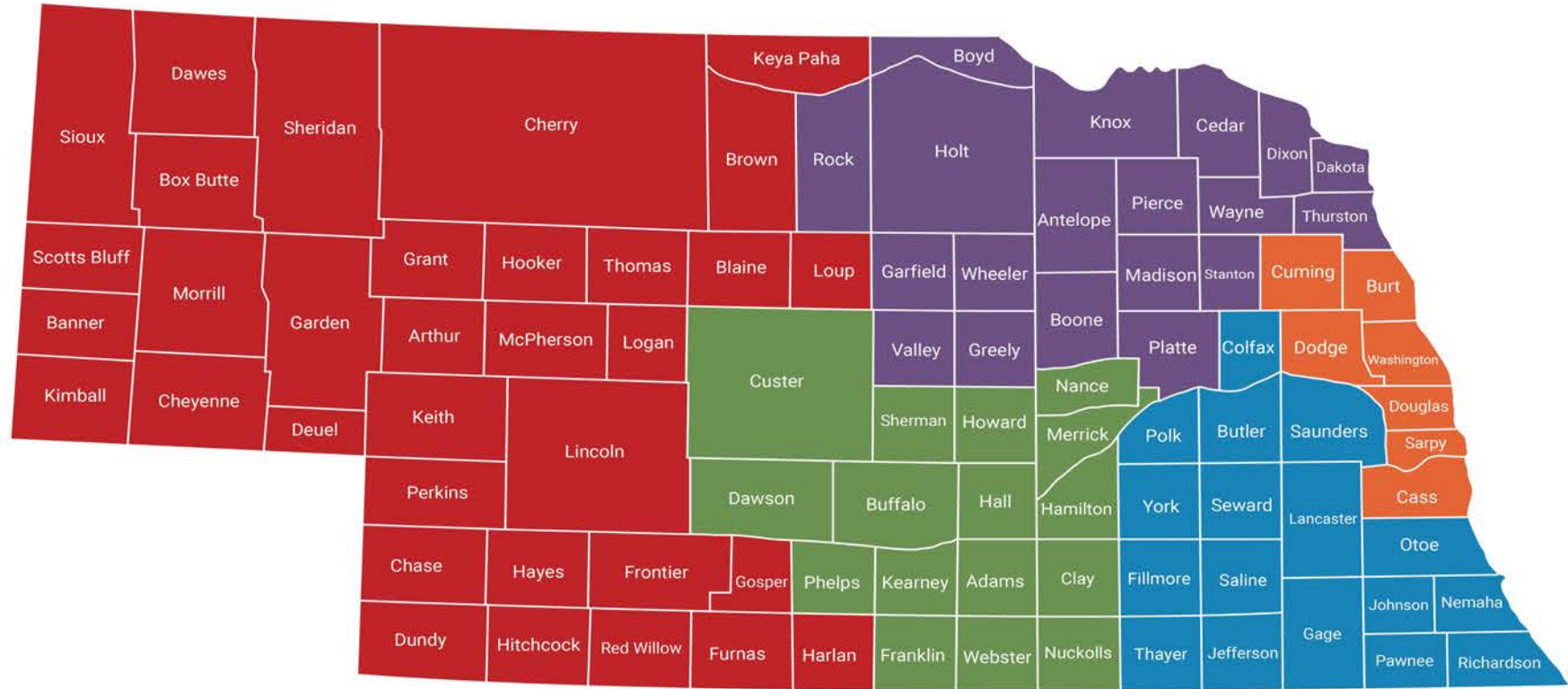
Northeast Region
\$393,984,000

(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.



Questions?

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