

Recommended Talking Points

- The contributions of higher education extend far beyond an individual degree. Private, nonprofit colleges and universities play significant roles in the everyday lives of those living and working in college communities and are important contributors to the nation as a whole.
- America's private, nonprofit colleges and universities are in a unique position to not only help but lead the acceleration of post-pandemic economic progress across the nation. Serving as one of the nation's primary vehicles for social and economic mobility, private, nonprofit colleges and universities are accelerating economic growth, creating jobs and boosting the nation's tax base.
- **\$591.5 billion was the economic impact** of private, nonprofit higher education in FY 2018 and academic year 2018-2019.
- In addition, the private, nonprofit sector's impact included:
 - More than **1.1 million people directly employed**
 - **3.4 million jobs supported and sustained** throughout the U.S. economy
 - Nearly **\$80 billion contributed in local, state and federal tax revenue**
- The impact of private, nonprofit higher education is measured not just by the millions of jobs these institutions create, support and sustain; the tens of billions of dollars they contribute to tax revenue; and the more than half a trillion dollars they generate annually in economic impact. The impact is also measured in the quality of life private, nonprofit colleges and universities help create as they anchor communities across the nation.
- As economic engines in their communities and regions, the nation's private, nonprofit colleges and universities are uniquely positioned to accelerate the urgently needed revitalization of the U.S. economy as a result of the effects of the pandemic. With their resources, research and development, and community partnerships, these institutions are primed to invigorate — economically, culturally and socially — the areas hardest hit by the health crisis. They constitute a critical key to America's short-term economic recovery and long-term economic success.
- We are a nation of college towns. As trusted partners with a commitment to research, innovation and workforce development, colleges and universities and the communities they call home form a network focused on mutual success. As communities adapt and evolve over time, their success is often enhanced by generous investments — of dollars, workers, volunteers, research, ideas and strategies — made by colleges and universities.
- As the COVID-19 pandemic has made clear, the private, nonprofit higher education sector is agile, nimble and aligned to the economic, healthcare, cultural, research and technology needs of its communities, states, and regions.
- Private, nonprofit colleges and universities are woven into the fabric of the communities that they call home. It is clear that investing in private, nonprofit higher education pays both short- and long-term dividends for all Americans and is a lynchpin in shaping a brighter future for our nation and the world.
- Private, nonprofit colleges and universities provide an array of pathways to educational, social and economic mobility. These colleges are changing outcomes for students of all incomes and backgrounds – enrolling roughly the same percentage of Pell Grant recipients (38%) as do public institutions (40%) and similar percentages of students from underrepresented groups, and by gender and age.

- Private, nonprofit colleges and universities are an integral part of the nation’s higher education ecosystem, which is uniquely complex and includes research universities, public land-grant universities, regional public universities, community colleges and for-profit institutions.
- The 1,700 private, nonprofit colleges and universities:
 - Account for nearly 40% of all degree-granting institutions
 - Educate more than 5 million students annually
 - Graduate over 1 million students annually
- The private, nonprofit sector enrolls nearly 21% of students. But the sector confers nearly 30% of undergraduate degrees and 45% of both master’s and doctoral degrees.
- Increased support of students and investment in private, nonprofit higher education will fuel the success and sustainability of college towns and communities. Investment is a tangible recognition of the vital role this sector plays in the development of human capital, the education of the future workforce, and the economic vitality of communities across the United States.
- Rural, suburban and urban communities throughout the country benefit from the volunteer and philanthropic spirit embodied at many private, nonprofit colleges and universities. This spirit of giving back is rooted in the founding missions of private, nonprofit colleges and universities.
 - Private, nonprofit colleges and universities account for **\$2.8 billion in combined charitable giving and volunteerism**. It is estimated that staff, faculty and students of private, nonprofit colleges and universities give more than **\$747.5 million annually in charitable donations** and **volunteer for 86.8 million hours, valued at another \$2 billion**.
- Research expenditures at private, nonprofit colleges and universities provide the intellectual capital to spur entrepreneurship in our economy, and the breakthroughs in research generate the patents and intellectual property to accelerate America’s success in an increasingly competitive global economy.
 - In 2018, the private, nonprofit higher education sector accounted for **\$71.7 billion in total research expenditures**, resulting in an **economic impact of \$193.6 billion**, supporting and sustaining **907,811 jobs**, and **generating \$21.7 billion in local, state, and federal taxes**.
- Perhaps at no time in our history has the critical impact and vital role of America’s private, nonprofit colleges and universities been more important than today in the midst of a worldwide pandemic that has so punished the health of our people and economy.
- America’s private, nonprofit colleges and universities stand ready to lead in the central task of our time – rebuilding the health and economic vitality of the nation. The role and responsibility of private, nonprofit higher education in shaping lives and anchoring communities has never been more important to the economic, social and cultural vitality of our nation.
- Students graduating from private, nonprofit institutions make an economic impact during their time on campus, and the impact of their education ripples across the communities in which they settle, work and raise their families. Throughout their careers, the contributions of graduates to society are transformative and the story of the impact of a college education reaches far beyond the numbers, helping move entire generations out of poverty and fueling the nation’s workforce needs.