

Private, Nonprofit Higher Education:

SHAPING LIVES AND ANCHORING COMMUNITIES

PURPOSE

ASSESS THE DEPTH AND BREADTH OF THE VALUE OF PRIVATE, NONPROFIT HIGHER EDUCATION TO THE NATION, TOLD THROUGH NARRATIVE STORIES AND QUANTITATIVE ANALYSIS

FOCUS IS ON THE ECONOMIC, SOCIAL AND CULTURAL VITALITY THAT IS ADDED TO LOCAL COMMUNITIES, REGIONS AND THE NATION

SCOPE OF RESEARCH

DESIGN INCLUDED THREE GENERAL ELEMENTS

- FINANCIAL, STAFF, ENROLLMENT AND COMPLETION DATA FROM IPEDS FOR FY 2018 AND ACADEMIC YEAR 2018-19; ECONOMIC MODELS; AND PHILANTHROPY & VOLUNTEERISM MODELS
- INTERVIEWS WITH A VARIETY OF LEADERS FROM BUSINESS AND INDUSTRY, POLITICS, EDUCATION AND LOCAL COMMUNITIES
- A SURVEY OF INSTITUTIONS FOR EXAMPLES OF COMMUNITY INITIATIVES, PARTNERSHIPS AND OUTREACH EFFORTS

DATA AND INFORMATION COLLECTED AT THE NATIONAL LEVEL AND FOR EACH OF THE EIGHT REGIONS IN NAICU'S GOVERNANCE STRUCTURE

THE HIGHER EDUCATION ECOSYSTEM

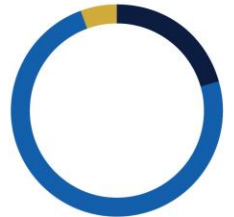
PERCENTAGE SHARE OF DEGREE GRANTING INSTITUTIONS:

| | |
|---------------------------|--------------|
| PRIVATE, NONPROFIT | 39.3% |
| PUBLIC | 37.8% |
| FOR PROFIT | 22.9% |



PERCENTAGE SHARE OF ENROLLMENT AT DEGREE GRANTING INSTITUTIONS:

| | |
|---------------------------|--------------|
| PRIVATE, NONPROFIT | 20.8% |
| PUBLIC | 73.7% |
| FOR PROFIT | 5.5% |



THE HIGHER EDUCATION ECOSYSTEM

DEGREE PRODUCTION: ALTHOUGH PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES ENROLL 20.8% OF ALL STUDENTS, THEY CONFER PROPORTIONATELY MORE DEGREES



BACHELOR'S

| | |
|--------------------|-------|
| PRIVATE, NONPROFIT | 29.0% |
| PUBLIC | 65.2% |
| FOR PROFIT | 5.8% |



MASTER'S

| | |
|--------------------|-------|
| PRIVATE, NONPROFIT | 44.8% |
| PUBLIC | 46.5% |
| FOR PROFIT | 8.7% |



DOCTORATE

| | |
|--------------------|-------|
| PRIVATE, NONPROFIT | 45.0% |
| PUBLIC | 50.5% |
| FOR PROFIT | 4.5% |

THE HIGHER **EDUCATION ECOSYSTEM**

ENROLLING SIMILAR PROPORTIONS OF PELL GRANT RECIPIENTS

PELL GRANT RECIPIENTS AS A PERCENTAGE OF UNDERGRADUATE ENROLLMENT AT FOUR-YEAR COLLEGES AND UNIVERSITIES

PELL GRANT **RECIPIENTS**

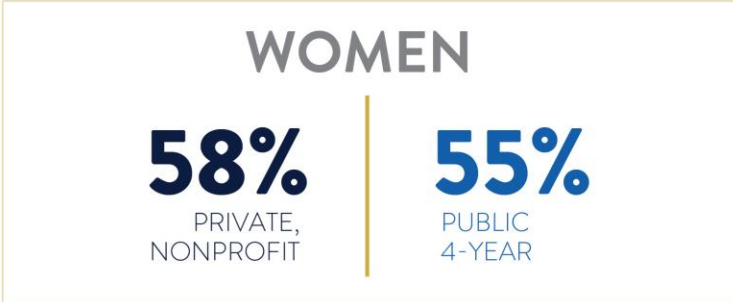
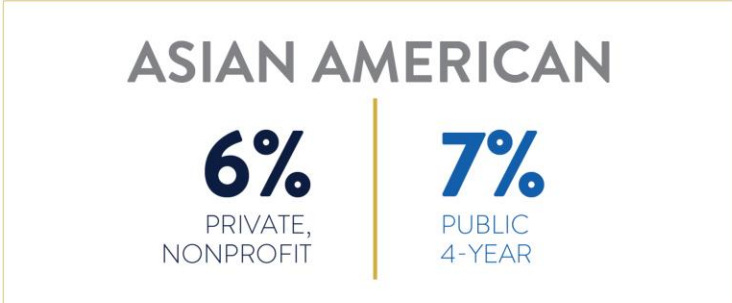
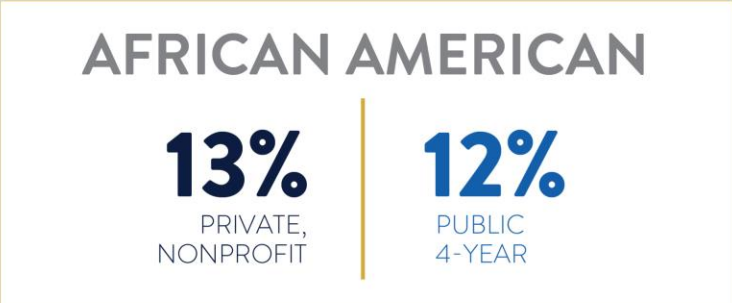


38% FOUR-YEAR PRIVATE, NONPROFIT COLLEGES

40% FOUR-YEAR PUBLIC COLLEGES

THE HIGHER EDUCATION ECOSYSTEM

PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES ENROLL SIMILAR PERCENTAGES OF STUDENTS FROM MINORITY AND ETHNIC GROUPS AND BY GENDER AND AGE AS DO FOUR-YEAR PUBLIC COLLEGES



ACCELERATES ECONOMIC GROWTH

\$591.5 BILLION

TOTAL ECONOMIC IMPACT
(2018-2019)

3.4 MILLION JOBS
SUPPORTED AND SUSTAINED

\$77.6 BILLION GENERATED
IN LOCAL, STATE AND FEDERAL TAX REVENUE



CREATES JOBS

\$591.5 BILLION
TOTAL ECONOMIC IMPACT
(2018-2019)

3.4 MILLION JOBS

SUPPORTED AND SUSTAINED

\$77.6 BILLION GENERATED
IN LOCAL, STATE AND FEDERAL TAX REVENUE



INCLUDES INSTITUTIONAL EMPLOYEES AND
THOSE INDIVIDUALS WHO ARE ASSOCIATED
WITH STUDENT AND VISITOR SPENDING

BOOSTS THE LOCAL, STATE & NATIONAL TAX BASE

\$591.5 BILLION

TOTAL ECONOMIC IMPACT
(2018-2019)

3.4 MILLION JOBS

SUPPORTED AND SUSTAINED

\$77.6 BILLION

GENERATED IN LOCAL, STATE AND
FEDERAL TAX REVENUE



INCREASES **ECONOMIC MOBILITY**

MEDIAN SALARY

\$64,896

BACHELOR'S
DEGREE

\$38,792

HIGH SCHOOL
DIPLOMA

67.3%

MEDIAN SALARY FOR AN INDIVIDUAL **INCREASES**
BY 67.3% FROM A **HIGH SCHOOL DIPLOMA** TO A
BACHELOR'S DEGREE

INCREASES **ECONOMIC MOBILITY**

HIGHER EDUCATIONAL ATTAINMENT ALSO **DECREASES THE LIKELIHOOD OF UNEMPLOYMENT**



2.2%

PRIOR TO THE PANDEMIC THE UNEMPLOYMENT GAP BETWEEN THOSE WITH A HIGH SCHOOL DIPLOMA OR LESS AND THOSE WITH A BACHELOR'S DEGREE OR MORE WAS JUST 2.2%.

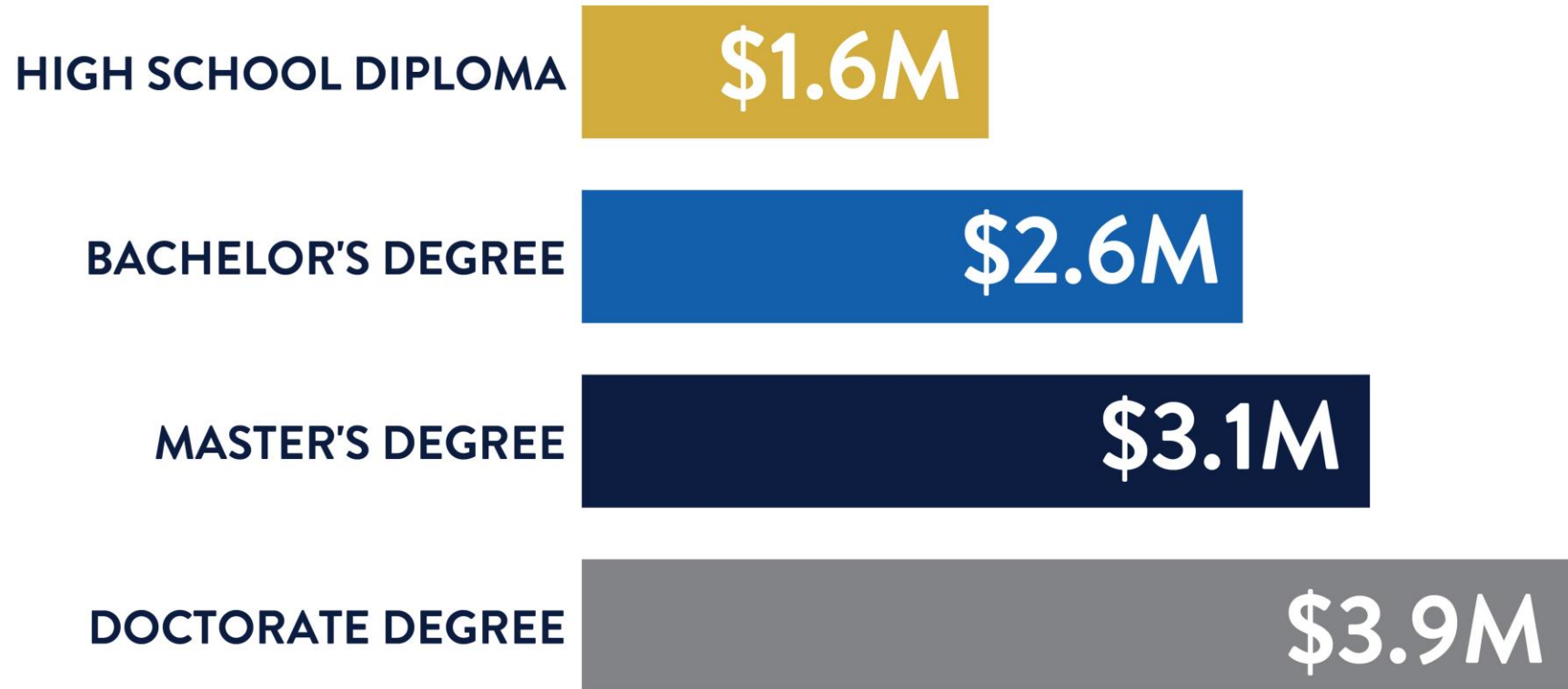


8.8%

BY MAY 2020, THE GAP HAD GROWN TO 8.8%

INCREASES **ECONOMIC MOBILITY**

ESTIMATED EARNINGS OVER A 40-YEAR CAREER BY EDUCATION LEVELS



INCREASES **ECONOMIC MOBILITY**

OVER THE COURSE OF THEIR 40-YEAR CAREERS

THE **584,000 BACHELOR'S DEGREE RECIPIENTS** AT PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES IN 2019 WILL

HAVE **EARNINGS TOTALING \$3.1 TRILLION**

SUPPORT AND SUSTAIN A CUMULATIVE TOTAL OF **17.4 MILLION JOBS**

GENERATE \$382 BILLION IN TAX REVENUE AT THE LOCAL, STATE AND FEDERAL LEVEL

INCREASES **ECONOMIC MOBILITY**

FROM CAMPUS TO CAREER

PELL STUDENT PRIVATE, NONPROFIT COLLEGE



ONE PELL-ELIGIBLE STUDENT ENROLLS IN A PRIVATE, NONPROFIT COLLEGE OR UNIVERSITY.



THE STUDENT RECEIVES FEDERAL AND INSTITUTIONAL FINANCIAL AID TO HELP EARN A DEGREE.



THE STUDENT GRADUATES WITH A BACHELOR'S DEGREE IN 4 YEARS.



THE GRADUATE ENTERS THE WORKFORCE WITH A BACHELOR'S DEGREE EARNING AN ANNUAL AVERAGE SALARY OF \$53,889.



A HIGHER EDUCATION DEGREE AND YEARS IN THE WORKFORCE YIELD **INCREASED EARNINGS** FOR THE GRADUATE.

OVER THE COURSE OF THEIR CAREER, THIS **BACHELOR'S DEGREE RECIPIENT** WILL CREATE AN ESTIMATED **\$5.4 MILLION** IN ECONOMIC IMPACT, SUPPORT **30 JOBS** AND GENERATE **TAX REVENUE TOTALING \$654,489** – A GREAT RETURN FOR THE INDIVIDUAL AND SOCIETY BASED ON RECEIVING A PELL GRANT.

INCREASES **ECONOMIC MOBILITY**

OVER A 40-YEAR CAREER THE
INDIVIDUAL WILL GENERATE

TOTAL IMPACT OF **\$5.4 MILLION**

SUPPORT **30 JOBS**

PAY TAXES OF **\$654,000**

INSPIRES AND **GIVES BACK**

\$2.8 BILLION

IN COMBINED IMPACT OF CHARITABLE
GIVING AND VOLUNTEERISM
BY STUDENTS, FACULTY AND STAFF



INSPIRES AND **GIVES BACK**

ACCORDING TO A
NAICU SURVEY



9 OUT OF 10 PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES REPORT THAT THEY **PROVIDE COMMUNITY SERVICE OPPORTUNITIES FOR STUDENTS, FACULTY AND STAFF**



8 OUT OF 10 PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES STATE THAT THEY **PROVIDE ARTS AND CULTURAL EVENTS FOR THE LOCAL COMMUNITY**



8 OUT OF 10 PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES REPORT THAT THEY **PROVIDE ACCESS TO ATHLETIC EVENTS FOR THE LOCAL COMMUNITY**

INSPIRES AND **GIVES BACK**

EXAMPLES OF **COMMUNITY INITIATIVES AND PARTNERSHIPS**

HEALTH AND DENTAL CLINICS

LEGAL AID

PRE-COLLEGE PROGRAMMING

MENTORING PROGRAMS

SUMMER LEADERSHIP CAMPS FOR HIGH SCHOOL STUDENTS

HEALTH FAIRS

VACCINATION CENTERS

DRIVES INNOVATION AND DISCOVERY

\$71.7 BILLION

IN TOTAL RESEARCH EXPENDITURES
AT PRIVATE, NONPROFIT COLLEGES
AND UNIVERSITIES
(FY 2018)



DRIVES INNOVATION AND DISCOVERY

RESEARCH EXPENDITURES

BY PRIVATE, NONPROFIT
COLLEGES AND
UNIVERSITIES



\$193.6 BILLION

TOTAL ECONOMIC IMPACT

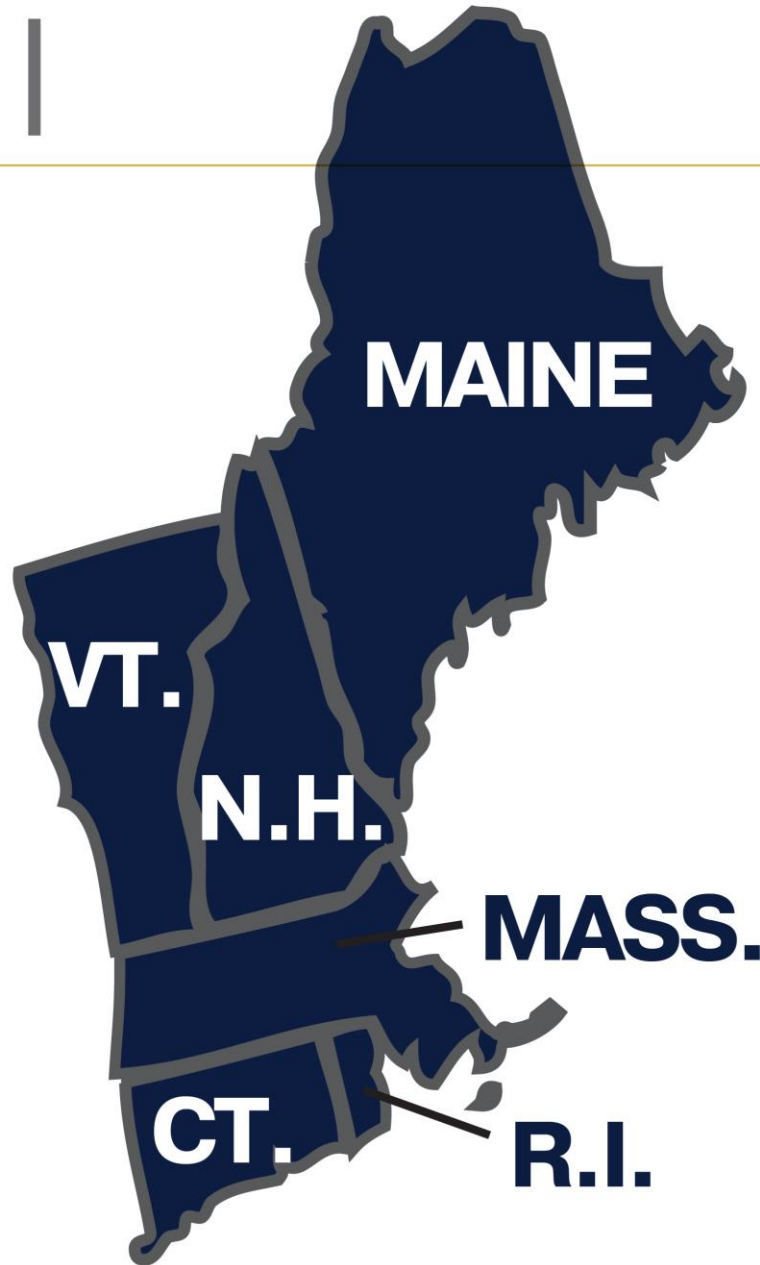
908,000 JOBS

SUPPORTED AND SUSTAINED


\$21.7 BILLION

IN TAX REVENUE

REGION I



146
private, nonprofit
colleges and universities 

553,182
students 

129,477
Pell Recipients* 

\$82.0 billion
generated in economic impact 

457,416 jobs
created and supported 

\$10.7 billion
generated in local,
state and federal taxes 


Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.

*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION II




275
private, nonprofit
colleges and universities 

839,812
students 

143,330
Pell Recipients* 

\$141.5 billion
generated in economic impact 

768,882 jobs
created and supported 

\$19.0 billion
generated in local,
state and federal taxes 


Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.


*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION III



233
private, nonprofit
colleges and universities 

597,681
students 

111,929
Pell Recipients* 

\$77.0 billion
generated in economic impact 

420,617 jobs
created and supported 


\$9.5 billion
generated in local,
state and federal taxes 

Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.
*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION IV



271
private, nonprofit
colleges and universities 

635,965
students 

272,195
Pell Recipients* 

\$79.3 billion
generated in economic impact 

467,660 jobs
created and supported 


\$10.4 billion
generated in local,
state and federal taxes 

Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.
*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION V



201 
private, nonprofit
colleges and universities

503,642 
students

272,195 
Pell Recipients*

\$59.2 billion 
generated in economic impact

354,098 jobs 
created and supported

\$7.8 billion 
generated in local,
state and federal taxes


Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.

*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION VI



201
private, nonprofit
colleges and universities 

503,642
students 

272,195
Pell Recipients* 

\$59.2 billion
generated in economic impact 

354,098 jobs
created and supported 

\$7.8 billion
generated in local,
state and federal taxes 


Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.

*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION VII



177
private, nonprofit
colleges and universities 

409,222
students 

82,994
Pell Recipients* 

\$32.8 billion
generated in economic impact 

225,293 jobs
created and supported 

\$4.4 billion
generated in local,
state and federal taxes 


Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.

*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

REGION VIII



274
private, nonprofit
colleges and universities 

660,827
students 

176,046
Pell Recipients* 

\$80.7 billion
generated in economic impact 

465,757 jobs
created and supported 

\$10.6 billion
generated in local,
state and federal taxes 

Source: IPEDS, FY2018 for institutional finance data, and AY2018-19 for enrollment and degree data, with analysis by Parker Philips, Inc.

*Source: U.S. Department of Education, Office of Federal Student Aid, 2018-2019 Award Year Grant Volume by School

Private, Nonprofit Higher Education:
**QUESTIONS
AND ANSWERS**



REPORT PREPARED
April, 2021 BY:

Parker Phillips
assess. analyze. assert!

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