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%

NAICU
THE HIGHER EDUCATION ECOSYSTEM

DEGREE PRODUCTION: Although private, nonprofit colleges and universities enroll 20.8% of all students, they confer proportionately more degrees.

<table>
<thead>
<tr>
<th>Degree</th>
<th>Private, Nonprofit</th>
<th>Public</th>
<th>For Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s</td>
<td>29.0%</td>
<td>65.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Master’s</td>
<td>44.8%</td>
<td>46.5%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>45.0%</td>
<td>50.5%</td>
<td>4.5%</td>
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NAICU
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

NAICU
### 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.

<table>
<thead>
<tr>
<th>Minority Group</th>
<th>Private, Nonprofit</th>
<th>Public 4-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>Asian American</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Private, Nonprofit</th>
<th>Public 4-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>58%</td>
<td>55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Private, Nonprofit</th>
<th>Public 4-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates 25 Years</td>
<td>22%</td>
<td>19%</td>
</tr>
</tbody>
</table>

NAICU
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

INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING BY INSTITUTIONS, STUDENTS AND VISITORS
$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

INCLUDES TAXES PAID BY INSTITUTIONS, STUDENTS AND VISITORS
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

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%.

BY MAY 2020, THE GAP HAD GROWN TO 8.8%
INCREASES ECONOMIC MOBILITY

ESTIMATED EARNINGS OVER A 40-YEAR CAREER BY EDUCATION LEVELS

- HIGH SCHOOL DIPLOMA: $1.6M
- BACHELOR'S DEGREE: $2.6M
- MASTER'S DEGREE: $3.1M
- DOCTORATE DEGREE: $3.9M

NAICCU
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

NAICU
INSPRES 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

NAICU
$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

NAICU
REGION I

MAINE

VT.

N.H.

MASS.

CT.

R.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

NEW YORK

N.J.

MD.

DEL.

D.C.

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

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
REGION III

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

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

- 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
REGION V

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

- **WISCONSIN**: 201 private, nonprofit colleges and universities; 493,642 students; 247,195 Pell Recipients; $56.7 billion generated in economic impact; 354,098 jobs created and supported; $7.8 billion generated in local, state and federal taxes

- **MICH.**: 18 private, nonprofit colleges and universities; 3,642,890 students; 247,195 Pell Recipients; $56.7 billion generated in economic impact; 354,098 jobs created and supported; $7.8 billion generated in local, state and federal taxes

- **ILLINOIS**: 201 private, nonprofit colleges and universities; 493,642 students; 247,195 Pell Recipients; $56.7 billion generated in economic impact; 354,098 jobs created and supported; $7.8 billion generated in local, state and federal taxes

- **IND.**: 201 private, nonprofit colleges and universities; 493,642 students; 247,195 Pell Recipients; $56.7 billion generated in economic impact; 354,098 jobs created and supported; $7.8 billion generated in local, state and federal taxes
REGION VII

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
IOWA
KANSAS
MINN.
MISSOURI

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

REGION VIII

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
Private, Nonprofit Higher Education:
SHAPING LIVES AND ANCHORING COMMUNITIES