



HBCUs Make America Strong:

THE POSITIVE ECONOMIC IMPACT OF RUST COLLEGE

Rust College is a valuable economic engine in its community, generating substantial economic returns year after year. The benefits flow to Rust College's graduates, of course, who'll enter the workforce with sharper skills and vastly enhanced earning prospects. But, as a landmark study commissioned by UNCF—*HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities*—makes clear, the benefits also flow to the local and regional economies that are connected to Rust College.

The presence of an HBCU means a boost to economic activity, on and off—and even well beyond—campus. Stronger growth. Stronger communities. More jobs. And a more talented workforce.

The study's key findings (based on 2014 data) make a persuasive case:

Total Economic Impact: \$31 Million

- Rust College generates \$31 million in *total* economic impact for its local and regional economies. This estimate includes direct spending by Rust College on faculty, employees, academic programs and operations—and by students attending the institution, as well as the follow-on effects of that spending.
- Every dollar spent by Rust College and its students produces positive economic benefits, generating \$1.50 in initial and subsequent spending for its local and regional economies. Communities and regions hoping to foster a more robust and diversified economic climate find HBCU-connected spending a critical component of that effort.

Total Employment Impact: 349 Jobs

- Rust College generates 349 jobs for its local and regional economies. Of this total, 188 are on-campus jobs, and 161 are off-campus jobs.
- For each job created on campus, another 0.9 public- or private-sector job is created off campus because of Rust College-related spending.
- Looked at in a different way: Each \$1 million initially spent by Rust College and its students creates 17 jobs.

Total Lifetime Earnings for Graduates: \$271 Million

- Rust College plays a major role in the economic success of its graduates by enhancing their education, training and leadership skills. A college degree opens the door to economic prosperity through greater employment and earnings potential. In fact, the 108 Rust College graduates in 2014 can expect total earnings of \$271 million over their lifetimes—that's 75 percent more than they could expect to earn without their college credentials.
- Or viewed on an individual basis, a Rust College graduate working full time throughout his or her working life can expect to earn \$1.1 million in *additional* income due to a college credential.ⁱ

ⁱThis estimate reflects incremental earnings averaged across degree and certificate programs.

