



HBCUs Make America Strong:

THE POSITIVE ECONOMIC IMPACT OF SOUTHERN UNIVERSITY AT NEW ORLEANS

Southern University at New Orleans is a valuable economic engine in its community, generating substantial economic returns year after year.

The benefits flow to Southern University at New Orleans'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 Southern University at New Orleans.

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: \$105 Million

- Southern University at New Orleans generates \$105 million in *total* economic impact for its local and regional economies. This estimate includes direct spending by Southern University at New Orleans 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 Southern University at New Orleans and its students produces positive economic benefits, generating \$1.48 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: 895 Jobs

- Southern University at New Orleans generates 895 jobs for its local and regional economies. Of this total, 333 are on-campus jobs, and 562 are off-campus jobs.
- For each job created on campus, another 1.7 public- and private-sector jobs are created off campus because of Southern University at New Orleans-related spending.
- Looked at in a different way: Each \$1 million initially spent by Southern University at New Orleans and its students creates 13 jobs.

Total Lifetime Earnings for Graduates: \$1.3 Billion

- Southern University at New Orleans 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 500 Southern University at New Orleans graduates in 2014 can expect total earnings of \$1.3 billion over their lifetimes—that's 46 percent more than they could expect to earn without their college credentials.
- Or viewed on an individual basis, a Southern University at New Orleans graduate working full time throughout his or her working life can expect to earn \$838,000 in *additional* income due to a college credential.ⁱ

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

