

Gordon State Contributes \$137 million to Regional Economy in 2019

Economic Impact Rises Slightly over 2018

Gordon State College contributed more than \$137 million to the regional economy and provided 1,182 jobs in fiscal year 2019, according to a report released October 14 by the University System of Georgia.

The fiscal year spanned July 1, 2018, to June 30, 2019.

Of the college's total job impact, 316 exist on campus with 866 off-campus jobs that exist due to institution-related spending.

According to the report, which showed a slight 0.7 percent increase over the last fiscal year, spending by GSC students accounted for \$86 million of the more than \$137 million contributed to the regional economy.

In FY19, Gordon had more than 3,495 students enrolled.

"Our five-year strategic plan, Building the Power of WE!, is in motion, and we are seeing the benefits of our collaboration with partnerships within our region," said GSC President Kirk A. Nooks. "We know our graduates leave Gordon equipped with The Highlander EDGE, which gives them an advantage in the workforce."

The Highlander EDGE are noted qualities that set Gordon graduates apart: Engaged Innovators, Dedicated Scholars, Gifted Communicators and Ethical Leaders.

The report shows that The University System of Georgia (USG) recorded a statewide economic impact of \$18.5 billion for fiscal year 2019, a 4.5 percent increase from fiscal year 2018. USG also generated 157,770 jobs.

Additionally, a Class of 2019 graduate is predicted to earn \$888,563 more over the course of their career as a result of their degree from a USG institution.

"USG and our 26 institutions play a critically important role in local economies all across Georgia," USG Chancellor Steve Wrigley said. "At the same time, a college degree has never



been more essential to success in the workforce and for our state's economic future. As Georgia's public college and university system, USG remains committed to improving on the state's investment in higher education and carrying out our ultimate mission to prepare students for life and work with a college degree."

The annual economic impact study revealed every dollar spent by USG institutions generates an additional 47 cents for the regional economy.

Of the 157,770 jobs generated by USG, 33 percent are on campus, while the remaining 67 percent of those jobs are located within institutions' home communities. On average, each on-campus job led to the creation of two additional off-campus jobs as a result of spending by the institution.

The 2019 study also showed \$12.6 billion of the \$18.5 billion came from direct spending by institutions, while \$5.9 billion came from additional spending within their local communities.

The annual study is conducted on behalf of the Board of Regents by Jeffrey M. Humphreys, Ph.D., director of the Selig Center for Economic Growth in the University of Georgia's Terry College of Business.