

**The Economic Impact
of
Immaculata University
on
*Chester County
The Six-County Region
and
The Commonwealth of Pennsylvania***



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PRESIDENT'S STATEMENT

Dear Friends:

Since 1920, Immaculata University has played a critical role in the economies of Chester County, the Six County Region, and the Commonwealth of Pennsylvania. In support of our mission to encourage a commitment to lifelong learning and professional development, Immaculata University continuously strives to expand the scope of our programs and services. We are proud that over the course of the last ten years, Immaculata University's College of Undergraduate Studies, College of Graduate Studies and College of LifeLong Learning have experienced, on average, a 40% growth in their student populations.

Immaculata University educates thousands of students each year. As graduates, these students emerge as an educated workforce, capable of earning an income higher than high school graduates and prepared to make increasingly positive life choices.

Governor Edward Rendell has called on Pennsylvania colleges and universities "to keep Pennsylvania's best and brightest students from leaving this state after graduation." Immaculata has answered that call; over 68% of Immaculata University alumni have remained in the Commonwealth of Pennsylvania after graduation, contributing to its expansion and prosperity.

Immaculata's remarkable expansion, combined with the tendency of our alumni to remain in Pennsylvania, has a dramatic impact on local and state economies. To test that theory and assess the extent of these contributions, EconIMPACT recently conducted a thorough analysis of Immaculata University's economic impact for the fiscal year ended June 30, 2009 (FY 2009).

We invite you to review the following pages and examine the myriad of ways in which Immaculata University has enhanced the cultural vibrancy and economic growth of Chester County, the surrounding region, and the Commonwealth of Pennsylvania. We look forward to your comments and to sharing with you additional information about our university.

Sincerely,



Sister R. Patricia Fadden, IHM, EdD
President

HISTORY AND MISSION OF IMMACULATA UNIVERSITY

Immaculata University is a comprehensive, Catholic institution serving men and women of all ages through the College of Undergraduate Studies, the College of LifeLong Learning, and the College of Graduate Studies. Founded originally as Villa Maria College, the institution was granted a college charter in 1920, making it the first Catholic College for women in the Philadelphia area. In 1929, the name formally was changed to Immaculata College.

Immaculata's origins date from 1906 when the Sisters, Servants of the Immaculate Heart of Mary, purchased the present site in Chester County. Ground was broken for Villa Maria Hall in 1908, and two years later the massive stone walls were complete. The growth of Immaculata University over the past nine decades has been gradual, yet consistent. The campus, initially 198 acres and two original dormitory-classroom structures, is now 373 acres, with a complex of fourteen principal buildings, which represents a multi-million dollar investment. Off-campus sites and on-line courses extend the geographic range and scope of the university.

In September 1969, the College introduced an evening division program of continuing education for both men and women in order to serve local community needs. In September 1977, the College initiated a master's degree program in Bicultural/Bilingual Studies in cooperation with Marywood College.

In July 1983, three graduate programs were introduced: Psychology, Nutrition Education, and Educational Leadership and Administration. The growth of programs within the College of Graduate Studies continued into the 90s. With the addition of the Bilingual/Bicultural program and Music Therapy at the master's level, and the introduction of doctoral programs in Clinical Psychology and Educational Leadership and Administration, the College of Graduate Studies expanded.

In 1994, Immaculata received final approval from the Pennsylvania Department of Education for the doctoral degree program in Clinical Psychology and in 1997 for the doctoral degree program in Educational Leadership. Immaculata received approval for a new Master of Arts degree in Organization Leadership in February 1999. In 2000, the Pennsylvania Department of Education approved a doctoral degree program in School Psychology, in spring 2004, a master's of science degree in nursing and in 2007, the Master of Arts in Public Relations.

In 1995, an accelerated undergraduate degree program (ACCEL®) was introduced in Organization Dynamics, a model for an innovative mode of delivery of major programs for working adults. Following the success of this first accelerated program, five additional accelerated programs were introduced and continue this day under the umbrella of the College of LifeLong Learning at Immaculata University. Online courses and programs are also part of the fabric of Immaculata's offerings. The University is proud of its many off site locations within the State of Pennsylvania as well as in neighboring states.

In June 2002, Immaculata University received confirmation of university status from the Pennsylvania Department of Education. In October 2003, after in-depth studies, the University decided to welcome men into its traditional undergraduate college beginning fall 2005. Currently, the total enrollment within the entire University is over 4,200 students. To support the growing student body, the current faculty consists of 103 full-time faculty, augmented by over 300 part-time adjunct faculty – sisters, priests, and laypersons. The University also employs 190 full-time and 44 part-time administrators and staff.

Since its founding, the institution has expanded, developed and adapted to conditions of the times, yet the purposes and ideals of Immaculata University remain the same as those established and nurtured by its founders. As an institution of Catholic higher education, Immaculata University believes that the educational task is best pursued in a community of faith and learning enriched by a Christian environment. Aware of the demands of a changing world, the university offers students the means to grow as integral persons, challenging them to recognize and fulfill their roles as responsible persons and ethical leaders in dedicated concern for and service to humanity and our world. To attain the goal of developing the whole person of any faith within a Catholic community, the university encourages the student to see in liberal education an “integrative process...contributing to truth, justice, and peace.”

MISSION STATEMENT

Immaculata University is a Catholic, comprehensive, coeducational institution of higher education sponsored by the Sisters, Servants of the Immaculate Heart of Mary. Its programs, rooted in academic rigor, ethical integrity and Christian core values, encourage a commitment to lifelong learning and professional excellence. With belief in the dignity and potential of all men and women, Immaculata integrates students into a community of service and empowers them to assume meaningful roles in a diverse and changing world. Contributing to the development of the whole person of any faith, Immaculata affirms liberal education as an integrative process in the formation of a truly educated person who is value-oriented and committed to truth, service, justice, and peace.

VISION STATEMENT

In the IHM tradition, Immaculata will be a growing community of faith, learning and service.

CORE VALUES

The values underpinning our mission and integral to success of Immaculata’s vision are:

Faith Caring Service Integrity Learning Teamwork

IMMACULATA UNIVERSITY ECONOMIC IMPACT EXECUTIVE SUMMARY

This report examines the Economic Impact of Immaculata University on Chester County, the Six-County Region (Bucks, Chester, Delaware, Montgomery and Philadelphia Counties in Pennsylvania and New Castle County in Delaware), and on the Commonwealth of Pennsylvania. The purpose of this report is to detail the ways in which Immaculata University has both a Spending Impact and a Knowledge Impact on these regions. Spending Impacts simply are the effects of the outlays of the University, its students, and employees. Knowledge Impacts are the consequences of the production of knowledge at the University.

Immaculata University's Spending Impact tends to get smaller as the geographic region gets larger, as only spending from those who reside outside of the geographic region are included in the Spending Impact. For instance, since the majority of Immaculata's students, and a large portion of its faculty and staff, reside in the Six-County Region but not Chester County, the University's Spending Impact is larger in Chester County than the Six-County Region.

The scope of the University's Knowledge Impact is measured by the private and social returns that result from a person's educational attainment. Individuals who obtain a baccalaureate or higher degree typically receive better wages, salaries, or other compensation than those whose highest level of attainment is a high school diploma. Knowledge Impacts, however, also yield social returns. These social returns expand continuously. Thus, the University's Knowledge impact increases as the region gets larger.

Impact on Chester County

Immaculata University contributed **\$71.8 million** to the Chester County economy in 2008-2009. The University, its employees, and students were responsible for \$28.6 million. Alumni contributed \$33.1 million in increased earnings and \$10.1 million in social benefits due to positive lifestyle choices. There are 3,219 Immaculata University alumni residing in Chester County.

Impact on the Six-County Region

In 2008-2009, Immaculata University contributed **\$141 million** to the Six-County Region. The University, its employees, and students were responsible for \$26.6 million. Alumni contributed \$90.7 million in increased earnings and \$23.7 million in social benefits due to positive lifestyle choices. 7,464 alumni reside in the Six-County Region.

Impact on the Commonwealth of Pennsylvania

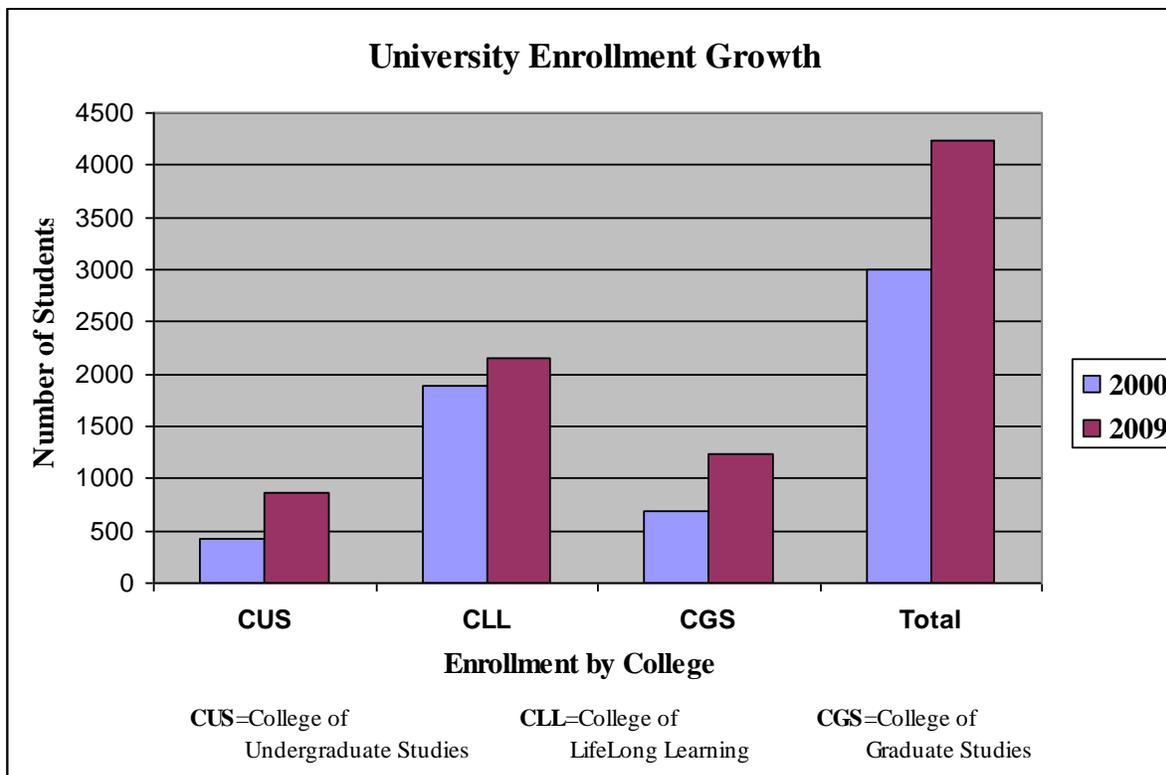
In 2008-2009, Immaculata University contributed **\$161.7 million** to the Commonwealth of Pennsylvania. The University, its employees, and students were responsible for \$17.5 million. Alumni contributed \$116.8 million in increased earnings and \$27.4 million in social benefits due to positive lifestyle choices. 8,110 Immaculata University alumni live in the Commonwealth.

A Growing Impact

Immaculata University enrollment has grown by 41% since the year 2000 from 3,004 students to over 4,200 at the end of the 2008-2009 academic year. Exhibit 1 on the following page shows

the growth for each of Immaculata's three colleges: College of Undergraduate Studies, College of Graduate Studies, and the College of LifeLong Learning. As Immaculata continues to grow, its Economic Impact will become greater and greater.

Exhibit 1



Conclusion

Immaculata University provides numerous advantages for Chester County, the Six-County Region, and the Commonwealth of Pennsylvania. The University offers education for residents, whose lifestyles and earning capacities are enhanced measurably by its programs. The University's presence also generates many economic opportunities for local government and businesses. The University attracts students and visitors from elsewhere and, therefore, brings in substantial dollars from outside the regions to Chester County, the Six-County Region, and the Commonwealth of Pennsylvania. These regions garner net revenues from the University's presence. These economic advantages, coupled with the additional cultural benefits the University offers, attest to the significant contribution of Immaculata University to Chester County, the Six-County Region, and the Commonwealth of Pennsylvania.

INTRODUCTION

This report delineates the importance of Immaculata University to Chester County, the Six-County Region, and the Commonwealth of Pennsylvania. It represents a careful examination of the evidence available from detailed research conducted according to the best practices in the industry.

Universities have broad economic effects on the regions in which they are located. The Economic Impacts of universities can be separated into Spending Impacts and Knowledge Impacts (Florax, 1992; Stokes & Coomes, 1998). Spending Impacts are the effects of outlays of the university. Knowledge Impacts are the consequences of the production of knowledge at a university. Exhibits 2 - 4 below show the Economic Impact of Immaculata University on Chester County, the Six-County Region and the Commonwealth of Pennsylvania.

Exhibit 2 **IMMACULATA UNIVERSITY CHESTER COUNTY IMPACT** **2008-2009**

DIRECT SPENDING BY IMMACULATA IN CHESTER COUNTY	
University Spending	\$4,803,091
Employee Spending	\$8,476,781
Student Spending	\$2,178,622
	\$15,458,494
SECONDARY SPENDING IN CHESTER COUNTY	
Secondary Spending by Immaculata University	\$11,258,676
Secondary Spending by Faculty, and Students	\$1,847,036
	\$13,105,712
Total Immaculata University Direct and Secondary Impact	\$28,564,206
EARNINGS IMPACT IN CHESTER COUNTY	
Current Increased Earnings of Alumni	\$33,133,963
SOCIAL BENEFIT IMPACT IN CHESTER COUNTY	
Reduced Absenteeism	\$1,140,120
Reduced Alcoholism	\$377,317
Reduced Crime Victim Cost	\$455,520
Reduced Incarceration	\$1,383,330
Reduced Smoking	\$582,407
Reduced Unemployment	\$3,550,720
Reduced Welfare Expenditures	\$2,640,515
Total Immaculata University Social Benefit Impact	\$10,129,928
TOTAL CHESTER COUNTY ECONOMIC IMPACT	\$71,828,098

Exhibit 3
IMMACULATA UNIVERSITY SIX-COUNTY IMPACT
2008-2009

DIRECT SPENDING BY IMMACULATA IN THE SIX-COUNTY REGION	
University Spending	\$4,001,193
Employee Spending	\$5,554,313
Student Spending	\$1,772,415
	\$11,327,921
SECONDARY SPENDING IN THE SIX-COUNTY REGION	
Secondary Spending by Immaculata University	\$12,899,933
Secondary Spending by Faculty, and Students	\$2,392,761
	\$15,292,694
Total Immaculata University Direct and Secondary Impact	\$26,620,615
EARNINGS IMPACT IN THE SIX-COUNTY REGION	
Current Increased Earnings of Alumni	\$90,690,189
Total Immaculata University Earnings Impact	\$90,690,189
SOCIAL BENEFIT IMPACT IN THE SIX-COUNTY REGION	
Reduced Absenteeism	\$2,691,940
Reduced Alcoholism	\$873,636
Reduced Crime Victim Cost	\$1,060,560
Reduced Incarceration	\$3,225,265
Reduced Smoking	\$1,351,787
Reduced Unemployment	\$8,246,720
Reduced Welfare Expenditures	\$6,276,700
Total Immaculata University Social Benefit Impact	\$23,726,608
TOTAL SIX-COUNTY REGION ECONOMIC IMPACT	\$141,037,411

Exhibit 4
IMMACULATA UNIVERSITY
COMMONWEALTH OF PENNSYLVANIA IMPACT
2008-2009

DIRECT SPENDING BY IMMACULATA IN PENNSYLVANIA	
University Spending	\$2,580,539
Employee Spending	\$3,473,459
Student Spending	\$1,245,576
	\$7,299,574
SECONDARY SPENDING IN PENNSYLVANIA	
Secondary Spending by Immaculata University	\$8,475,597
Secondary Spending by Faculty, and Students	\$1,743,806
	\$10,219,403
Total Immaculata University Direct and Secondary Impact	\$17,518,977
EARNINGS IMPACT IN PENNSYLVANIA	
Current Increased Earnings of Alumni	\$116,779,679
SOCIAL BENEFIT IMPACT IN PENNSYLVANIA	
Reduced Absenteeism	\$3,114,800
Reduced Alcoholism	\$1,007,746
Reduced Crime Victim Cost	\$1,226,000
Reduced Incarceration	\$3,728,365
Reduced Smoking	\$1,559,480
Reduced Unemployment	\$9,522,240
Reduced Welfare Expenditures	\$7,257,259
Total Immaculata University Social Benefit Impact	\$27,415,890
TOTAL PENNSYLVANIA ECONOMIC IMPACT	\$161,714,546

METHODS USED TO CALCULATE SPENDING IMPACT

The analysis of the Spending Impact of Immaculata University on Chester County, the Six-County Region and the Commonwealth of Pennsylvania was conducted in the tradition of the method developed for the American Council on Education (ACE) by Caffrey and Isaacs (1971) to determine the impact of higher education. The ACE method still is the primary method employed in economic impact studies (Siegfried, Sanderson, & McHenry, 2007). To determine Immaculata University's economic impact, its Spending and Knowledge Impacts were examined in depth. Below are the processes used in the analysis of the Spending Impact:

Spending Impact - The Immaculata University Spending Impact is the result of direct and secondary spending. Direct spending comes from the University, its employees, and students. Secondary spending is by businesses and governments, the beneficiaries of the initial direct spending.

Direct and Secondary Spending Impacts - The Direct Spending Impact is the initial impact on the local economy due to spending by the University, its employees, and students. The Secondary Spending Impact comes from spending by businesses and governments from the funds that they received from Immaculata University, its employees, and students. The Immaculata University Spending Impact is the sum of the direct and secondary spending.

Total Spending Impact - The Total Spending Impact = Direct Spending Impact + Secondary Spending Impact.

Multiplier - The ratio of Total Spending Impact to Direct Spending Impact (Multiplier = Total Spending Impact/Direct Spending Impact). An institution's Total Spending Impact is derived from some multiple of its direct expenditures. To determine Immaculata University's Total Spending Impact, the U.S. Bureau of Economic Analysis' (2010) multipliers were used. *This multiplier also is used to derive the impact of increased earnings.*

METHODS USED TO CALCULATE REGIONAL STUDENT IMPACT

The Economic Impact of an organization on a region is derived from its ability to attract money from outside a region or to prevent funds from leaving it. The Economic Impact of a university comes from its ability to retain local students and attract students from other parts of the country, who would otherwise have attended university elsewhere.

The "new money" received by a region from these out-of-region students helps to determine the impact of a university on the economy. For instance, tuition revenue that Immaculata University receives from Baltimore is different from revenue from Norristown or King of Prussia. The Baltimore family earned its income from outside Chester County, the Six-County Region and the Commonwealth of Pennsylvania. When their tuition is paid to the University it is an outside injection into the economies of all three regions. Tuition revenue from the Norristown/King of Prussia family comes from within the three regions and remains within them, and therefore is not used to determine Immaculata's Spending Impact, as it is "old money" and typically would remain in the region whether the University were present or not.

The sources of Immaculata's revenue must be examined in order to determine the impact of spending by the University, its employees and students. Revenue from students who come from outside of Chester County is injected into the local economy each time students go to a restaurant, purchase gas or merchandise at local businesses, or other commodity. Students from outside the Six-County Region stimulate the economy of the Six-Counties. Similarly, non-Commonwealth students stimulate the economy of the Commonwealth of Pennsylvania.

In short, this means that the Immaculata impact on Chester County comes from non-Chester County students. Immaculata University's impact on the Six-County Region originates from students outside of the region, and the University's impact on Pennsylvania comes from non-Commonwealth students.

Out-of-region tuition revenue percentages for 2008-2009 were the following: Chester County – 66%, Six-County Region – 29%, and Pennsylvania – 17%. These percentages are multiplied by University vendor spending and payroll in each region to determine the Immaculata Direct Spending Impact for that region.

METHODS USED TO CALCULATE SPENDING AND KNOWLEDGE IMPACT

Spending and Knowledge Impacts differ in their relative influence over time. The local Spending Impact of a university is noticeable immediately, whereas Knowledge Impacts continue to influence the community throughout the entire lives of alumni and, therefore, have long-term effects. Level of educational attainment ("knowledge") allows the graduate to benefit directly (in the form of higher earnings) and also yields significant social returns, such as the individual's interactions with co-workers (to better a company/organization) and the increased tendency of these graduates to make positive lifestyle choices (Stokes & Coomes, 1998).

The extent of the Spending and Knowledge Impact of a university is related to the source of its students, and the size of the region in which it is located. Institutions that receive most of their students from their regions, such as Immaculata, have small Spending and large Knowledge Impacts. However, metropolitan institutions, which take most of their students from outside the region, have large Spending and relatively small Knowledge Impacts. Exhibit 5 on the following page shows the Spending and Knowledge Impacts of Immaculata University on Chester County, the Six-County Region, and the Commonwealth of Pennsylvania in 2008-2009.

Exhibit 5
IMMACULATA UNIVERSITY IMPACT BY REGION

(in millions of dollars)

Type of Impact	Chester County	The Six-County Region	Common- wealth of Pennsylvania
SPENDING IMPACTS			
Direct Spending	\$15.5	\$11.3	\$7.3
Secondary Spending	\$13.1	\$15.3	\$10.2
KNOWLEDGE IMPACTS			
Increased Alumni Earnings	\$33.1	\$90.7	\$116.8
Social Benefits	\$10.1	\$23.7	\$27.4
Total Impact	\$71.8	\$141.0	\$161.7

This exhibit shows that Immaculata's Spending Impacts tend to get smaller as the regions get larger and that Knowledge Impacts increase as the regions get larger. Spending Impacts are derived from students who come from outside a region. The bigger the region, the lower is the share of students from outside that region. Therefore, the University's spending is multiplied by smaller percentages as the regions get larger. The smallest region, Chester County, drew 66% of tuition revenue from outside the County. The Six-County Region drew 29% and Pennsylvania 17%.

Immaculata University's Knowledge Impact, however, increases as the geographic region expands because Knowledge Impacts are felt by the individual and society. For instance, students who graduate from Immaculata with a baccalaureate degree typically have a higher earning potential than an individual who possesses a high school diploma only. Society, in addition, reaps a substantial return from an individual's level of educational attainment. Examples of this include knowledge sharing between co-workers, the development of technological innovations, and the founding of companies/branches based upon the physical proximity of university graduates who possess specific expertise.

SPENDING IMPACT ON CHESTER COUNTY

DIRECT AND SECONDARY SPENDING BY IMMACULATA UNIVERSITY

Immaculata University spent \$23.3 million in Chester County during FY 2008-2009 (July 1, 2008 – June 30, 2009). Specifically, \$20 million was spent on payroll and vendor purchases and \$3.3 million was spent by students in the county. During this fiscal year, revenues from out-of-region students accounted for 66.4% of all income the University received from tuition.

Using these figures, the Total Spending Impact of Immaculata University in Chester County - \$28.6 million – was determined. Exhibit 6 explains how this figure was calculated:

Exhibit 6
CALCULATION OF CHESTER COUNTY SPENDING IMPACT

Total IU spending in Chester County	X	Percent of IU tuition revenue derived from outside Chester County	X	Multiplier for Higher Education in Chester County	=	IU Spending Impact in Chester County
\$23.3 million		66.4%		1.85		\$28,564,206

To determine Immaculata University's Direct Spending Impact, the University's total spending in Chester County (\$23.3 million) was multiplied by 66.4%, as this represents tuition revenue received by Immaculata from students outside of the region. The direct spending of \$15.5 million went to area businesses, including office supply stores, restaurants, hotels, local apartment complexes, shuttle services, and other vendors. Many of these enterprises depend on the University for a significant share of their revenue.

A portion of these revenues were re-spent in the region. For instance, the delivery driver to the dining hall purchased gas locally. A hotel that hosted a parent from outside the region bought cleaning supplies from local markets. Additionally, both the gas station and hotel paid their employees with some of the revenue received from the Immaculata community. To quantify the impact of this re-spending, the U.S. Bureau of Economic Analysis (2010) multiplier of 1.85 was used. This means that for every \$1.00 directly spent by the University, an additional \$0.85 was re-spent in Chester County. This multiplier for higher education was designed to account for two flows of funds by Immaculata University employees. Spending by Chester County employees to businesses outside the County was subtracted from the Spending Impact; funds spent by non-Chester employees within the County were added to the Spending Impact.

The following exhibit illustrates Immaculata University's Total Spending Impact (Direct Spending Impact + Secondary Spending Impact) in Chester County using this multiplier.

Exhibit 7
IMMACULATA UNIVERSITY DIRECT AND SECONDARY EXPENDITURE IMPACT ON CHESTER COUNTY

	Direct Impact – Initial Spending	Secondary Impact	Total Impact
Chester County Multiplier	1.00	0.85	1.85
University Spending	\$4,803,091	\$4,072,060	\$8,875,151
Employee Spending	\$8,476,781	\$7,186,615	\$15,663,397
Student Spending	\$2,178,622	\$1,847,036	\$4,025,658
Total Spending Impact	\$15,458,494	\$13,105,712	\$28,564,206

As illustrated above, Immaculata University's Total Spending Impact on Chester County was \$28.6 million. The Direct Spending Impact was \$15.5 million and the Secondary Spending Impact was \$13.1 million.

STUDENT PERSONAL SPENDING

Immaculata University students from outside Chester County spent \$4.3 million in Chester County during the 2008-2009 academic year. These funds illustrate the benefit of Immaculata University to Chester County businesses, as the University is responsible for bringing these out-of-area students into the County.

Annual student personal spending amounts were provided by the University Office of Financial Aid. They are listed below in Exhibit 8.

Exhibit 8 AMOUNT OF STUDENT PERSONAL SPENDING BY IMMACULATA STUDENTS

College	Dormitory or Off-Campus Apartment	Commuter
College of Undergraduate Studies	\$3,750	\$4,125
College of Lifelong Learning	\$3,409	\$3,759
College of Graduate Studies	\$3,409	\$3,759

Student spending in Chester County was calculated by multiplying a) the number of out of region students by b) the average student personal spending per year and c) the percent of personal spending, which is within Chester County (U.S. Department of Labor, Bureau of Labor Statistics, 2008; Caffrey & Isaacs, 1971).

SPENDING IMPACT ON THE SIX-COUNTY REGION

The Total Spending Impact of Immaculata University on the Six-County Region (Bucks, Chester, Delaware, Montgomery and Philadelphia Counties in Pennsylvania and New Castle County in Delaware) in FY 2008-2009 (July 1, 2008 – June 30, 2009) was \$26.6 million. The Direct Spending Impact was \$11.3 million and the Secondary Spending Impact was \$15.3 million.

The University's Secondary Spending Impact was determined using the U.S. Bureau of Economic Analysis' multiplier of 2.35 for institutes of higher education in the Six-County Region. This multiplier of 2.35 indicates that for every \$1.00 directly spent by the Immaculata University community, an additional \$1.35 was spent in the Six-County Region. Immaculata University's Secondary Spending Impact is detailed in Exhibit 9 on the following page.

Exhibit 9

**IMMACULATA UNIVERSITY DIRECT AND
SECONDARY EXPENDITURE IMPACT
ON THE SIX-COUNTY REGION**

	Direct Impact - Initial Spending	Secondary Impact	Total Impact
Six-County Region Multiplier	1.00	1.35	2.35
University Spending	\$4,001,193	\$5,401,610	\$9,402,803
Employee Spending	\$5,554,313	\$7,498,323	\$13,052,636
Student Spending	\$1,772,415	\$2,392,761	\$4,165,176
Total Spending Impact	\$11,327,921	\$15,292,694	\$26,620,615

The Immaculata University community spent \$39.1 million in payroll and student personal spending and vendor purchases in the Six-County Region in FY 2008-2009. Twenty-nine percent (\$11.3 million) of this spending is counted as the direct Immaculata University impact. This Direct Spending Impact is multiplied by 1.35 to determine Immaculata's Secondary Spending Impact - \$15.3 million. Therefore, the Total Spending Impact (direct spending + secondary spending) of Immaculata University on the Six-County Region was \$26.6 million.

**SPENDING IMPACT ON THE
COMMONWEALTH OF PENNSYLVANIA**

The Total Spending Impact of Immaculata University on the Commonwealth of Pennsylvania in FY 2008-2009 (July 1, 2008 – June 30, 2009) was \$17.5 Million. The Direct Spending Impact was \$7.3 million and the Secondary Spending Impact was \$10.2 million.

The University's Secondary Spending Impact was determined using the U.S. Bureau of Economic Analysis' multiplier of 2.40 for institutes of higher education in the Commonwealth of Pennsylvania. This multiplier of 2.40 indicates that for every \$1.00 of Immaculata University community spending, there was an additional \$1.40 spent in Pennsylvania. The calculation of the Immaculata University Secondary Spending Impact is shown in Exhibit 10.

Exhibit 10

**IMMACULATA UNIVERSITY DIRECT AND
SECONDARY EXPENDITURE IMPACT
ON PENNSYLVANIA**

	Direct Impact - Initial Spending	Secondary Impact	Total Impact
Pennsylvania Multiplier	1.00	1.40	2.40
University Spending	\$2,580,539	\$3,612,754	\$6,193,293
Employee Spending	\$3,473,459	\$4,862,843	\$8,336,302
Student Spending	\$1,245,576	\$1,743,806	\$2,989,381
Total Spending Impact	\$7,299,574	\$10,219,403	\$17,518,977

The Immaculata University community spent \$42.2 million in student personal spending, payroll and vendor purchases in the Commonwealth of Pennsylvania in FY 2008-2009. Seventeen percent (\$7.3 million) of this spending was counted as the direct Immaculata University impact. The Direct Spending Impact was multiplied by 1.40 to determine Immaculata's Secondary Spending Impact - \$10.2 million. Thus, the Total Spending Impact of Immaculata University on the Commonwealth was \$17.5 million.

THE IMMACULATA KNOWLEDGE IMPACT

Immaculata University makes a significant Knowledge Impact by increasing the human capital of its graduates. "Human capital refers to the stock of competences, knowledge and personality attributes embodied in the ability to perform labor so as to produce economic value. It is the attributes gained by a worker through education and experience" (Sullivan & Sheffrin, 2003, p. 5). In the context of this report, Knowledge Impact refers to the contribution of Immaculata University toward higher incomes and the social benefits of positive lifestyle choices.

According to Stokes and Coomes (1998), "Knowledge Impacts result from the transmission of ideas to the community...Machlup (1980) makes a distinction between 'subjective new knowledge' and 'objective' or 'socially new knowledge'" (p. 2). Subjective knowledge is produced by the passing of knowledge from faculty to students. "It is new to the students but not new to society. College students receive knowledge and greater technical ability" (p. 2). This increase in their human capital translates into higher earnings for themselves, with multiplied benefits for the community. It also results in greater productivity for the labor force.

The transfer of subjective knowledge accounts for most of the Knowledge Impacts of universities. These effects are long-term. There also are, however, short-term knowledge effects. Individuals gain knowledge that enables them to increase their earnings quite rapidly. Universities drop and add programs in response to market conditions. These one time changes in enrollments in particular programs have short-term labor effects (Stokes & Coomes, 1998).

"Objective" or "socially new knowledge" creation is the *raison d'être* of the research university. "Advances in such areas as medical technology, pharmaceuticals, agronomy and computer science are made in college laboratories" (Stokes & Coomes, 1998, p. 3). New mathematical understanding is applied to the social and natural sciences and leads to advances in knowledge. Some breakthroughs are spun off immediately to industry and have resulted in "local economic benefits to such areas as Boston's Route 128 corridor and the Bay Area's Silicon Valley. While production of objective knowledge is difficult to quantify, the number of patents issued and the level of capital investment have been used as indicators" (p. 3).

IMMACULATA ALUMNI

Immaculata University alumni impact Chester County, the Six-County Region, and the Commonwealth of Pennsylvania through outstanding work in serving society. Through their determination and dedication, alumni influence is felt worldwide in the arts, education, health care, science, and many other areas.

There are 11,915* known Immaculata University alumni alive today. In the Commonwealth of Pennsylvania there are 8,110 of these alumni. The Six-County region is home to 7,464 alumni and Chester County counts 3,219 alumni. Exhibit 11 lists the number of Immaculata alumni by region and degree.

Exhibit 11
IMMACULATA ALUMNI BY REGION

Highest Degree held from IU	Chester County	Six-County Region	Pennsylvania	All IU Alumni**
Doctorate	101	264	374	428
Masters	592	1,141	1,259	1,503
Bachelors	2,367	5,853	6,253	9,721
Associates	159	206	215	263
TOTAL Alumni	3,219	7,464	8,110	11,915
Increased Earnings Impact	\$33,133,963	\$90,690,189	\$116,779,679	\$144,824,157

*Alumni numbers include all living alumni with active addresses.

**All IU Alumni numbers include 43 who currently live outside of the US.

ALUMNI INCREASED EARNINGS IMPACT

The principal economic value of a university degree lies in the difference between the average earnings of a university graduate compared to those of a high school graduate. College graduates can expect to earn approximately \$570,000 more over their lifetimes than those who leave college before graduating (Day & Newberger, 2002).

To determine the value of a bachelor's degree from Immaculata University, the number of known alumni by gender, graduation year, and degree was multiplied by the average annual earnings for each category (U.S. Census Bureau, Housing and Household Economic Statistics Division, 2009). The average annual income for high school graduates then was subtracted. This total figure was multiplied by 50%. This is because some of the responsibility for increased alumni earnings goes to Immaculata University and some is credited to other factors. The inherited and developed traits of the individual that gave him or her the desire to succeed are not the responsibility of any one institution. It also is true that these individuals could have received their degrees from any number of other institutions, and this could have contributed to their earning potential.

Using this formula, the increased earnings of Immaculata alumni by region are outlined in Exhibit 12 on the following page.

Exhibit 12
IMMACULATA ALUMNI INCREASED EARNINGS BY REGION

Highest Degree held from IU	Chester County	Six-County Region	Pennsylvania	All IU Alumni**
Doctorate	\$1,575,280	\$5,305,257	\$8,292,106	\$10,283,444
Masters	\$3,094,699	\$7,773,539	\$9,935,546	\$12,321,554
Bachelors	\$27,395,039	\$75,800,851	\$96,403,943	\$119,555,216
Associates	\$1,068,947	\$1,810,542	\$2,148,084	\$2,663,943
<hr/>				
Increased Earnings Impact	\$33,133,963	\$90,690,189	\$116,779,679	\$144,824,157

As illustrated above, Immaculata University's contribution to Chester County's human capital is substantial - \$33.1 million. The University also contributed \$90.7 million to the Six-County Region and \$116.8 to the Commonwealth of Pennsylvania through the increased earnings of its alumni – our teachers and administrators at local schools, nurses at local hospitals, and other individuals who occupy a myriad of equally important positions throughout the region.

ALUMNI CONTRIBUTIONS

The impact of Immaculata alumni is seen throughout Chester County, the Six-County region and the Commonwealth. Over the past five (5) years Immaculata conferred over 3,400 graduate and undergraduate degrees. And during the last ten years, Immaculata University conferred over 1,500 undergraduate nursing degrees and 20 graduate nursing degrees.

Also during the last ten years, Immaculata conferred almost 250 doctoral level education degrees and over 500 masters level education degrees. Since the year 2000, IU documented the completion of almost 3,000 Pennsylvania education certifications. Exhibit 13 below shows how these certifications are distributed between instructional, administrative, supervisory, and educational specialist areas. The leadership impact of Immaculata alumni in the area of education is immeasurable.

Exhibit 13
EDUCATION CERTIFICATIONS ISSUED BY
IMMACULATA SINCE 2000

Type of Certification	Number of Certifications Issued
Instructional	1,879
Administrative	556
Educational Specialist	394
Supervisory Areas	157
Grand Total	2,986

Numerous alumni have served as outstanding classroom instructors; others have demonstrated strong leadership abilities (outstanding education as classroom teachers, as well as strong administrative leadership abilities) in school districts and in higher education throughout the Six-County region and within the Commonwealth.

Alumni from all academic disciplines make far-reaching contributions to the region and the Commonwealth. Many Immaculata graduates have risen to regional and national prominence. Exhibit 14 below reflects a sampling of outstanding positions held by Immaculata University alumni. The positions of leadership and influence are more than evident throughout the region.

Exhibit 14 OUTSTANDING ALUMNI POSITIONS

Education	Health Care	Others
Superintendent of Schools Archdiocese of Memphis Memphis, TN	Chief of Radiology Lourdes Hospital Trenton, NJ	Documentary film producer Panama
Superintendent Lower Moreland Township School District Huntingdon, PA	Dean of Allied Health and Nursing Delaware County Community College Media, PA	Chief Information Officer, Office of the President The White House Washington, D.C.
Assistant Superintendent Lower Merion School District Ardmore, PA	Director Practical Nursing Program CAT Brandywine Chester County Intermediate Unit Coatesville, PA	Archivist, Federal Government Washington, D.C.
Executive Director Chester County Intermediate Unit Exton, PA	Pediatric transplant Specialist University of Cincinnati Cincinnati, OH	Public Programs Director National Constitution Center Philadelphia, PA
Assistant Superintendent West Chester School District West Chester, PA	Pharmaceutical Research Bayer Pharmaceutical West Haven, CT	Music Therapist Elwyn Institute Media, PA
Assistant Superintendent Oxford Area School District Oxford, PA	Chair of the Department of Obstetrics and Gynecology South Shore Hospital Weymouth, MA	Analytical Chemist Johnson & Johnson New Brunswick, NJ
Superintendent Morrisville Borough School District Morrisville, PA	Pediatrician Children's Hospital of Philadelphia <i>Philadelphia Magazine's</i> "top docs" Philadelphia, PA	International Marketing Coordinator Perseus Books Group New York City, NY
Executive Director Conference for Mercy Higher Education Silver Spring, MD	Sports nutritionist for the Philadelphia Eagles and other professional Philadelphia sports teams. Philadelphia, PA	V.P. Middle States Commission of Higher Education Philadelphia, PA
Assistant Superintendent Octorara School District Atglen, PA	Physician <i>Doctors without Borders</i>	Accomplished soprano, performed in the top opera houses in Europe.
Principal St. Patrick's School Malvern, PA	Director School of Nursing Coatesville, PA	Former Director of the U.S. Department of Energy's Environmental Measurements Laboratories Outstanding Women Scientist of the Year Award Washington, D.C.

Superintendent Spring Ford School District Royersford, PA	Director of Food Services Marple Newtown School District Newtown Square, PA	Regional Director Catholic Relief Services Radnor, PA
Professor of Music School of Music George Mason University Fairfax, VA	Chief Clinical Dietitian Thomas Jefferson University Hospital Philadelphia, PA	Associate Dean, School of Arts and Sciences La Salle University Philadelphia, PA
Superintendent Oxford School District Oxford, PA	Clinical Dietitian Johns Hopkins Hospital Baltimore, MD	System Engineering Manager Lockheed Martin King of Prussia, PA
Assistant Superintendent Owen J. Roberts School District Pottstown, PA	Director of Nursing St. Mary Medical Center Langhorne, PA	Human Resources Analyst BlackRock Asset Management Firm New York City, PA
Superintendent Bristol Borough School District Bristol, PA	School Psychologist CORA Services of Philadelphia Philadelphia, PA	Producer, Actress Stages of Imagination, Children's Theater Bethesda, MD
Superintendent Archdiocese of Philadelphia Schools Philadelphia, PA	Clinical Psychologist Bryn Mawr Rehabilitation Hospital Malvern, PA	Senior Manager , Information Systems IKON Office Solutions Malvern, PA

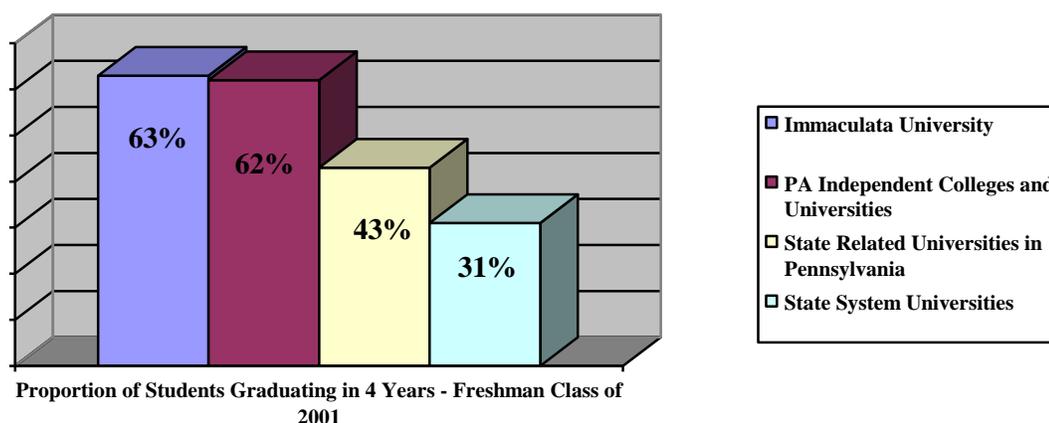
Of even greater importance, the University prepares, on an annual basis, hundreds of K-12 classroom teachers, nursing professionals, accountants, business analysts, information technology specialists, marketing professionals, mental health professionals, allied health clinicians, systems engineers, nutritionists, foodservice directors, editors, public relations specialists, lawyers, doctors, scientific researchers, librarians, psychologists and numerous other professionals making significant contributions to society.

GRADUATION RATE IMPACT

The Immaculata four-year graduation rate for 2001 freshmen was 63% (Integrated Postsecondary Education Data System - IPEDS, 2007). Exhibit 15 on the following page shows how this rate compared positively to 62% for other Independent Colleges and Universities, 43% for the State Related Universities and 31% for the State System Universities (AICUP, 2008).

It is important to note that Immaculata graduation rates do not account for people who transferred into or out of Immaculata University after their freshman year.

Exhibit 15
COMPARING GRADUATION RATES OF IMMACULATA TO THE
COMMONWEALTH HIGHER EDUCATION SYSTEM



SOCIAL BENEFIT IMPACT

Education pays -- not just in better incomes but also in better lifestyles. Better living pays benefits to society. College graduates tend to possess greater self-esteem; live longer, healthier lives; assume greater civic responsibility; enjoy more aesthetic interests; attend more athletic events; exercise better moral judgment; and nurture children more effectively than do those without college educations (Baum & Payea, 2005; Behrman & Stacey, 1997; Watts, 2001).

Absenteeism, alcoholism, crime, incarceration, unemployment, and welfare place heavy costs on governments and businesses. Rates for these behaviors decline as education levels increase. Because of the lower rates of these behaviors college graduates incur lower costs to society.

Immaculata University, therefore, has a Social Benefit Impact on Chester County, the Six-County Region, and the Commonwealth of Pennsylvania because of the choices made by its alumni who live there. Exhibit 16 shows the value of these reduced social costs in the three regions.

Exhibit 16
IMMACULATA SOCIAL BENEFIT IMPACT BY REGION

	Chester County	Six-Counties	Pennsylvania
Reduced Absenteeism	\$1,140,120	\$2,691,940	\$3,114,800
Reduced Alcoholism	\$377,317	\$873,636	\$1,007,746
Reduced Crime Victim Cost	\$455,520	\$1,060,560	\$1,226,000
Reduced Incarceration	\$1,383,330	\$3,225,265	\$3,728,365
Reduced Smoking	\$582,407	\$1,351,787	\$1,559,480
Reduced Unemployment	\$3,550,720	\$8,246,720	\$9,522,240
Reduced Welfare Expenditures	\$2,640,515	\$6,276,700	\$7,257,259
Total Social Benefit Impact	\$10,129,928	\$23,726,608	\$27,415,890

To illustrate how the figures in the exhibit above were calculated, Exhibit 17 uses the Social Benefit of reduced smoking as an example. All figures used to calculate the average health cost due to smoking, according to an individual's level of educational attainment were obtained from the CDC (2003a; 2003b).

Exhibit 17
BENEFIT OF REDUCED SMOKING RATES OF IMMACULATA
UNIVERSITY GRADUATES IN CHESTER COUNTY

Degree Earned at IU	Social Benefit of Reduced Smoking		Number Of IU Alumni In Chester County	=	Social Benefit to Chester County	X	Percent Of Benefit Attributed To IU	=	Total Social Benefit Attributed to IU
Associates	\$401	X	159	=	\$63,836	X	50%	=	\$31,918
Bachelors	\$439	X	2,367	=	\$1,038,402	X	50%	=	\$519,201
Masters	\$100	X	592	=	\$59,544	X	50%	=	\$29,772
Doctorate	\$30	X	101	=	\$3,030	X	50%	=	\$1,515
Total			3,219		\$1,164,814	X			\$582,407

As shown above, the smoking-related health care costs by level of educational attainment become apparent. The average associate's degree graduate costs \$401 a year less than a high school graduate. The average bachelor's degree holder incurs \$439 less in smoking related costs than a high school graduate. Master's degree recipients cost society \$100 less annually than individuals who are baccalaureate prepared, and doctoral degree holders cost \$30 a year less than those who obtain a master's degree.

Exhibit 18 shows the methodology for calculating Social Benefit of reduced smoking levels of baccalaureate prepared college graduates. The average smoker incurs \$2,399 in increased health care costs per year. Approximately 29.2% of individuals whose education ended at high school are smokers compared to 10.9% of college graduates. Thus, the percentage of college graduates who smoke is 18.3 percentage points lower than that of high school graduates. This is multiplied by the average tobacco related health care cost per smoker to arrive at a Social Benefit of \$439.

Exhibit 18
CALCULATION OF THE SOCIAL BENEFIT OF
REDUCED SMOKING LEVELS OF COLLEGE GRADUATES

Average Tobacco Related Health Care Cost Per Smoker	x	Reduction in Percent of Smokers due to Higher Education	=	Social Benefit
\$2,399		18.3%		\$439

The total Social Benefit Impact of Immaculata University to Chester County in terms of tobacco-related health care savings was \$582,407 in 2008-2009. Each baccalaureate graduate who refrains from smoking will save society \$439 a year in tobacco related health costs. This cost savings multiplied by the number of Immaculata University alumni in Chester County (2,367) reveals a total cost savings of \$1,038,402 to the county. However, only 50% of the benefit can be attributed to the University, as Immaculata bears some, but not all of the responsibility for the reduced health costs. This leaves credit to other factors, such as family background and personal characteristics. Immaculata University's baccalaureate-prepared graduates, therefore, offer Chester County a total social benefit of \$519,201.

VISITORS TO IMMACULATA UNIVERSITY

Over 33,000 people came to the Immaculata campus in 2008-2009. They came for cultural events and Mighty Mac games. They came as potential students, as parents visiting their children, as family celebrating with graduates, and for many other reasons. Exhibit 19 shows the number of visitors and the reasons that they came to Immaculata University.

Exhibit 19 VISITORS TO IMMACULATA UNIVERSITY 2008-2009

Category	Total
Admissions CGS	450
Admissions CUS	2,000
Admissions CLL	500
Athletic	11,650
Cultural Events	12,025
Graduation	3,600
Library	2,200
Student Life Events	900
Total Visitors	33,325

Immaculata University draws many visitors to its beautiful campus throughout the year. Since the founding of the University, Carol Night has been a longstanding tradition occurring in early December. Carol Night attracts over 250 alumni, friends, and members of the local community.

Celebrating the Catholic intellectual tradition of the University, the Spirituality Under the Dome series and the Edith Stein Lecture Series provide an intellectual and religious experience for those who attend.

The Cue and Curtain Players of Immaculata perform two plays a year, one in the fall and another in the spring. Performances by the Music Department have graced the landscape of Immaculata. The Immaculata Symphony, an ensemble of approximately 80 musicians from both the University and neighboring communities, performs three to four times during the academic year drawing in residents from the local area. Several additional performances also are part of the University's offerings: the Immaculata Chorale, the Madrigal Singers, the Wind and String

Ensembles, piano performances by Steinway Artist and faculty member Dr. William Carr, and other musical concerts.

In collaboration with the Delaware Valley Arts Consortium, the University hosts six to eight concerts in the fields of dance, theatre and music featuring national and international artists. In 2008, during eight days in mid-May, the Immaculata University Art Show, celebrated its 27th year and offered the local community the opportunity to view and purchase original works of art by over 170 regional, national, and international juried artists.

Additionally, during the summer each year, EPYSA (Eastern Pennsylvania Youth Soccer Association) holds its summer soccer camp for three weeks with approximately 350 youth in attendance.

IMMACULATA UNIVERSITY COMMUNITY SERVICE IMPACT

Service to others is an important aspect of an Immaculata education. Immaculata students provide service through two major venues: 1) organization sponsored service projects, and 2) academic course work with a service component. Examples of organization sponsored service projects include those planned by Campus Ministry, athletic teams, clubs, and honor societies. Students provide service within Chester County and throughout the Six-County Region.

The academic course work with service components includes a wide array of activities including, but not limited to: working with children in schools, assisting patients in health care settings, support in social agencies, and public health education.

Community Service has both immediate and life-long benefits. The Stockings for Kids program puts toys under the Christmas trees of scores of Chester County children. Not only does it make the holidays merrier for these children, but it touches the hearts of Immaculata students and inspires them to greater generosity and service in their future lives. The initial impact is easy to calculate in terms of students involved, hours spent and children served; however, the lifetime benefit of this and many other Immaculata service programs is incalculable. As Immaculata University graduates continue in life exhibiting the spirit of service developed at the University, untold thousands of lives will continue to be blessed.

Calculating hours completed by students in organization sponsored community service activities is a challenge. Many organizations provide services that are not cataloged or documented. It is estimated that the number of service hours by organizations is at least double that noted.

Exhibit 20 provides the documentation of known outreach by the Immaculata students. It notes the number of students involved and number of hours estimated for the 2008-2009 academic year.

Exhibit 20
IMMACULATA UNIVERSITY COMMUNITY SERVICE
2008-2009

Type of Service	Number of Students	Number of Hours
Organization sponsored service projects	839	4,130
Academic course work with service component	470	32,110
TOTAL SERVICE	1,309	37,920

In fall 2009, a new initiative to expand community outreach was the inclusion of a “Day of Service” as a part of the “First Year Experience,” which is a program required of all freshmen. This added approximately eleven-hundred hours of service to the local community.

IMMACULATA UNIVERSITY CAPITAL PROJECTS

There have been over \$45 million in construction and renovation projects at Immaculata University since 1998. Over \$19 million was spent to remodel Lourdes, Villa Maria, and Nazareth Halls between 1998 and 2002. Approximately \$10 million was spent on synthetic field and stadium construction, and other projects between 2005 and 2009. Almost \$16 million was spent between 2005 and 2009 for the renovation of Alumnae Hall, Marian/DeChantal Hall, Nazareth Dining Hall, and Nazareth Terrace, as well as several other projects. Exhibits 21 and 22 display the construction and renovation activity at Immaculata since 1998.

Exhibit 21
IMMACULATA UNIVERSITY RENOVATION PROJECTS 1998-2009

Year (s)	Renovation Projects	Amount
1998-2002	Lourdes, Villa Maria and Nazareth Halls	\$ 19,222,824
2005	Alumnae Hall, Marian/ DeChantal, Power House Expansion, WWTP Upgrades	\$574,595
2006	Alumnae Hall, Marian/ DeChantal, Power House Expansion, WWTP Upgrades, Nazareth Dining, Nazareth Terrace	\$10,744,682
2007	Alumnae Hall, Marian/ DeChantal, Power House Expansion, WWTP Upgrades, Nazareth Dining, Nazareth Terrace, Open Door Retail, Misc. Athletic Projects, Wellness Center	\$3,555,357
2008	Open Door Retail Conversion, Misc. Athletic projects, Wellness Center, Misc. projects	\$903,890
2009	Misc. Capital projects, Open Door Retail Conversion	\$210,581
TOTAL		\$ 35,211,929

Exhibit 22
IMMACULATA UNIVERSITY CONSTRUCTION PROJECTS 2005-2009

Year (s)	Construction Projects	Amount
2005	Residence hall, Synthetic Field and Stadium project design	\$251,230
2006	Synthetic Field and Stadium construction	\$4,451,923
2007	Synthetic Field, Stadium construction	\$2,984,435
2008	Admissions/Fin Aid House design, Men's Baseball Field design, West Parking construction, Student Center design	\$1,929,339
2009	Men's Baseball Field design, Athletic practice/ training facility construction	\$553,556
TOTAL		\$ 10,170,483

IMMACULATA UNIVERSITY ENROLLMENT GROWTH

Immaculata enrollment has grown by 41% since 2000 from 3,004 students to over 4,200 as shown in Exhibit 23 below. The number of students in the College of Undergraduate Studies more than doubled during that time. Enrollment in the College of Graduate Studies grew 78% from 691 to 1,231. The largest Immaculata unit, the College of Lifelong Learning grew by 13% over those years from approximately 1,900 to almost 2,150.

Exhibit 23
IMMACULATA UNIVERSITY
ENROLLMENT GROWTH 2000-2009

Fall Semester Headcount Enrollment	College of Undergraduate Studies	College of Lifelong Learning	College of Graduate Studies	Total Headcount
Fall 2000	416	1,897	691	3,004
Fall 2001	426	2,100	821	3,347
Fall 2002	435	2,015	796	3,246
Fall 2003	389	2,186	806	3,381
Fall 2004	422	2,023	964	3,409
Fall 2005	605	2,002	1,002	3,609
Fall 2006	730	1,987	1,055	3,772
Fall 2007	861	1,991	1,120	3,972
Fall 2008	906	2,064	1,137	4,107
Fall 2009	858	2,145	1,231	4,234
Percent Increase Since 2000	106%	13%	78%	41%

It is obvious that the Economic Impact of Immaculata University has grown over the years. The University has a bigger footprint on Chester County, the Six-County Region, and the Commonwealth of Pennsylvania than it did ten years ago. As it grows in its service to these regions, its Economic Impact will continue to expand.

CASH FLOW MODEL

The flow chart on the following page represents the place of Immaculata University in the flow of income and expenditures in a regional economy. The concept is the same for the Six-County Region and for the Commonwealth of Pennsylvania. The circular flow of income, where households earn income and spend, businesses receive revenues from household spending and pay their operating costs, and local governments receive taxes and fees which are transformed into municipal services, is illustrated by the chart. The income-spending/income-re-spending cycle constitutes the multiplier process, to which reference is made earlier in this report (see “Methods Used to Calculate Spending Impact,” p. 11).

CONCLUSION

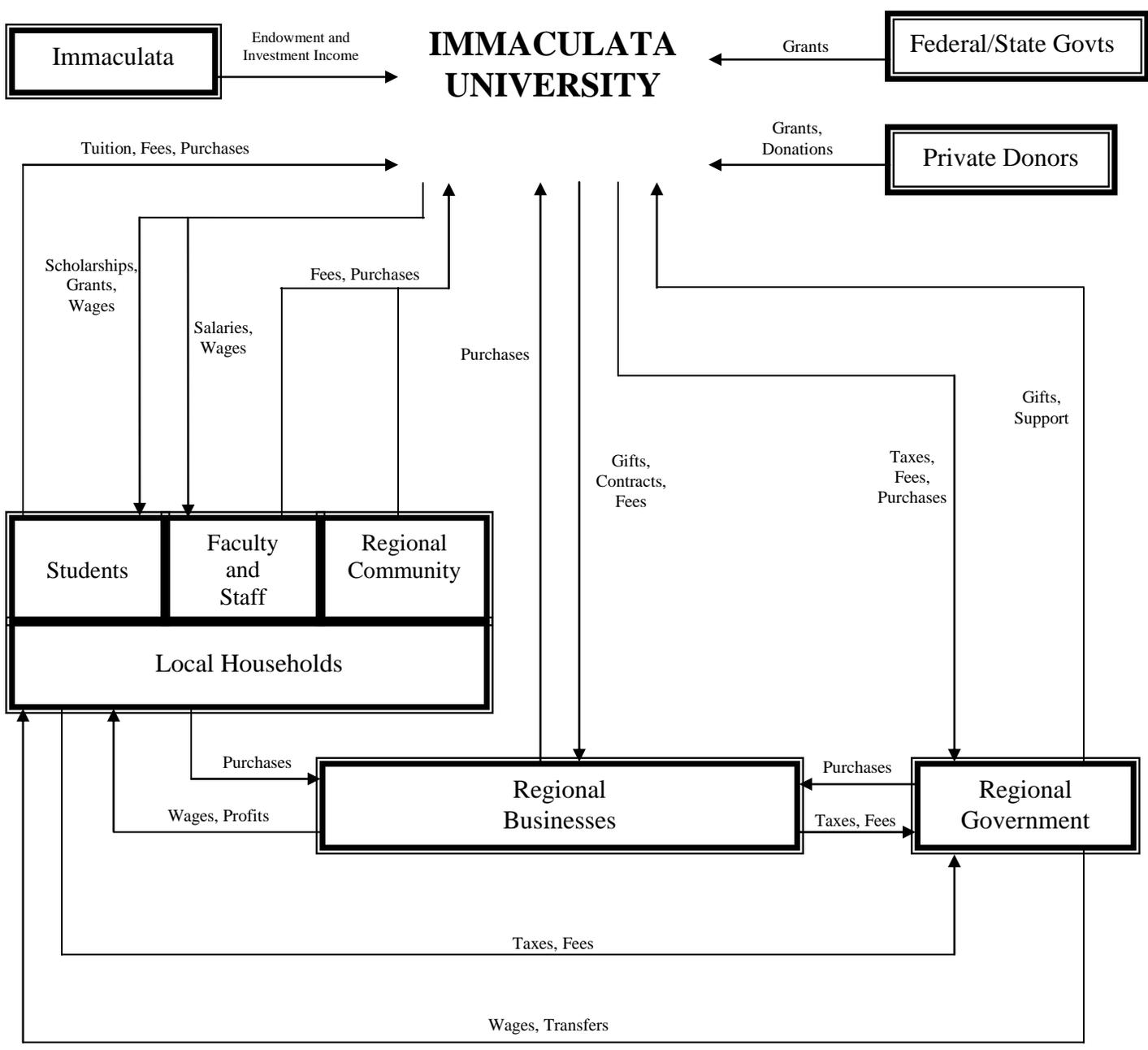
The significant Economic Impact of Immaculata University on Chester County, the Six-County Region, and the Commonwealth of Pennsylvania can be felt in a number of ways. The University produces alumni who earn more than individuals who did not complete a degree in higher education. These alumni adopt better lifestyles and thus save the community on expenses such as healthcare. The University provides employment opportunities, not only through jobs on campus but also through jobs generated by business the University and its members conduct locally.

The University and those associated with it pumped \$72 million into the Chester County economy in 2008-2009. The Six-County Region received a benefit of \$141 million from the presence of Immaculata University. The Commonwealth of Pennsylvania economy was impacted by \$162 million from Immaculata University. It is clear that in addition to the University’s profound contributions to the cultural life of the community it is making sizable economic contributions as well.

During his tenure, Pennsylvania Governor Edward Rendell promised to “stop the 'brain drain' that robs our Commonwealth of our most promising young people” (Governor Rendell: Stimulus Package, n.d.). Immaculata is helping the Governor fulfill his promise by educating Commonwealth students who remain to work in Pennsylvania. Because of Immaculata the Commonwealth can claim more college educated citizens.

Because of unprecedented growth within the academic rigor of Immaculata’s programs, the vitality of well-educated graduates, and its impact on society as seen in this document, the University’s first 90 years provided an outstanding record for all to admire. Now in the 21st Century, with an ever-growing Chester County and region, Immaculata continues to grace the landscape, always educating and integrating highly skilled and competent students into the region.

Economic Impact of Immaculata University Cash Flow Model (Rennie, 2002)



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