Lifting Up Students and Communities, Strengthening the State Economy
The Important Contributions of the Member Institutions of the New Jersey Association of State Colleges and Universities

The New Jersey Association of State Colleges and Universities (NJASCU) is an association supporting seven senior public institutions of higher education in the state of New Jersey. Collectively, the member institutions enrich the state economy by providing a quality affordable education to state residents and by strengthening communities throughout the state.

**ECONOMIC IMPACT**

<table>
<thead>
<tr>
<th>Each Year</th>
<th>JOBS SUPPORTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6.1 billion</td>
<td>36,000 jobs</td>
</tr>
</tbody>
</table>

**ECONOMIC IMPACT BY CATEGORY**

<table>
<thead>
<tr>
<th>OPERATIONS</th>
<th>CAPITAL</th>
<th>ANCILLARY SPENDING</th>
<th>WAGE PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.15 billion</td>
<td>$211 million</td>
<td>$843 million</td>
<td>$2.89 billion</td>
</tr>
</tbody>
</table>

**TAX REVENUE IMPACT TO NEW JERSEY**

$220 million
Member institutions are achieving important public policy objectives, multiplying state investments many times over in the process.

Return on Investment in NJASCU Member Institutions in Terms of Statewide Economic Output and Jobs Supported

Every $1 million invested in NJASCU institutions... ...produces $16 million in economic activity within the state economy... and supports 93 jobs.

STATE OF NEW JERSEY
A stronger and more resilient state economy

LOCAL COMMUNITIES
Enhanced quality of life

STUDENTS
Quality affordable education, pathways to middle-class jobs
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Strengthening the Local Economy

Producing Tomorrow’s Workforce

Investing in the Spaces that Make the State More Competitive

New Jersey City University’s Guarini Performing Arts Center

Building More Vibrant Communities

Creating Pathways to Middle-Class Jobs

The College of New Jersey’s Campus Town
Impact from Annual Operations

Member institutions are among the largest employers and procurers in their communities, enriching the entire state economy in the course of their daily operations.

Ongoing Operations Annual Impacts

- **10,040** Direct Jobs
- **~5,000** Indirect & Induced Jobs
- **13,700** Full-time equivalent jobs

- **$2.15B** Annual Economic Impact
- **$866M** Annual Earnings
- **$59M** Annual Tax Revenue

Producing Tomorrow’s Workforce

Member institutions are building the pipeline for human capital in industries of strategic importance to the state economy.

- **KEAN**
  - Genetic Counseling
    - +26%
- **NJCU**
  - English Language
    - +13%
- **STOCKTON UNIVERSITY**
  - Business Operations
    - +7%
- **RAMAPO COLLEGE OF NEW JERSEY**
  - Social Work
    - +10%
- **THOMAS EDISON STATE COLLEGE**
  - Nursing
    - +6%
- **WILLIAM PATerson UNIVERSITY**
  - Clinical Psychology
    - +12%
- **TCNJ**
  - Education Administration
    - +12%

Estimated 2018-2028 job growth statewide in selected occupations
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Impact from Capital Investments

Member institution capital projects represent economic opportunity for the construction industry and adjacent sectors.

Capital Investment Annual Impacts*

$117M
Direct Spending

$211M
One-Time Economic Impact

1,100
Annual Jobs Supported

$5M
Total City Tax Revenue

*NOTE: These figures only include direct outlays by member institutions on capital projects. Member institutions also generate construction activity through various public-private partnerships (PPPs).

Investing in the Spaces That Make the State More Competitive
Member institutions’ on-campus capital projects represent investments in the state’s global economic competitiveness.

Stockton University Atlantic City Campus
New Jersey City University Ft. Monmouth Campus
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Impact from Student Spending

Student spending drawn in or retained by member institutions enriches merchants in communities throughout the state.

$600M
Annual Aggregate Student Spending

Ancillary Spending by Industry Category

- Retail: $103 M
- Transportation: $62 M
- Food: $170 M
- Rent: $265 M

Estimated Industry Distribution of Statewide Employment Impact from NJASCU Member Institution Student Spending

- Administrative: 21%
- All Other: 52%
- Healthcare: 11%
- Real Estate, Leasing: 9%
- Professional, Scientific: 8%

ANCILLARY SPENDING
$840M statewide impact
5,690 jobs supported
$19M annual tax revenues

Building More Vibrant Communities
Through student spending power and various neighborhood-serving initiatives, member institutions enhance the vitality of the communities they are a part of.
The education and credential graduates receive from member institutions increases their earning power and boosts the state economy.

**Impact from Alumni Wage Premium**

- **WAGE PREMIUM**
  - $2.5B statewide impact
  - 15,500 jobs supported
  - $136M annual tax revenues

**Create Pathways to Middle-Class Jobs**

Member institutions play a critical role in making a quality education accessible to state residents, enhancing lifetime household earning potential in the process.

Financial Learning Center at William Paterson University
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ROI to Students

Member institutions’ affordability and diversity initiatives have created inclusive pathways to middle-class jobs for state residents. In turn, these graduates enrich the state in key industry sectors and contribute economically and civically in communities throughout the state.

Member Institution Comparison Metrics

PELL GRANT ELIGIBLE STUDENTS

48% NJASCU Institutions

Comparison Groups 32%

Member Institutions Educate a Higher Proportion of Students from Low-Income Households

AVERAGE ANNUAL TUITION

$12,815 NJASCU Institutions

Comparison Group $26,200

Member Institutions Have Lower Tuition Levels Than Other New Jersey Schools

NJASCU institutions provide students with proven pathways to high-skilled jobs and opportunities for upward social mobility. In doing so, our institutions are helping the State retain the tremendous talent we have in New Jersey. In fact, there are about 227,000 member-institution alumni living and working in the state right now; collectively, they see a $2.6 billion increase in their annual household income because of the degree they received from a NJASCU institution. For students looking to study in New Jersey, the opportunities for personal and professional advancement are endless.

- Gene Lepore, Executive Director, New Jersey Association of State Colleges and Universities

ROI to student

$1 million

Attending a NJASCU member institution is worth an aggregate $1 million more in earning potential over each graduate’s career