

## What's the Value of Higher Ed: For the Economy

America's colleges and universities make vital contributions to the economy as employers, investors, business incubators, and industry partners. Trustees are uniquely positioned to share how vital higher education is to the nation's economy. *Use these facts and figures to share how truly important colleges and universities are to the nation's economy, and consider information you might add about the economic impact of your own institution.*

### Colleges and universities are major employers.

Higher ed institutions are **the largest employers in 10 states and in two-thirds of America's 100 largest cities**. Overall, U.S. colleges and universities employ **3.98 million** people.

### Colleges and universities cultivate entrepreneurship and incubate new businesses.

Those who attend college are **twice as likely to own a small business** than those with a high school education or less. Moreover, in the last two decades, colleges and universities have allocated facilities, technology, and research to **11,000 new business ventures**.

### Colleges and universities ignite innovation.

From 1996 to 2015, technology transfer from universities sparked development of **more than 380,000 new inventions**, contributed **\$591 billion to the national GDP**, and supported **4.3 million jobs**. In fact, **9 out of 10 U.S. patent holders have bachelor's degrees**, and nearly half have professional or doctoral degrees.

### Colleges and universities fuel the knowledge economy.

With the world's shift from an industrial economy to a knowledge economy, postsecondary education is key. **99 percent of jobs** created since the Great Recession have gone to employees with more than a high school diploma. And predictions forecast that **65 percent of U.S. jobs will require postsecondary education** or advanced training by 2020.

### Colleges and universities drive economic development.

Here's how: About **one million international students** study at American colleges and universities over the course of a year, contributing **\$36.9 billion** to the U.S. economy and **supporting more than 450,000 jobs** through expenditures on higher education, accommodations, dining, retail, and transportation.

### Colleges and universities set a higher standard.

As they create a more educated labor market, colleges and universities essentially **increase wages of all workers**. When the number of college graduates increases one percent within a region, overall wages of high school grads increase by 1.6 percent.