



# The Economic Impact Western Michigan University Has on Greater Kalamazoo

Commissioned by:



WESTERN MICHIGAN  
UNIVERSITY

Prepared by:

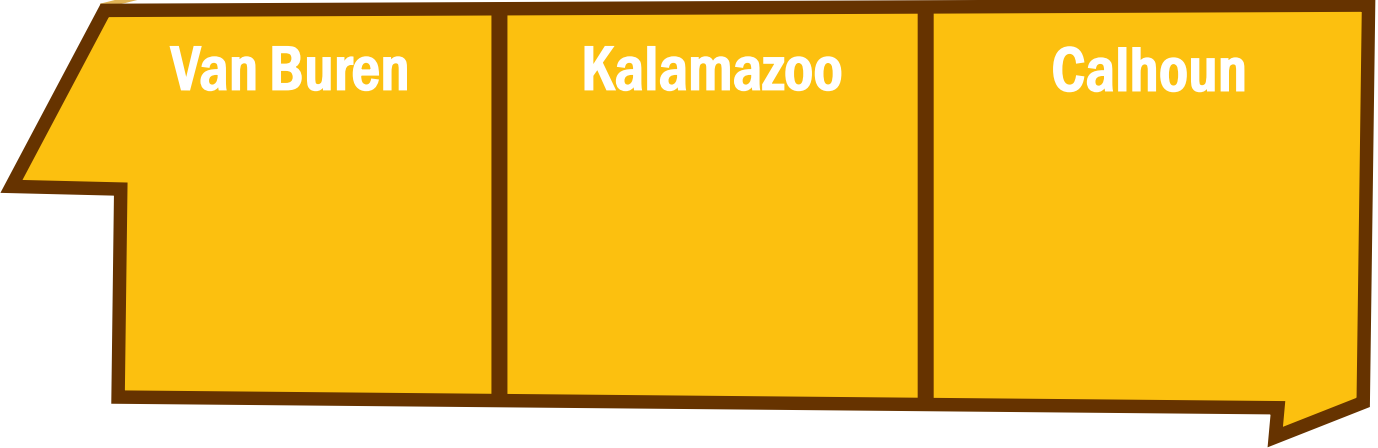


RELEASED: JULY 2018

# Analysis Scope

**FY 2016-2017**

**3 Counties**



# **A Sample of the Data Provided by WMU for Main Campus**

- **Operating budget**
- **Number of employees; full and part-time, total payroll**
- **Enrollment by geographic area; i.e. local, state, out-of-state**
- **Number of students living on and off campus**
- **Total financial aid**
- **Estimated number of jobs held by WMU students locally**
- **Estimated gross earnings of students**
- **Total number of visitors to campus; includes sporting events, entertainment, etc.**

# Highlights From the Study

- The total direct and indirect annual economic impact that WMU has on the region is **\$1,609,393,873.**
- The total number of direct, indirect, and induced jobs WMU supports in the region is **16,690.**
- Annual spending in the region per WMU student is **\$11,513, excluding tuition and on-campus housing.**
- WMU capital project spending from 2013-2018 at WMU was **\$265,100,000.**

# Communications

## Focus On

- **WMU supports 16,700 jobs in the region.**
- **WMU students spend \$11,500 locally each year.**
- **WMU's economic impact is \$1.6 B.**

## How

- **Long term strategy: these will be key points in our message platform**
- **269 Magazine article**
- **W Magazine article**
- **Include in speeches and panels for senior leaders**
- **Identify supporting stories**
- **Reach out to local media**



**W** Shared  
**GOLD**

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