



# **ECONOMIC AND COMMUNITY IMPACTS OF THE UNIVERSITY OF MISSOURI-COLUMBIA**

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PREPARED BY:

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# GENERATING IMPACT THROUGHOUT MISSOURI FY2021



## UNIVERSITY OF MISSOURI-COLUMBIA

**\$5 billion**  
generated in economic impact

**49,937 jobs**  
supported and sustained

**\$281.8 million**  
generated in state  
and local taxes

## CHARITABLE GIVING AND VOLUNTEERISM

**\$20.1 million**  
in donated time and charitable giving by staff, faculty and students

**\$11.2 million**  
donated to local charitable organizations

**\$8.9 million**  
in value of volunteer time

These benefits are in addition to the **\$5 billion** annual impact that the MU generates for the state.

### RESEARCH

generated  
**\$988.8 million**  
in economic impact  
  
more than  
**6,800 jobs**  
supported and sustained  
  
produced  
**\$55.2 million**  
in state and local taxes

### ACADEMIC MEDICINE

generated  
**\$2.1 billion**  
in economic impact  
  
more than  
**21,700 jobs**  
supported and sustained  
  
produced  
**\$112.9 million**  
in state and local tax revenues

### ATHLETICS

generated  
**\$319.1 million**  
in economic impact  
  
**3,591 jobs**  
supported and sustained  
  
**\$15.9 million**  
generated in state and  
local tax revenues

### ALUMNI & WORKFORCE

**\$26.8 billion**  
in overall economic impact  
generated by MU alumni in Missouri  
  
**153,010 MU alumni**  
living and working in Missouri

### EXTENSION

generated **\$117.6 million** returned public value on  
in economic impact investment an estimated  
**\$1.2 billion**  
  
county engagement and field specialists in  
**114 counties**  
and City of St. Louis

## EXTENSION BUSINESS DEVELOPMENT PROGRAM

increased client  
sales by more than  
**\$1.6 billion**

generated  
and/or retained  
**37,000 jobs**

attracted  
**\$451 million**  
in capital investments and  
**\$1.5 billion**  
in government contracts

generated  
**\$3.1 billion**  
in overall economic impact

# ABOUT THE UNIVERSITY OF MISSOURI-COLUMBIA

**The University of Missouri-Columbia** (MU) has been a significant contributor to Missouri's economy. Founded in 1839, MU is a public, land-grant research university and the flagship of the University of Missouri System. The state's largest and most comprehensive university, Mizzou has more than 300 degree programs, including 89 online options, through 12 colleges and schools and is one of only six public universities nationwide that has a medical school, veterinary medicine college, law school, college of engineering and agricultural college on the same campus. In 2021, U.S. News and World Report ranked MU as the #12 best value among all national public universities and the #1 best value among national public universities in Missouri and neighboring states.

As Missouri's only state-supported member of the Association of American Universities, MU's mission is to provide all Missourians the benefits of a world-class research university. More than 4,300 faculty and 15,400 staff work at MU. MU's faculty is a community of passionate, creative and dedicated teacher-scholar-mentors. The students are educated by some of the top minds in their fields, while also being exposed to a diverse range of community and social activities and events. In 2021, MU celebrated its world-class faculty by honoring five people with the William T. Kemper Fellowship for Teaching Excellence and another nine with the title of Curators' Distinguished Professor. Mizzou Staff Advisory Council also recognized 10 Outstanding Staff Award recipients and 10 employees celebrating 40-plus years of service.

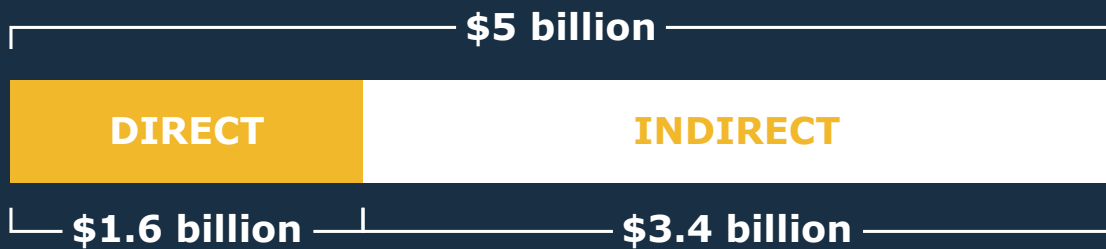
MU is home to the nation's most powerful university research reactor and is the only U.S. provider of 5 life-saving medical isotopes used in cancer and cardiac drugs. The university also operates MU Health Care, the largest health system in Mid-Missouri, with more than 6,000 physicians, nurses and health care professionals in over 80 specialties working together to serve more than 240,000 patients each year.

In fulfillment of the university's land-grant mission and promise of engaged scholarship, MU Extension supports faculty serving all 114 counties of the state and the City of St. Louis. With local and statewide partners and the three other UM System universities, MU Extension adapts university programs, resources and research to meet local and statewide needs and aspirations.



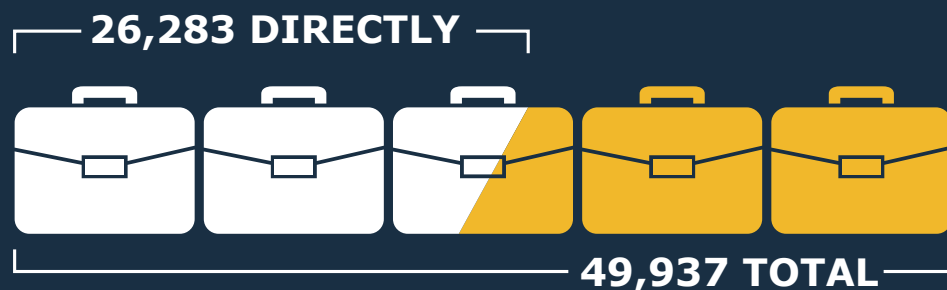
# STRENGTHENING THE MISSOURI ECONOMY

## ECONOMIC IMPACT



In FY21, MU generated more than **\$5 billion** in economic impact for Missouri. This total represents the direct impact of spending in the state (**\$1.6 billion**), as well as the indirect spending that occurs as a result of MU's presence (**\$3.4 billion**).

## MU SUPPORTS AND SUSTAINS JOBS



In FY21, MU directly supported **26,283** (full-time and part-time) jobs throughout the state. In total, the university's presence supports **49,937 jobs** in Missouri. This employment makes a direct contribution to the region's overall workforce vitality and bolsters the economy. Those directly employed individuals spend dollars in the state and, therefore, support additional employment.

These employment impacts make a direct contribution to Missouri's overall workforce vitality and bolster the economy. Those directly employed spend dollars in the state and, therefore, support additional employment. MU's spending on capital projects, development and planning projects, and suppliers supports additional indirect jobs throughout Missouri.

## MU STRENGTHENS STATE AND LOCAL GOVERNMENTS



State and local taxes generated by MU totaled **\$281.8 million** in direct and indirect/induced tax payments in Missouri for state and local governments. Through its local spending and direct and indirect support of jobs, MU's presence strengthens the local and statewide tax base.





## COMMUNITY DRIVEN

Economic impact studies often capture only the impact that can be assigned a quantitative number, but the qualitative value and impact of MU goes far beyond its annual multibillion-dollar economic impact. MU provides countless opportunities for faculty, staff, and students to significantly impact the community through institutional partnerships, programs, and service-learning projects. Assigning a dollar amount to the outreach and community activities of MU is challenging, but on a daily basis, the lives of those in the surrounding communities are significantly enhanced by its presence in a multitude of ways.

Tripp Umbach estimates that MU employees and students in FY21 generated more than **\$20.1 million** in charitable donations and volunteer services across Missouri. These benefits are in addition to the **\$5 billion** annual impact that MU generates for the state. The **\$20.1 million** impact includes:



**\$11.2 million** donated to local charitable organizations by MU employees and students.



**\$8.9 million** in value of volunteer time provided to area communities by MU employees and students.





MU continues to strengthen its commitment to improving the health and well-being of Missourians, specifically through the work of MU Health Care along with its many Extension programs. Below are two examples of MU's ongoing commitment to the state:

## **Community Health**

MU Extension's Community Health program's goal is to achieve optimal health and well-being for every Missourian at every stage of life. The work through the Community Health program touches each area of people's lives. By focusing on all factors that contribute to health and well-being, MU partners and works collaboratively to positively impact the health and well-being of individuals, communities and the state. Through coordinated, collective action and focused intention, the Community Health program leads with curiosity and partnership in mind, continually improving to work efficiently, cohesively, and succinctly.

## **Pandemic Health Care**

MU Health Care has played a vital role during the pandemic when it comes to medical treatment, education and prevention. As the state's flagship academic health system, MU Health Care has cared for the very sickest patients during the pandemic —taking patients from across the state and region. In addition to patient care, staff members have provided nearly 100,000 vaccinations to the community, and experts have presented important information about the virus through media interviews, public outreach and educational programs. MU Health Care's COVID-19 drive-thru, walk-in, lab and clinic testing sites have collected and analyzed more than 220,000 samples during the pandemic. In addition, clinicians and researchers have engaged in important pandemic-related medical research to help them better understand how to prevent and treat COVID-19.



## ALUMNI AND WORKFORCE

MU educates and trains the future workforce of Missouri and beyond. Nearly 7,000 students graduate every year from MU, and each graduating class provides essential contributions to the state's human capital and workforce needs. By producing highly educated, engaged, global citizens, MU continues to shape a skilled workforce that Missouri needs to succeed in the 21st century. While operational impacts are impressive, the impact of MU graduates is even greater.

While strong job creation, income generation and workforce development are undoubtedly key contributors to financial and economic growth, it is also important to recognize the countless associated benefits in communities throughout Missouri. Without MU, there would be a void of readied talent, especially in the fields of agriculture and animal health, as MU has the state's only veterinary medicine program.

### ALUMNI IMPACT

There are **153,010 MU alumni** living in Missouri. The total economic impact to the Missouri economy associated with the in-state spending by MU alumni is estimated at **\$26.8 billion**.







## RESEARCH

Research and medical innovation provide multiple benefits beyond the economic and employment impacts generated by MU operations. Significant additional economic expansion and employment are created through the commercialization of research activities within Missouri executed by MU and its collaborating partners, the employment of world-class researchers, and the attraction of additional federal research funding.

Research and innovation emanating from MU's research, graduate studies and economic development activities are continually advanced by faculty, staff and student innovation and scholarship. As a result of research activity and spending by MU, significant economic, employment and government revenue is generated throughout the state. In FY21, MU's research enterprise generated **\$988.8 million** in economic impact and supported and sustained **6,830 jobs** while producing over **\$55.2 million** in state and local tax revenue.



## **2021 HIGHLIGHTS:**

### **NextGen Research Efforts Continue**

The Roy Blunt NextGen Precision Health building celebrated its grand opening in October 2021, ushering in a new era of leading-edge research in a facility that unites researchers, clinicians and industry partners. The NextGen Precision Health initiative, which promotes bench-to-bedside discoveries, will assemble clusters of researchers under one roof in search of solutions to the world's greatest health challenges. The humanities also play an important part in the initiative, providing inspiration and creativity that are hallmarks of science and the arts.

### **COVID-19 Research Continues at Mizzou**

Mizzou's innovative students and faculty have taken on the challenge of researching a global pandemic from the heart of Missouri. Whether through harnessing a \$4 million grant from the National Institutes of Health to study wastewater, investigating COVID-19's effect on the clothing industry, developing a wearable bioelectronic device to monitor patients, identifying strategies used in nursing homes to overcome challenges, or breaking down the benefits and challenges of telehealth, MU has affected timely solutions.

### **Innovation and Improvement through Research**

In addition to COVID-19 research, faculty and students across campus continue to confront the planet's environmental challenges, including reducing plastic waste by infusing asphalt with recycled material and experimenting with possible nutritious uses for destructive invasive carp. At the Bond Life Sciences Center, an avian laboratory is contributing to the Vertebrate Genomes Project, an international effort committed to accurately cataloguing the genomes of more than 70,000 vertebrate species. Researchers in the College of Arts and Science also recently found a rare, 500-million-year-old worm-like fossil that will help the scientific community better understand a period of biological proliferation known as the "Cambrian Explosion."

### **The Future of Mizzou**

To round out the year, the University of Missouri announced the launch of MizzouForward, a \$1.5 billion investment over 10 years to use existing and new resources to recruit new tenure and tenure-track faculty, enhance staff to support the research mission, build and upgrade research facilities and instruments, augment support for student academic success, and retain faculty and staff through additional salary support.

## MU EXTENSION

University of Missouri Extension (MU Extension) works with citizens across the state to help them gain practical knowledge, understand and adapt to change, solve problems, and make informed decisions. Using university research-based knowledge, MU Extension addresses a wide range of needs that fall into three grand challenges for the state:

- **Economic Opportunity**
- **Educational Excellence**
- **Healthy Futures**

While MU Extension has nearly 200 years of history in agriculture, MU Extension in 2021 was also focused on expansion of services in health care, broadband connectivity, business development and environmental science. Every year, more than 2.5 million Missourians turn to MU Extension to gain practical knowledge, solve problems, adapt to change, and make informed decisions. The MU Extension program engages people, organizations and communities by connecting them to the knowledge base of the university, giving them a link to resources to manage issues of local concern and improve their quality of life. MU Extension operations support faculty serving in all 114 counties of the state and the City of St. Louis. MU Extension has the capacity to adapt university programs and resources to very different local needs and aspirations.

MU Extension has a significant economic impact on employment and revenue generated throughout the state. In FY21, the economic impact of MU Extension operations totaled **\$117.6 million**. Tripp Umbach estimates that for every dollar invested in MU Extension, **\$13** of public value is returned. The total returned public value for MU Extension was estimated at **\$1.2 billion**.

**For every \$1 invested in the Business Development Program in the past three years, the program returned \$133 in economic impact for its clients in the form of increasing sales by more than \$1.6 billion.**

Similarly, for every \$1 invested in MU Extension's Business Development Program in the past three years, the program returned **\$133 in economic impact** for its clients in the form of increasing sales by more than **\$1.6 billion**. The program has helped create or retain more than **37,000 jobs** while attracting nearly **\$451 million** in capital investments and **\$1.5 billion** in government contracts for a total impact of **\$3.1 billion** over the past three years.



## 2021 HIGHLIGHTS:

### Missouri Small Business Development Centers (SBDC)

The Missouri SBDC helps business owners and entrepreneurs get the information needed to make confident decisions and help Missouri businesses succeed whether the business is a metro area startup or a rural company looking to expand. The business experts of the Missouri SBDC are neighbors dedicated to helping businesses grow. The Missouri SBDC is hosted by MU Extension and is an accredited member of America's SBDC and funded in part through a cooperative agreement with the SBA, institutions of higher education, economic development organizations, and other public and private funding partners.

### Elevate Program

Developed in 2021, the Missouri SBDC's Elevate Program empowers companies looking to grow in Missouri with research and information aimed at moving their businesses forward as a key driver of economic sustainability and success. The program provides expert knowledge and resources for companies in the 10-99 employee category. These businesses may not have a sales/marketing team, a business development team, or a human resources team, all pivotal to sustainable growth.





## ACADEMIC MEDICINE

MU Health Care is the largest health system in Mid-Missouri, with more than 6,000 physicians, nurses and health care professionals in over 80 specialties who care for more than 240,000 patients a year from each of Missouri's 114 counties. MU Health Care facilities include Capital Region Medical Center, Ellis Fischel Cancer Center, the Missouri Orthopedic Institute, Missouri Psychiatric Center, University Hospital, Women's Hospital and Children's Hospital, as well as multiple quick care, urgent care, primary care, specialty and affiliate locations. MU Health Care is one of two safety-net health systems in the state, and our academic health system provides care to a disproportionate share of low-income Medicare and Medicaid patients. MU also has the state's only College of Veterinary Medicine and is an anchor of the Animal Health Corridor stretching into Kansas. In addition, MU has the Sinclair School of Nursing and the School of Health Professions, which offers the state's only public health program located on a health sciences campus.

In FY21, the economic impact of academic medicine programs offered by MU totaled **\$2.1 billion**.<sup>1</sup> The employment impacts of these activities supported **21,789 jobs** throughout the state, while **\$112.9 million** of in-state and local tax revenue was generated in FY21 and can be attributed to the activities of academic medicine across MU.



<sup>1</sup> The economic impact includes all academic medicine programs at MU. Also includes the economic impact of MU Health.





## ATHLETICS

The athletics achievements of MU teams are showcased in first-class athletics facilities throughout Columbia. MU offers a wide range of athletics programs that attract teams and fans from outside of Missouri, which generates significant economic and employment impacts. The Mizzou Tigers are a nationally recognized, historic franchise competing in the competitive NCAA Southeastern Conference.

MU athletics rallies the community far and wide; in FY21, the economic impact of athletics totaled **\$319.1 million**. The employment impacts of these activities supported **3,591 jobs** throughout the state, while **\$15.9 million** of in-state and local tax revenue generated can be attributed to athletics activities across MU.



## TRIPP UMBACH QUALIFICATIONS

Tripp Umbach is the national leader in providing economic impact analysis to leading health-care organizations, universities, and academic medical centers. Since 1990, Tripp Umbach has completed more than 300 economic impact studies for such clients as Boston University, Indiana University, Michigan State University, Pennsylvania State University, Ohio State University, University of Connecticut, University at Buffalo, University of Arizona, University of Michigan, University of Minnesota, University of Pittsburgh, University of Vermont, University of Virginia, University of Washington, and University of Alabama at Birmingham.

