



The Economic Impact of the University of Nebraska System

FY24

UNIVERSITY OF
Nebraska
System



University of Nebraska Strategic Plan

We are the University of Nebraska. We lead the world in transforming lives and communities to an extraordinary future through our enduring commitment to creating and sharing knowledge, inspiring and nurturing discovery and through forging and sustaining trusted relationships. We do this as a university community by our commitment to the extraordinary, built on five foundational pillars:

- **Extraordinary Teaching & Learning:** Advancing innovative, inclusive and impactful educational experiences for all students.
- **Extraordinary Research & Creative Activity:** Fostering discovery and innovation that address critical challenges and unlock new opportunities.
- **Extraordinary Partnerships & Engagement:** Creating impacts across our state, nation and world that result in positive rural and urban outcomes.
- **Extraordinary Culture & Environment:** Cultivating a supportive, inclusive and dynamic community where every individual can thrive.
- **Extraordinary Stewardship & Effectiveness:** Leveraging our resources wisely to achieve sustainable and far-reaching impact.

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Annual Economic and Social Impact of the University of Nebraska System



\$10

returned to the State of Nebraska for every **\$1** invested



\$6.4 billion

generated in economic impact



\$175 million

generated in state and local tax revenues



\$651.9 million

in total research expenditures



52,335 total jobs

supported statewide



1 of every 7

working Nebraskans educated by NU



1 of every 17

Nebraskans employed directly or indirectly



11,376 graduates

provided for the workforce



\$3.5 billion

in additional earnings generated
by alumni annually



\$38.1 million

donated to local charitable organizations
by staff, employees and students



\$76.8 million

in value of volunteer time provided to area
communities by staff, employees and students



The University of Nebraska System Overview

Founded in 1869, the University of Nebraska System is the state's only public research university. It encompasses four campuses located throughout Nebraska: the University of Nebraska–Lincoln (UNL), the flagship land-grant campus; the University of Nebraska Medical Center (UNMC); the University of Nebraska at Omaha (UNO); and the University of Nebraska at Kearney (UNK). These four unique institutions are collectively known as the University of Nebraska System. Each institution has distinct and unique strengths, giving the University of Nebraska System an unparalleled scope of expertise.

One in every four jobs in the state is related to agriculture, and the university also supports the agricultural sector. The Nebraska College of Technical Agriculture (NCTA) is a two-year college critical in advancing agricultural education, workforce development and rural economic growth in Nebraska. And Nebraska Extension drives economic growth, innovation and community resilience across Nebraska's 93 counties—providing research-based education in agriculture, natural resources, youth development and health.

Across the University of Nebraska System, you will find:

- **11,376** degrees awarded in 2023-24
- **424,910** living University of Nebraska alumni
- **49,749** students enrolled in fall 2024
- **16,000** full-time faculty and staff in fall 2024
- **3,060** international students in fall 2024
- **9,747** graduate students
- **\$651.89 million** in total research expenditures in FY2023

Project Introduction

In June 2024, the University of Nebraska System retained Tripp Umbach¹ to complete a comprehensive economic impact assessment of the university system and Nebraska Medicine. This economic impact analysis measures the effect of direct, indirect and induced economic, employment and tax revenue impacts for the NU System's operations throughout Nebraska.

IMPLAN was the primary tool employed in the calculation of these impacts. Primary data was collected from the University of Nebraska for the fiscal year 2023-2024.² Data included capital expenditures, operational expenditures, jobs, payroll and benefits, and taxes. This study took a decidedly conservative approach, capturing the net impact of the University of Nebraska System on the State of Nebraska.

Studies measuring economic impact capture the direct economic impact of an organization's spending, plus additional indirect and induced spending in the Nebraska economy. The total economic impact measures the dollars that are generated within Nebraska because of the presence of the University of Nebraska System.

This includes spending on goods and services with vendors within the state; spending by faculty, staff, students and visitors; and the business volume generated by businesses within Nebraska that benefit from NU System-generated spending. It is important to remember that not all dollars a university spends remain in its home state. Dollars that flow out of the state as purchases from out-of-state vendors are not included in the university's economic impact on the state. The multipliers used in this study are derived from the IMPLAN software.

The Economic Impact of the University of Nebraska System on the Nebraska Economy:

- Spending impacts by NU System entities (capital expenditures, operational expenditures and payroll)
- Spending impacts of Nebraska Medicine
- Direct, indirect and induced employment impacts
- Tax revenue impacts at the local and state levels
- The impact of spending by employees
- The impact of student and medical residents' spending
- Economic impact of university research
- The impact of the university's athletics
- The impact of visitor spending
- The impact that employees and students have on the community through donations and volunteer work

For the impact analysis, the University of Nebraska System is defined as the combined impacts of the university operations that fall into the university's budget. Nebraska Medicine is a separate entity owned partially by the NU System. Since 2014, the Nebraska Medical Center, Bellevue Medical Center and UNMC Physicians have operated under Nebraska Medicine as one entity.

¹ Tripp Umbach is a nationally recognized consulting firm specializing in economic development and impact studies. Tripp Umbach has completed customized studies for more than 1,000 colleges and universities, academic medical centers, hospitals and health systems, non-profit organizations, research institutes and economic development agencies.

² For this report, FY24 refers to the period from July 1, 2023, to June 30, 2024.

Study Year: FY24

Data: University of Nebraska System

Geography: State of Nebraska, campuses, Nebraska legislative districts

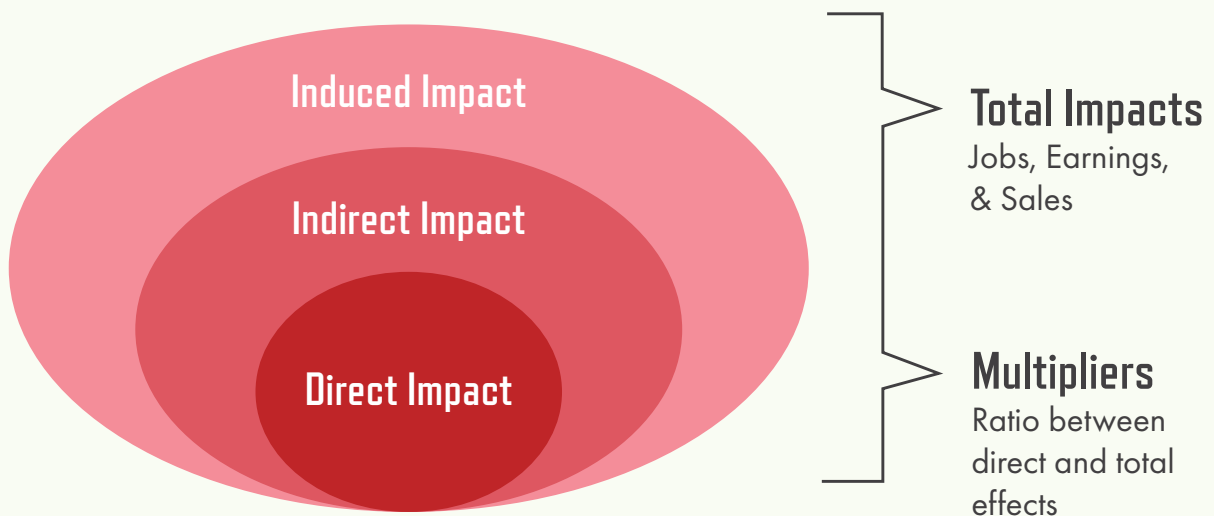
The University of Nebraska System Study Profile At-A-Glance

Table 1: Summary of Economic Impacts

What is <u>included</u> in the economic impact	What is <u>not included</u> in the economic impact
Operational spending Capital spending Job creation Salaries and benefits Visitor spending Student spending Research spending Alumni spending	Image and attraction power Knowledge and expertise Quality of life

The University of Nebraska System directly and indirectly impacts individuals, businesses and communities throughout Nebraska, generating \$6.4 billion in total economic impact in FY24. The University of Nebraska System affects business volume in Nebraska in two ways:

- 1. Direct expenditures for goods and services** by the NU System and its staff, faculty, students and visitors. This spending supports local businesses, which employ local individuals to sell the goods and provide the services that university constituencies need.
- 2. Indirect and induced spending** within Nebraska. The businesses and individuals that receive direct payments re-spend this money within the state, thus creating the need for even more jobs.



The University of Nebraska System Drives Nebraska's Economic Prosperity

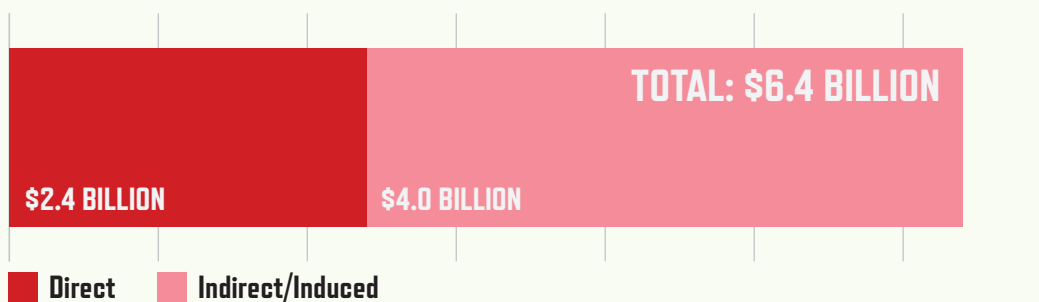
University of Nebraska System Economic Impact in FY24

The University of Nebraska System is an economic engine that powers the Nebraska economy, representing \$6.4 billion in total economic impact in FY24. Direct spending by the NU System with vendors and by employees generates \$2.4 billion in direct economic activity in every region of the state.

Out-of-area visitors to the campus for events such as campus tours, conferences and meetings, sporting events and symposiums also significantly impact the Nebraska economy. Students spending off-campus with other vendors for housing, transportation, supplies and food and discretionary spending also generate additional impacts.

In FY24, the NU System had a \$2.4 billion direct impact from institutional spending in Nebraska. The indirect and induced effects, an additional \$4.0 billion, were generated in the Nebraska economy through vendor, faculty, staff, student and visitor spending and re-spending (see Figure 1).

Figure 1: Total Economic Impact of the NU System, FY24 (in Billions)



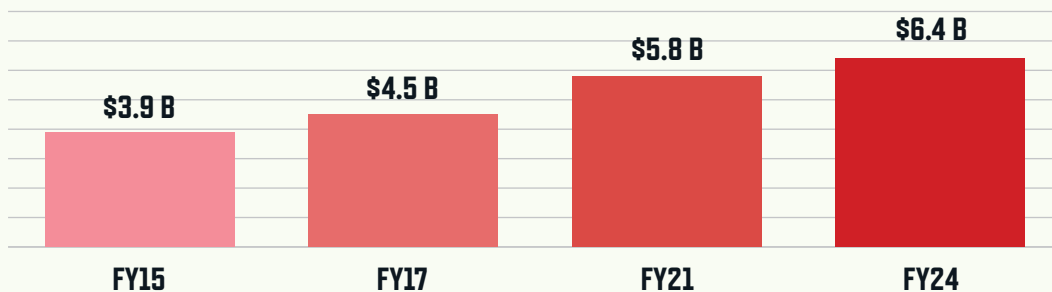


Growth in the NU System’s Total Economic Impact since FY15

The direct and indirect impacts of \$6.4 billion in FY24 represented an increase of \$800 million since FY21. This figure represents the direct, indirect and induced impact of spending within the Nebraska economy because of the University of Nebraska System’s statewide presence.

The total annual economic impact of the NU System has risen from \$3.9 billion in FY15, reflecting 64% growth in Nebraska in nine years (see Figure 2).

Figure 2: Total Economic Impact of the University of Nebraska System (in Billions), FY15-FY24



The NU System represents a significant driver of statewide economic growth over this period, compared with the total economic growth rate of 24% over the same period.³ **The NU System’s growth rate has nearly tripled the rate of the state’s economy over the past nine years.**

³ Nebraska’s state GDP increased 24% from \$116.5 billion (2015) to \$144.9 billion (2024), according to the Federal Reserve Bank.

University of Nebraska System Employment Impact in FY24

The University of Nebraska System supported 52,335 jobs statewide in FY24. This means the NU System directly or indirectly employs one in every 17 Nebraskans.⁴ These full-time and part-time jobs include not only direct jobs but also indirect and induced jobs created for supply and equipment vendors; contractors and laborers in the construction and renovation of university facilities; and jobs created in the community at hotels, restaurants and retail stores to support the university's workforce and its visitors.

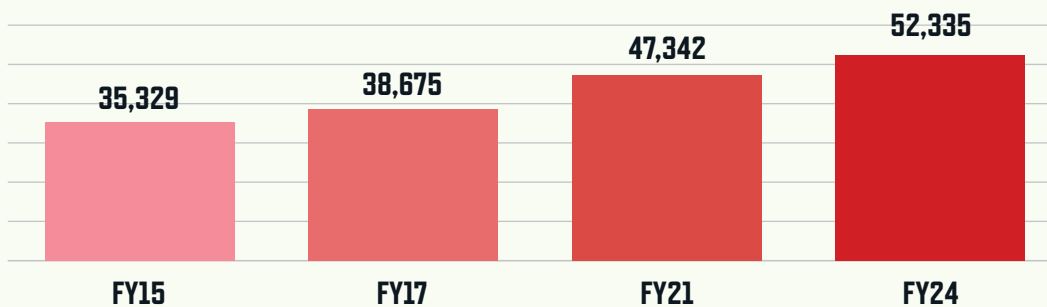
People directly employed by the NU System spend dollars in the state, supporting additional employment from expenditures for capital projects, development, planning projects and suppliers. This economic activity supports additional indirect jobs throughout Nebraska.

In FY24, the University of Nebraska System directly employed 29,129 people.⁵ The NU System supports thousands of jobs statewide in virtually every sector of the state's economy, such as construction, business and professional services, restaurants and hotels, information technology, security and temporary employment companies. Therefore, 23,206 indirect/induced jobs are supported by the 29,129 jobs held by Nebraska residents directly employed by the NU System, for a total statewide employment impact of 52,335.

Growth in NU System Total Employment Impact Since FY15

The NU System's annual economic impact has grown from supporting 35,329 total Nebraska jobs in FY15 to supporting 52,335 total Nebraska jobs in FY24. This represents a 48% growth in economic impact for Nebraska in nine years (see Figure 3).

Figure 3: Growth in Total Statewide Employment Impact of NU System, FY15-FY24



The NU System's **48% growth rate** in employment impact over nine years represents more than **10 times** the statewide job growth of 4.5% over the same period.

⁴ The U.S. Census Bureau reports Nebraska's total employment at 890,050.

⁵ Direct jobs are those in which people are directly employed by the University of Nebraska System and receive a check directly from the university, including faculty, staff and student employees. Indirect jobs exist because of the spending, employment and economic activities directly related to the operations of the university or their direct employees.

University of Nebraska System State and Local Tax Revenue Impact

Business leaders, elected officials and the public can mistakenly believe public colleges and universities do not generate tax revenue. While public educational institutions are nonprofit, governments still receive substantial revenues because of these organizations' direct and indirect influence.

In addition, substantial spending with local businesses generates large-scale revenues for the state and federal governments through sales tax, corporate net income tax and capital stock/franchise taxes. The University of Nebraska System is integral to the state's economy, generating revenue, jobs and spending. The NU System's presence across the state strengthens the local and statewide tax base.

In FY24, the University of Nebraska System's operations generated \$175 million in state and local tax revenue. Tax revenue was primarily generated by employees, students and visitors but also by companies and vendors who do business with the university and pay local and state taxes.



Research

Research across the University of Nebraska System is vital in fostering innovation to address the state’s critical challenges. These advancements enhance the competitiveness of Nebraska’s industries, create new business opportunities and attract investment.

The university’s research supports Nebraska’s agricultural sector, developing new technologies and sustainable practices that increase productivity and resilience. In health sciences, the university advances medical research and public health initiatives, improving healthcare access and outcomes for communities across the state.

The University of Nebraska System facilitates workforce development by engaging students in cutting-edge research, preparing them for high-demand careers and retaining talent within the state. Partnerships with businesses and government agencies ensure that research benefits Nebraska’s economy and quality of life.

Through its research, the University of Nebraska System strengthens the state’s economic foundation. It enhances its social fabric by addressing key issues such as rural health, water management and small business development. This ultimately shapes a more prosperous and sustainable future for Nebraska.

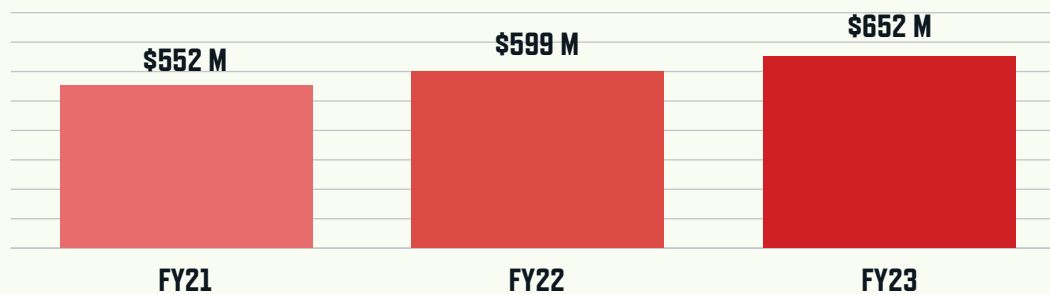
NU System Total Research Expenditures in FY23

- Total economic impact of NU System research on Nebraska: **\$1.7 billion**
- Total jobs supported by NU System research: **14,130**
- Total taxes generated by NU System research: **\$47.3 million**

Growth in NU System Total Research Spending

Total research expenditures in FY23 equaled **\$652 million**, an increase of \$100 million since FY21. Total research expenditures for all NU System entities have increased by 18% from FY21 to FY23 (see Figure 4).

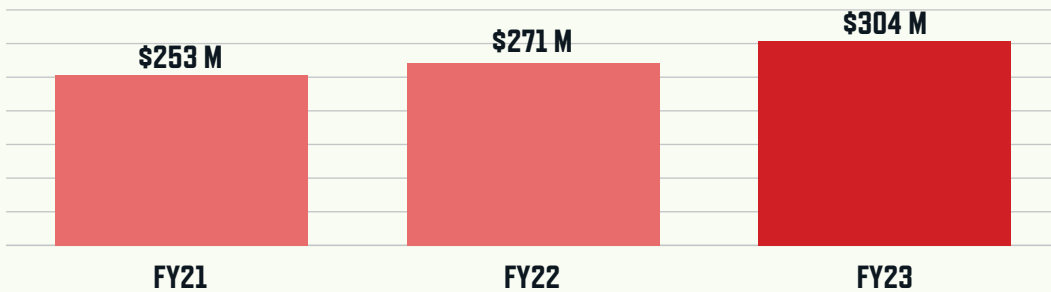
Figure 4: NU System Total Research Expenditures by NU System, FY21-FY23 (in millions)



NU System Federal Research Expenditures FY23

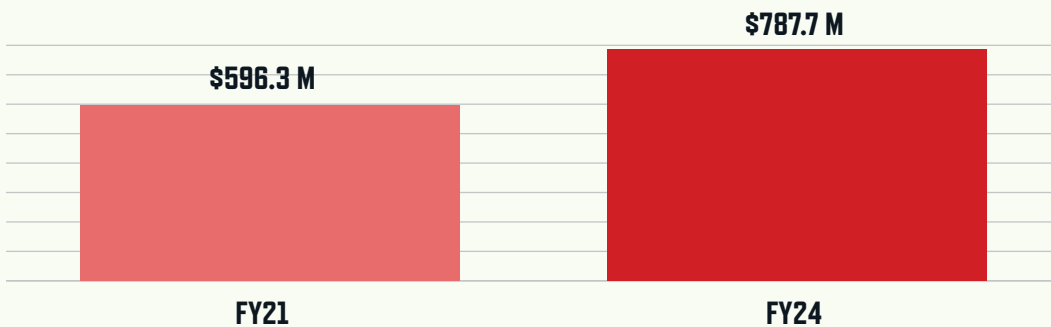
Federal research expenditures in FY23 equaled **\$304 million**, or 47% of total NU System research spending. Federal research expenditures for all NU System entities increased by 20% from FY21 to FY23 (see Figure 5).

Figure 5: Total Federal Research Expenditures by NU System, FY21-FY23 (in Millions)



Federal research awards have increased by 20%, from **\$253.1 million** to **\$304 million**, over the past two years. NU federal research supports 2,689 direct faculty, staff and student jobs. The total economic impact of NU federal research spending has grown by \$190.2 million, from **\$596.3 million** to **\$787.7 million**, in three years (see Figure 6).

Figure 6: Economic Impact of Federal Research at University of Nebraska System (in millions)



If growth trends continue, the total economic impact of NU federal research is expected to exceed **\$1 billion** by 2030.

University-Wide Institutes

The University of Nebraska System has prioritized the development of and research from three university-wide institutes: the Daugherty Water for Food Global Institute, the Buffett Early Childhood Institute and the National Strategic Research Institute. Through these institutes, experts from across the NU System seek innovative and advanced solutions to challenges that face our state, nation and world.

- Total economic impact of three institutes: **\$95.4 million⁶**
- Total jobs supported: **494**
- Total taxes: **\$3.6 million**

Daugherty Water for Food Global Institute (DWFI)

Since 2010, the Daugherty Water for Food Global Institute (DWFI) has worked toward creating a food- and water-secure world in which global food security is ensured without compromising water use to meet other essential human and environmental needs.

The Institute's impact is achieved through the work of its staff. More than 180 faculty and global fellows, postdoctoral researchers and students in a wide variety of fields are enhancing knowledge, fostering future water and food security leaders and developing effective techniques to manage water and increase food security sustainably.

Economic Impact of Daugherty Water for Food Global Institute Operations in FY24

- Total economic impact: **\$8.6 million**
 - (\$3.1 million direct + \$5.5 million indirect/induced)
- Total employment impact: **100 total jobs**
 - (37 direct + 63 indirect/induced)
- Total state and local tax impact (operations): **\$319,138**

⁶ This amount is included in the total NU research impact figure in the section above.

Buffett Early Childhood Institute (BECI)

The Buffett Early Childhood Institute (BECI) harnesses the interdisciplinary resources and research of the four University of Nebraska campuses to apply the best of what is known about supporting the health, education and general well-being of young children and their families throughout Nebraska and across the nation.

The Buffett Institute's work is guided by an unwavering commitment to addressing two of the most important and longstanding challenges in early childhood: the need to close opportunity gaps among young children from birth through age 8 and elevating the early childhood workforce.

Economic Impact of Buffett Early Childhood Institute Operations in FY24

- Total economic impact: **\$24.9 million**
 - (\$8.9 million direct + \$16.0 million indirect/induced)
- Total employment impact: **189 total jobs**
 - (68 direct + 121 indirect/induced)
- Total state and local tax impact (operations): **\$921,104**

National Strategic Research Institute (NSRI)

The National Strategic Research Institute (NSRI) helps the U.S. Department of Defense (DoD) and other federal agencies meet national security objectives. Scientists, strategists and students from the NU System and NSRI deliver innovative research, develop the future workforce and support those who defend the United States and its allies.

Established in 2012, NSRI is one of only 15 University Affiliated Research Centers (UARCs) in the nation engaged in a long-term, strategic partnership with the DoD. NSRI was established to ensure the United States' safety and preparedness against increasingly sophisticated attacks, whether from chemical and biological weapons of mass destruction, highly infectious diseases or nuclear weapons.

Economic Impact of Strategic Research Institute Operations in FY24

- Total economic impact: **\$64.0 million**
 - (\$23.7 million direct + \$40.3 million indirect/induced)
- Total employment impact: **205 total jobs**
 - (76 direct + 129 indirect/induced)
- Total state and local tax impact (operations): **\$921,104**

Alumni Impacts

By studying at a University of Nebraska campus, students develop new skills, making them productive workers and supporting the current workforce. More than 100,000 former NU System students are employed in the state, adding to the local and state economies. The extra earnings of these former students added \$3.5 billion to the Nebraska economy in FY24.

The wages of all working alumni increased 20% from \$2.9 billion in FY21 to \$3.5 billion in FY24. NU System graduates in high-demand fields achieved significantly higher salaries than the state average.

The total number of Nebraska jobs supported by additional wages increased from 30,416 in FY21 to 36,499 in FY24. The total state and local taxes generated by additional wages increased from \$129 million in FY21 to \$155 million in FY24, supporting additional public safety, school district budgets and vital community services. These numbers are in addition to the \$6.4 billion economic impact of the NU System in FY24.

In FY24, more than 11,000 students graduated from a University of Nebraska campus. Of these students, the approximately 7,000 graduates who remain in Nebraska will receive \$258 million in additional wages, which will support 2,650 additional jobs throughout Nebraska.

Business Spin-Off Impacts

The University of Nebraska System is a vital driver of innovation and economic growth across Nebraska, translating research into real-world applications through intellectual property commercialization and entrepreneurial support. NUtech Ventures and UNeMed, the system's technology transfer affiliates, are central to this mission. NUtech Ventures serves the Lincoln and Kearney campuses, while UNeMed supports the Medical Center and Omaha campuses. These organizations evaluate, protect, market and license university intellectual property, fostering innovation and economic development. In FY24, 182 patents were filed, 55 patents were issued, and three Nebraska-based start-ups launched with university-licensed technology. These start-ups are projected to generate \$30 million in annual economic impact and create 300 jobs within five years.

The Nebraska Business Development Center (NBDC), based at the University of Nebraska at Omaha, complements these efforts by offering consulting and technical assistance to entrepreneurs and businesses statewide. In 2023, NBDC served 2,017 clients, created and retained 180 jobs, facilitated \$23 million in business investments and supported \$298 million in government contracts. Its initiatives also secured \$850,000 through the Small Business Innovation Research program. The economic benefits of NBDC services reached all three congressional districts, serving 458 clients in District 1, 841 in District 2 and 555 in District 3.

These efforts reflect the University of Nebraska's pivotal role in driving statewide economic development and a brighter economic future for the state and its residents.

Fostering innovation, supporting entrepreneurship and enabling job creation are in addition to the university's \$6.4 billion operational impact.

Community Impact of the University of Nebraska System

The University of Nebraska System exists to transform lives and communities in Nebraska and around the world. The NU System and its faculty, staff and students are committed to their community's needs and improving residents' quality of life.

Educational institutions like the University of Nebraska nurture a society with greater economic prosperity and increased civic engagement. A 2023 College Board study reveals that individuals with bachelor's degrees are 24% more likely to be employed than those with only a high school diploma, yielding significant community benefits. Research by Tripp Umbach highlights several societal benefits of higher education. College-educated individuals typically have a higher net worth and engage in healthier behaviors, being more likely to exercise and less likely to experience debilitating health conditions or to smoke. Postsecondary attainment also correlates with lower incarceration rates, as college graduates are 4.9 times less likely to experience imprisonment than those with a high school diploma.

Furthermore, only 4.3% of college graduates live below the poverty line, reducing reliance on safety net programs. Over a lifetime, individuals with college degrees earn, on average, 84% more than high school graduates, emphasizing the economic and social value of the University of Nebraska.

Higher education also triggers charitable giving and volunteerism. Bachelor's degree holders contribute an average of \$1,304 annually to charity, compared to \$533 from high school graduates, and are more likely to volunteer—providing labor valued at \$1,665 per individual annually.

The NU System's total impact includes employees and students engaging with communities through volunteer service and charitable donations. Tripp Umbach estimates that in FY24, University of Nebraska System employees and students generated more than \$102.6 million in charitable contributions and volunteer services across Nebraska.⁷ These benefits are in addition to the \$6.4 billion annual economic impact the University of Nebraska System generates for the state.

The **\$102.6 million** in community impact includes:

- **\$35.4 million** donated to local charitable organizations by the University of Nebraska System's staff, employees and students.
- **\$67.2 million** in value of volunteer time was provided to area communities by the University of Nebraska System's staff, employees and students.

⁷ Tripp Umbach calculated the total value of donations and volunteer time by applying national standards on monetary donations to organizations and the value of volunteer hours (\$33.49 per hour) for both students and university employees.

Generating Impact Throughout the State of Nebraska

Economic Impact - \$6.4 billion

Job Impact - 52,335

State Tax Impact - \$175 million*

*\$6.4 million in direct tax payments in FY24 are in addition to the \$175 million

NCTA



\$25.5 million

209 jobs

\$700,002

UNK

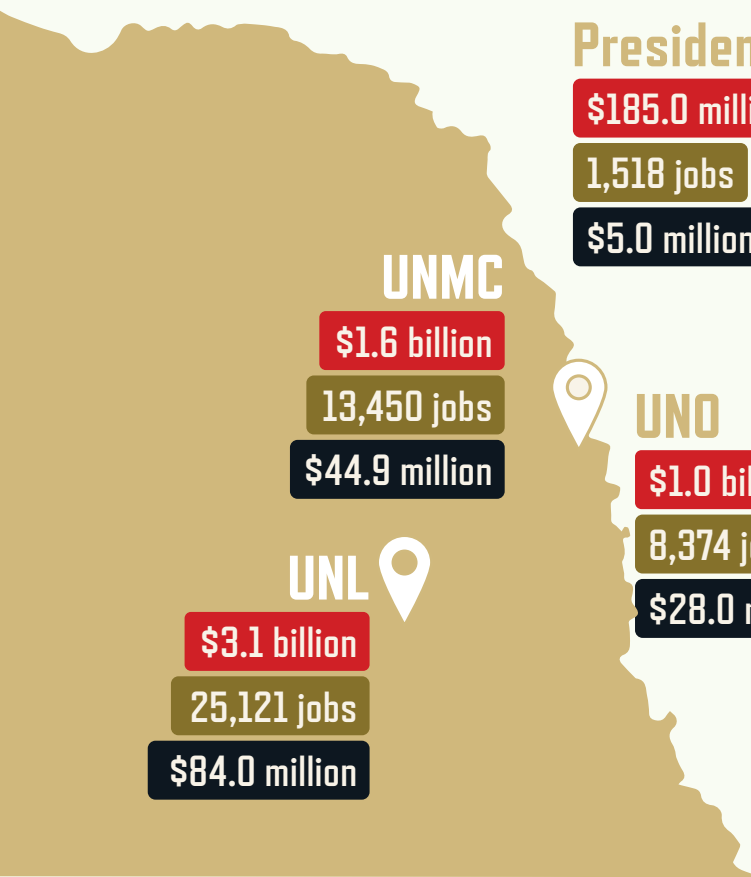


\$446.5 million

3,663 jobs

\$12.3 million





President's Office

\$185.0 million

1,518 jobs

\$5.0 million

UNMC

\$1.6 billion

13,450 jobs

\$44.9 million



UNO

\$1.0 billion

8,374 jobs

\$28.0 million

UNL



\$3.1 billion

25,121 jobs

\$84.0 million





University of Nebraska–Lincoln (UNL)

The University of Nebraska–Lincoln is the state’s flagship university, a Carnegie R1 research university and a member of the Big Ten Conference. UNL has positive momentum across the metrics that matter most to comprehensive, land-grant flagship universities. In fall 2024, UNL’s 23,992 students represented a 1.7% enrollment increase over fall 2023. Student retention from first to second year increased to 86%.

UNL also experienced tremendous growth in sponsored research awards for FY2023, totaling \$194 million—an all-time high and a 12% increase from the previous year. Those numbers are expected to increase in 2024. UNL, along with the University of Nebraska Medical Center and the University of Nebraska at Omaha, ranks among the top 75 universities worldwide in earning U.S. patents to protect innovative research and discoveries, according to a 2024 report by the National Academy of Inventors.

The University of Nebraska–Lincoln is home to 180 Huskers featured in the 2024 list of the world’s most influential researchers. Released in August, Forbes’ sixth annual list of America’s Best Employers by State ranked UNL as the No. 4 overall workplace—up three spots from No. 7 in 2023.

In addition, the university is a social and cultural driver through its robust arts and athletics offerings. Nebraska’s visibility nationally is powered by an athletics program that ranked 26th among NCAA programs in revenues (\$143.4 million), according to USA Today’s 2024 database, and 22nd in the Learfield Cup standings that measure best overall performance. The Nebraska football and volleyball teams have won five national championships each. The football program boasts an active NCAA record of more than 400 straight home game sellouts dating to 1962. In addition, the volleyball program set a women’s sports attendance world record in 2023, attracting 92,003 fans to a match in Memorial Stadium.

Economic Impact of UNL

The overall economic impact of the University of Nebraska–Lincoln’s operations on the state of Nebraska in FY24 equaled **\$3.1 billion** (\$1.0 billion in direct and \$2.1 billion in indirect and induced impacts).

Employment Impact of UNL

The total employment impact of the University of Nebraska–Lincoln on the state in FY24 was **25,121** jobs. In FY24, UNL’s operations supported 15,530 direct and 9,591 indirect/induced jobs across Nebraska.

State and Local Tax Revenue

In FY24, UNL operations in Nebraska generated **\$84.0 million** in state and local tax revenue.



Big Wins

National Center for Resilient and Regenerative Precision Agriculture

In May 2024, the National Center for Resilient and Regenerative Precision Agriculture at Nebraska Innovation Campus launched with a ceremonial dirt-turning. The state-of-the-art research center is a partnership among the U.S. Department of Agriculture’s Agricultural Research Service, the University of Nebraska–Lincoln and Nebraska Innovation Campus. The center will focus on the challenges and opportunities in agricultural innovation for the 21st century.

Kiewit Hall opens, optimized to prepare generations of engineers

Kiewit Hall, a six-story, privately funded, \$115 million building, opened in 2024 and is the university’s academic hub for engineering education. Kiewit Hall connects five engineering facilities and is home to the construction management program. It offers a mix of multi-purpose classrooms, instructional labs, engineering student services, maker spaces for student organizations and a large outdoor plaza.

Nebraska rises among the world’s best for earning patents

In a recent National Academy of Inventors report, the NU System—with UNL playing a key role—ranks 73rd worldwide after earning 46 U.S. utility patents in 2023. Nebraska was No. 79 in 2022 and has been in the top 100 list for seven consecutive years.

Leveraging the Strengths of the University of Nebraska–Lincoln’s Extension Program

The University of Nebraska–Lincoln’s Extension program transforms knowledge into expertise for Nebraskans and the world. Nebraska Extension strengthens communities, empowers youth, conserves resources and enhances agricultural productivity by providing research-based education and practical solutions. With 83 county offices and three primary research, extension and education centers in Scottsbluff, North Platte and Mead, Nebraska Extension ensures that research and expertise are accessible to residents in every corner of the state. Faculty are also embedded within academic departments on campus, creating a seamless link between research, teaching and community outreach.

Nebraska Extension focuses on three core areas: strengthening agriculture and food systems, inspiring communities and enhancing the health and well-being of Nebraskans. The impact is extensive—initiatives such as 4-H reach one in three children statewide and generate leadership and career readiness. Programs like Next Chapter Nebraska have prepared more than 4,400 high school students for college and careers. And Master Gardener volunteers contribute thousands of hours to growing and donating fresh produce to food banks, supporting nearly 20,000 residents in need.

Additionally, Nebraska Extension advances public health and community well-being. Programs addressing food safety, early childhood education and leadership development provide tangible benefits to residents, supporting economic resilience and environmental stewardship and strengthening local governance.

Economic Impact of Nebraska Extension

The overall economic impact of Nebraska Extension on the state of Nebraska in FY24 equaled **\$132.3 million** (\$58.8 million in direct and \$73.5 million in indirect and induced impacts).

Employment Impact of Nebraska Extension

The total employment impact of Nebraska Extension on the state in FY24 was **1,848 jobs**. In FY24, Nebraska Extension supported 685 direct and 1,163 indirect/induced jobs across Nebraska.

State and Local Tax Revenue

In FY24, Nebraska Extension generated **\$84.0 million** in state and local tax revenue.





University of Nebraska Medical Center (UNMC)

Founded in 1869 and chartered as the state's first medical college in 1881, the University of Nebraska Medical Center became part of the University of Nebraska in 1902. Today, UNMC's education programs train more health professionals than any other institution in the state. UNMC's scientists and clinicians are at the forefront of discovering new medical breakthroughs, transforming lives across the state and around the world. Through experience and a no-nonsense, can-do approach, UNMC's faculty, staff and students are creating a more vibrant academic health science center and a stronger economy for all Nebraskans.

UNMC has six colleges, two degree-granting institutes and a graduate studies program serving more than 4,700 students in about 100 programs. With nearly \$170 million annually in research grants and more than 6,400 employees nationwide, UNMC is a beacon for the best and brightest throughout Nebraska and beyond.

In 2024, UNMC's bachelor's in nursing program was ranked 23rd of 656 nursing programs by U.S. News & World Report. UNMC also was ranked as a Tier 1 institution for primary care training. Other programs that also received a national ranking include graduates practicing in rural health care (ninth of 168); the College of Pharmacy (19th of 141); the College of Nursing Doctor of Nursing Practice program (59th of 389); the College of Public Health (46th of 213); and the College of Allied Health Professions' physical therapy program (33rd of 245) and physician assistant program (16th of 211).

UNMC is developing a 30-acre site just west of its main campus in Omaha. Named EDGE District, the development will become a dynamic hub for health-focused scientific discovery, entrepreneurship and commercialization.

Economic Impact of UNMC

The overall economic impact of UNMC's operations on the state of Nebraska in FY24 was **\$1.6 billion** (\$620 million direct and \$1 billion in indirect and induced impacts).

Employment Impact of UNMC

In FY24, UNMC's operations supported 6,265 direct and 7,185 indirect/induced jobs across Nebraska, with a total employment impact of **13,450**.

State and Local Tax Impact of UNMC

In FY24, UNMC's operations generated **\$84.0 million** in state and local tax revenue.



Big Wins

UNMC heart and vascular research lands COBRE grant

UNMC's Center for Heart & Vascular Research is tackling diseases that are the leading causes of death and hospitalization in Nebraska and the United States. In 2024, under the direction of principal investigator Rebekah Gundry, Ph.D., the center received more than \$11.8 million from the National Institutes of Health to create a Centers of Biomedical Research Excellence (COBRE) focused on finding answers for heart and vascular diseases.

UNMC expands its health sciences education at UNK

By 2030, the Douglas A. Kristensen Rural Health Education Complex will eventually serve more than 750 UNMC students and boost UNMC's Central and Western Nebraska impact on the healthcare workforce. Besides driving increased collaboration with rural hospitals, collaborations are already underway, and the UNMC expansion at the University of Nebraska at Kearney is estimated to produce an economic impact on three levels. The total economic impact of UNMC's Kearney campus graduates to the state is estimated at \$74.6 million, which is related to savings in reduced healthcare costs and improved quality of care. The economic impact associated with the construction and development of the complex is estimated at \$130.5 million.

Global Center for Health Security

The Global Center for Health Security was established in 2017 to provide a platform for health system preparedness, recognition and response to catastrophic public health emergencies while providing comprehensive capabilities in research, education and training, and health system operations. The center has received more than \$60 million in funding in the past five years, including federal partners such as the Administration for Strategic Preparedness and Response, the Centers for Disease Control and Prevention, the U.S. Public Health Service, the National Disaster Medical System and others. Since its inception, the center has created more than \$2 billion in advertising value from global media relations, boosting the state's profile worldwide.



Economic Impact of Nebraska Medicine

Nebraska Medicine is a leading academic health system that provides patient care, medical research and clinical training. Nebraska Medicine and UNMC partner in one of the nation's leading academic medical centers. UNMC focuses on education, research and public service across various fields, while Nebraska Medicine focuses on healthcare delivery and medical innovation.

Nebraska Medicine is critical in advancing Nebraska's economic and social well-being through its extensive healthcare services, innovative research and community outreach initiatives. As the state's leading academic health system, Nebraska Medicine provides high-quality care to thousands of patients annually, driving economic growth through job creation, workforce development, and medical technology and infrastructure investments. The health system employs 9,497 individuals in FY24, contributing significantly to the local economy while attracting top medical talent to the region.

Nebraska Medicine's commitment to cutting-edge research and medical education for medical students and residents enhances the state's health outcomes and stimulates innovation. Its affiliation with the University of Nebraska Medical Center enables the development of new treatments, training programs and clinical trials, positioning Nebraska as a leader in medical advancements. Programs such as the Fred & Pamela Buffett Cancer Center, the Global Center for Health Security and the Comprehensive Transplant Program provide specialized care while drawing patients from across the region, boosting healthcare tourism and related industries.

Socially, Nebraska Medicine addresses health disparities through community outreach programs, free health screenings and partnerships with local organizations to improve access to care. These initiatives reduce healthcare inequities, enhance quality of life and strengthen communities across Nebraska, underscoring Nebraska Medicine's vital role in shaping the state's future.

In FY24, Nebraska Medicine was responsible for:

- **\$5.5 billion** in total economic impact
- **43,880 total jobs** supported in the Nebraska economy (9,497 direct and 34,383 indirect/induced).
- **\$189 million** generated in state and local taxes

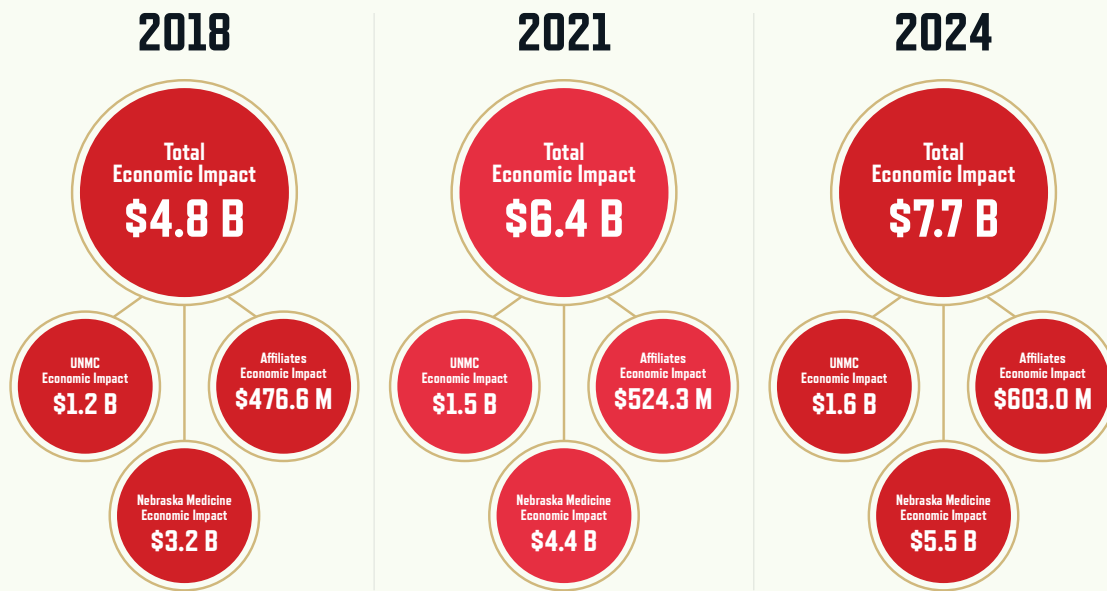
The economic impact of Nebraska Medicine has grown by more than **40%**, from \$3.9 billion to **\$5.5 billion**, in FY15.



Combined Economic Impact of UNMC and Nebraska Medicine

When combined, UNMC, Nebraska Medicine and other healthcare-affiliated facilities such as the Nebraska VA represent the most significant single driver of the Nebraska economy, generating \$7.7 billion in total economic impact in FY24.

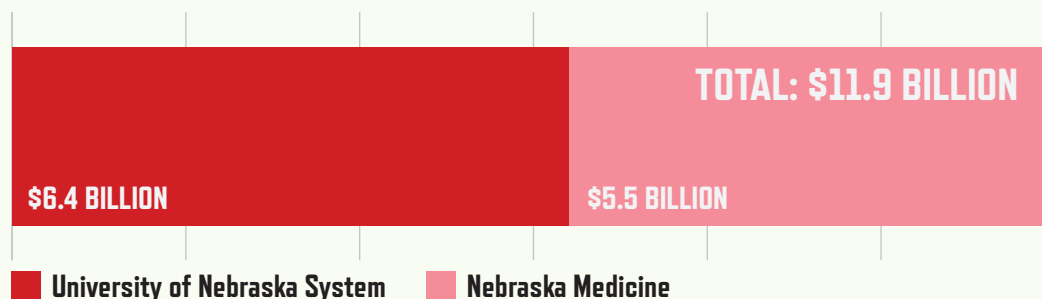
Figure 7: Growth in Total Economic Impact of UNMC and Nebraska Medicine (in billions)



Combined Economic Impact of the NU System and Nebraska Medicine

Combined, the NU System and Nebraska Medicine—not including healthcare-affiliated facilities like the Nebraska VA—represent the most significant driver of the Nebraska economy, generating \$11.9 billion in total economic impact in FY24. Therefore, \$1 out of every \$12 in the state’s \$144.9 billion economy was generated by the combined economic impact of the NU System and Nebraska Medicine in FY24.

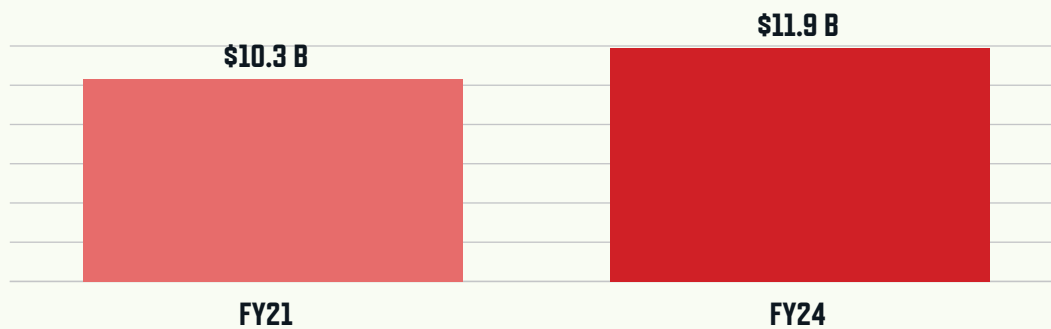
Figure 8: Total Economic Impact of Nebraska System and Nebraska Medicine (in billions)





The total combined economic impact of the NU System and Nebraska Medicine has grown by \$1.6 billion, from \$10.3 billion to \$11.9 billion, in three years (see Figure 9).

Figure 9: Growth in Total Economic Impact of Nebraska System and Nebraska Medicine (in billions)

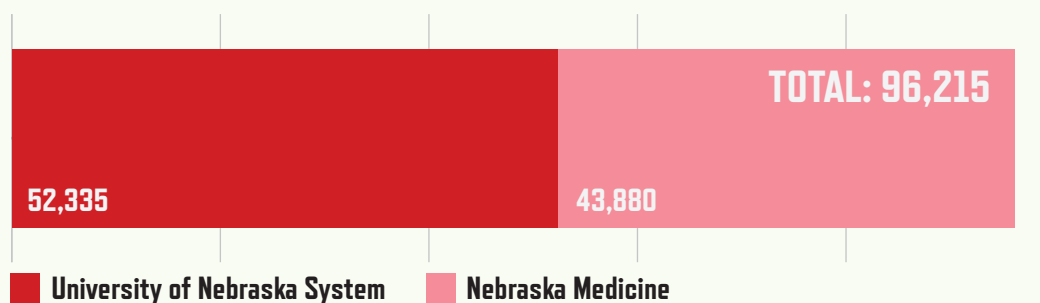


The NU System and Nebraska Medicine’s 15.7% growth rate since 2021 is nearly double that of the total Nebraska economy, which grew 8% over the same period.

Employment Impact of Combined NU System and Nebraska Medicine

In FY24, 96,215 jobs across Nebraska were supported directly or indirectly by the NU System and Nebraska Medicine. This includes 38,519 direct jobs and 57,696 indirect/induced jobs. Therefore, one in every 11 jobs in Nebraska is supported directly or indirectly by the NU System or Nebraska Medicine.

Figure 10: Employment Impact of Combined NU System and Nebraska Medicine





University of Nebraska at Omaha (UNO)

The University of Nebraska at Omaha is fueled by its historic ties to the city of Omaha. As the first municipal university in Omaha, the founders aimed to make higher education accessible and affordable for the city's residents. In 1968, the campus joined the University of Nebraska System. Today, UNO is an urban public research university with a mission to innovate for the public good, advance the social mobility of its learners and strengthen the economic development of the Omaha community. UNO has a student body with diverse socioeconomic backgrounds: 36% of students are Pell Grant-eligible, and more than one-third are first-generation.

The university has built considerable momentum in its vision of being recognized as the premier metropolitan university in the United States. Initiatives such as Career Connect and the Future of Work Symposium—launched in 2022—build connections between UNO and area employers and create career pathways through paid student internships. UNO was recognized nationally in 2024 for its voter engagement work, earning the ALL IN Highly Established Action Plan. Innovative programs such as biomechanics, aviation and the U.S. Department of Homeland Security-backed National Counterterrorism Innovation, Technology, and Education Center (NCITE) place UNO at the forefront of research and innovation.

With a strategic focus on serving as a workforce development solution for employers, UNO works to attract and retain talent in the state for the benefit of all Nebraskans. Today, 85% of all UNO students are from the Omaha Metro area, and 67% of students who earned their undergraduate degree at UNO work in Nebraska five years after graduation. As of 2024, 67,000 of UNO's 125,000 living alumni reside in Omaha.

Economic Impact of UNO

The overall economic impact of the University of Nebraska at Omaha's operations on the state of Nebraska in FY24 equaled **\$1.0 billion** (\$213 million in direct spending and \$787 million in indirect and induced impacts).

Employment Impact of UNO

The total employment impact of the University of Nebraska at Omaha on the state in FY24 was **8,374 jobs**. In FY24, UNO's operations supported 4,575 direct and 3,799 indirect/induced jobs across Nebraska.

State and Local Tax Revenue of UNO

In FY24, the University of Nebraska at Omaha's operations generated **\$28 million** in state and local tax revenue.



Big Wins

Record Giving and Philanthropic Support

In 2023-2024, UNO secured a record \$57 million in private philanthropic support and surpassed 8,400 individual donors who supported UNO with a philanthropic gift—both records. Notable gifts include \$20 million from the Suzanne and Walter Scott Foundation for the Scott Scholars Program and \$14 million from Barbara and Wally Weitz to create the Weitz Innovation and Excellence Fund.

Banner Year for Omaha Athletics

In 2023-2024, Omaha Athletics brought home four conference championships and made four NCAA tournament appearances. Athletes also competed at a high level in the classroom, earning a 3.43 average GPA in the spring 2024 semester.

Rankings and Recognition

The following online programs were recognized in 2024 by U.S. News & World Report: Master's in Criminal Justice for Veterans (No. 4), Master's in Criminal Justice (No. 7), Bachelor Programs in Business (No. 23), Bachelor Programs for Veterans (No. 35) and Bachelor Programs (No. 50). The School of Criminology and Criminal Justice also earned high marks from U.S. News & World Report, ranking No. 26 in the nation, with several programs ranking in the top 10% nationwide for the seventh straight year.



University of Nebraska at Kearney (UNK)

The University of Nebraska at Kearney is known for its excellence in undergraduate, online and graduate education. Consistently ranked among the top public universities in the Midwest by U.S. News & World Report, UNK serves 5,881 students from diverse backgrounds, including a growing Hispanic population. The university's commitment to personalized education is reflected in its 13:1 student-to-faculty ratio, strongly emphasizing experiential learning and research.

UNK focuses on collaboration and community-building. It offers more than 250 undergraduate and graduate programs through its three colleges: Arts and Sciences, Education, and Business and Technology. Students are prepared for successful careers, with many securing jobs or continuing their education soon after graduation. UNK graduates earn an average starting salary of \$48,000, and UNK ensures affordability with substantial financial aid packages and programs such as the New Nebraskan Scholarship.

The Rural Immersion Program at UNK provides health science students with valuable hands-on experience in rural Nebraska communities by allowing them to shadow professionals in fields such as surgery, radiology and pharmacy. The program is designed to address healthcare workforce shortages in rural areas by exposing students to these regions' unique needs and opportunities. The Kearney Teachers Tomorrow scholarship, launched in 2024, supports UNK and Kearney High School students pursuing teaching degrees. Funded by Kearney Public Schools and UNK, the scholarship offers more than \$14,000 annually, including tuition assistance and housing waivers.

Recent campus improvements—including fraternity and sorority housing and the renovation of the Calvin T. Ryan Library—have enhanced the student experience. The university is also known for its athletics program, where student-athletes excel in academics and sports.

Economic Impact of UNK

The overall economic impact of the University of Nebraska at Kearney's operations on the state of Nebraska in FY24 equaled **\$446.5 million** (\$109.1 million in direct spending and \$337.4 million in indirect and induced impacts).

Employment Impact of UNK

The total employment impact of the University of Nebraska at Kearney on the state in FY24 was **3,663 jobs**. In FY24, UNK's operations supported 1,931 direct and 1,732 indirect/induced jobs across Nebraska.

State and Local Tax Impact of UNK

In FY24, the University of Nebraska at Kearney's operations generated **\$12.3 million** in state and local tax revenue.

Big Wins

Rural Health Education Building

The Rural Health Education Building, part of the Douglas A. Kristensen Rural Health Education Complex, is a collaborative effort between the University of Nebraska at Kearney and the University of Nebraska Medical Center to expand healthcare education in rural Nebraska. This \$95 million project began construction in September 2023 and is expected to be completed by late 2025, with occupancy in early 2026.

This 110,000-square-foot facility will train more than 300 students, increasing the number of UNMC students in Kearney to more than 600. It is projected to create approximately 240 local jobs and generate an annual economic impact of \$34.5 million, further benefiting the community and rural Nebraska by addressing healthcare workforce shortages.

New Greek Housing

The \$32.65 million project for Bess Furman Armstrong Hall and Martin Hall offers premier, community-centered housing for UNK's fraternities and sororities. Renovated in January 2023, Martin Hall spans 42,500 square feet and provides 80 beds for five fraternities. It includes dedicated housing pods, chapter rooms, lounges, study areas and a large "great room" for events. Armstrong Hall, completed in January 2024, offers 140 beds in 41,000 square feet for four sororities and multicultural chapters. Both halls are located near the Nebraskan Student Union and encourage collaboration and community-building while supporting leadership, scholarship and service within fraternity and sorority life. The project replaces outdated housing with green spaces, supporting future campus growth and development.

Calvin T. Ryan Library / Loper Success Hub

The Calvin T. Ryan Library underwent a \$25 million renovation in September 2024, transforming the 100,000-square-foot space into a student-centered hub. Improvements include the Loper Success Hub and advising, career development and disability services. The renovation features an open layout with enhanced lighting, furniture, HVAC, IT systems and improved accessibility. New entrances, updated staff areas, study spaces, classrooms, tech labs and a revamped archives area strengthen student engagement.





Nebraska College of Technical Agriculture (NCTA)

Since its founding in 1965, the Nebraska College of Technical Agriculture in Curtis has been nationally ranked as one of the best two-year colleges. Forbes Magazine placed NCTA among the top 30 trade schools nationwide.

NCTA has many accreditations, including American Veterinary Medical Association (AVMA) and the Higher Learning Commission (HLC). NCTA is devoted to a statewide mission of preparing students for successful careers in agriculture, veterinary technology and related industries. The college provides open access to innovative technical education, resulting in associate degrees, certificates and other credentials. By offering hands-on, career-focused programs in agribusiness, animal science, veterinary technology and precision agriculture, NCTA prepares students for high-demand careers in the agricultural sector.

In 2025, NCTA will partner more closely with UNL's College of Agricultural Sciences and Natural Resources to expand hands-on and immersive opportunities for students at both institutions, helping Nebraska create an even more robust pipeline of skilled graduates to Nebraska's agricultural workforce.

Economic Impact of NCTA

The overall economic impact of the Nebraska College of Technical Agriculture's operations on the state of Nebraska in FY24 equaled **\$25.5 million** (\$7.5 million in direct spending and \$18.0 million in indirect and induced impacts).

Employment Impact of NCTA

The total employment impact of the Nebraska College of Technical Agriculture on the state in FY24 was **209 jobs**. In FY24, NCTA's operations supported 106 direct and 103 indirect/induced jobs across Nebraska.

State and Local Tax Impact of NCTA

In FY24, the Nebraska College of Technical Agriculture's operations generated **\$700,002** in state and local tax revenue.



Big Wins

Student Success and Activity Center

In 2023, the college received a \$6 million gift to renovate the campus' historic barn into a Student Success and Activity Center. The \$12 million center will include study areas, a space for social events and an accessible dining hall. The \$6 million gift was made by Barbara and Wally Weitz. The Weitzes' challenge gift will be matched by \$6 million in other private funding, with work to begin after fundraising is complete.

Targeted Meat Processing Curriculum

In 2023, the Nebraska College of Technical Agriculture received a \$644,489 grant from the U.S. Department of Agriculture to provide a targeted curriculum that trains potential and current employees for the Nebraska meat processing industry. NCTA partnered with the University of Nebraska–Lincoln's Department of Animal Science and consulted with private industry to develop the curriculum, which provides trainings at NCTA's meat laboratory and the university's Loeffel Meat Laboratory. Participants receive credentialing through digital badges or other certification recognized by the Nebraska Association of Meat Processors.

Hands-On Ranch Management Training

NCTA students have an opportunity to receive hands-on training in ranch management at an educational ranch donated to NCTA in 2021. The gift of 2,147 acres of rangeland in northeast Hayes County was made by David Scholz and his late wife, Sandra "Sande" Scholz, and is valued at nearly \$1.5 million. Students are able to gain hands-on experience in areas such as calving, weaning and rangeland management, while at the same time working with new and precision ranch management tools.

University of Nebraska Office of the President (UNOP)

Besides the impact of each University of Nebraska System campus and their programs throughout Nebraska, the statewide economic impact numbers highlighted in this report include spending and employment by the University of Nebraska Office of the President (UNOP).

The University of Nebraska Office of the President is responsible for educational and fiscal planning, communications and marketing, state and federal relations, policy development and implementation, budget development and control, program coordination, procurement and capital construction among the four campuses and administration of the university's graduate college and computing services network.

Economic Impact of UNOP

The overall economic impact of UNOP's operations on the state of Nebraska in FY24 equaled **\$185 million** (\$73.3 million in direct spending and \$111.7 million in indirect and induced impacts).

Employment Impact of UNOP

In FY24, UNOP's operations supported 615 direct and 903 indirect/induced jobs across Nebraska, impacting **1,518 jobs**.

State and Local Tax Impact of UNOP

In FY24, UNOP's operations generated **\$5 million** in state and local tax revenue.





System-Level Athletics Impacts

Athletics programs across the University of Nebraska System have played a vital part in the community for generations. The impact of the NU System’s athletics operations and the visitors who travel to the area to participate in and watch athletics events is considerable. The overall economic impact of the NU System’s athletics programs in the region and the state’s economy in FY24 totaled \$518.6 million, resulting in 4,255 total jobs and nearly \$14.2 million in tax revenue.

Campus Athletics Impacts:

University of Nebraska–Lincoln

- **\$459.3 million** generated in economic impact
- **3,266 jobs** supported and sustained
- **\$12.6 million** generated in state and local taxes

University of Nebraska at Omaha

- **\$45.9 million** generated in economic impact
- **377 jobs** supported and sustained
- **\$1.3 million** generated in state and local taxes

University of Nebraska at Kearney

- **\$13.4 million** generated in economic impact
- **110 jobs** supported and sustained
- **\$400,000** generated in state and local taxes

System-Level Student Spending Impact

Student spending impact represents the total economic impact of spending by NU students during FY24 that remains in Nebraska. Student spending goes toward food (dining out and groceries), transportation, entertainment and other retail purchases, such as apparel and technology.

In FY24, direct expenditures from student spending totaled **\$1.4 billion** in Nebraska, supporting **11,620 total jobs** and generating **\$38.8 million** in tax revenue.

Student Spending Impacts:

UNL

- **\$644.1 million** generated in economic impact
- **5,284 jobs** supported and sustained
- **\$17.7 million** generated in state and local taxes

UNK

- **\$191.3 million** generated in economic impact
- **1,570 jobs** supported and sustained
- **\$5.2 million** generated in state and local taxes

UNMC

- **\$115.3 million** generated in economic impact
- **946 jobs** supported and sustained
- **\$3.2 million** generated in state and local taxes

NCTA

- **\$5.7 million** generated in economic impact
- **54 jobs** supported and sustained
- **\$156,000** generated in state and local taxes

UNO

- **\$459.3 million** generated in economic impact
- **3,768 jobs** supported and sustained
- **\$12.6 million** generated in state and local taxes

Additional Impacts of Medical Residents at UNMC

While medical schools and teaching hospitals spend substantial resources in the state on goods and services, one of UNMC's most significant economic benefits stems from more than 700 residents and fellows working at teaching hospitals across the state. Residency programs at UNMC generated **\$189.4 million** in economic impact, supported 1,054 total jobs and generated \$3.6 million in tax revenue within Nebraska. Approximately **\$40 million** represents pay and benefits to UNMC medical residents, who spend most of their disposable income within the state. The spending of medical residents at UNMC outside the medical school for housing, food, supplies, transportation, entertainment and other goods and services directly impacts the Nebraska economy.

UNMC Residents and Fellows

- **\$189.4 million** generated in economic impact
- **1,054 jobs** supported and sustained
- **\$3.6 million** generated in state and local taxes

System-Level Visitor Spending Impact

Fresh or new dollars are injected into the local and regional economy from out-of-region visitors for University of Nebraska System activities and events through their spending on food purchases at restaurants, lodging arrangements (i.e., hotels, motels, bed-and-breakfasts), gas stations and shopping at other local and regional businesses. The spending from these visitors added **\$381.3 million** to the Nebraska economy, which supported **3,280 jobs** and added **\$11.0 million** in tax revenue. Note: Visitor numbers below do not include visitors to athletics events, as those impacts are included in the athletics analysis.

Visitor Spending Impacts:

UNL

- **\$183.7 million** generated in economic impact
- **1,597 jobs** supported and sustained
- **\$11.0 million** generated in state and local taxes

UNMC

- **\$123.0 million** generated in economic impact
- **1,009 jobs** supported and sustained
- **\$3.4 million** generated in state and local taxes

UNO

- **\$51.0 million** generated in economic impact
- **419 jobs** supported and sustained
- **\$1.0 million** generated in state and local taxes

UNK

- **\$22.3 million** generated in economic impact
- **183 jobs** supported and sustained
- **\$612,502** generated in state and local taxes

NCTA

- **\$1.3 million** generated in economic impact
- **10 jobs** supported and sustained
- **\$35,000** generated in state and local taxes

Office of the President

- **\$18.5 million** generated in economic impact
- **152 jobs** supported and sustained
- **\$507,502** generated in state and local taxes



Impact of Charitable Contributions at the University of Nebraska System in 2024

In fiscal year 2024, the University of Nebraska System achieved a historic milestone in private philanthropy, with \$388.8 million in new funds committed by 57,603 donors. This record-breaking level of charitable support reflects the deep engagement and generosity of alumni, corporate partners, foundations and friends of the university.



Driving Student Success and Workforce Development

Most of the contributions went toward enhancing student access and success, which is crucial to strengthening Nebraska's future workforce. The Scott Scholars Program, aimed at high-achieving STEM students, received a transformative \$23 million commitment from the Suzanne & Walter Scott Foundation to expand across UNO and UNMC. Additionally, private donations fully funded the \$115 million Kiewit Hall at UNL, a state-of-the-art engineering facility to increase the number of engineers in Nebraska.

Advancing Rural Health and Medical Education

Donor contributions also played a pivotal role in addressing critical healthcare shortages in rural Nebraska. A notable example is a \$95 million expansion of the Douglas A. Kristensen Rural Health Education Complex at UNK in partnership with UNMC. This initiative, supported by the William and Ruth Scott Family Foundation, aims to train and retain healthcare providers in underserved regions.

Innovation and Research Excellence

Philanthropy fueled groundbreaking research and innovation across the university system. A significant gift established the Richard D. Holland Presidential Chair in Public Health at UNMC, while additional contributions supported Alzheimer's disease research and clinical trials. UNL also benefited from gifts enabling the expansion of the University Libraries initiative to provide free course materials and e-books to students.

Endowed Support and Campus Enhancements

Endowed funds created by donors will support the university, with 138 new endowments established in FY24. This includes new deanships and chairs at UNL, such as the Fred Hunzeker Dean of Engineering and the Jane T. Olson Endowed Deanship in Journalism. Additionally, the FNBO Code Studio at UNO's Peter Kiewit Institute offers students a modern technology space and scholarship opportunities, enhancing the academic environment.

Campus and Community Engagement

Record-breaking campus giving days was amplified through donor engagement. Events such as Wear Black, Give Back at UNO and Glow Big Red at UNL mobilized 10,390 donors to contribute \$2.59 million, further embedding philanthropic culture within the university community.

Economic and Social Impact

The charitable contributions in 2024 align with the NU System's broader economic and social impact goals. Philanthropy is integral to the ongoing "Only in Nebraska" campaign, which aims to raise \$3 billion to support the university's future. As of June 30, 2024, the campaign had secured \$2.35 billion from 141,677 unique donors, reflecting strong statewide and national support for the institution's mission.

The University of Nebraska Foundation's efficient fundraising practices—generating more than \$7 for every \$1 spent—ensure that charitable gifts maximize impact, advancing education, research and healthcare across Nebraska and beyond.

Conclusion

The University of Nebraska System is an indispensable pillar of Nebraska's economic health and social vitality, profoundly impacting the lives of nearly 2 million Nebraskans annually. As one of the state's largest employers and economic engines, the NU System is vital in sustaining and expanding Nebraska's economic landscape.

Thousands of Nebraskans are employed directly by the university or indirectly through the extensive network of businesses, industries and service providers that benefit from the institution's economic activities. The FY24 spending further underscores the system's significance, with expenditures stimulating growth across multiple sectors, including agriculture, retail, construction and healthcare. This expansive reach ensures that the university's economic contributions are not limited to campus borders but ripple throughout the state, strengthening local communities and stimulating statewide prosperity.

The direct economic impact of the NU System extends through large-scale purchases of goods and services from Nebraska businesses, bolstering industries and creating job opportunities. Construction projects, technological advancements and procurement initiatives—enhancing university infrastructure and injecting millions into the local economy—provide a steady demand for skilled labor and materials. Moreover, the indirect effects of this spending create a multiplier effect, as businesses and employees reinvest in their communities through secondary expenditures. This cyclical infusion of economic activity reinforces Nebraska's resilience and growth potential, supporting a broad spectrum of sectors vital to the state's long-term development.

Beyond its economic contributions, the NU System enriches Nebraska's social fabric. The system fosters community engagement, cultural advancement and outreach programs that support local businesses, charitable initiatives and community activities. The university significantly enhances its graduates' earning potential and social mobility by producing a well-educated workforce with the skills and experiences necessary to thrive. These benefits extend beyond individual achievement, driving broader societal improvements that lead to a more robust and competitive state economy.

Besides measurable economic outputs, the NU System generates invaluable intangible benefits. The institution's reputation for excellence attracts national and international talent, fostering innovation, entrepreneurship and global investment in the state. This capacity to draw top-tier talent and resources further cements Nebraska's position as a destination for growth and development. As a result, the NU System and Nebraska Medicine remain not just economic drivers but transformative forces that shape the state's future—ensuring prosperity and opportunity for future generations.



Appendix A:

Methodology Employed in the Economic Impact Study

Tripp Umbach's economic impact analysis measures the direct, indirect and induced business volume and tax revenue generation of the University of Nebraska System's operations throughout Nebraska, the counties within the state and its legislative districts for FY24. The NU System provided Tripp Umbach with the following data used to conduct the analysis: capital expenditures, operational expenditures, number of employees, payroll and benefits, taxes paid to local and state governments, visitation numbers for events on campus, number of students, research expenditures and proportions of students who live on and off-campus to measure their spending in the local area accurately.

Tripp Umbach utilized IMPLAN to complete the economic impact analysis.⁸ Economic impact begins when an organization spends money. Studies measuring economic impact capture the direct impact of an organization's spending, plus additional indirect and induced spending in the economy because of direct expenditures. Visitor and student spending in the region dramatically affect an organization's economic impact. Visitors and students spend money on retail purchases, lodging, restaurants and other goods and services, which funnels into the economy and supports local jobs.⁹

The total economic impact of the NU System includes the university's spending on goods and services with vendors; the expenditure of the NU System's faculty, staff, students and visitors; and the business volume generated by affiliated organizations within the regions and the state.

Not all dollars spent by an institution remain in the institution's home state. Dollars that go out of the state as spending with out-of-state organizations or people are not included in the NU System's economic impact. The financial impact values presented in this report are generated by direct, indirect and induced operational spending, capital spending, payroll, visitor spending and student spending within the state, the counties within the state and the legislative districts of Nebraska.

The economic impact of the NU System was estimated using IMPLAN (IMPact Analysis for PLANning), an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been used since 1979 and is currently used by more than 500 private consulting firms, university research centers and government agencies. The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis's input-output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market consumption transactions in each period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. BEA and follow a balanced account format recommended by the United Nations.

⁸ Minnesota IMPLAN Group Inc. (MIG) is the corporation that is responsible for the production of IMPLAN (IMPact analysis for PLANning) data and software. IMPLAN is a micro-computer-based, input-output modeling system. With IMPLAN, one can estimate Input-Output models of up to 528 sectors for any region consisting of one or more counties. IMPLAN includes procedures for generating multipliers and estimating impacts by applying final demand changes to the model.

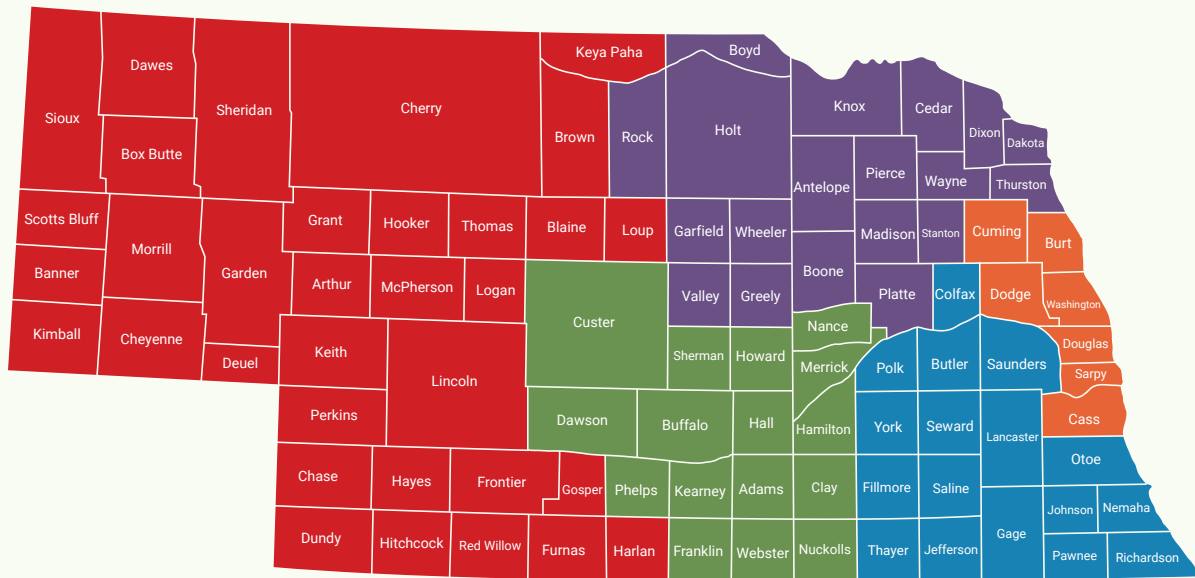
⁹ Tripp Umbach calculated visitor spending throughout the state utilizing federal per diem rates for Nebraska: www.gsa.gov/travel/plan-book/per-diem-rates.






IMPLAN's Regional Economic Accounts and the Social Accounting Matrices were used to construct state-level multipliers, which describe the response of the state economy to a change in demand or production because of the activities and expenditures of the NU System. Each industry that produces goods or services generates demand for other goods and services, and this demand is multiplied through a particular economy until it dissipates through "leakage" to economies outside the specified area. IMPLAN models discern and calculate leakage from local, regional and state economic areas based on workforce configuration, the inputs required by specific types of businesses and the availability of both inputs in the financial area. Consequently, economic impacts that accrue to other regions or states because of a change in demand are not counted as impacts within the monetary area.

The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects of increased demand. Importantly, IMPLAN's Regional Economic Accounts exclude imports to an economic area, so the calculation of economic impacts identifies only those specific to the economic impact area, in this case, the state of Nebraska. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area's characteristics. The RPC represents the proportion of goods and services purchased regionally under normal circumstances based on the area's economic characteristics described in terms of actual trade flows.



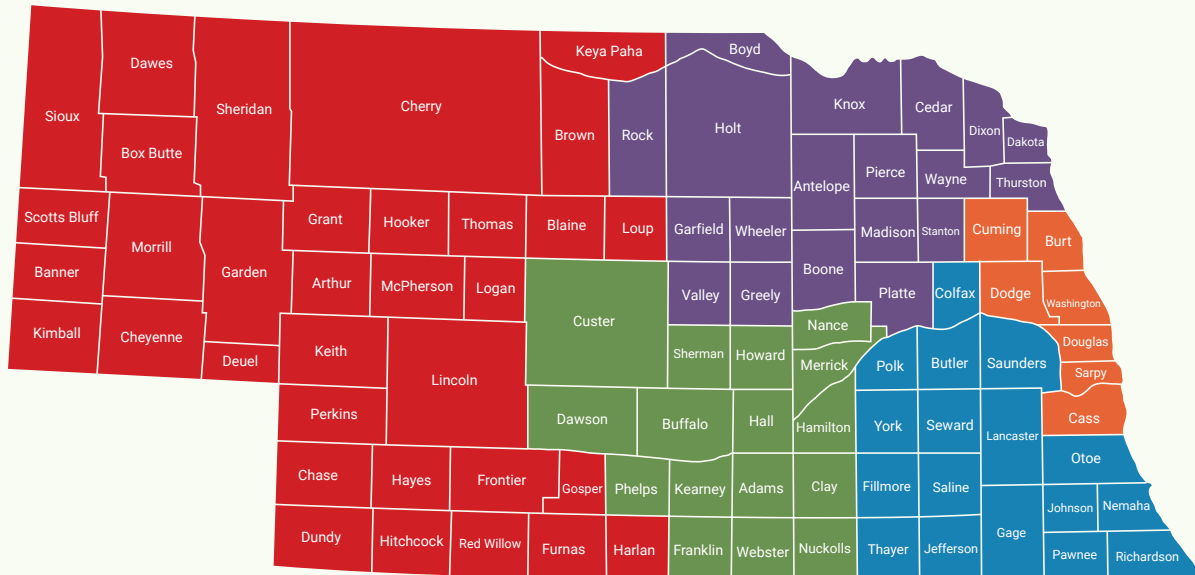
Appendix B: Economic Impact of the University of Nebraska System by Legislative District and Region (not including Nebraska Medicine)








	Impact	Jobs	Taxes
	\$3.0 billion	24,350	\$81.42 million
	\$2.1 billion	17,133	\$57.29 million
	\$546 million	4,465	\$14.93 million
	\$457 million	3,738	\$12.50 million
	\$324 million	2,648	\$8.85 million
	\$6.4 billion	52,335	\$175.00 million

Legislative Code		Economic Impact (2024)	Employment Impact (2024)	Tax Impact (2024)
2	1	\$ 63,584,640	675	\$ 2,261,750
3	1	\$ 63,584,640	519	\$ 1,739,808
4	1	\$ 101,735,424	831	\$ 2,783,693
5	1	\$ 133,527,744	1,090	\$ 3,653,597
6	1	\$ 216,187,776	1,765	\$ 5,915,347
7	1	\$ 133,527,744	1,090	\$ 3,653,597
8	1	\$ 254,338,560	2,077	\$ 6,959,232
9	1	\$ 311,564,736	2,544	\$ 8,525,060
10	1	\$ 120,810,816	986	\$ 3,305,635
11	1	\$ 286,130,880	2,336	\$ 7,829,136
12	1	\$ 190,753,920	1,558	\$ 5,219,424
13	1	\$ 139,886,208	1,142	\$ 3,827,578
14	1	\$ 120,810,816	986	\$ 3,305,635
15	1	\$ 114,452,352	935	\$ 3,131,655
16	1	\$ 57,226,176	467	\$ 1,565,827
18	1	\$ 101,735,424	831	\$ 2,783,693
20	1	\$ 165,320,064	1,350	\$ 4,523,501
31	1	\$ 133,527,744	1,090	\$ 3,653,597
39	1	\$ 101,735,424	831	\$ 2,783,693
45	1	\$ 69,943,104	571	\$ 1,913,789
49	1	\$ 82,660,032	675	\$ 2,261,750
1	2	\$ 89,018,496	727	\$ 2,435,731
21	2	\$ 139,886,208	1,142	\$ 3,827,578
23	2	\$ 76,301,568	623	\$ 2,087,770
24	2	\$ 108,093,888	883	\$ 2,957,674
25	2	\$ 146,244,672	1,194	\$ 4,001,559
26	2	\$ 286,130,880	2,336	\$ 7,829,136
27	2	\$ 317,923,200	2,596	\$ 8,699,040
28	2	\$ 343,357,056	2,804	\$ 9,394,964
29	2	\$ 298,847,808	2,440	\$ 8,177,098
30	2	\$ 89,018,496	727	\$ 2,435,731
32	2	\$ 69,943,104	571	\$ 1,913,789
46	2	\$ 133,527,744	1,090	\$ 3,653,597
33	3	\$ 44,509,248	363	\$ 1,217,866
34	3	\$ 50,867,712	415	\$ 1,391,846
35	3	\$ 57,226,176	467	\$ 1,565,827
36	3	\$ 127,169,280	1,038	\$ 3,479,616
37	3	\$ 203,470,848	1,661	\$ 5,567,386
38	3	\$ 63,584,640	519	\$ 1,739,808
17	4	\$ 57,226,176	467	\$ 1,565,827
19	4	\$ 101,735,424	831	\$ 2,783,693
22	4	\$ 203,470,848	1,661	\$ 5,567,386
40	4	\$ 50,867,712	415	\$ 1,391,846
41	4	\$ 44,509,248	363	\$ 1,217,866
42	5	\$ 63,584,640	519	\$ 1,739,808
43	5	\$ 50,867,712	415	\$ 1,391,846
44	5	\$ 57,226,176	467	\$ 1,565,827
47	5	\$ 63,584,640	519	\$ 1,739,808
48	5	\$ 89,018,496	727	\$ 2,435,731
		\$ 6,390,256,320	52,335	\$ 175,372,653

Appendix C: Impact of Extra Earnings by University of Nebraska System Graduates Throughout Nebraska by Legislative District and Region (not including Nebraska Medicine)



	Impact	Jobs	Taxes
	\$1.9 billion	19,915	\$84.49 million
	\$965.2 million	10,102	\$42.84 million
	\$404.1 million	4,229	\$17.93 million
	\$119.9 million	1,255	\$5.32 million
	\$95.4 million	998	\$4.24 million
	\$3.5 billion	36,499	\$154.82 million

Economic Impact of UN Graduates by Legislative Districts				
		1.2		
Legislative	Leg. Code	Economic Impact 2024	Employment Impact	Tax Impact 2024
2	1	\$18,385,920	192	\$816,041
3	1	\$67,852,800	710	\$3,011,579
4	1	\$129,722,880	1,357	\$5,757,620
5	1	\$109,440,000	1,145	\$4,857,385
6	1	\$109,440,000	1,145	\$4,857,385
7	1	\$109,440,000	1,145	\$4,857,385
8	1	\$109,440,000	1,145	\$4,857,385
9	1	\$109,440,000	1,145	\$4,857,385
10	1	\$109,440,000	1,145	\$4,857,385
11	1	\$109,440,000	1,145	\$4,857,385
12	1	\$109,440,000	1,145	\$4,857,385
13	1	\$109,440,000	1,145	\$4,857,385
14	1	\$67,852,800	710	\$3,011,579
15	1	\$30,205,440	316	\$1,340,638
16	1	\$31,080,960	325	\$1,379,497
18	1	\$109,440,000	1,145	\$4,857,385
20	1	\$109,440,000	1,145	\$4,857,385
31	1	\$109,440,000	1,145	\$4,857,385
39	1	\$109,440,000	1,145	\$4,857,385
45	1	\$67,852,800	710	\$3,011,579
49	1	\$67,852,800	710	\$3,011,579
		\$1,903,526,400	19,915	\$84,486,116
1	2	\$25,390,080	266	\$1,126,913
21	2	\$131,328,000	1,374	\$5,828,862
23	2	\$32,832,000	344	\$1,457,215
24	2	\$35,896,320	376	\$1,593,222
25	2	\$116,006,400	1,214	\$5,148,828
26	2	\$116,006,400	1,214	\$5,148,828
27	2	\$116,006,400	1,214	\$5,148,828
28	2	\$116,006,400	1,214	\$5,148,828
29	2	\$116,006,400	1,214	\$5,148,828
30	2	\$17,948,160	188	\$796,611
32	2	\$25,827,840	270	\$1,146,343
46	2	\$116,006,400	1,214	\$5,148,828
		\$965,260,800	10,102	\$42,842,135
33	3	\$30,205,440	316	\$1,340,638
34	3	\$17,948,160	188	\$796,611
35	3	\$84,925,440	889	\$3,769,331
36	3	\$42,900,480	449	\$1,904,095
37	3	\$186,923,520	1,956	\$8,296,414
38	3	\$41,149,440	431	\$1,826,377
		\$404,052,480	4229	\$17,933,465
17	4	\$11,819,520	124	\$524,598
19	4	\$27,141,120	284	\$1,204,631
22	4	\$32,394,240	339	\$1,437,786
40	4	\$12,257,280	128	\$544,027
41	4	\$36,334,080	380	\$1,612,652
		\$119,946,240	1255	\$5,323,694
42	5	\$21,450,240	224	\$952,047
43	5	\$12,695,040	133	\$563,457
44	5	\$22,763,520	238	\$1,010,336
47	5	\$24,952,320	261	\$1,107,484
48	5	\$13,570,560	142	\$602,316
		\$95,431,680	998	\$4,235,640
Total		\$ 3,488,217,600	36,499	\$154,821,049

Glossary

Study Year	Fiscal year 2023-2024
Total Industry Output	The total impact of an organization includes its spending, labor income expenditures and the value added to the economy as a result of the organizational spending; this is described as the total industry output.
Total Economic Impact	The total impact of an organization is a compilation of the direct, indirect and induced impacts generated in the economy as a result of the organization.
Direct Economic Impact	Direct impact includes all direct effects the organization has on the region due to its operations. These include direct employees, organizational spending, employee spending and spending by students and visitors to the organization.
Indirect Economic Impact	The indirect impact includes the impact of local industries buying goods and services from other local industries. The cycle of spending works its way backward through the supply chain until all money is spent out of the local economy, either through an import or payment to value-added.
Induced Economic Impact	The response by an economy to an initial change (direct effect) that occurs through re-spending of income received by a value-added component. IMPLAN's default multiplier recognizes that labor income (employee compensation and proprietor income components of value-added) is not lost to the regional economy. This money is recirculated through household spending, causing additional local economic activity.
Multiplier Effect	Economic impact studies capture the direct economic impact of an organization's spending and the additional indirect and induced spending that results from direct spending.

Direct Employment

The total number of full-time and part-time employees at the organization is based on the total number of jobs, not FTEs.

Indirect Employment

An organization's economic impact creates additional jobs. Local companies or vendors that provide goods and services to an organization increase their employees as purchasing increases, thus creating an employment multiplier.

Induced Employment

Additional jobs are created as a result of household spending by organization and vendor employees. This is another wave of the employment multiplier.

Community Benefits

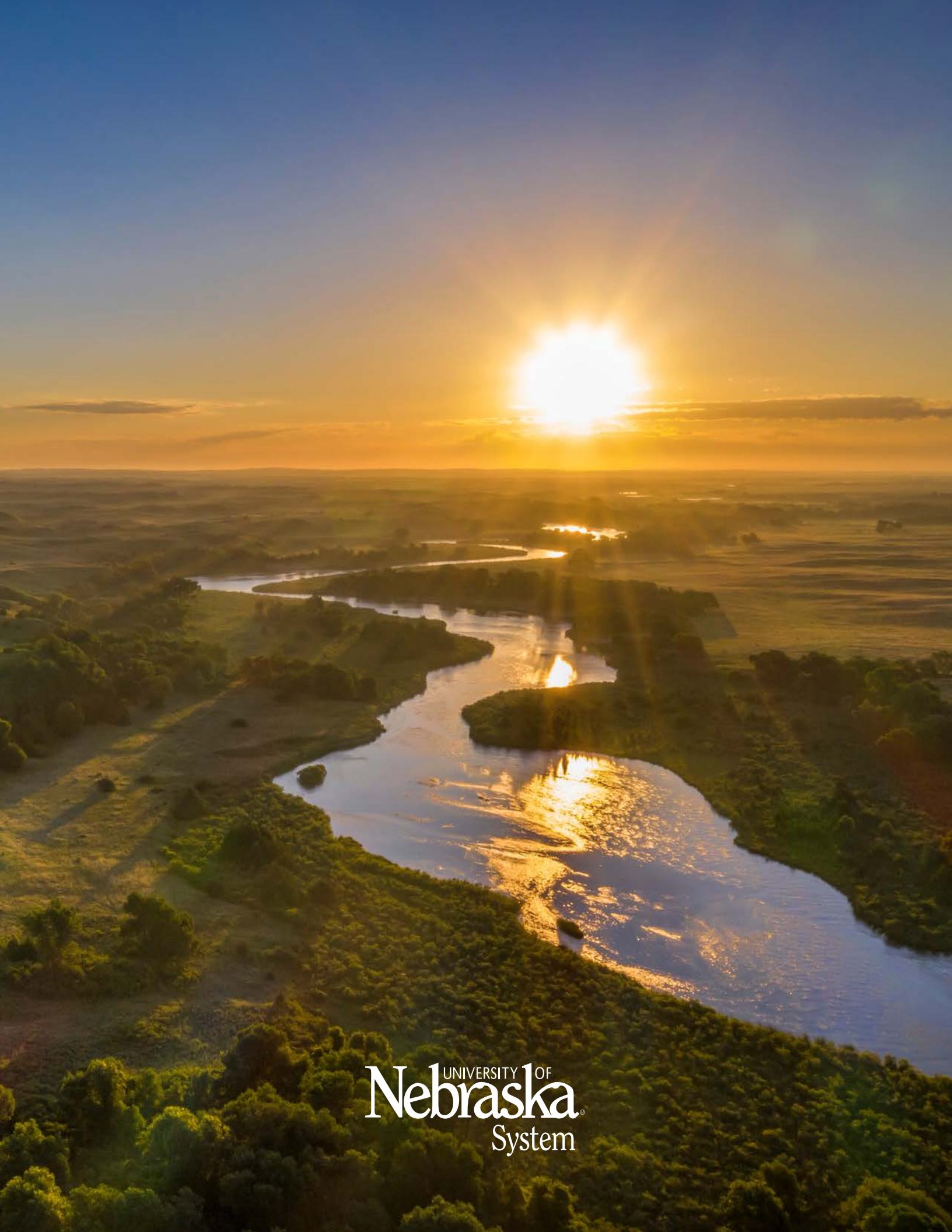
Community benefits in this report outline two forms of impact—monetary donations made by employees and students to local nonprofits and volunteer hours valued at an economic value.

Tripp Umbach has conducted survey research to estimate the amount of monetary donations a student, staff and faculty will spend in a year. This amount differs per individual but ranges from \$600 to \$800. Tripp Umbach also understands that not all individuals donate; therefore, this is adjusted.

The Independent Sector has quantified the value of a volunteer hour to be \$33.59 per individual per hour. Tripp Umbach utilized this value with the understanding (also from survey research) of the average number of hours faculty, staff and students engage in volunteer activities (estimated 100 hours per year for 50 percent of the employees and students).

Visitor Definitions

Impact analysis looks to quantify the impact of attracting new dollars to a region. Therefore, when including visitor spending in the impact analysis of a university, the analysis will include only those visitors coming to a region from outside of said region. Visitors to events who also live in the region would have spent their dollars in that region otherwise; therefore, this dollar was not attracted to the region because of the organization being analyzed. For the NU System, the impact analysis looked at impacts on the state of Nebraska and each defined legislative district. Visitors to the University of Nebraska System were counted only if they were from outside Nebraska.



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