

Economic Impact of California Lutheran University

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- Basic Data: Employment, Budget and Enrollment in 2008-2009
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Background and Method

- This study shows that beyond the University's immeasurable value as a higher education provider and a center for the cultural and intellectual life in the region, it has a significant economic impact. As CLU observes its 50th Anniversary, it also recognizes its positive contributions in goods and services, jobs and tax revenues in the county, state, and nation.
- The study seeks to quantify the economic impact of CLU through the following effects:

Background and Method

- Direct effects: CLU economic impact through payroll, operating expenses, and local purchases made by students, their visitors and people attending University-related functions.
- Indirect effects: Economic activity generated among regional, state and national businesses to meet the University's demand for budgetary expenditures and beyond.
- Induced effects: Expenditures of those who are affected by the spending of CLU employees, students, visitors, attendees of CLU events held within the region, state and nation.

Background and Method

- Employed the Regional Input-Output Model from Minnesota IMPLAN* Group (MIG).
- Designed and administered two online surveys for Undergraduate and Graduate/ADEP students and their visitors.
- Designed relevant questionnaires and conducted personal interviews with selected CLU administrators and program coordinators.
- Gathered financial and pertinent information from various CLU offices.
- Structured and ran a series of regional input-output models to measure the economic impacts of CLU at the county, state and national levels.

* IMPLAN stands for Impact Planning for Analysis.

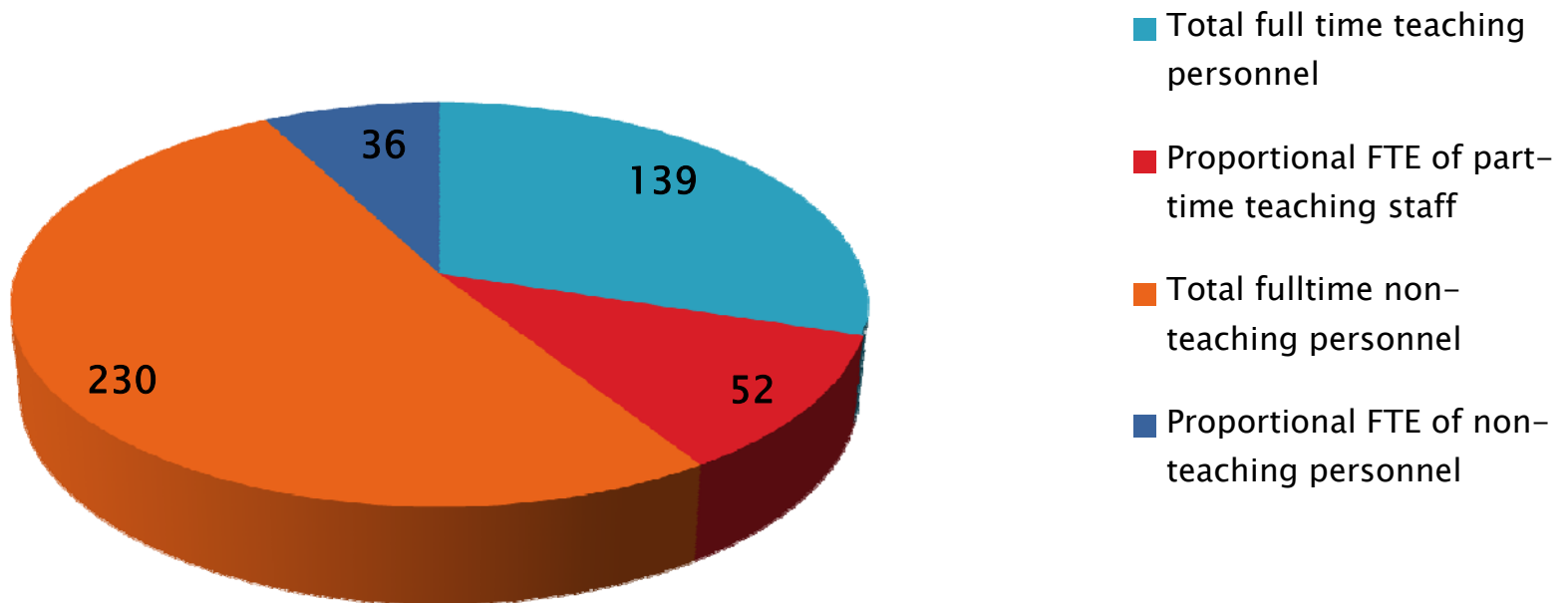
Background and Method

- Received 533 completed questionnaires out of 2,042 undergraduate students who received the emails (sent three times). This is a healthy online survey response rate of 25%.
- Received approximately 400 completed questionnaires from a group of 2,200 graduate* and ADEP students. This established a response rate of 18%.
- For both graduate and undergraduate students, we received a much larger response rate. However, only questionnaires answered in their entirety were counted.
- Processed and computed the itemized economic impact from interviews and in-house surveys.

* Did not include online MBA students

Basic Data: Employment, Budget & Enrollment

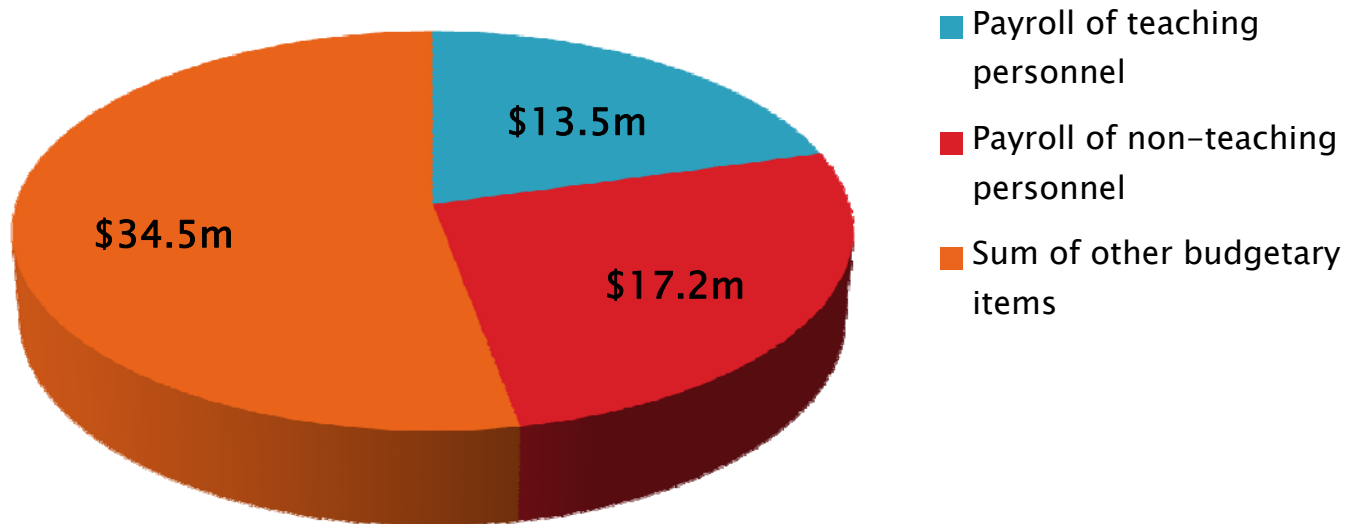
Number of Employees at CLU in 2008-2009



Total Number Of Employees: 457

Basic Data: Employment, Budget & Enrollment

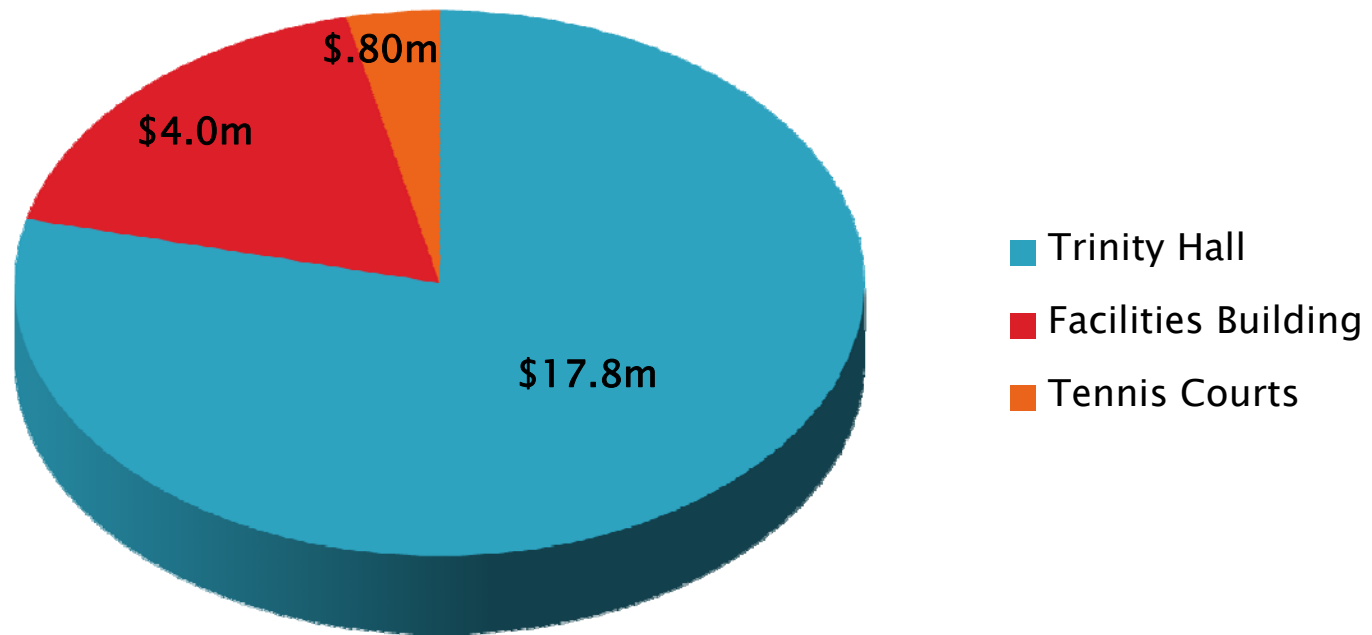
Annual Budget of CLU in 2008-2009



Total Annual Budget: \$65,200,000

Basic Data: Employment, Budget & Enrollment

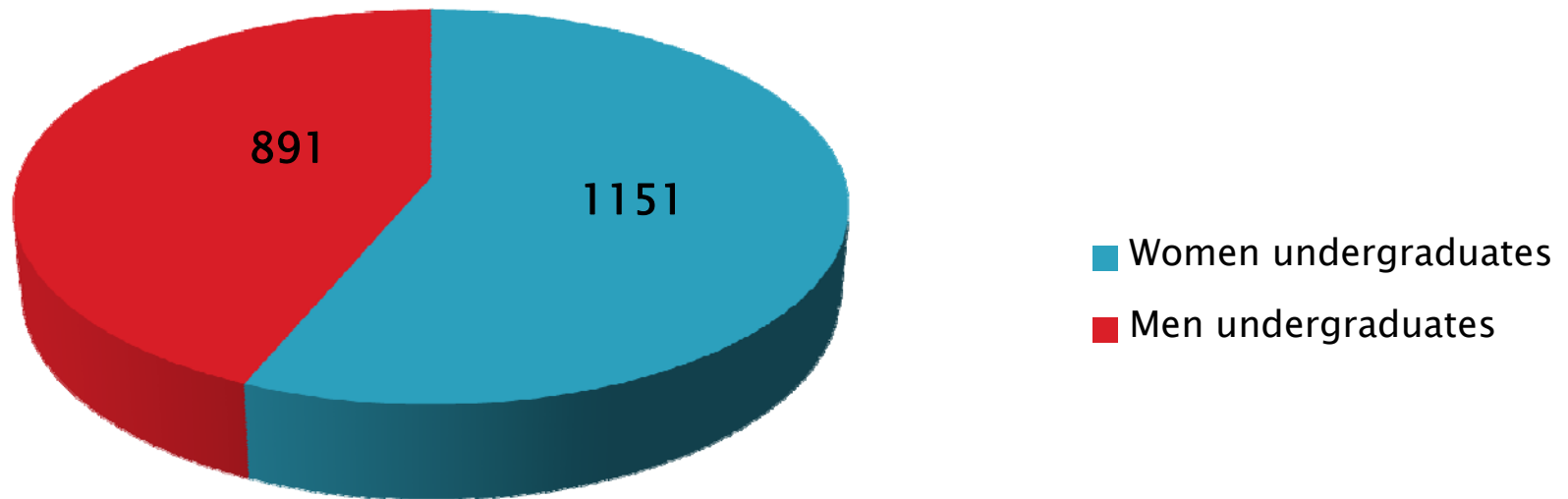
Capital Expenditures of CLU in 2008-2009



Total Capital Expenditure: \$22,600,000

Basic Data: Employment, Budget & Enrollment

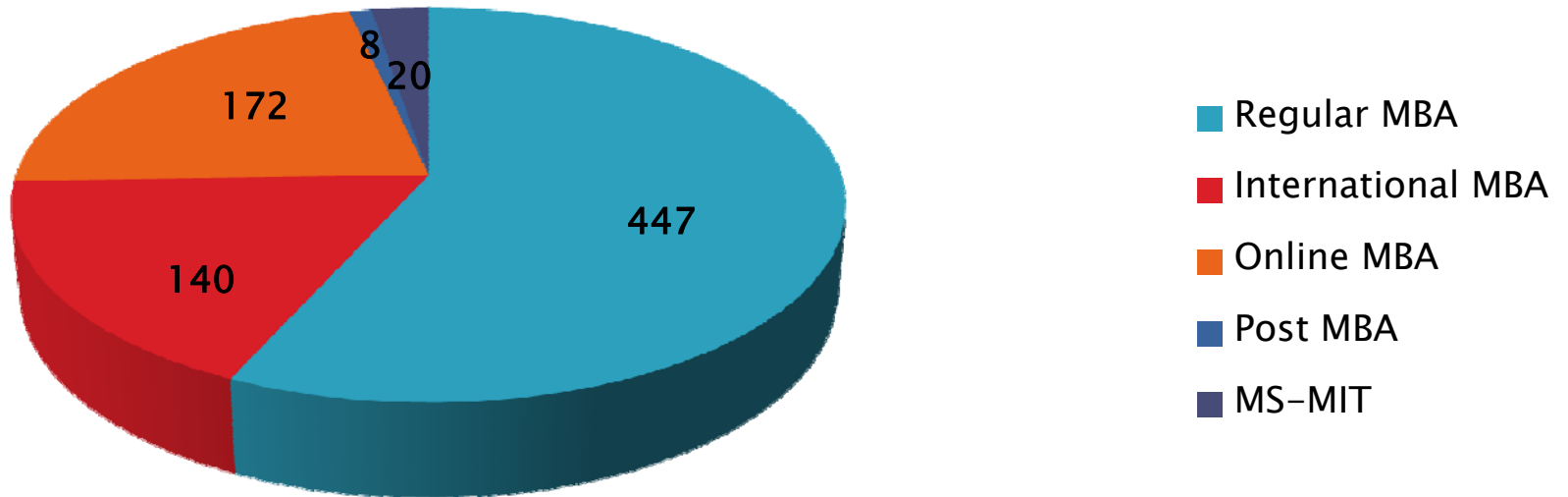
Number of Traditional Undergraduates at CLU in 2008-2009



Total Number of Traditional Undergraduates: 2,042

Basic Data: Employment, Budget & Enrollment

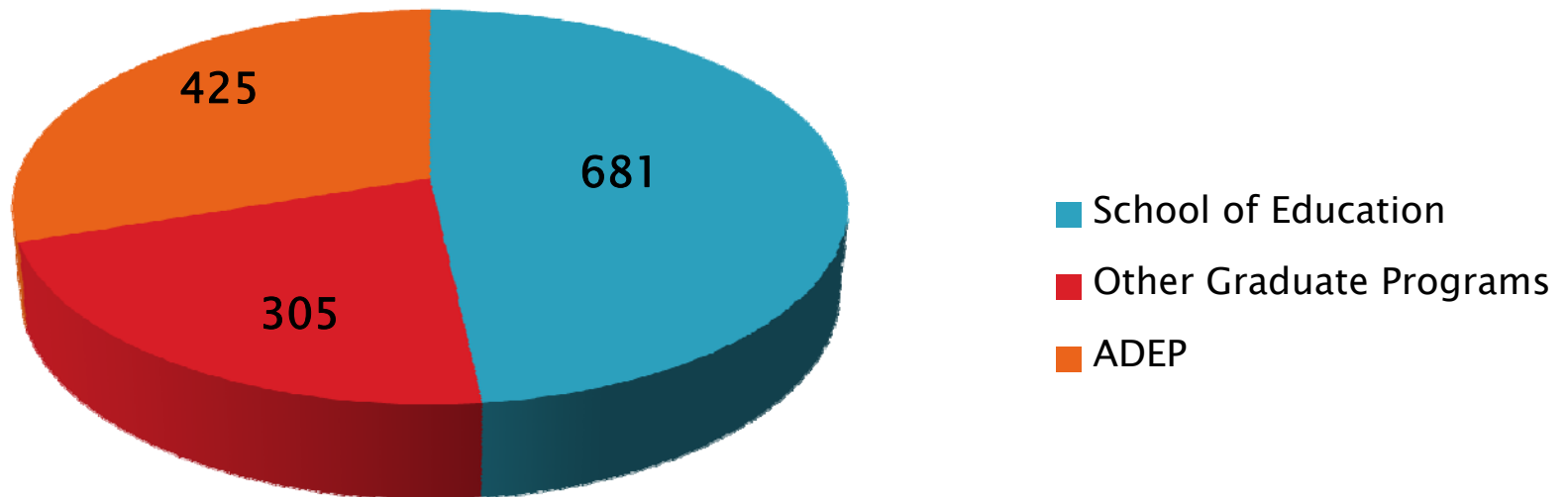
Number of MBA Students at CLU in 2008-2009



Total Number of MBA Students: 787

Basic Data: Employment, Budget & Enrollment

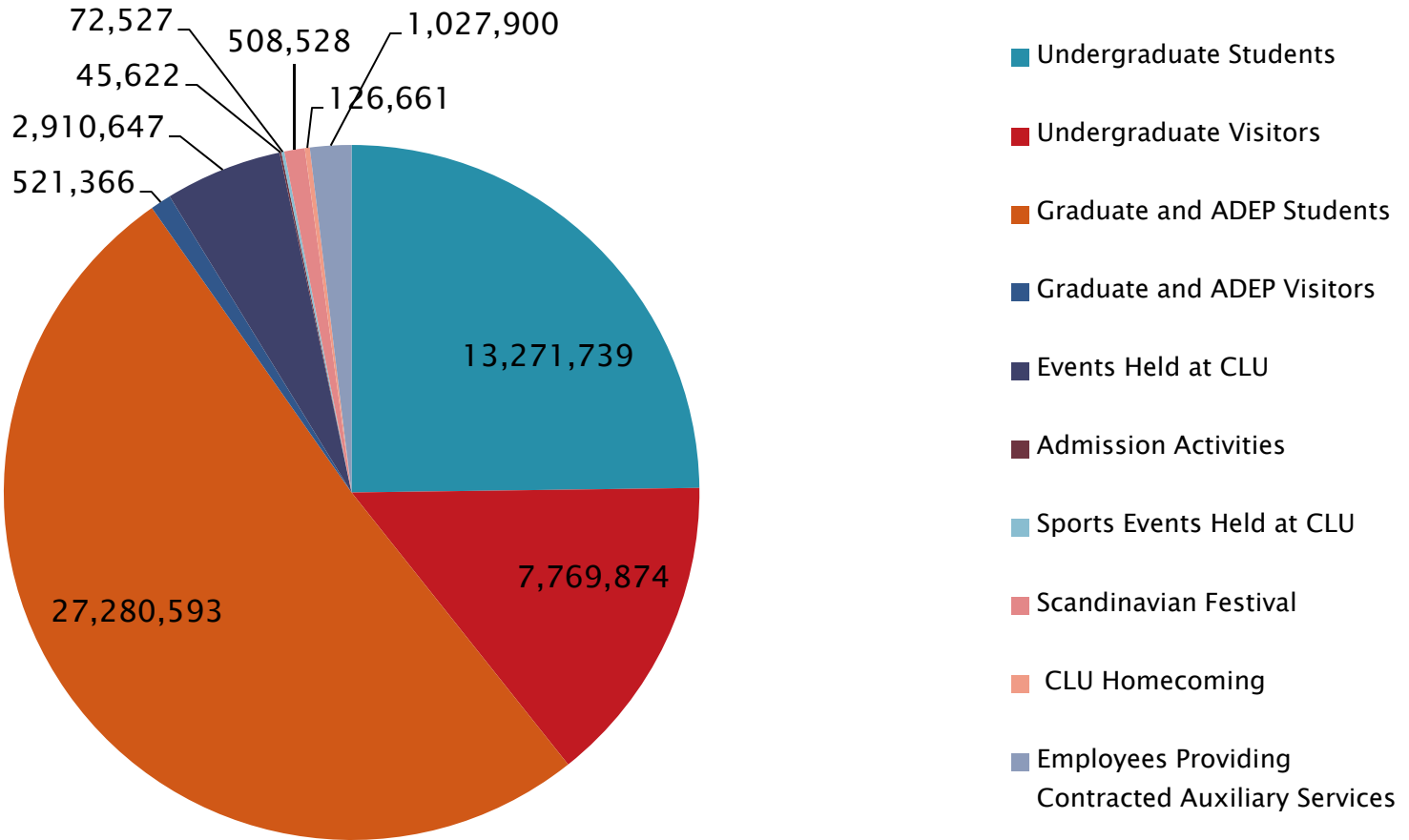
Number of Other (Non-MBA) Graduate and Adult Students at CLU 2008-2009



Total Number of Non-MBA Graduate and Adult Students: 1,411

Basic Data: Employment, Budget & Enrollment

Expenditures Stemming from Various CLU Activities (2008-2009)



Total Campus and Student Related Expenditures: \$53,535,457

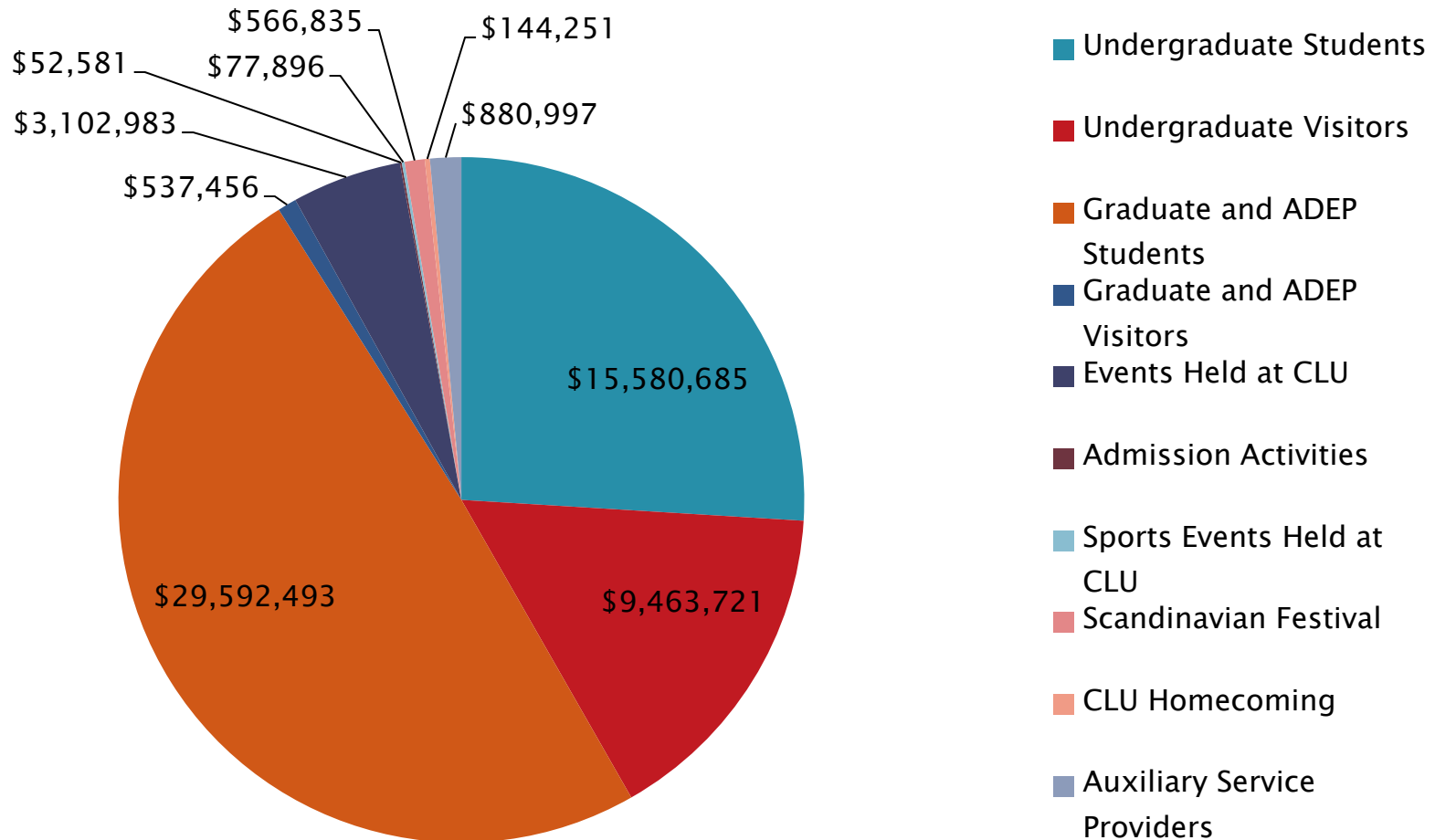
Countywide Economic Impact

Impact of CLU Annual Administrative Budget						
Description	Direct	Indirect	Induced			Total
Production/Output	\$28,770,398	\$11,616,635	\$8,264,702			\$48,651,735
Employment	448.6	64.4	61.9			574.9
Tax Impact	Employees Compensation	Property Income	Household Expenditure	Enterprise/Corporation	Indirect Bus Tax	Total
	\$1,893,728	\$77,984	\$2,158,486	\$684,463	\$1,408,195	\$6,222,856

Impact of CLU Total Budget (Administrative and Capital)						
Description	Direct	Indirect	Induced			Total
Production/Output	\$49,984,962	\$18,568,416	\$13,454,457			\$82,007,835
Employment	543.7	118.7	100.7			763.1
Tax Impact	Employees Compensation	Property Income	Household Expenditure	Enterprise/Corporation	Indirect Bus Tax	Total
	\$2,910,827	\$186,607	\$3,514,349	\$1,312,114	\$2,262,333	\$10,186,230

Countywide Economic Impact

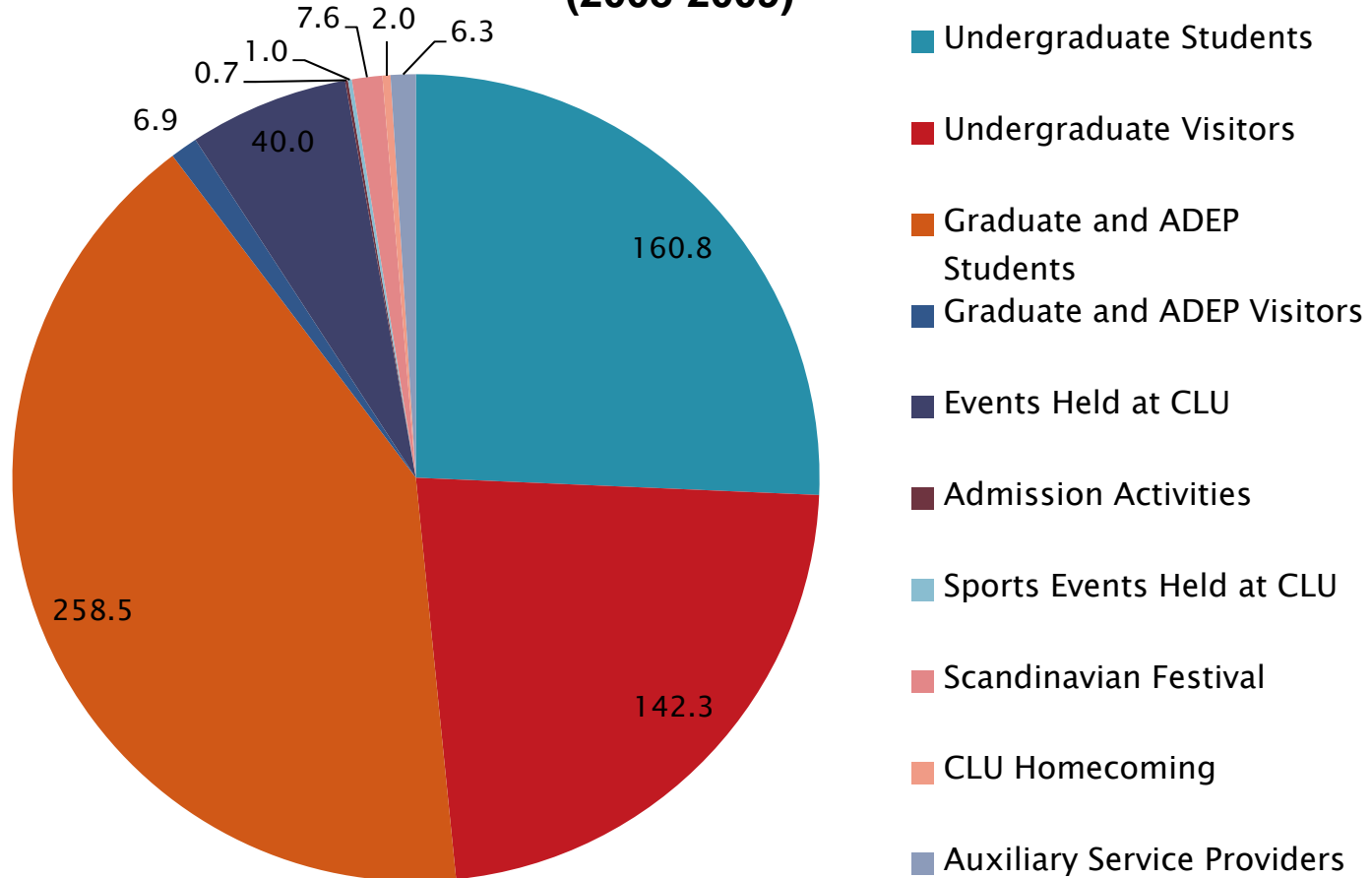
Countywide Output/Production Impact of CLU Activities (2008-2009)



**Total Countywide Output/Production Impact:
\$59,999,898**

Countywide Economic Impact

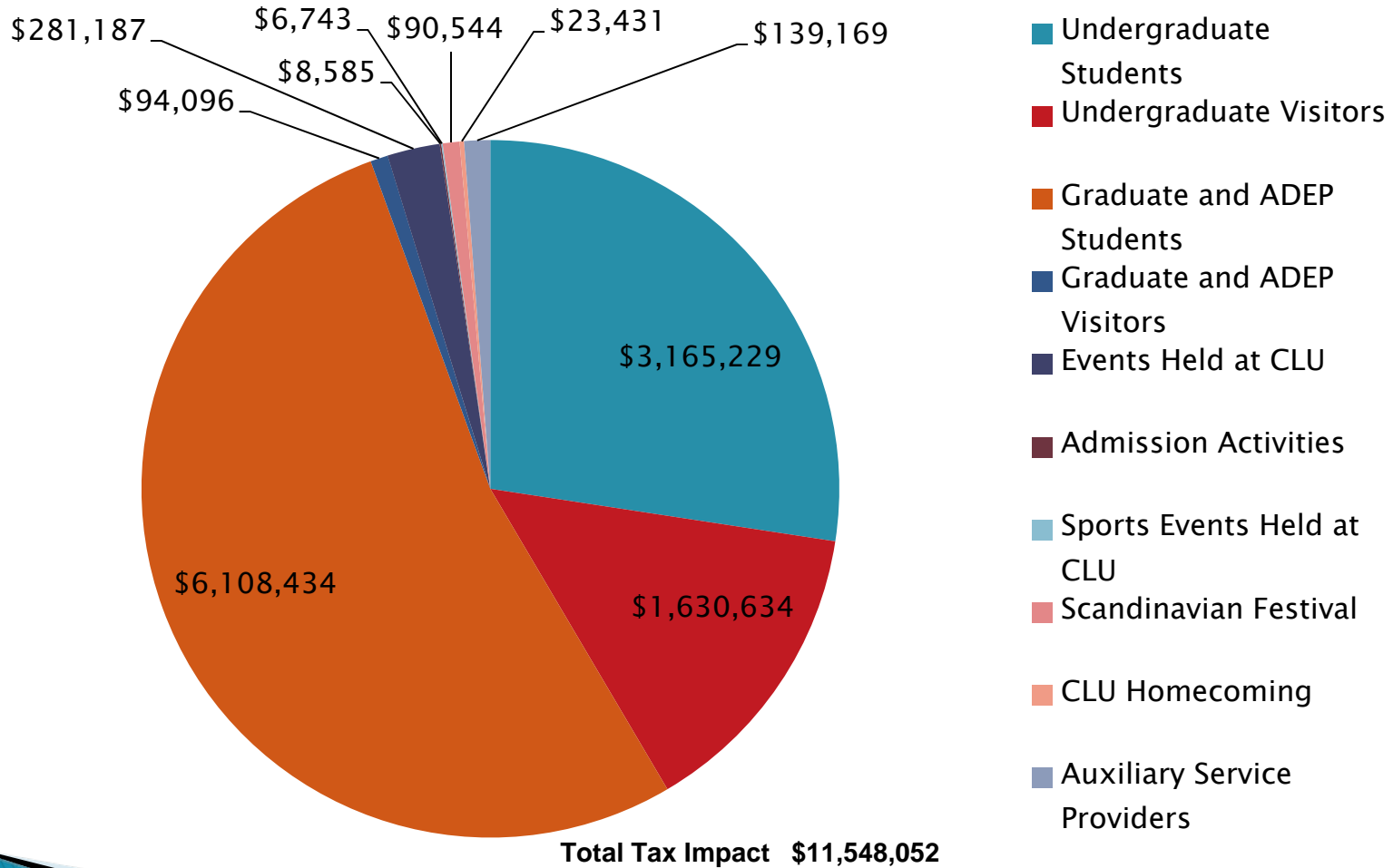
Countywide Employment Impact of CLU Activities (2008-2009)



Total Countywide Employment Impact: 626

Countywide Economic Impact

Countywide Tax Impact of CLU Activities (2008-2009)



Countywide Economic Impact

Overall Countywide Economic Impact of CLU (2008-2009)

Description	In Dollars	Persons
CLU Annual Budget	\$65,200,000	
CLU Total Employees		457
Countywide Output Impact of Annual Budget	\$48,653,734	
Countywide Employment Impact of Annual Budget		575
Countywide Total Tax Impact of Annual Budget	\$6,222,855	
CLU Total Annual Budget (Admin and Capital)	\$87,800,000	
Countywide Regional Output Impact of Total Budget	\$82,007,835	
Countywide Employment Impact of Total Budget		763
Countywide Total Tax Impact of Total Budget	\$10,186,230	
Expenditures Generated from Various Campus Activities	\$53,535,457	
Countywide Output Impact of CLU Total Activities	\$59,999,898	
Countywide Employment Impact of CLU Total Activities		625.6
Countywide Total Tax Impact of CLU Total Activities	\$11,548,052	
Countywide Total Output Impact of CLU	\$142,007,733	
Countywide Total Employment Impact of CLU		1,389
Countywide Total Tax Impact of CLU	\$21,734,282	

Statewide Economic Impact of CLU

Statewide Impact of CLU Annual Administrative Budget

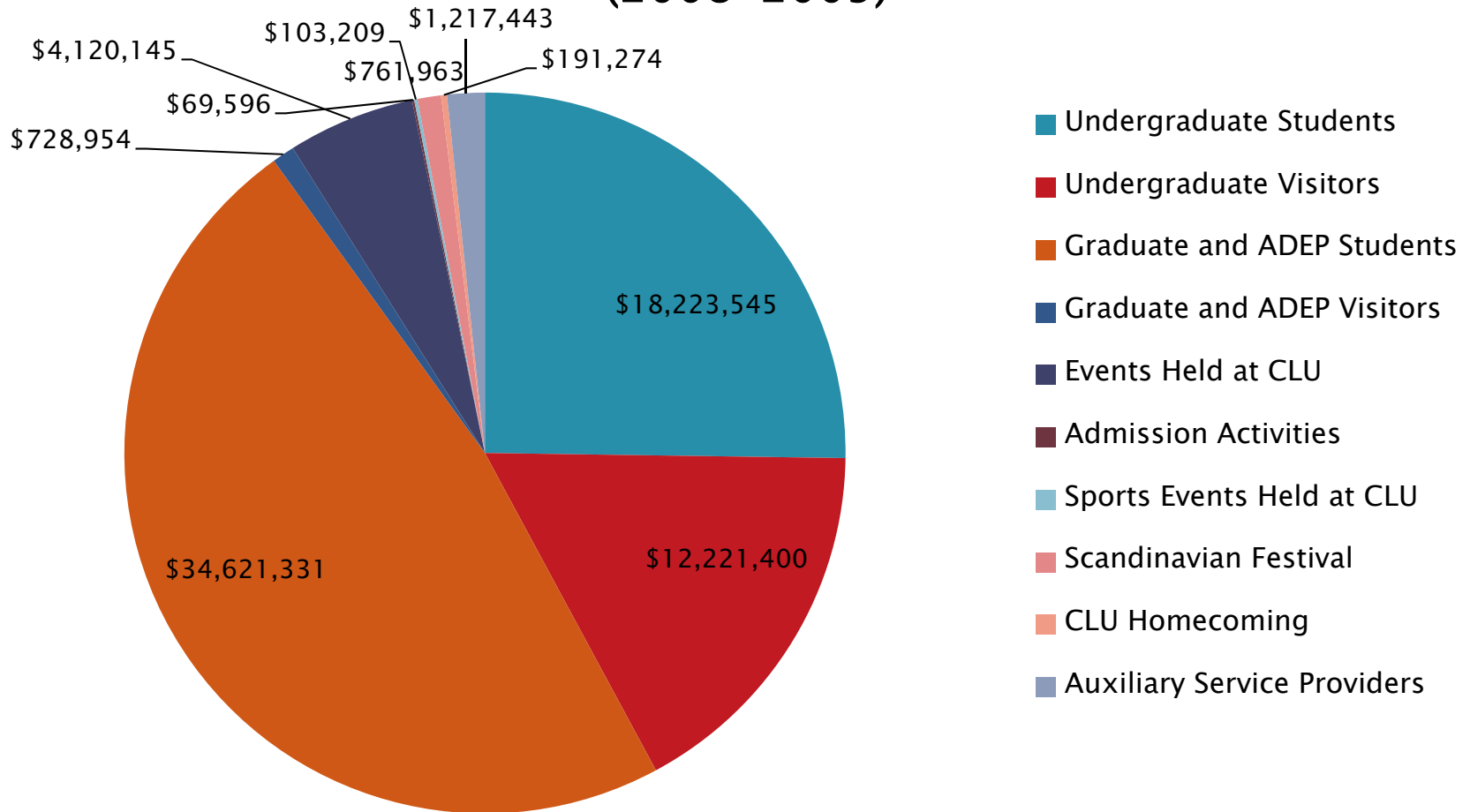
Description	Direct	Indirect	Induced	Total		
Production/Output	\$50,122,924	\$21,283,308	\$23,408,785	\$94,815,015		
Employment	623.5	104.9	155	883.4		
Tax Impact	Employees Compensation	Property Income	Household Expenditure	Enterprise/Corporation	Indirect Bus Tax	Total
	\$4,320,347	\$142,012	\$4,527,339	\$1,362,944	\$2,834,249	\$13,231,891

Statewide Impact of CLU Total Budget (Administrative and Capital)

Description	Direct	Indirect	Induced	Total		
Production/Output	\$75,833,273	\$31,997,042	\$32,962,706	\$140,793,021		
Employment	767.9	171.5	218.3	1157.6		
Tax Impact	Employees Compensation	Property Income	Household Expenditure	Enterprise/Corporation	Indirect Bus Tax	Total
	\$5,823,334	\$288,366	\$6,438,878	\$2,215,098	\$4,066,879	\$18,832,554

Statewide Economic Impact

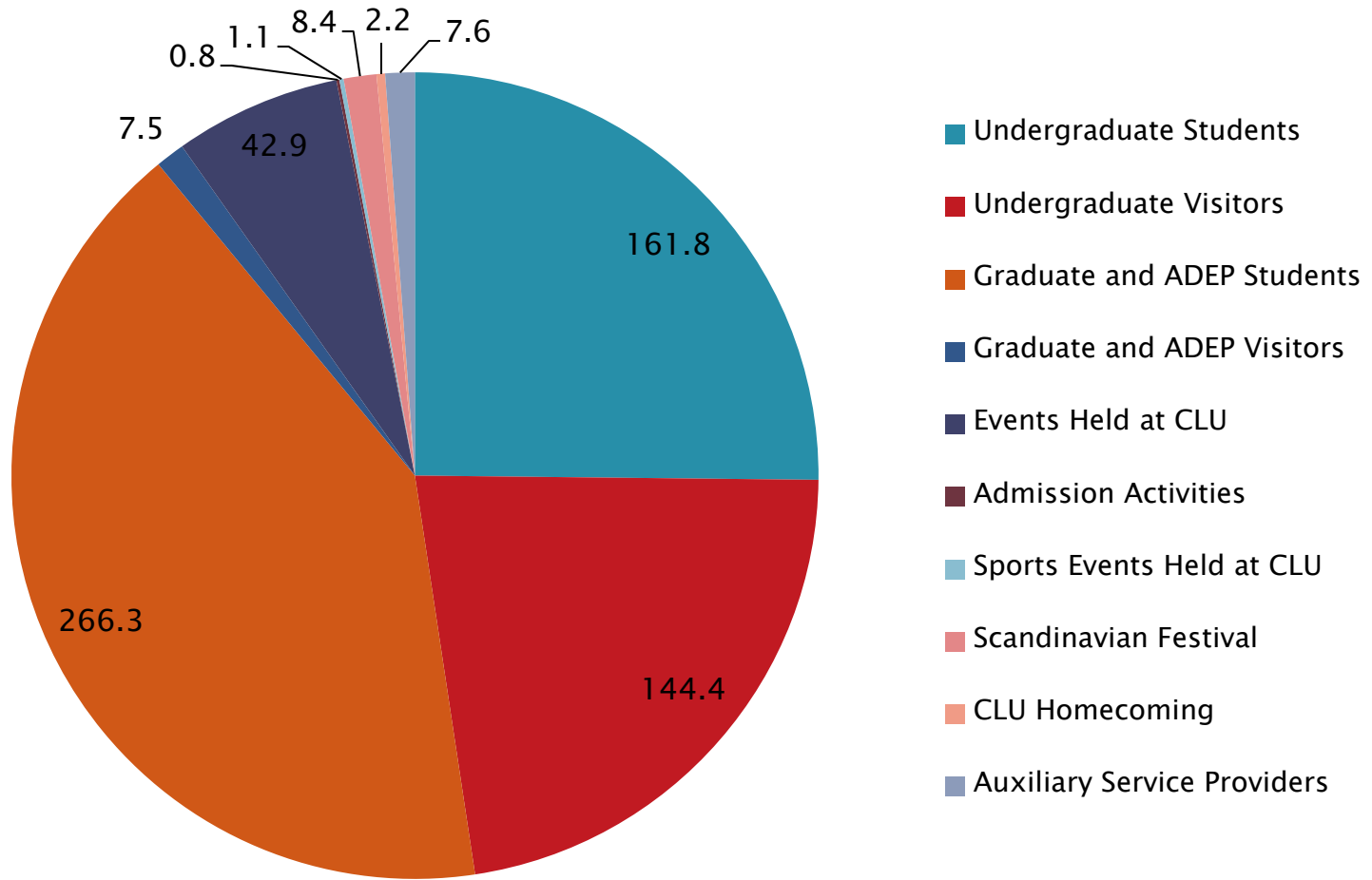
Statewide Output/Production Impact of CLU Activities (2008–2009)



Total Statewide Output/Production Impact: \$72,258,860

Statewide Economic Impact

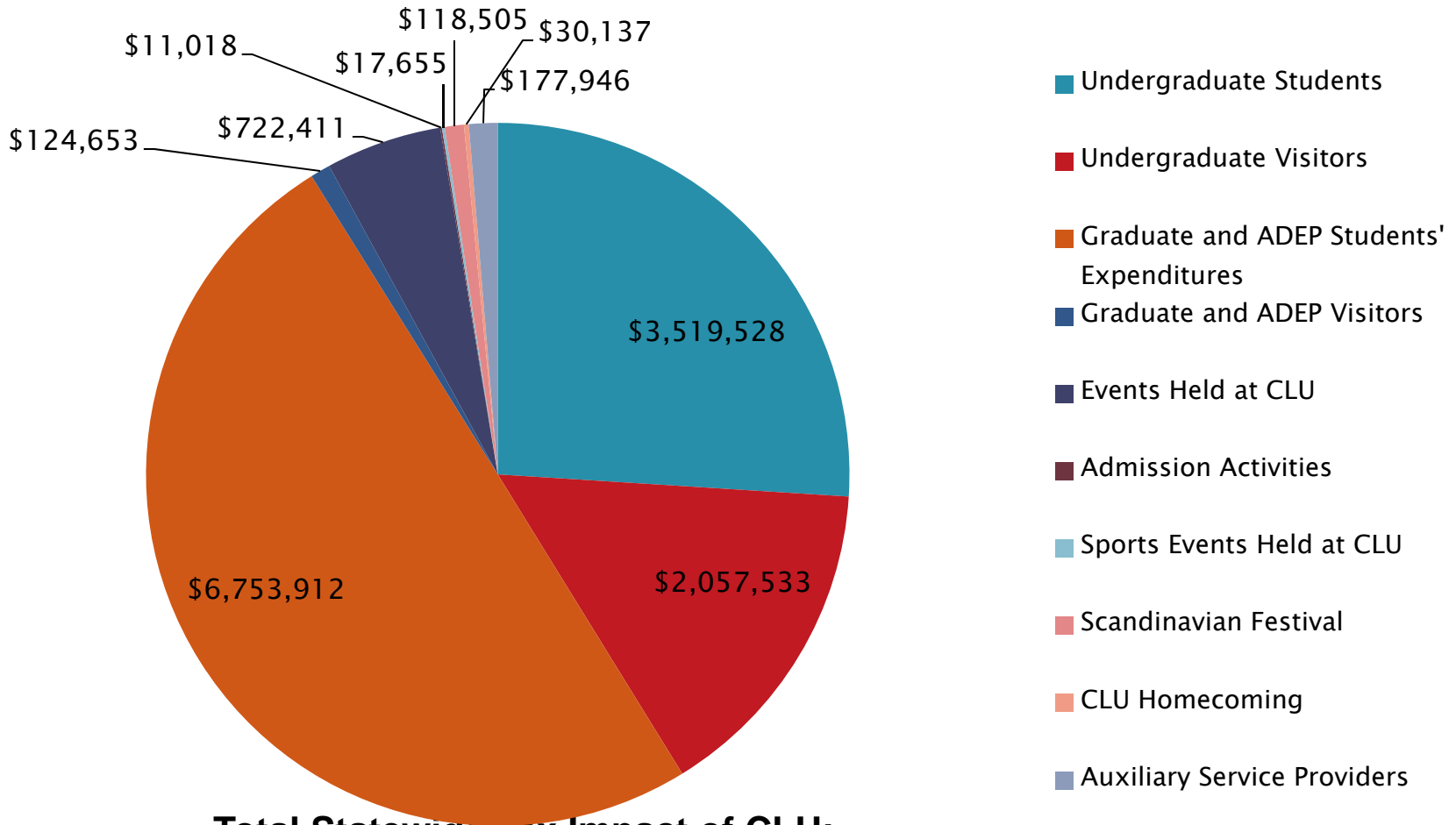
Statewide Employment Impact of CLU Activities (2008-2009)



Total Statewide Employment Impact of CLU: 643

Statewide Economic Impact

Statewide Tax Impact of CLU Activities (2008-2009)



**Total Statewide Tax Impact of CLU:
\$13,533,298**

Statewide Economic Impact

Overall Statewide Economic Impact of CLU (2008-2009)		
Description	In Dollars	Persons
CLU Annual Budget	\$65,200,000	
CLU Total Employees		457
Statewide Output Impact of Annual Budget	\$94,815,015	
Statewide Employment Impact of Annual Budget		884
Statewide Total Tax Impact of Annual Budget	\$13,231,891	
CLU Total Annual Budget (Admin and Capital)	\$87,800,000	
Statewide Output Impact of Total Budget	\$140,793,021	
Statewide Employment Impact of Total Budget		1,158
Statewide Total Tax Impact of Total Budget	\$18,832,554	
Expenditures Generated from Various Campus Activities	\$53,535,457	
Statewide Output Impact of CLU Total Activities	\$72,258,860	
Statewide Employment Impact of CLU Total Activities		643
Statewide Total Tax Impact of CLU Total Activities	\$13,533,298	
Statewide Total Output Impact of CLU	\$213,051,881	
Statewide Total Employment Impact of CLU		1,801
Statewide Total Tax Impact of CLU	\$32,365,852	

Nationwide Economic Impact

Nationwide Impact of CLU Annual Administrative Budget

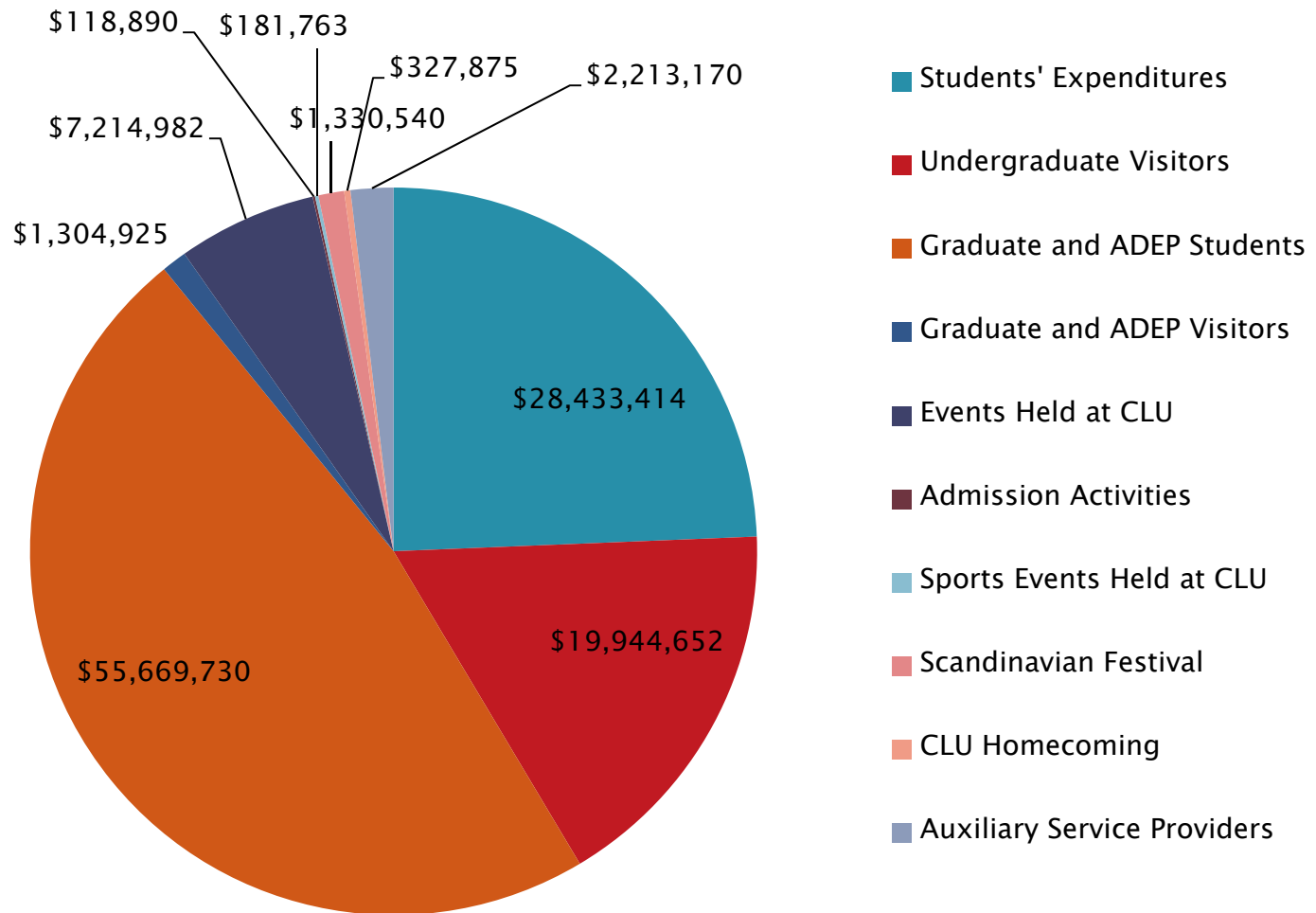
Description	Direct	Indirect	Induced	Total		
Production/Output	\$68,669,816	\$51,779,362	\$66,047,884	\$186,497,062		
Employment	876.7	273.7	446.2	1,596.6		
Tax Impact	Employees Compensation	Property Income	Household Expenditure	Enterprise/Corporation	Indirect Bus Tax	Total
	\$47,025,238	\$275,196	\$7,255,179	\$2,898,342	\$6,218,282	\$63,672,237

Nationwide Impact of CLU Total Budget (Administrative and Capital)

Description	Direct	Indirect	Induced	Total		
Production/Output	\$91,844,397	\$75,650,175	\$85,315,170	\$252,809,742		
Employment	1,008.5	407.8	576.4	1,992.7		
Tax Impact	Employees Compensation	Property Income	Household Expenditure	Enterprise/Corporation	Indirect Bus Tax	Total
	\$8,879,614	\$424,970	\$9,370,408	\$4,021,000	\$8,140,438	\$30,836,430

Nationwide Economic Impact

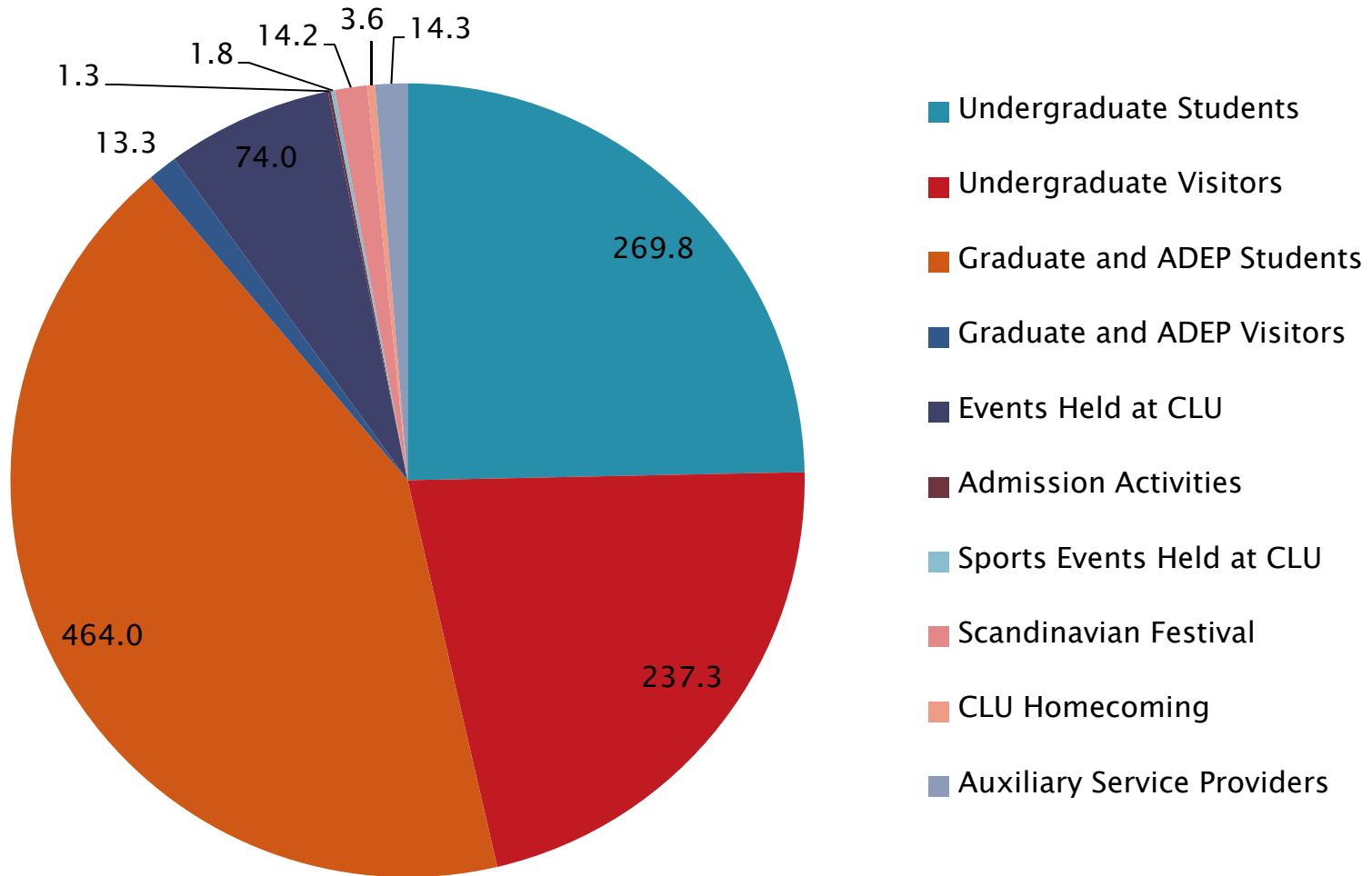
Nationwide Output/Production Impact of CLU Activities (2008-2009)



Total Nationwide Output/Production Impact of CLU Activities: \$116,739,941

Nationwide Economic Impact

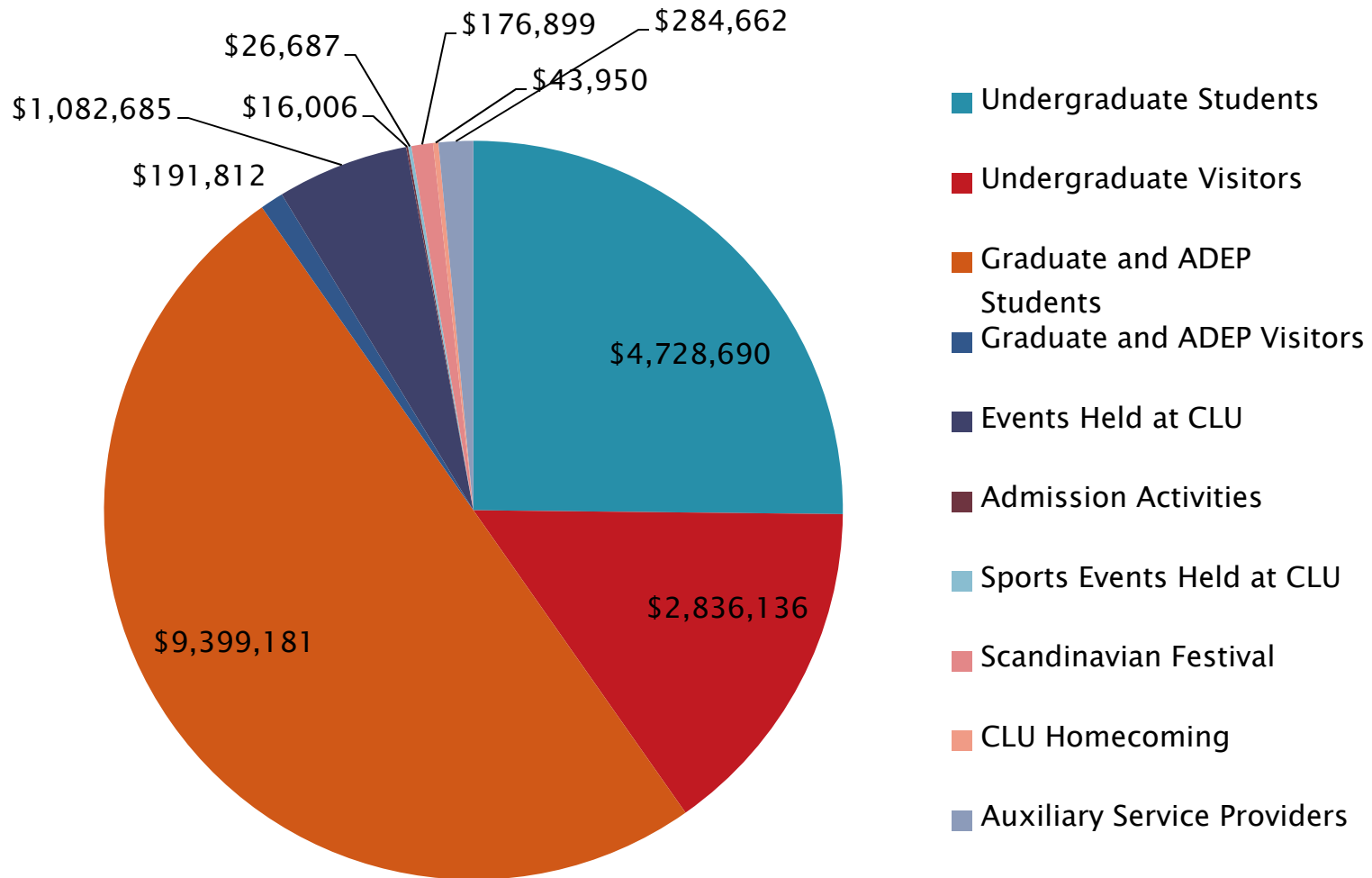
Nationwide Employment Impact of CLU Activities (2008-2009)



Total Nationwide Employment Impact of CLU Activities: 1,093.6

Nationwide Economic Impact

Nationwide Tax Impact of CLU Activities (2008-2009)



Total Nationwide Tax Impact of CLU Activities: \$18,786,708

Nationwide Economic Impact

Overall Nationwide Economic Impact of CLU (2008-2009)		
Description	In Dollars	Persons
CLU Annual Budget	\$65,200,000	
CLU Total Employees		457
Nationwide Output Impact of Annual Budget	\$186,497,064	
Nationwide Employment Impact of Annual Budget		1,597
Nationwide Total Tax Impact of Annual Budget	\$23,672,237	
CLU Total Annual Budget (Admin and Capital)		
CLU Total Annual Budget (Admin and Capital)	\$87,800,000	
Nationwide Output Impact of Total Budget	\$252,809,742	
Nationwide Employment Impact of Total Budget		1,993
Nationwide Total Tax Impact of Total Budget	\$30,836,430	
Expenditures Generated from Various Campus Activities		
Expenditures Generated from Various Campus Activities	\$53,535,457	
Nationwide Output Impact of CLU Total Activities	\$116,739,941	
Nationwide Employment Impact of CLU Total Activities		1,094
Nationwide Total Tax Impact of CLU Total Activities	\$18,786,708	
Nationwide Total Output Impact of CLU		
Nationwide Total Output Impact of CLU	\$369,549,683	
Nationwide Total Employment Impact of CLU		
Nationwide Total Employment Impact of CLU		3,087
Nationwide Total Tax Impact of CLU		
Nationwide Total Tax Impact of CLU	\$49,623,138	

The Overall Impact:

Countywide, Statewide and Nationwide

Countywide Total Output Impact of CLU	\$142,007,733	
Countywide Total Employment Impact of CLU		1,389
Countywide Total Tax Impact of CLU	\$21,734,282	

Statewide Total Output Impact of CLU	\$213,051,881	
Statewide Total Employment Impact of CLU		1,801
Statewide Total Tax Impact of CLU	\$32,365,852	

Nationwide Total Output Impact of CLU	\$369,549,683	
Nationwide Total Employment Impact of CLU		3,087
Nationwide Total Tax Impact of CLU	\$49,623,138	