In FY14, Northwest’s total impact on the economy of the Green and White Circle, a cluster of 79 counties at the intersection of Missouri, Kansas, Nebraska, and Iowa, was $617.5 million in added income. This was equal to 0.3 percent of the region’s Gross Regional Product.

NORTHWEST PAYROLL AND EXPENSES SUPPORT REGIONAL BUSINESSES

- In FY14, Northwest employed 747 full-time and part-time faculty and staff, with an annual payroll of $55.3 MILLION. Much of this was spent in the Green and White Circle to purchase groceries, clothing, and other household goods and services.

- The University is itself a buyer of goods and services and spent another $47.4 MILLION to support its operations during the analysis year.

- The net impact of University payroll and expenses in the Green and White Circle was $91 MILLION in added regional income.

JOB EQUIVALENTS BASED ON INCOME

Job equivalents represent full- and part-time jobs that would not have occurred in the region without the University. They are calculated by jobs to sales ratios specific to each industry. Based on the added income created by Northwest, the job equivalents are as follows:

Operations spending impact = 1,225 job equivalents
Student spending impact = 188 job equivalents
Visitor spending impact = 27 job equivalents
Human capital impact = 8,025 job equivalents

Overall, the added income created by Northwest and its students and visitors supported 9,465 job equivalents.
Northwest Students and Visitors Boost Regional Spending

- Around 26 percent of students attending Northwest originated from outside the region. Some of these students relocated to the Green and White Circle and spent money on groceries, transportation, rent, and so on at regional businesses. Northwest activities also attracted visitors from outside the region.

- The expenditures of the University’s out-of-region students and visitors added approximately $9.1 million and $1 million, respectively, in income to the region during the analysis year.

Northwest Training Sustains a Skilled Workforce

- Over the years, students have studied at Northwest and entered or re-entered the workforce with newly-acquired skills. Today, thousands of alumni are employed in the Green and White Circle.

- As students apply the skills they acquired at the University, they are rewarded with higher incomes. They also raise business profits through their increased productivity. These higher incomes and increased profits create even more income as they are spent in the region.

- In FY14, the effect of Northwest alumni on the regional economy amounted to $516.4 million in added income.