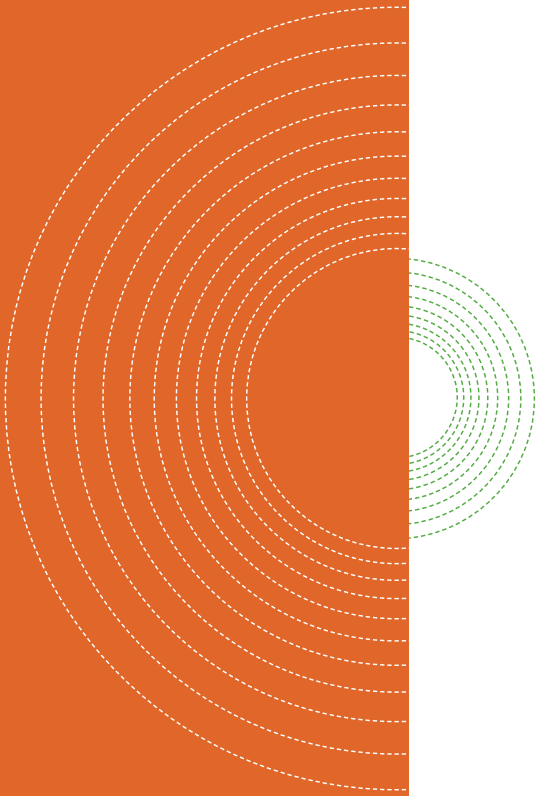


How the **Atlanta region's** colleges and universities are

**Enriching Georgia**





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## Numbers don't tell the whole story.

That simple truth was foremost in our minds as we set out to analyze the impact of Atlanta-area colleges and universities on Georgia.

Not to discount the numbers, because they are indeed impressive: Higher education in the Atlanta region generates a \$10.8 billion impact on the state's economy each year and creates nearly 130,000 jobs for Georgians.

But beyond conveying magnitude, the numbers don't communicate how the lives of citizens across Georgia are sustained, enriched and transformed by these colleges and universities.

So in addition to analyzing the economic impact of higher education, the Atlanta Regional Council for Higher Education (ARCHE) followed the numbers back to real people.

The pages in this report feature the stories of seven Georgians who represent the statewide impact – economic and social, direct and indirect – of Atlanta-area colleges and universities.

To be sure, Georgia has hundreds of thousands of other stories just like these. Together, the stories and statistics remind us that the impact of Atlanta-area colleges and universities extends beyond their campuses to the state at large – sometimes in extraordinary ways.

If you'd like additional copies of this report, please visit [www.atlantahighered.org](http://www.atlantahighered.org) or contact [arche@atlantahighered.org](mailto:arche@atlantahighered.org).



Michael A. Gerber  
President, Atlanta Regional Council for Higher Education  
(ARCHE)

### Annual impact of Atlanta-area higher education on Georgia's economy

#### **\$10.8 billion**

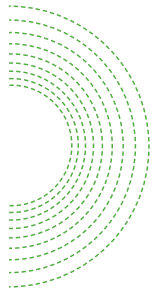
Total impact on Georgia from spending by institutions, employees, students and visitors, combined with impact of capital expenditures – that's equal to 3.2% of Georgia's annual gross state product

#### **129,050**

Jobs created across Georgia from spending generated by Atlanta regional higher education – that's one out of every 25 jobs in the state

#### **\$3.0 billion**

Total state and local taxes paid by Georgians who have jobs because of colleges and universities in the Atlanta region, or who graduated from these institutions



**Dr. David Satcher,**  
director of the Center  
of Excellence on  
Health Disparities at  
Morehouse School  
of Medicine and  
former U.S. Surgeon  
General and director  
of the CDC, credits  
his undergraduate  
experience at  
Morehouse College  
with providing the  
foundation for a  
successful career.



## Preparing Leaders in All Fields:

# Graduates of ARCHE institutions number more than half a million in Georgia.

Dr. David Satcher has worn many titles in his career.

U.S. Surgeon General. Director of the Centers for Disease Control and Prevention (CDC). President of Morehouse School of Medicine. President of Meharry Medical College. And today, director of the Center of Excellence on Health Disparities at Morehouse School of Medicine.

But there's one title Dr. Satcher is particularly proud to have: Morehouse man.

Indeed, Dr. Satcher credits his undergraduate experience at Morehouse College for giving him the foundation to lead many different efforts to improve the nation's health.

"Morehouse gave me more than knowledge – it gave me confidence," he says. "From the day I arrived at the Morehouse campus, the message was, you are somebody. You're a Morehouse man. And we're expecting great things from you."

Dr. Satcher is just one of more than a half-million alumni from ARCHE member institutions who call Georgia home. The vast majority of these alumni continue to share both their skills and expertise in all sectors of the workforce – public, private and non-profit. They also are estimated to earn \$25.7 billion each year and generate an astounding \$2.4 billion in state and local tax revenue.

Some, like Dr. Satcher, overcome great personal obstacles to attend college. The son of rural farmers who never finished elementary school, Dr. Satcher prevailed despite poverty and racism to graduate from Morehouse and then from medical school at Case Western Reserve University.

When ordinary people go on to accomplish extraordinary feats, a college education is often the foundation of their success. Dr. David Satcher is a living example of that simple reality.

**Atlanta-area colleges and universities graduate many of Georgia's knowledge workers and thought leaders.**

**522,540**

Alumni of ARCHE member institutions living in Georgia – teaching in public schools, keeping people healthy, creating businesses, leading congregations in prayer, serving in elected office, and making the state a better place for all who live here

**\$25.7 billion**

Annual earnings of ARCHE-institution alumni living in Georgia

**\$2.4 billion**

State and local taxes paid annually in Georgia by alumni of ARCHE institutions

**216,500**

Students enrolling annually in Atlanta-area colleges and universities

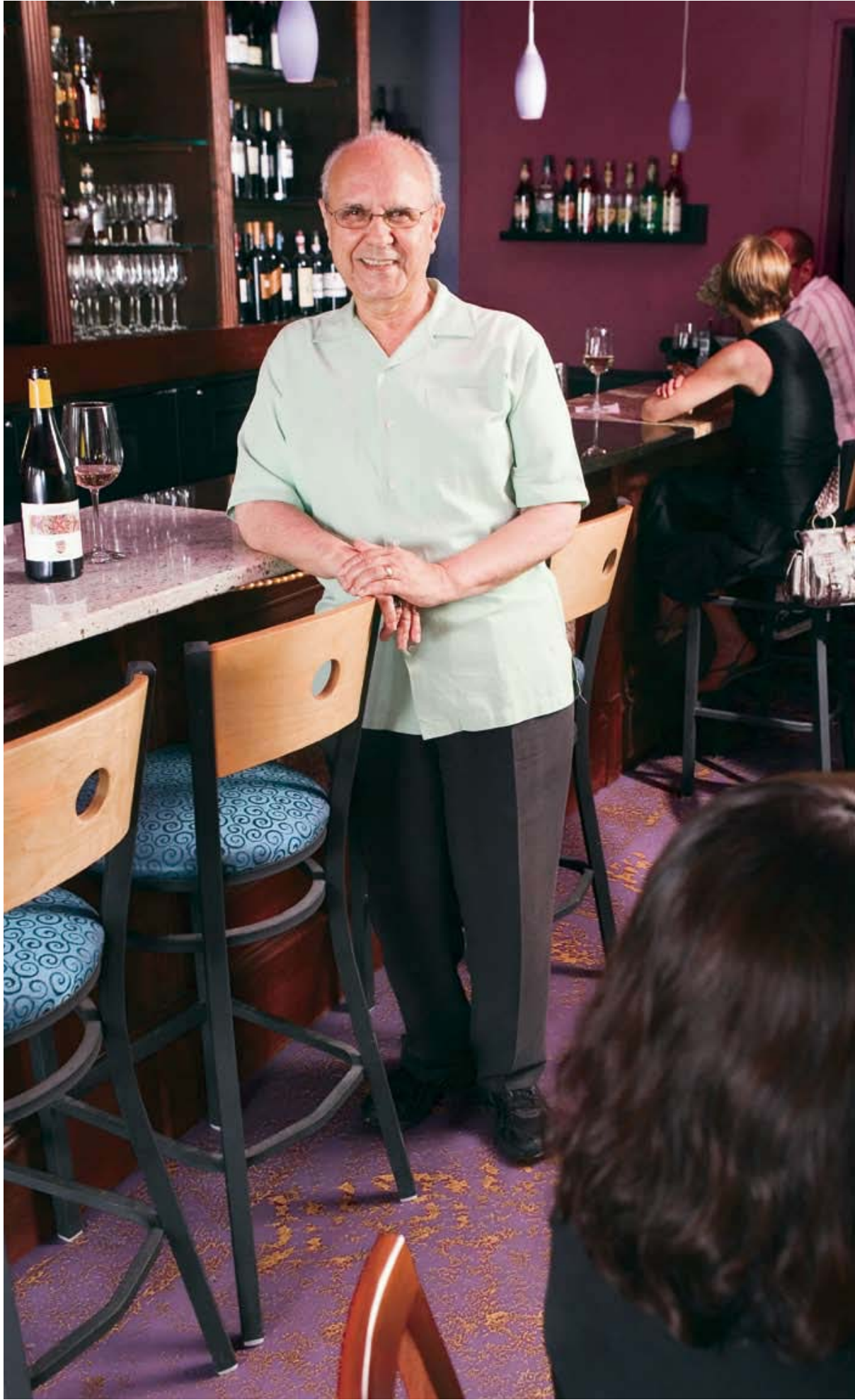
**6th**

The Atlanta region's ranking among leading U.S. metro areas in producing college and university graduates with a bachelor's degree or higher

**868,110**

Georgians with a connection to Atlanta-area colleges and universities as alumni, current students or people whose jobs result from higher education-related spending – that's equal to 10% of the state's population

Angelo Pitillo,  
co-owner of  
Café Lily  
in Decatur, says  
visitors to three  
nearby colleges  
and universities  
often dine at  
his restaurant.



## Benefiting Businesses, Large and Small:

# People who visit Atlanta-area campuses help local businesses thrive.

When it's graduation week at Agnes Scott or Emory, Angelo Pitillo knows it.

"Our restaurant sees a nice bump in business," says the co-owner and manager of Café Lily, a Mediterranean bistro in Decatur. "The students from Emory and Agnes Scott bring their parents in to eat. We see that bump during other times of the year too, such as when they're in town checking out the campuses for the first time."

Graduation is just one college-related event that drives business to Café Lily. Throughout the year, the three nearby ARCHE institutions – Agnes Scott College, Columbia Theological Seminary and Emory University – also welcome visiting scholars, conference attendees, special event audiences and out-of-town alumni.

"One night, I counted 30 people dining with us who were in town for college reunions," says Pitillo, whose son Anthony is co-owner and chef.

Campus visitor impact is also felt at the Decatur Holiday Inn and Conference Center, where as much as 12 percent of the hotel's annual revenue comes from visitors to local campuses. "During graduation week, our hotel is full," says Lisa Castagna, general manager of the hotel. "We have more people to a room, and the lobby is more energetic because of family and friends of graduates."

The 19 ARCHE institutions account for 5.7 million visits to the region every year, about twice the projected annual visits to the Georgia Aquarium. Approximately 1.5 million of these visits include an overnight stay.

And whether they're booking a room or buying breakfast, visitors to campuses spend money: \$469 million per year, according to ARCHE's economic analysis. Quite often, they stay to visit other nearby attractions, thus magnifying their economic impact.

Campus hospitality is good for Georgia visitors ... and good for Georgia's hospitality industry.

**Campus visits add up to a major impact on Georgia's economy.**

**\$469 million**

In-state spending generated by campus visitors each year

**5.7 million**

Total annual visits to the Atlanta region generated by area colleges and universities, including 1.5 million visits with an overnight stay

**500,000**

Visits for admissions and commencement activities

**200,000**

Visits by campus alumni

**900,000**

Visits for arts and cultural events

**1.2 million**

Visits for athletic events


**400,000**

Visits for seminars, conferences and academic work

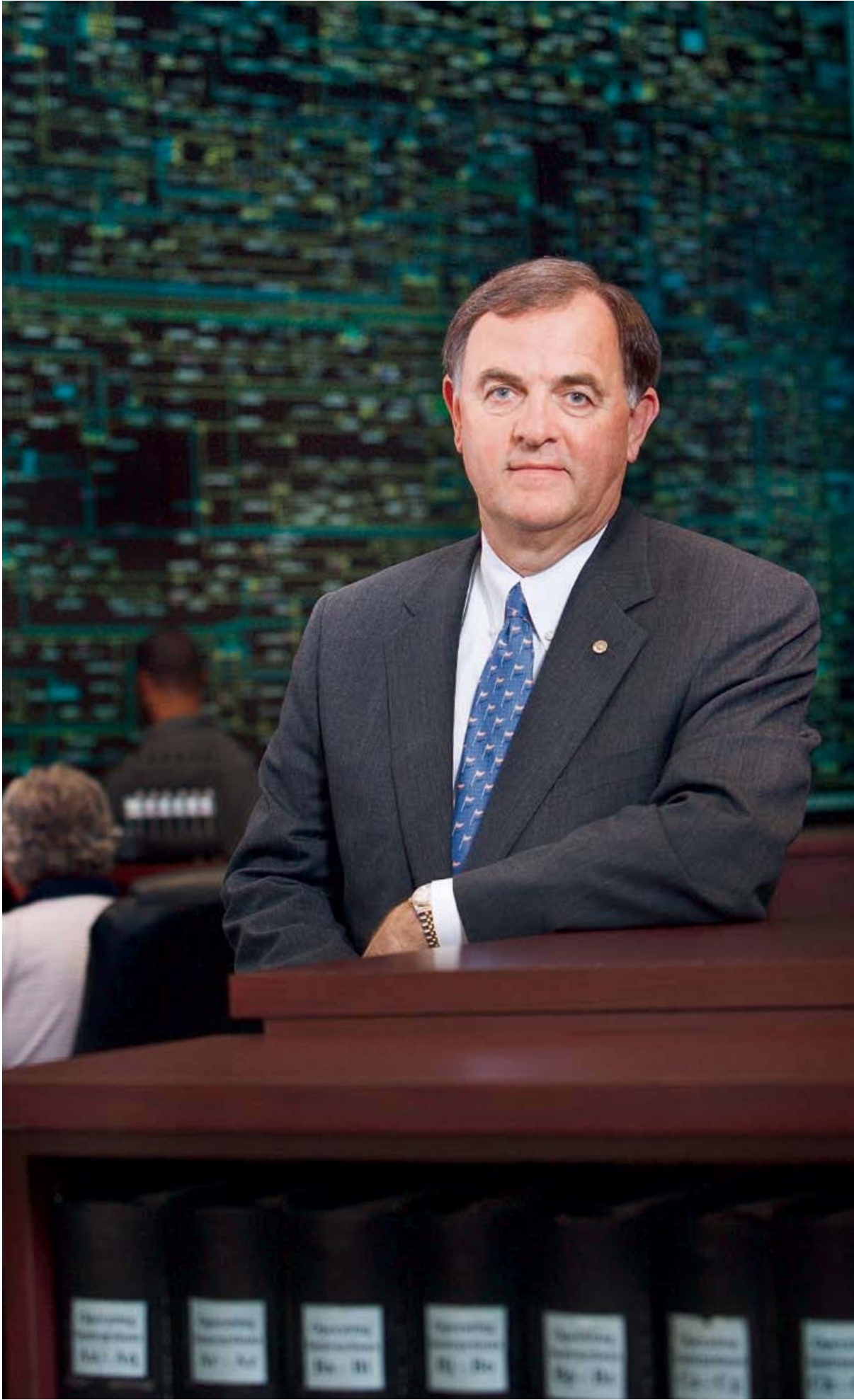
**2.4 million**

Visits for other purposes, including medical care/visitation, employee recruitment, summer camps/programs

All figures are annual visits to the 19 ARCHE institutions.



**Mike Garrett,**  
President and CEO  
of Georgia Power,  
has his finger  
on the pulse of  
Georgia's economy.  
He knows first-  
hand that colleges  
and universities in  
the Atlanta region  
promote economic  
development and  
enrich the quality of  
life for Georgians.





## Powering Economic Growth:

# Higher education in the Atlanta region expands the Georgia economy in many ways.

When Mike Garrett looks at Georgia's economy, he sees the big picture.

Georgia Power's President and CEO knows firsthand the trends and factors that drive the economy – and those that threaten it. And from his vantage point, he appreciates the multifaceted role that colleges and universities in the Atlanta region play in fueling economic expansion.

“First and foremost, they produce an educated workforce,” Garrett says, “and an educated workforce is the key to achieving quality growth and economic development across Georgia. The dozens of colleges and universities in the Atlanta region also generate an economic chain reaction that creates jobs and keeps our economy strong.”

The numbers bear this out: Annual spending by Atlanta-area institutions, employees, students and visitors to campuses yields a total impact on Georgia's economy of \$9.2 billion.

Beyond the numbers, higher education in the Atlanta region helps grow businesses in other ways. Colleges and universities provide services to small companies just starting out. They partner with industries to engineer innovative products and processes. They even birth businesses out of laboratories and incubators, generating outside investment and creating high-level jobs.

Far beyond Atlanta, the region's colleges and universities help ensure that throughout Georgia, economic growth is spurred and sustained.

**All Georgia industries benefit from spending generated by Atlanta-area higher education.**

<b>Industry Sector</b>	<b>Total Impact</b>
Manufacturing	\$2,969,166,000
Real Estate/Finance	\$1,831,596,000
Business/Professional Services	\$ 879,020,000
Consumer Services	\$ 812,689,000
Wholesale/Retail Trade	\$ 580,641,000
Health/Human Services	\$ 500,702,000
Restaurants	\$ 483,390,000
Transportation/Communication	\$ 407,615,000
Utilities	\$ 311,294,000
Construction	\$ 261,308,000
Agriculture/Mining	\$ 108,050,000
Government Enterprise	\$ 95,668,000
<b>Total</b>	<b>\$9,241,140,000</b>

Figures reflect total impact on Georgia industries from annual spending by colleges and universities in the Atlanta region, and the spending of their employees, students and visitors. Figures do not include impact from capital spending, shown on page 13.

**Craig Gentry** is key to the quality of commercial carpet manufactured by Shaw Industries. Manufacturing industries in Georgia can attribute more than 9,000 jobs each year to spending generated because of colleges and universities in the Atlanta region.



## Creating Jobs Across Georgia Industries:

# Atlanta-area higher education keeps Georgia going to work.

Atlanta-area colleges and universities buy a lot of commercial carpet from Georgia manufacturers. While Craig Gentry may not owe his job directly to higher education's business, it's a fact that people like Craig are employed because of spending by colleges and universities and their employees, students and visitors.

In fact, higher education in the Atlanta region creates nearly 122,000 jobs across Georgia's economy each year.

Some of these people might be making commercial carpet for Shaw Industries, working with Craig Gentry. As quality engineer for Shaw's commercial plants in Cartersville, Craig makes decisions every day about whether the carpet coming off the line meets the company's quality standards. "I also make sure employees have the tools and training they need to do the job right," he says.

The jobs created because of Atlanta-area higher education bring another big economic benefit to the state: \$486 million in local and state taxes paid each year by the people in those jobs.

And beyond the numbers, Atlanta's colleges and universities drive employment in other ways. Executive education programs at ARCHE member institutions prepare the men and women who make crucial decisions in industry. The institutions also provide Georgia companies with an array of training programs and problem-solving services to keep those businesses growing.

Atlanta's colleges and universities do more than create an educated workforce – they create jobs for Georgians.

### Atlanta colleges and universities create jobs in industries all over Georgia.

Industry Sector	Jobs Created
Health/Human Services*	73,540
Consumer Services	10,240
Manufacturing	9,080
Restaurants	8,540
Business/Professional Services	7,150
Real Estate/Finance	4,220
Government Enterprise	3,140
Wholesale/Retail Trade	2,090
Transportation/Communication	2,030
Construction	1,370
Utilities	350
Agriculture/Mining	150
<b>Total</b>	<b>121,900</b>

\* Includes 67,750 jobs at colleges and universities

Figures reflect total jobs created in Georgia industries from annual spending by colleges and universities in the Atlanta region, and the spending of their employees, students and visitors. Figures do not include impact from capital spending, shown on page 13.

**Kathy Creech** in downtown Franklin, Georgia, with her parents, Larry and Darlene, and brother, Matthew. The first in her family to attend college, Kathy will have a much better chance of finding employment and making a good living than if she had never earned a degree.



## Opening Opportunities for New Generations:

# Higher education is key to finding employment and prosperity.

The first in her family to go to college, Kathy Creech knew that a degree would be important to getting and keeping a good job.

Census data shows how right she is. The education levels of Georgians factor significantly into whether they're able to find and keep a job – and whether they're likely to lead their lives in prosperity or poverty. In fact, a Georgian with a bachelor's degree averages more than \$75,000 in annual earnings, compared to \$33,000 for someone who fails to finish high school.

Kathy also knew that if she wanted to go to college, she needed to work hard in high school.

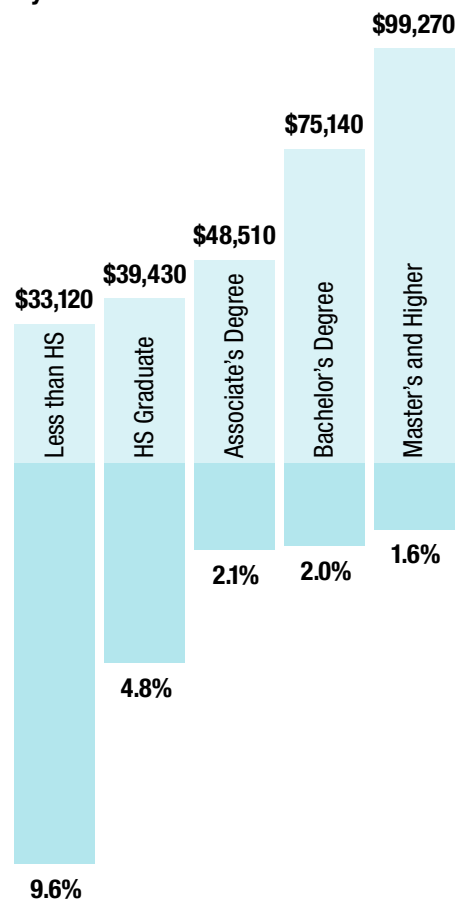
“My parents weren't able to afford to pay for all of my college education,” says Kathy, a senior at Southern Polytechnic State University in Marietta. “I wanted to make sure my grades were high enough to earn a HOPE scholarship.”

Her motivation paid off. Kathy was valedictorian at Heard County High School and earned several scholarships in addition to HOPE. She graduates Southern Poly in December 2006.

Beyond preparing students like Kathy for professional careers, higher education also shapes the world in which she and her fellow students will live and work. From advances in medicine to cleaner environments to stronger faith-based communities, colleges and universities in the Atlanta region actively shape the quality of life for all Georgians.

And higher education benefits future generations as well. Children whose parents have a degree are more likely to do well in school and graduate college themselves.

Georgia Average Annual Earnings, by Education Level



Georgia Unemployment Rates, by Education Level

Data is for adults aged 25 to 64 with or seeking full-time, year-round employment. From U.S. Census Bureau, adjusted to FY 2005 dollars.

Trent Strine managed the development and installation of the mechanical infrastructure at UGA's Complex Carbohydrate Research Center. Strine's company, Batchelor & Kimball, is just one of many Georgia businesses that benefit from the average **\$740 million** spent annually on construction and renovation by Atlanta-area campuses.



## Boosting the Bottom Line:

# The growth of Atlanta-area campuses is good for companies and industries.

When it's time to build a teaching or research lab at an Atlanta-area campus, a call often goes out to Batchelor & Kimball.

Over nearly three decades, the Lithonia, Georgia, mechanical contracting firm has developed a reputation for building premier infrastructure systems – heating, cooling, air ventilation and plumbing – for labs and other campus facilities.

One good example is the Complex Carbohydrate Research Center at the University of Georgia. “An entire wing of that facility is built around one piece of equipment – a nuclear magnetic resonance imager,” says Trent Strine, who managed the engineering project for Batchelor & Kimball. Georgia Tech's Technology Square, Emory's Winship Cancer Institute and Kennesaw State's science laboratory are a few of the other sophisticated campus projects the firm has worked on in recent years.

Batchelor & Kimball is just one of many Georgia companies that benefit from campus growth in the Atlanta region. On an annual basis, Atlanta-area colleges and universities spend an average of \$740 million on capital construction and renovation (including professional services, site work, fixed equipment and related costs). Those expenditures generate an annual impact on Georgia's economy of over \$1.5 billion and create more than 7,100 jobs a year.

The institutions' investment in capital expansion pays off for Georgia in other ways. High-tech laboratories constructed on university campuses, for example, produce discoveries that lead to the birth of new companies, which in turn create jobs. The labs also bring millions of federal research dollars into the state.

The growth of college and university campuses in the Atlanta region keeps Georgia working and growing economically – and provides an excellent environment for Georgia students to grow and develop, too.

**Capital improvements at Atlanta colleges and universities reverberate across the state's economy.**

### **\$1.5 billion**

Total annual impact on Georgia economy from capital improvement spending by Atlanta-area higher education

<b>Industry Sector</b>	<b>Total Impact</b>
Construction	\$ 751,172,000
Manufacturing	\$ 318,837,000
Real Estate/Finance	\$ 111,679,000
Business/Professional Services	\$ 109,321,000
Wholesale/Retail Trade	\$ 63,452,000
Consumer Services	\$ 54,097,000
Transportation/Communication	\$ 36,402,000
Utilities	\$ 22,950,000
Restaurants	\$ 22,477,000
Agriculture/Mining	\$ 20,785,000
Health/Human Services	\$ 9,413,000
Government Enterprise	\$ 5,699,000
<b>Total</b>	<b>\$1,526,284,000</b>

### **7,170**

Jobs created across Georgia each year from capital expenditures by colleges and universities in the Atlanta region

Figures reflect the average annual impact from college and university capital expenditures based on actual expenditures during the five-year period FY 1999-2003. Figures are expressed in FY 2005 dollars.

**Gary Chapman**  
with students at the  
Berrien Academy  
PLC, a learning  
center helping at-risk  
teenagers finish high  
school. By providing  
leadership training,  
fund-raising expertise  
and community  
health assistance,  
several universities in  
the Atlanta region are  
making a difference  
in this south central  
Georgia county.





## Building Stronger Communities:

# The Atlanta region's higher education institutions help improve the quality of life for all Georgia citizens.

Teenagers who experience serious personal problems often fail to finish high school – and suffer the consequences for the rest of their lives. That's one reason lowering Georgia's high school dropout rate is one of the state's top priorities in education.

Several of the Atlanta region's colleges and universities are working to meet this priority – not just in Atlanta, but across the state.

In south Georgia, the Berrien County Collaborative, the local affiliate of the organization Communities in Schools, is working hard to help students stay in school. And while Berrien County may seem an unlikely crossroads for the Atlanta region's universities, several institutions are extending their help to the Berrien County Collaborative:

- The University of Georgia provided leadership training to Gary Chapman, the executive director of the Berrien Academy Performance Learning Center, the Collaborative's alternative high school that provides a "second chance" to 75 county students who need help to finish high school. Chapman says the UGA experience "provided valuable insight into non-profit management and fund raising."
- Georgia State University's Health Policy Center, which works to improve the health of rural Georgians, helped the Collaborative develop its health program – an effort that led to hiring two additional nurses in the county school system so students who need more attentive care can get it.
- The Georgia Institute of Technology and Emory University welcome Berrien County students to their campuses as part of an annual "Future Force Institute," a summer program that helps students look beyond high school to plan their careers and learn leadership skills.

Berrien's students may someday choose to go to college in the Atlanta region. But today, they've already experienced the region's universities in a powerful way.

### Colleges and universities in the Atlanta region reach out to serve Georgians all across the state.

Psychology students at [Brenau University](#) help Georgia children build their self-esteem through Prevent Child Abuse-Gainesville.


[Spelman College](#) hosts a summer biomedical science program for Georgia high school students to cultivate their interest in the biosciences.

[Kennesaw State University](#) offers free health services to more than 2,500 homeless and low-income residents in north Georgia counties.

The quality of water in Georgia's Peachtree/Nancy Creek tributaries is analyzed every year by [Oglethorpe University](#) students and faculty through a volunteer project called River Rendezvous.

Spivey Hall, the internationally acclaimed performance hall at [Clayton State University](#), brings music to young people with \$1 morning performances for school groups and challenging workshops for promising young musicians.

More examples: See page 18



## Colleges and universities have a profound impact on life in the Atlanta region.

### Enriching the Atlanta Region:

Georgia's economy and quality of life benefit greatly from the many different institutions of higher learning in the Atlanta area. But the impact of these institutions on the region itself is equally noteworthy:

**\$7.6 billion** – The total yearly impact on the Atlanta regional economy from spending by colleges and universities for annual operations and capital improvements, combined with spending by their employees, students and visitors.

**116,230** – The number of jobs generated in the region annually because of higher education-related spending: that's equal to 5.4 percent of the Atlanta-area workforce.

**\$1.62** – The total economic activity generated each year across the Atlanta region for every \$1 spent by the region's institutions and their employees, students and visitors.

**\$980 million** – The amount of federal funds brought into the region annually by colleges and universities from government appropriations, grants and contracts (principally research), and student financial aid grants (excluding loans).

**\$200 million** – The amount of private gift, grant and contract funding brought into the region's economy annually from outside the state.

**\$497 million** – Estimated college and university student spending added to the region's economy each year.

Beyond the direct economic benefits higher education brings to the Atlanta area, colleges and universities enhance and improve the quality of life for the region's citizens in myriad ways.


Partnerships with business and industry, outreach to communities and schools, engagement with government and civic associations, delivery of health care, innovative research on problems facing society, affiliations with faith-based organizations, and direct services to individuals and groups are all ways in which higher education works to make the Atlanta region a better place to live, learn, work and play.

**The combined economic impact on the Atlanta region from annual spending by colleges and universities and their employees, students and visitors – along with the impact of annual spending for campus construction and renovation – tops \$7.6 billion and generates more than 116,000 jobs.**

<b>Industry Sector</b>	<b>Total Impact</b>	<b>Jobs Created</b>
Manufacturing	\$2,037,804,000	7,180
Real Estate/Finance	\$1,569,697,000	3,770
Business/Professional Services	\$ 788,912,000	6,590
Construction	\$ 666,217,000	3,750
Consumer Services	\$ 641,379,000	8,280
Wholesale/Retail Trade	\$ 492,514,000	1,880
Restaurants	\$ 409,396,000	7,670
Transportation/Communication	\$ 366,204,000	1,910
Health/Human Services*	\$ 327,283,000	71,660
Utilities	\$ 217,605,000	260
Government Enterprise	\$ 101,319,000	3,250
Agriculture/Mining	\$ 11,901,000	30
<b>Total</b>	<b>\$7,630,231,000</b>	<b>116,230</b>

\* Includes 67,750 jobs at colleges and universities





Higher education  
in the Atlanta  
region affects more  
than Georgia's  
economy. It touches  
individual lives.



## Enhancing the Quality of Life of Georgians:

The 19 members of the Atlanta Regional Council for Higher Education (ARCHE) improve the quality of life in Georgia in many different ways, from making breakthrough discoveries to promoting community volunteerism.

For years, students, faculty and staff at **Agnes Scott College** have volunteered at Hagar's House, a shelter for women and children. Students play with children and stay overnight when extra help is needed, and Agnes Scott employees lend a hand with cleaning, maintenance and repair.

**Morehouse School of Medicine** opens its campus to the community for forums on mental health, violence, attention deficit disorder, disease prevention and other topics – all to advance the school's efforts to eliminate health disparities.

Businesses that are owned by families turn to **Kennesaw State University's** Cox Family Enterprise Center for advice on a variety of issues – from structuring ownership to resolving conflicts.

Georgia schoolchildren who aspire to become authors can hone their writing talents at **Mercer University's** Cecil B. Day Campus in Atlanta. Since 2002, the university's Budding Authors program has graduated hundreds of future authors.

Students, faculty and staff at **Spelman College** perform weekend community service projects in metro Atlanta through Spelman's "Super Service Series." Student organizations sponsor each weekend event and recruit the Spelman community to participate.

**Columbia Theological Seminary** students, faculty and staff volunteer to preach, teach Sunday school and provide leadership for congregational and outreach ministries at churches in the Atlanta region.

**Savannah College of Art and Design-Atlanta** historic preservation students will assist with work to transform the Peters House in Atlanta into a SCAD cultural arts center to showcase art, architecture, preservation and literature. The 1883 landmark sat unused and at risk on a Midtown property ripe for development.

**Brenau University's** art galleries keep imagination alive in the 22,000 school children who visit each year. Brenau's curriculum guide, available to every art teacher in Georgia, prompts students to consider, "What was the artist trying to say?"

**Georgia State University** has worked with hundreds of grandparents throughout Georgia who are raising their grandchildren. The university's Project Healthy Grandparents has benefited more than 1,200 Georgia children – most of them abused, neglected or abandoned by their biological parents.

**Clark Atlanta University's** Environmental Justice Center works to help metro Atlanta neighborhoods get equal treatment in decisions about planning, landfills and cleanups that affect their local environment.

**Clayton State University** recruited the Georgia Archives and the National Archives and Records Administration's Southeastern regional headquarters to locate adjacent to campus, making Georgia the only state where residents can delve into national and state archives located next to one another.

Helping teachers teach economics is the job of the Center for Economic Education at the **University of West Georgia**, which hosts workshops on proven classroom strategies such as the Stock Market Game and the Georgia Economic History Program.

**Interdenominational Theological Center's** Urban Theological Institute partners churches with community groups to address complex challenges in local neighborhoods, from hunger to housing.

**Emory University's** Vaccine Center, located at the Yerkes National Primate Research Center, is testing a promising AIDS vaccine in human clinical trials. As many as 40 million people worldwide have HIV/AIDS.

Tax help is not out of reach for low-income Atlantans, thanks to **Morehouse College**. The college's Low-Income Taxpayer Clinic helps people understand their tax rights and responsibilities.

People with disabilities are becoming more independent in the workplace, thanks to **Southern Polytechnic State University's** Supporting Employment Transition Services program.

Faculty at the Carl Vinson Institute at the **University of Georgia** train more than 25,000 leaders each year – many of them newly elected local officials and state legislators – in teamwork, leadership and the fundamentals of governance.

To teach **Oglethorpe University** students how to give back to the community, the OUR Atlanta program pairs them with Atlanta leaders for behind-the-scenes tours of local cultural, business, research and sports organizations.


The **Georgia Institute of Technology** helps manufacturers be more competitive through a network of eight Enterprise Innovation Institute offices around the state. These "industrial extension offices" help, for example, create prototypes, design more efficient machinery, develop sales strategies and improve cash flow systems.





## Final Snapshot:

The total economic impact on Georgia generated by Atlanta-area higher education is remarkable, totaling \$10.8 billion and creating 129,050 jobs.



Industry Sector	Total Impact	Jobs Created
Manufacturing	\$ 3,288,002,000	10,050
Real Estate/Finance	\$ 1,943,275,000	4,350
Construction	\$ 1,012,480,000	5,650
Business/Professional Services	\$ 988,341,000	7,860
Consumer Services	\$ 866,786,000	10,650
Wholesale/Retail Trade	\$ 644,093,000	2,290
Health/Human Services*	\$ 510,116,000	73,550
Restaurants	\$ 505,867,000	8,690
Transportation/Communication	\$ 444,018,000	2,150
Utilities	\$ 334,244,000	370
Agriculture/Mining	\$ 128,835,000	190
Government Enterprise	\$ 101,366,000	3,250
<b>Total</b>	<b>\$ 10,767,423,000</b>	<b>129,050</b>

\* Includes 67,750 jobs at colleges and universities

Figures reflect total impact on Georgia industries from annual spending by colleges and universities in the Atlanta region for operating and capital purposes, as well as from spending by their employees, students and visitors.

## Notes on the Study

This report presents an overview of the impact of Atlanta-area higher education on both Georgia's and the Atlanta region's economies. It also provides examples of contributions the region's colleges and universities make to communities statewide.

The report is derived from a study that utilized input-output analysis to determine direct, indirect and induced industry output and employment as a result of Atlanta-area college and university expenditures, staff and student expenditures, and tourism activity. To show linkages between higher education and other economic sectors, analytical estimates were broken down by major industry group and shown in relationship to total industry output and employment.

For purposes of the study, the "Atlanta region" or "Atlanta area" includes the Athens-Clarke County Metropolitan Statistical Area, Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area, and Gainesville Metropolitan Statistical Area.

A total of 49 degree-granting, accredited higher education institutions located in the three MSAs are included in this study, including 21 public and 28 private (for-profit and non-profit) institutions. Of these, two institutions are located in the Athens-Clarke County MSA, 44 are in the Atlanta-Sandy Springs-Marietta MSA, and three are in the Gainesville MSA.

ARCHE's 19 member colleges and universities represent approximately 90 percent of the total operating expenditures of all institutions of higher education included in this analysis and nearly 95 percent of the total capital expenditures.

All information in this report related to annual spending by institutions, employees, students and visitors, or related to tax revenues, is based on FY 2003 data and is expressed in FY 2005 dollars. All information related to capital expenditures by institutions reflects an average annual impact based on the period FY 1999 – FY 2003 and is expressed in FY 2005 dollars.

A more detailed description of the methodology used in this study may be found at [www.atlantahighered.org](http://www.atlantahighered.org).

## Sponsors and Sources

*ARCHE wishes to express its appreciation to the Georgia Power Foundation, Inc., the John and Mary Franklin Foundation, Inc. and the Robert W. Woodruff Foundation, Inc. for their generous support in sponsoring the economic impact study and publication of this report.*

### **ARCHE**

*The Atlanta Regional Council for Higher Education (ARCHE) published this report in summer 2006 to build awareness of the size, scope, impact and value of the Atlanta region's colleges and universities.*

*Founded in 1938, ARCHE brings together 19 public and private institutions of higher learning. Membership also includes corporate and non-profit community partners and regional affiliated libraries.*

*The Council works to: strengthen public support for higher education, help its member institutions attract and retain the best talent, promote economic and community development, and advance the Atlanta region as a premier place to live, learn, work and play. ARCHE also offers programs that help its members share their academic strengths and expand opportunities for students, faculty and staff.*

*Find more information on ARCHE and its members at [www.atlantahighered.org](http://www.atlantahighered.org) or e-mail [arche@atlantahighered.org](mailto:arche@atlantahighered.org).*

### **Human Capital Research Corporation**

*The data presented in this report was compiled and analyzed by Human Capital Research Corporation, a privately held firm that provides research and analysis in the areas of higher education operations, educational productivity, enrollment management, workforce development and public policy. The firm may be contacted at [contact@humancapital.com](mailto:contact@humancapital.com) or (847) 475-7580.*

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