

ECONOMIC IMPACT

Economic Impact



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STAN STATE'S

ECONOMIC IMPACT

Economic Impact Report 2021-2022.pdf ▶

California State University, Stanislaus has a significant positive effect on the business community, providing a return on investment to its key stakeholder groups, including students, taxpayers, and society. This study uses a two-part approach of an economic impact analysis and an investment analysis to determine the benefits each group receives.

Additional Documents

Executive Summary.pdf ▶

Factsheet.pdf ▶

Infographic.pdf ▶

Stan State added **\$770.5 million** in income, equal to approximately **1.0%** of the total gross regional product of the Stan State Six-County Service Region, supporting **9,068 jobs**. The activities of Stan State and its students support **one out of every 82** jobs in the region.

Stan State Six-County Service Region: Stanislaus, Calaveras, Mariposa, Merced, San Joaquin, and Tuolumne Counties

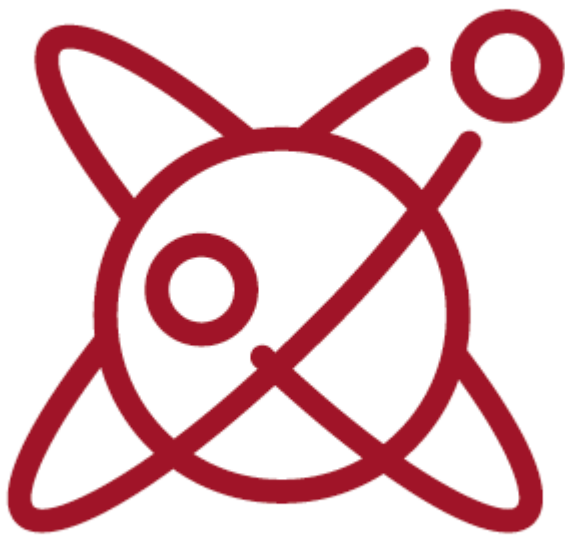


Stan State boosts the economy in its service region through direct spending, student spending, and business spending. The University serves as an employer and buyer, attracts out-of-region students, encourages employee volunteerism, provides higher education and trained workers, and enhances the regional workforce's productivity.



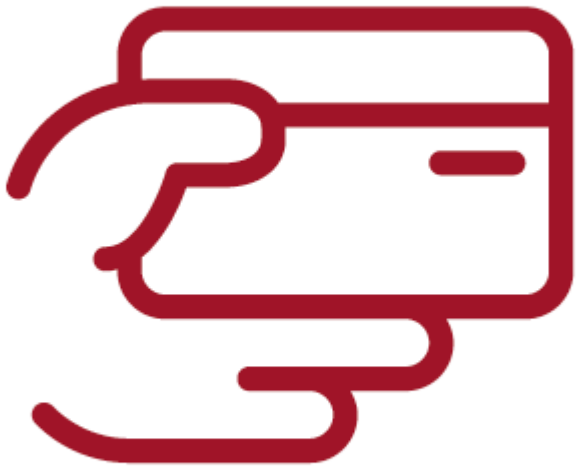
Operations Spending
Impact

\$221 million



Research Spending
Impact

\$1.7 million



Student Spending
Impact

\$18.3 million



Volunteerism
Impact

\$0.1 million



Alumni
Impact

\$529.4 million

Stan State’s total impact can also be expressed in terms of jobs supported. The \$770.5 million impact supported 9,068 regional jobs, using the jobs-to-sales ratios specific to each industry in the region. This means that one out of every 82 jobs in the Stan State Six-County Service Region is supported by the activities of Stan State and its students.

Stan State impacts by industry (jobs supported)



Government,
Education

1,641



Retail
Trade

1,213



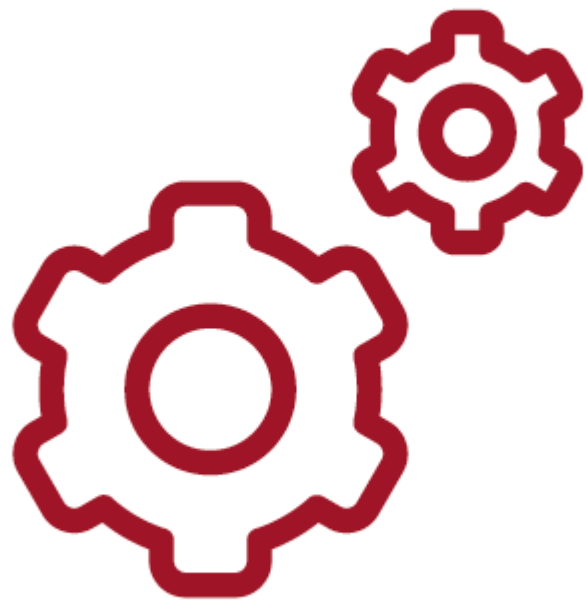
Health Care & Social Assistance

872



Administrative & Waste Services

735



Manufacturing

699



Accommodation & Food Services

682



Educational
Services

518



Professional & Technical Services

481

Analysis shows that Stan State is a strong investment for students, taxpayers, and society. Students receive a high return on their educational investments, taxpayers benefit with more return than cost, and there are widespread social benefits throughout California.



For every \$1...

Students gain in
lifetime earnings

\$12.10

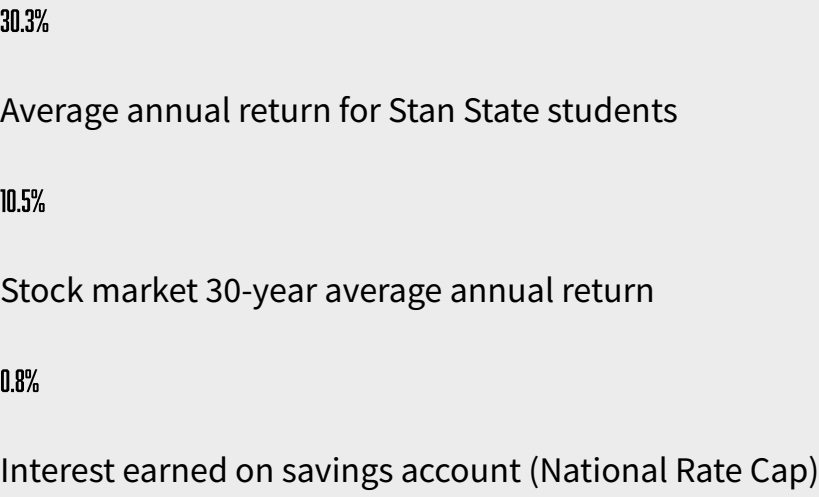
Taxpayers gain in added tax revenue and public sector savings

\$2.30

Society gains in added income and social savings

\$14.50

Students see a high rate of return for their investment in Stan State



Source: Forbes’ S&P 500, 1992-2021. FDIC.gov, 2-2022.



Student Perspective

\$973.6 million

Benefit: Higher future earnings

\$80.2 million

Cost: Tuition, supplies, opportunity cost

30.3%

Rate of return



Taxpayer Perspective

\$444.4 million

Benefit: Future tax revenue, government savings

\$189.6 million

Cost: State and local funding

4.0%

Rate of return



Social Perspective

\$4.7 billion

Benefit: Future earnings, tax revenue, private savings

\$323.5 million

Cost: All university and student costs

n/a *

Rate of return



Future benefits are discounted to the present.
* The rate of return is not reported for the social perspective because the beneficiaries are not necessarily the same as the original investors.

2023 Economic Impact Breakfast // Stan State



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