

The Economic Impact of St. Norbert College on Brown County, Wisconsin

Overview

Founded in 1898, St. Norbert College is the only Catholic, Norbertine, liberal arts institution of higher education in the world. Today, more than 2,200 graduate and undergraduate students call St. Norbert their second home. As a private, non-profit residential college, St. Norbert generates significant economic activity that positively affects employment, labor income, and output in De Pere. This economic impact study focused upon a primary question: **“What economic activity is generated in the local economy due to the presence of St. Norbert College?”**

The Report

The report is divided into four areas of spending by St. Norbert College during the 2011-12 academic year. Each spending area was broken down into three areas of economic impact: jobs, labor income and economic output.

Operating expenditures

As a result of St. Norbert College's annual operating budget in the most recent year, the direct effect on Brown County was 615 jobs, \$32.6 million in labor income, and \$51 million in output.

Construction (capital) expenditures

St. Norbert College construction spending provided \$4.4 million in direct labor income and employed 79 people.

Visitor spending

Collectively, visitor spending directly generated 21 jobs and labor income of approximately \$442,000.

Student spending

Student spending directly created more than \$1.4 million in labor income and 65 jobs.

The Effects

There are three types of economic effects measured in the study. The numbers above represent spending *directly* associated with the college. In addition, *indirect* and *induced* effects create ripples or “multiplier” effects on the economy.

Direct effects - result from St. Norbert College economic activity

Indirect effects - business activities triggered in support of the direct spending

Induced effects - household spending changes from increased incomes

Totals for Brown County

The numbers below include indirect and induced **multiplier effects** added to the direct effects of St. Norbert College jobs, labor income and economic output. These calculations provide a snapshot of county-wide economic impacts.

1,238 jobs

St. Norbert College directly provides a total of 780 jobs in Brown County. For every job created by the College, another 0.587 jobs are created. Thus, the total number of jobs created in Brown County by the College is 1,238.

\$56.5 million

The College directly generates a total of \$38.8 million in labor income in Brown County. For every \$1 of labor income created by the College, another \$0.456 is generated. Thus, the total labor income created in Brown County by the College is \$56.5 million.

\$121.5 million

The total economic output created by the College is \$67 million in Brown County. For every \$1 of output created by the College, another \$0.81 is generated. Thus, the total economic output created in Brown County by the College is \$121.5 million .

About the Study

The study is the culmination of a semester-long research project completed by St. Norbert College economics professor Sandra J. Odorzynski during a sabbatical leave in the spring of 2012; previous studies of this type were conducted in 1985 and 1996.

A primary source of data for the study

was internal college financial records for the academic year 2011-2012. In addition, two surveys were conducted electronically during spring semester 2012 by the St. Norbert College Strategic Research Institute, directed by Dr. David Wegge.

Dr. Odorzynski earned a B.S. degree in mathematics at the University of Dayton and M.S. and Ph.D. degrees in economics from Purdue University.



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