

# Newsroom

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# Georgia Southern University's Economic Impact on Region Surpasses \$748 million in 2007-2008

SEPTEMBER 2, 2008



**GEORGIA  
SOUTHERN  
UNIVERSITY**

Georgia Southern University had an economic impact of more than \$748 million, nearly three quarters of a billion dollars, during the 2007-2008 fiscal year.

According to a study released by Georgia Southern University's Bureau of Business Research and Development (BBRED), the institution pumped \$748,099,767 into the economies of nine Southeast Georgia counties in 2007-2008.

In addition, the report reveals that Georgia Southern was responsible for 9,350 jobs in the region, which includes the counties of Bulloch, Bryan, Candler, Chatham, Effingham, Emanuel, Evans, Jenkins and Screven.

The new study shows the University's economic impact on the region increased by 9.6 percent from the previous fiscal year. Georgia Southern pumped \$719,233,212 into the region's economy in 2006-2007, according to the BBRED report issued in August 2007.

In compiling the annual report, BBRED divided its analysis into four areas:

- The impact from the daily operations of the University measured by operating expenditures
- The impact from expenditures by students
- The impact of faculty and staff expenditures measured by salaries and payroll
- The impact from major construction projects
- During the 2007-2008 fiscal year, Georgia Southern spent more than \$136.5 million on non-personnel operating expenses. These expenses include everything from printing and publications to electricity, gasoline and office furniture.
- In addition, the University spent \$104.9 million on salaries. That figure includes money for faculty, staff and support services, as well as payments for consultants, casual labor and other part-time employees.
- Georgia Southern's record-breaking numbers of students had a direct economic impact on the regional economy. Enrollment during the fall 2007 semester set a new record of 16,841, an increase of more than 400 students from the previous year. Spring semester broke new ground as well at 15,864 students, an increase of more than 500 from the previous year.
- Georgia Southern University students spent an estimated \$160.5 million in the region, *not including* fees for tuition and on-campus housing. The three largest categories of expenditures by students were off-campus housing (\$48.6 million), entertainment (\$38.3 million) and food (\$28.2 million).

- The only category to see an expenditure decrease from the previous year was construction projects. The University spent \$80.6 million on construction in 2007-08, down from \$101 million the year before. However, the 2006-07 peak in construction spending was unusually high due to the completion of several major projects. The BBRED report states that, during the next several years, construction spending is expected to continue to trend down from its 2006-07 peak; however, construction spending on campus will still remain robust.
- When operating expenditures, salaries and payroll, student expenditures and major construction projects are combined, and the sum is adjusted for 2008 dollars, the University was directly responsible for expenditures of \$482,611,621 in the region.
- The report notes that Georgia Southern University's impact goes far beyond direct spending by the institution and the spending of students and faculty. For example, budget expenditures translate into the demand for goods and services for other businesses. In turn, these businesses hire additional staff and order additional supplies to meet the demands of the University.
- To compensate for these additional expenditures, a multiplier of 1.55 is used to measure the University's economic impact more accurately. This means that for every dollar directly spent by the University, the re-spending of that dollar in the region adds an extra 55 cents to the total economy.
- Thus, the direct expenditures of \$482.6 million resulted in a total economic impact of nearly \$748.1 million.
- The study also shows that Georgia Southern University was directly responsible for 6,790 jobs during the last fiscal year. Full-time employees at the University accounted for 1,781 of those jobs.
- The 6,790 jobs are divided into four categories. Non-personnel operating expenses created 2,341 jobs, and expenditures of households receiving salaries and/or other payroll from the University created 614 jobs. Also, spending by students created 2,886 jobs, and construction expenditures created 949 jobs.
- The BBRED report states that, for every 100 jobs created by Georgia Southern, the secondary spending associated with those jobs created an additional 38 jobs in the region. Using the 1.38 multiplier, the final tally shows that, directly and indirectly, the University was responsible for 9,350 jobs in 2007-2008.
- With record levels of students attending this fall, Georgia Southern University's future economic impact on the region is promising. This follows a record summer 2008 semester that featured the highest summer enrollment in school history. In addition, Georgia Southern University expects to set an all-time record for retention of current students this year meaning while the institution adds a record number of new students, students are also valuing their education and staying at record levels.

**By the Numbers: Georgia Southern University Total Regional Economic Impact:**

2007-2008 – \$748,099,767

2006-2007 – \$719,233,212

2005-2006 – \$653,440,929

2004-2005 – \$549,249,613

2003-2004 – \$493,269,907

Dr. Phyllis Isley serves as the director of the BBRED at Georgia Southern University.

*The BBRED report notes that the figures in the annual economic impact studies are conservative. The estimates do not include the cumulative impacts of the thousands of visitors that Georgia Southern University brings to the region for athletic events, visits to campus by students' families during the SOAR student orientation program, participants in conferences and the growing number of research dollars and activity at the university.*

Georgia Southern University, a Carnegie Doctoral/Research University, offers more than 120 degree programs serving nearly 17,000 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. The University, one of Georgia's largest, is a top choice of Georgia's HOPE scholars and is recognized for its student-centered approach to education. Visit: [www.georgiasouthern.edu](http://www.georgiasouthern.edu).

## Local Students learn Robotics with LEGOS

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The College of Information Technology at Georgia Southern University is sponsoring a LEGO First Tech Challenge (LFTC) team, the Eagle Bots, and has received a \$450 rookie team scholarship from The FIRST Foundation. The scholarship is one of 10 awarded in Georgia. The LFTC is the fastest growing, hottest initiative for teens in the world. CIT invites interested high school students in Bulloch County to contact

Professor Robert Cook at 478-0892 or by email at [bobcook@georgiasouthern.edu](mailto:bobcook@georgiasouthern.edu).

Cook is constantly looking for new outreach initiatives for the University. He is a Yamacraw professor and the NASA Space Grant Coordinator for the University. This year the university will be offering Robotics not only for Computer Science majors, but also as a section in the First Year Experience for Honor Students. The lab is also used for a four-week science and engineering enrichment experience in the University's Upward Bound program (for high school juniors and seniors). The equipment from the lab goes on loan to local schools that participate in the LFTC competitions.

For videos on robotics class, LEGO FIRST League and computer game programming go to:  
<http://bcook.cs.georgiasouthern.edu>

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