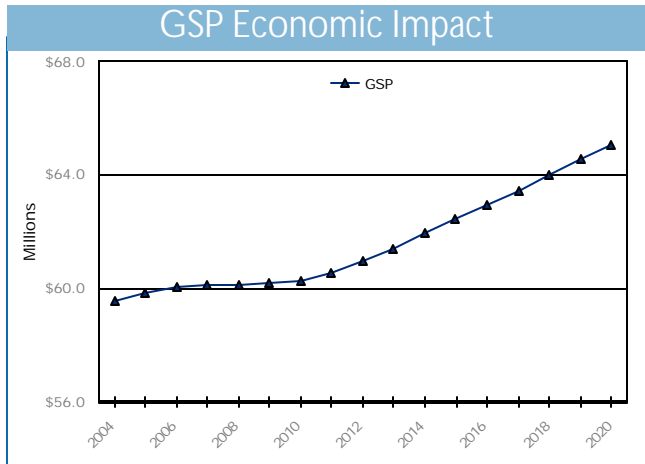


Gross State Product Impacts

Gross State Product (GSP) relates the monetary value of all finished goods & services produced within the state in a given year. Measuring GSP requires summing the expenditures upon finished goods & services from different segments in the economy. Household expenditures, business expenditures, and government expenditures constitute the segments and are added to net exports to obtain GSP.

Southwestern Oklahoma State University's economic impact upon Oklahoma's GSP is projected to equal \$59.550 million in 2004 and increase to \$65.030 million in 2020.



Using a 6% discount rate and the 2004-2020 time frame, the net present value of Southwestern Oklahoma State University's economic impacts equals \$640.707 million.

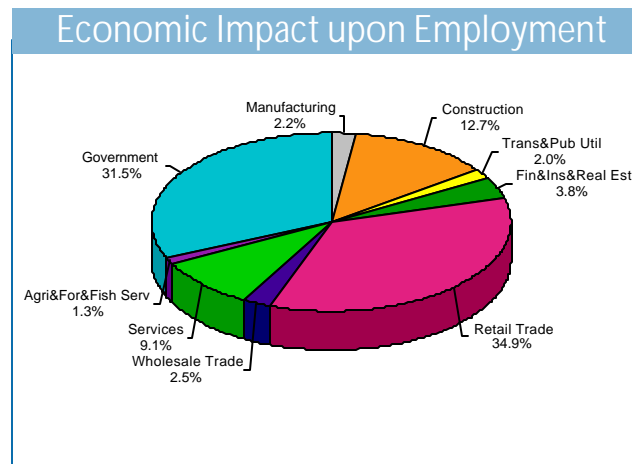
Southwestern Oklahoma State University has the following economic impacts upon the segments comprising Oklahoma's GSP.

	2004 Economic Impact	2004-2020 NPV
Household Expenditures	\$32,530,000	\$412,036,063
Business Expenditures	\$15,826,700	\$129,137,543
Government Expenditures	\$46,490,000	\$534,545,795
Exports of Goods & Services	\$7,919,000	\$51,044,540
Imports of Goods & Services	\$43,220,000	\$485,988,628
Gross State Product	\$59,545,700	\$640,706,979

Employment Impacts

Southwestern Oklahoma State University employs approximately 525 full-time faculty, staff and support personnel. These employees earn incomes from their employment and demand goods & services for the operation of their households by spending/saving their income. In addition to the goods & services demanded by the university employees, the university itself demands goods & services for its normal operation. The goods & services demanded by the university and its employees provides additional employment opportunities for the state's economy, and it is this additional employment that illustrates the university's impact upon Oklahoma's employment.

Southwestern Oklahoma State University's economic impact provides an average of 857 additional jobs for Oklahoma's economy over the 2004-2020 time frame. These employment impacts occur across the spectrum of the state's economic sectors.

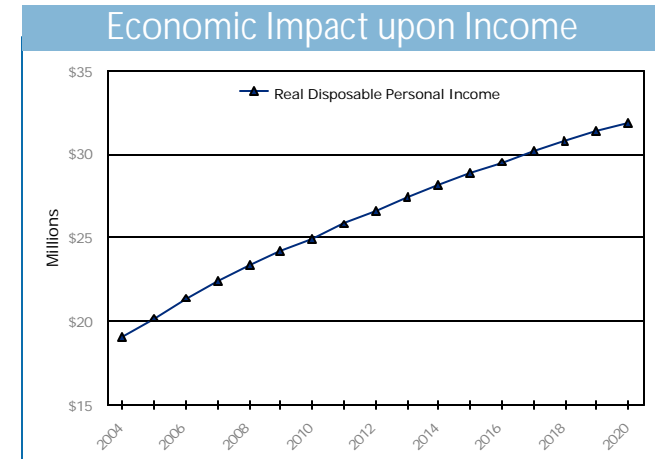


Given the average employment impact and the number of university employees, Southwestern Oklahoma State University's total employment impact upon the state of Oklahoma is 1,382 jobs.

Income Impacts

Real Disposable Personal Income is a measure of how much money is available for the public to spend after taxes and social contributions have been paid and dividends, rents, and transfer payments have been received. Disposable personal income drives consumption, an important part of the economy, and serves as a good indicator of how great an impact of the university on the state of Oklahoma.

Southwestern Oklahoma State University's impact on Oklahoma's real disposable personal income equals \$19.080 million in 2004 and grows to \$31.830 million in 2020.



In 2004, the university will add \$30.530 million to Oklahoma's personal income. Of that, \$4.854 million will be paid in taxes resulting in a disposable personal income impact of \$25.680 million. This is then adjusted for inflation, resulting in a real disposable personal income impact on the state of \$19.080 million in 2004. The university's impact on Oklahoma's real disposable personal income has a NPV of \$263.414 million.

	2004 Economic Impact	2004-2020 NPV
Personal Income	\$30,530,000	\$495,837,449
Taxes	(\$4,854,000)	(\$69,451,414)
Disposable Personal Income	\$25,676,000	\$426,386,035
Real Disp. Personal Income	\$19,080,000	\$263,414,061

Consumption Impacts

Further detail can be provided regarding Southwestern Oklahoma State University's economic impact upon the household expenditure component of GSP. As with each of the economic impacts of the university upon the state of Oklahoma, the household expenditures relate the total economic impact of the university, its employees, its students and its campus visitors.

The household expenditure category that exhibits the greatest 2004 economic impact from the university is the "Other Services" category, which has a 2004 economic impact of \$5.644 million and a NPV of \$63.973 million over the 2004-2020 time frame. "Other Services" is an aggregation of twenty-six sub-categories of household expenditures, which includes health insurance, legal fees, bank services, life insurance, and twenty-two other services.

While expenditures in the "Other Services" category achieves the greatest initial economic impact, the "Computers & Furniture" category achieves the greatest sustained economic impact over the 2004-2020 time frame. The net present value of the university's economic impact in this category equals \$65.769 million. Additional household expenditure categories with relatively large economic impacts are "Food & Beverages" (NPV= \$47.21 million), "Housing" (NPV= \$51.014 million), and "Clothing & Shoes" (NPV= \$36.984 million).

	2004 Economic Impact	2004-2020 NPV
Vehicles & Parts	\$2,247,000	\$23,737,923
Computers & Furniture	\$4,480,000	\$65,768,729
Other Durables	\$2,039,000	\$21,507,832
Food & Beverages	\$4,704,000	\$47,209,595
Clothing & Shoes	\$3,116,000	\$36,984,496
Gasoline & Oil	\$1,994,000	\$19,233,835
Fuel Oil & Coal	\$53,000	\$488,143
Other Non-Durables	\$2,079,000	\$38,068,911
Housing	\$2,646,000	\$51,014,259
Household Operations	\$1,791,000	\$20,904,440
Transportation	\$1,157,000	\$12,955,257
Medical Care	\$579,000	\$10,189,941
Other Services	\$5,644,000	\$63,972,701
Consumption Expenditures	\$32,530,000	\$412,036,063

Investment in SWOSU

Eighty percent of Southwestern Oklahoma State University's Bachelor's degree graduates remain in Oklahoma after graduation for employment purposes. Comparatively for all of Oklahoma's universities, seventy-seven percent the Bachelor's degree graduates remain in Oklahoma after graduation for employment purposes.

For Master's degree graduates this difference is even greater. Ninety-two percent of Southwestern Oklahoma State University's Master's degree graduates remain in Oklahoma after graduation for employment purposes. This same percentage for all of Oklahoma's universities equals sixty-three percent.

Employed Graduates in Oklahoma

	Southwestern Oklahoma State University	All Oklahoma Universities
Bachelor's Degrees	80%	77%
Master's Degrees	92%	63%

Oklahoma's budgetary spending for Southwestern Oklahoma State University totals \$19.894 million in the 2003-2004 fiscal year. This spending results in increased GSP for the state of Oklahoma of \$59.550 million.

Oklahoma's investment in Southwestern Oklahoma State University yields better than average returns for producing college-educated graduates remaining in the state for employment. By remaining in Oklahoma, these graduates help the state achieve higher levels of educational attainment and earn greater incomes when compared to people without college educations. Ultimately, these graduates employed in the state pay Oklahoma income, sales and property taxes, thus returning to the state some of the investment made in their educations.

Economic Impact of Southwestern Oklahoma State University on Oklahoma

Southwestern Oklahoma State University has a significant economic impact upon the state of Oklahoma that is driven by the following factors:

- A \$48 million operating budget
- \$19.9 million of the operating budget is state allocated
- 70,000 visitors a year
- 525 full-time employees
- Over 5,000 students served

As a result of the university's operations, total economic activity occurring in Oklahoma is forecasted to be \$146 million in 2004.



Center for Economic & Business Development