



IWU ECONOMIC IMPACT



INDIANA
WESLEYAN
UNIVERSITY

Measuring the Economic & Civic Contributions of
Indiana Wesleyan University in Grant County



KELLEY SCHOOL OF BUSINESS

INDIANA UNIVERSITY
Indiana Business Research Center

*Prepared for Indiana Wesleyan University
by Indiana Business Research Center,
Kelley School of Business, Indiana.*



To view the IWU Impact
report prepared by
IU Kelley School of
Business, please visit:

indwes.edu/economicimpact



Indiana Wesleyan University is proud to call Marion, Indiana our home. We are excited to share the news of the significant economic impact that IWU has on the Grant County economy.

Much has changed for IWU and Marion in the last 30 years. We commissioned the Business Research Center at Indiana University to conduct an Economic Impact Study. The study found that IWU now makes a direct annual economic impact of **\$72 MILLION** on the Marion economy. In addition, this economic impact helps to create **400 MORE JOBS** in Marion beyond our own **1100 FULL-TIME EMPLOYEES**.

Even more heartening for me, the study found that between our students and staff IWU people contribute well over **200,000 HOURS** of service to local charitable organizations each year.

We want to share our story with you.

A handwritten signature in black ink that reads "David Wright". The signature is fluid and cursive.

President David Wright

Indiana Wesleyan University

IWU'S IMPACT ON ECONOMY GRANT COUNTY

\$72.3
MILLION IN FULL
ECONOMIC INCOME



IWU's full economic impact locally is \$72.3 million.

IWU'S IMPACT ON ECONOMY GRANT COUNTY

\$48.1
MILLION IN
DIRECT SPENDING



All IWU-related activities led to \$48.1 million
in direct spending in Grant County in 2015.

IWU'S IMPACT ON ECONOMY GRANT COUNTY

\$24.2
MILLION IN
RIPPLE EFFECTS



The ripple effects from this spending generated \$24.2 million
in additional economic activity in Grant County.

INDIANA WESLEYAN UNIVERSITY'S TOTAL ECONOMIC IMPACTS IN GRANT COUNTY

| | EMPLOYMENT | ECONOMIC ACTIVITY (\$ MILLIONS) | HOUSEHOLD INCOME |
|----------------------|------------|---------------------------------------|---------------------|
| IWU'S DIRECT EFFECTS | 1,180 | \$48.1 M | — |
| RIPPLE EFFECT | 390 | \$24.2 M | \$13.1 M*** |
| TOTAL EFFECTS | 1570 | \$72.3 M | \$13.1 M |
| MULTIPLIER | 1.33* | \$1.50 M** | — |

Source: IBRC, using IMPLAN model results

* The ratio of total employment effects to direct employment yields a multiplier of 1.33, meaning that each job at IWU translates into more than .3 additional jobs at other businesses in Grant County (or, every 100 jobs at IWU supports 33 additional jobs in the county).

**The multiplier of 1.5 means that every IWU-related dollar spent in the area generated another \$.50 in economic activity for other businesses on the county.

***One significant piece of IWU's economic ripple effect is an estimated \$13.1 million in employee income.



IWU is one of the greatest blessings that has ever been bestowed on our community. We at MGH have been so fortunate to be able to partner with IWU in the past and continue to do so now and into the future. I feel it is a win for both of us. The involvement of IWU students assisting MGH with the Community Health Needs Assessment allows us to reach thousands of community members connecting MGH with the health needs of the community. MGH in turn provides the important real life experience to enhance the educational development of the healthcare students. As IWU students and MGH staff come together on a regular basis a positive relationship has been created. There is a growth on both the part of the students and the hospital staff. The students are presented with on the job experience while the hospital staff is exposed to new ideas and fielding questions from the students.

STEPHANIE HILTON-SIEBERT

CEO | President
Marion General Hospital





IWU Students
Assisting MGH with
Community Health
Needs Assessment

IWU'S IMPACT ON JOBS GRANT COUNTY

1,180 + **390**
EMPLOYEES **EMPLOYEES**
Generate an Additional in Grant County



Approximately 1,180 employees at IWU's Marion campus, combined with the university's budget and the local spending of students and visitors support an additional 390 jobs in Grant County in 2015.

IWU'S IMPACT ON JOBS GRANT COUNTY

1,570 = **\$13.1**
JOBS MILLION
IN INCOME



Combining these two figures brings IWU's total employment impact in the county to 1,570 jobs. These 390 additional jobs earned a total of \$13.1 million in income.

IWU'S IMPACT ON JOBS GRANT COUNTY

100 + **33**
JOBS **JOBS**
supports an additional in Grant County



Every 100 jobs at Indiana Wesleyan support an additional
33 jobs at other businesses in Grant County.



Fish Fry at Grant County
Senior Center



IWU Men's Basketball Team
serves a meal at Grant
County Rescue Mission



I am very grateful for the way that IWU is involved in the local community.

We see IWU students and staff in our building constantly, working to build relationships with the students and staff here at Slocum. From the IWU reading buddies with our kindergarten students, to practicum and student teachers, to those involved with Kids Hope mentoring. It's evident that IWU cares about our community and desires to see it transformed equally as much as the teachers and administrators in our schools. Additionally, I am personally so grateful for the partnership grant that was recently awarded so that MCS teachers can get their MED through IWU for free! This means so much to me personally and professionally. I am grateful for the opportunity to receive high-quality education from an award winning local university. We are so glad to have IWU in our community!

ANNIE ELS

First Grade Teacher
Frances Slocum Elementary School





IWU student volunteering
at the Center for Student
Success



IWU students invest in
local schools



96 Acts of Kindness
in August 2016—96
groups of IWU students
perform service projects
throughout Grant County



IWU STUDENT IMPACT ON LOCAL SERVICES | GRANT COUNTY

71% @ **67**
STUDENTS **HOURS**
VOLUNTEERED **EACH**



71% of IWU students volunteered for organizations in Grant County, with an average of 67 hours of service each during the 2015 academic year.

IWU STUDENT IMPACT ON LOCAL SERVICES | GRANT COUNTY



2,190
STUDENTS
VOLUNTEERED

=



146,040
HOURS

80⁺
ORGANIZATIONS



Extrapolating the survey results to the entire student body indicates 2,190 students volunteered in the community for a total of 146,040 hours. In all, IWU students volunteered for more than 80 different organizations or programs in the county.



We are so thankful for the mission of Indiana Wesleyan University and their positive impact in the community of Marion. We are so thankful for the students and staff of Indiana Wesleyan University who connect with, love, care for, and invest in the Spirit, Soul, and Body of our students. They are making a positive difference in the lives of families in our shared community of Marion! Thank you for providing our kids and our community your best and being 'all-in' and 'all-together' for the people of Marion!

BRAD LINDSAY

Superintendent • Marion Community Schools



IWU students and staff that we work with have added great value to our organization. We have been blessed to be in partnership with IWU interns for many years in Marion, Indiana. We have been served by Dr. Keith Newman on our governing body for several years as well. You can see that IWU interns are well oriented and well prepared to enter the workforce. Both, IWU interns, and IWU staff we have worked with focus on ethics and faith principles in a way that demonstrates servant leadership. Carey Services, Inc. values the relationship we have with IWU and look forward to future opportunities, both for internship opportunities, and for volunteers in governing and other areas of need at our organization.



JIM ALLBAUGH

President/CEO • Carey Services, Inc.

IWU STUDENT VOLUNTEER HOURS IN GRANT COUNTY BY ACTIVITY

| | ESTIMATED NUMBER OF VOLUNTEERS | ESTIMATED HOURS OF VOLUNTEERS |
|--|-----------------------------------|----------------------------------|
| CHURCH ACTIVITIES | 640 | 43,790 |
| MENTORING OR COUNSELING | 620 | 37,270 |
| EDUCATION | 390 | 19,550 |
| OTHER | 380 | 17,780 |
| POVERTY RELIEF | 720 | 11,480 |
| ARTS, RECREATION, AND INSTRUCTION | 200 | 6,010 |
| NEIGHBORHOOD CLEANUP OR HOUSING DEVELOPMENT | 360 | 3,440 |
| SENIOR CITIZEN SERVICES | 160 | 2,780 |
| ANIMAL CARE | 150 | 2,000 |
| HOMELESS SERVICES | 130 | 1,940 |
| TOTAL | 2,190 | 146,040 |

**Total figure is less than the sum of volunteers in each activity because many students volunteer for multiple activities.
Source: IBRC, using survey of IWU students.

MOST COMMON RECIPIENTS OF IWU STUDENT VOLUNTEERING

ST. MARTIN COMMUNITY CENTER
BOYS AND GIRLS CLUB OF GRANT COUNTY
CENTER FOR SUCCESS
HOMELAND MISSION
COLONIAL OAKS HEALTH & REHABILITATION CENTER
ANIMAL CARE AND CONTROL/HUMANE SOCIETY
GRANT COUNTY RESCUE MISSION
KIDS HOPE USA

VETERANS AFFAIRS
BRIDGES TO HEALTH
IWU OUTREACH
MISSION MART
PROJECT LEADERSHIP
GRANT COUNTY YMCA
LOCAL CHURCHES
LOCAL SCHOOLS

MOST COMMON RECIPIENTS OF IWU FACULTY & STAFF CHARITABLE GIVING

CRISIS PREGNANCY CENTER
GRANT COUNTY RESCUE MISSION
GOODWILL
UNITED WAY OF GRANT COUNTY
SALVATION ARMY
ST. MARTIN COMMUNITY CENTER
GILEAD MINISTRIES
WORLD GOSPEL MISSIONS
CANCER SERVICES OF GRANT COUNTY

YOUTH FOR CHRIST
BRIDGES TO HEALTH
PREGNANCY HELP CENTER
CIRCLES OF GRANT COUNTY
INDIANA WESLEYAN UNIVERSITY
FAMILY SERVICES SOCIETY
LOCAL CHURCHES
LOCAL SCHOOLS

Source: IBRC, using survey of IWU students & Staff.

IWU FACULTY & STAFF'S IMPACT ON LOCAL SERVICES | GRANT COUNTY



56%

@

**FACULTY & STAFF
VOLUNTEERED**



135

**HOURS
EACH**

650

=

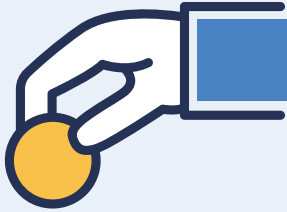
VOLUNTEERS

87,900

HOURS

56% of IWU faculty and staff also reported volunteering in the community for an average of 135 service hours apiece over the last year. These survey results translate into 650 volunteers in the community from among IWU staff for a total 87,900 hours in 2015.

IWU FACULTY & STAFF'S IMPACT ON LOCAL SERVICES | GRANT COUNTY



71%

**FACULTY &
STAFF GIVE**

**NEARLY $\frac{1}{3}$ OF
THE STAFF GIVE
MORE THAN**

\$2,000

**IN CHARITABLE
GIVING**



100+

ORGANIZATIONS

71% of IWU faculty and staff also reported that they made charitable contributions to organizations or causes in Grant County in 2015, with nearly one-third of the staff donating more than \$2,000 to charity. All told, IWU staff donated to more than 100 organizations or causes last year.

IWU FACULTY & STAFF VOLUNTEER HOURS IN GRANT COUNTY BY ACTIVITY

| | ESTIMATED NUMBER OF VOLUNTEERS | ESTIMATED HOURS OF VOLUNTEERS |
|---|-----------------------------------|----------------------------------|
| CHURCH ACTIVITIES | 450 | 42,540 |
| MENTORING OR COUNSELING | 130 | 8,530 |
| ADMINISTRATION, BOARD MEMBERSHIP, LOCAL GOVERNMENT | 110 | 8,290 |
| ARTS, RECREATION, AND INSTRUCTION | 70 | 6,670 |
| POVERTY RELIEF | 190 | 4,650 |
| EDUCATION | 120 | 4,420 |
| OTHER | 50 | 3,840 |
| SENIOR CITIZEN SERVICES | 60 | 2,680 |
| NEIGHBORHOOD CLEANUP OR HOUSING DEVELOPMENT | 100 | 1,850 |
| ANIMAL CARE | 20 | 1,700 |
| HOSPITAL ACTIVITIES | 20 | 1,210 |
| GENERAL OFFICE ASSISTANCE | 30 | 910 |
| HOMELESS SERVICES | 40 | 610 |
| TOTAL | 650* | 87,900 |

*The "Total" figure is less than the sum of volunteers in each activity because many staff volunteer for multiple activities.

Source: IBRC, using survey of IWU students.



SNAPSHOT

Indiana Wesleyan University (IWU) is a private, Christian, liberal arts university headquartered in Marion, Indiana and is affiliated with The Wesleyan Church denomination. IWU is the largest member of the Council for Christian Colleges and Universities (CCCU). It is the largest private university in Indiana with nearly **3,000 STUDENTS** enrolled in traditional programs on the main campus in Marion, and over **10,000 ADULT LEARNERS** engaged in studies at education centers in Indiana, Kentucky and Ohio, and online. IWU has a sister institution in Sydney, Australia.

As a member of Independent Colleges of Indiana (ICI), IWU is dedicated to providing an excellent education for students that will effectively prepare them for their future careers. As such, the University remains a responsive marketplace by taking groundbreaking legislative directions to keep all academic programs current, practical and innovative. IWU has the largest nursing school in Indiana and upholds notable prestige in its Health Science initiatives. In every area of the University, IWU is committed to ensuring students receive a superior education experience, while also growing in character, scholarship and leadership.

2014 INDIANA STATE AID

| | FALL 2014 ENROLLMENT | YEAR AMOUNT |
|----------------|----------------------|-------------|
| RESIDENTIAL | 617 | \$2,544,926 |
| NONRESIDENTIAL | 1,116 | \$5,732,989 |
| TOTAL | 1,733 | \$8,277,915 |

2014 RESIDENTIAL UNDERGRADUATE STUDENT AID

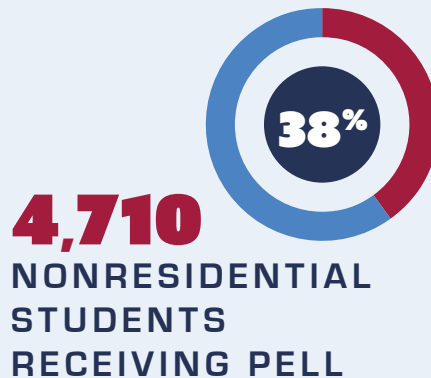
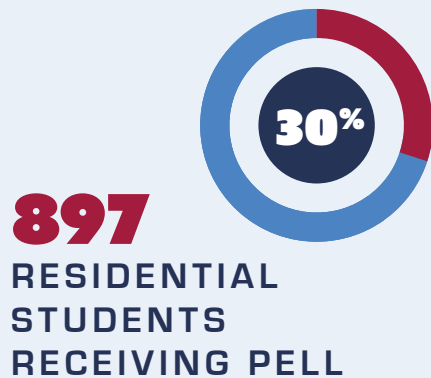
| FOR RESIDENTIAL CAMPUS ONLY: | STUDENT AID |
|---|--------------|
| INSTITUTIONAL SCHOLARSHIPS & GRANTS FROM UNRESTRICTED FUNDS | \$24,765,994 |
| INSTITUTIONAL SCHOLARSHIPS & GRANTS FROM ENDOWMENT (NAMED) FUNDS | \$1,381,476 |
| INSTITUTIONAL SCHOLARSHIPS & GRANTS FROM RESTRICTED GIFTS | \$287,253 |
| TUITION REMISSIONS (A.K.A. BENEFITS/WAIVERS) FOR EMPLOYEES/DEPENDENTS | \$4,162,338 |
| TOTAL INSTITUTIONAL GIFT AID | \$30,597,061 |

This represents a single award year, not cumulative for a student's entire time here.
This gives an average of \$10,500 per student per year.

5,607 PELL GRANT STUDENTS

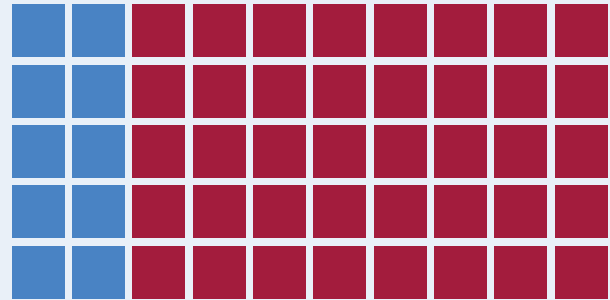
2013-2014 ACADEMIC YEAR

The impact of Pell grants on accessibility of education for IWU students is shown in the graph below:

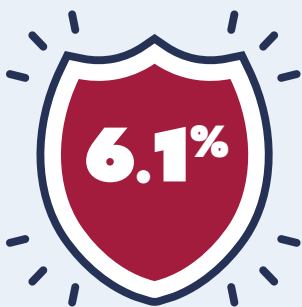


\$3,573,214
RESIDENTIAL STUDENTS

\$15,124,902
NONRESIDENTIAL STUDENTS



\$18,698,116
TOTAL IWU PELL
GRANT PAID IN 2013-2014



IWU HAS A 3-YEAR COHORT DEFAULT RATE FOR FY2011 OF 6.1%

(National Average is 13.4%)

DISCOUNTS | SCHOLARSHIPS | AWARDS

HOOSIER 10K PLAN

IWU is committed to finding ways of making a college education accessible, assisting students in combining both public and private resources. IWU has created the Hoosier 10K plan - which received recognition from the Indiana General Assembly in House Resolution 36. This plan was created to serve Indiana residents who have the highest financial need and are willing to pursue a variety of options available for financial aid. It allows low-income Indiana residents to earn a four-year college degree with **no more than \$10,000 of student loan debt.**

VETERANS DISCOUNT

IWU offers a **10% tuition discount for veterans** who have exhausted their post 9-11 G.I. bill benefits, or veterans who are no longer eligible for those benefits. IWU is a military friendly school with more than 600 students who are active duty military personnel or veterans.

DISCOUNTS | SCHOLARSHIPS | AWARDS

TRIANGLE SCHOLARSHIP

An incentive scholarship for **multicultural students** or students who are from select local counties. For those who meet one of these two criteria, they are awarded this scholarship if they also have the criteria of being a **1st generation student or have a modestly low Expected Family Contribution (EFC)** as calculated by the federal government. Scholarships range in value based from \$2,000 - \$4,500 per year and are automatically renewable.

WESLEYAN DISTRICT STUDENT LEADERS SCHOLARSHIP

This one-time award of \$3,000 is given by recommendation of Wesleyan District Superintendents to students who are **first generation, students of color or low income college students.**

DIVERSITY LEADERSHIP AWARD

A competitive scholarship valued at \$1,000 - \$5,000 per year which is "intended to attract **college-bound students from underrepresented ethnic backgrounds** in order to more closely reflect the Kingdom of God. Scholars should have proven leadership through their church, school, and/or community involvement."

ROTC SCHOLARSHIPS

In partnership with Ball State University's **Reserve Officers' Training Corps (ROTC)** program, select IWU students receive scholarships through participation in the IWU ROTC program.

2014 FEDERAL STUDENT LOANS

Average loan amount for graduates

During our residential and nonresidential students' undergrad experience, the **median** borrowing amount for Federal Student Loans is **\$19,836**.

During our residential and nonresidential students' undergrad experience, the **average** borrowing amount for Federal Student Loans is **\$22,949**.

2014 AVERAGE INDEBTEDNESS

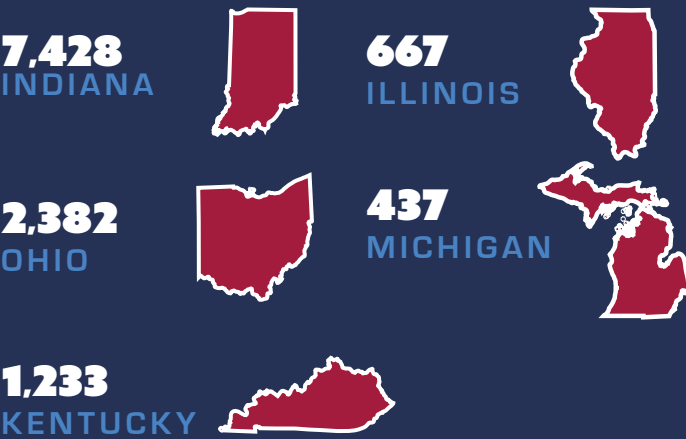
Public and Private Loans

The average indebtedness for IWU students is **\$28,000**. This compares to **\$29,900** for

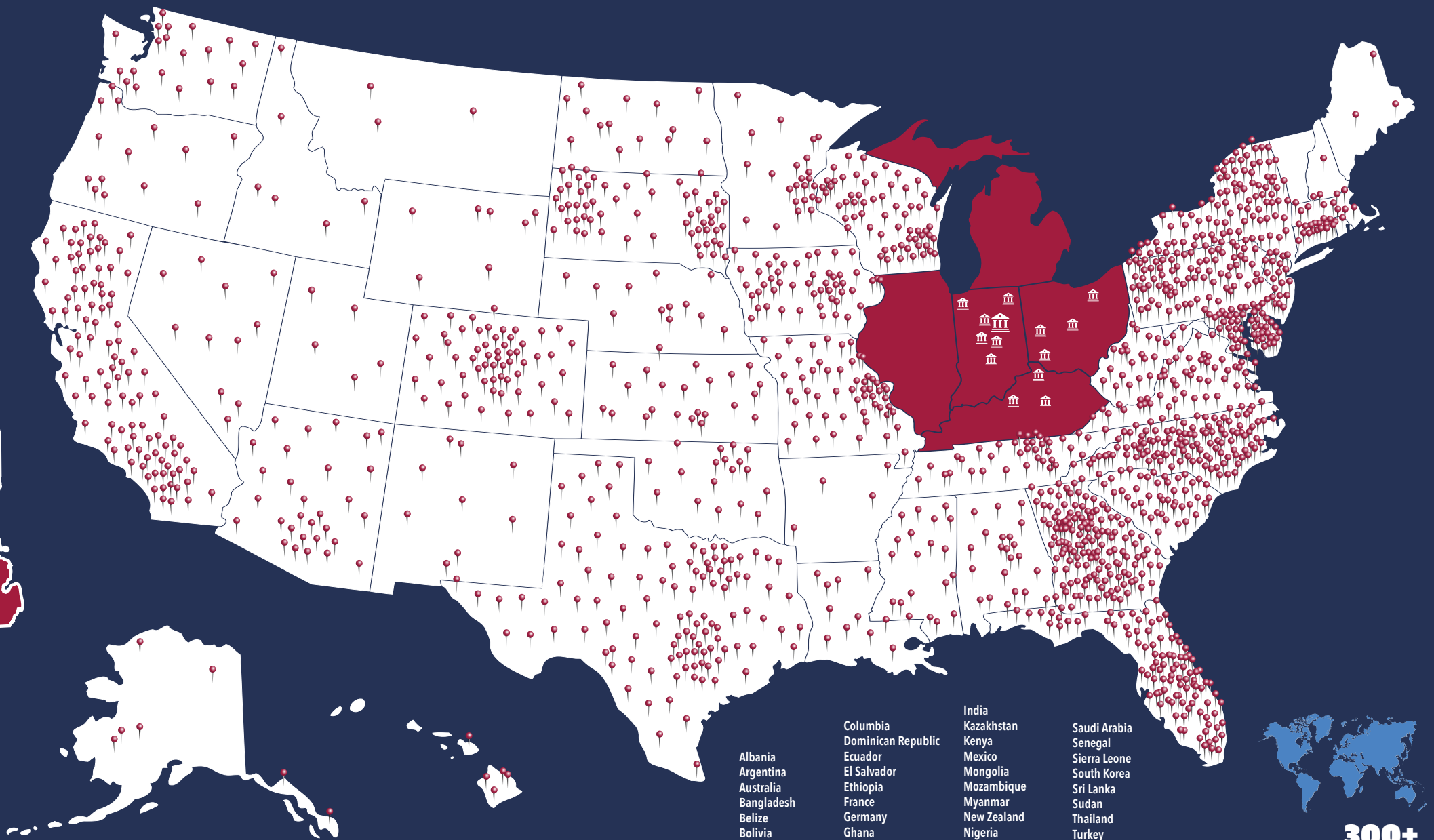
students of private universities and **\$23,800** for students of public universities.

IWU STUDENT BODY

14,086
CURRENT STUDENTS



 **1,939**
ALL OTHERS
**MAIN CAMPUS &
EDUCATIONAL CENTERS**



- | | | |
|----------------|--------------------|----------------------|
| Albania | Columbia | India |
| Argentina | Dominican Republic | Kazakhstan |
| Australia | Ecuador | Kenya |
| Bangladesh | El Salvador | Mexico |
| Belize | Ethiopia | Mongolia |
| Bolivia | France | Mozambique |
| Brazil | Germany | Myanmar |
| Canada | Ghana | New Zealand |
| Cayman Islands | Haiti | Nigeria |
| China | Honduras | Papua New Guinea |
| | Hong Kong | Philippines |
| | Indonesia | Rwanda |
| | | Saba |
| | | Saudi Arabia |
| | | Senegal |
| | | Sierra Leone |
| | | South Korea |
| | | Sri Lanka |
| | | Sudan |
| | | Thailand |
| | | Turkey |
| | | Uganda |
| | | United Arab Emirates |
| | | Vietnam |
| | | Zambia |


300+
INTERNATIONAL
STUDENTS

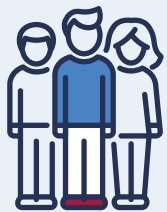


2016-17 DATA

\$220,000,000

ANNUAL OPERATIONS BUDGET
MAJORITY SPENT IN INDIANA

14,086
STUDENTS



45,856
TOTAL DEGREED
ALUMNI LIVING
IN INDIANA



7,428
STUDENTS
STUDYING
IN INDIANA



80,037
TOTAL
DEGREED
LIVING ALUMNI



2,100 EMPLOYEES THROUGHOUT INDIANA

(Includes Adjunct Faculty)



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