



# HBCUs Make America Strong:

## THE POSITIVE ECONOMIC IMPACT OF CONCORDIA COLLEGE ALABAMA

**Concordia College Alabama is a valuable economic engine in its community, generating substantial economic returns year after year.** The benefits flow to Concordia College Alabama's graduates, of course, who'll enter the workforce with sharper skills and vastly enhanced earning prospects. But, as a landmark study commissioned by UNCF—*HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities*—makes clear, the benefits also flow to the local and regional economies that are connected to Concordia College Alabama.

The presence of an HBCU means a boost to economic activity, on and off—and even well beyond—campus. Stronger growth. Stronger communities. More jobs. And a more talented workforce.

**The study's key findings (based on 2014 data) make a persuasive case:**

### Total Economic Impact: \$14 Million

- Concordia College Alabama generates \$14 million in *total* economic impact for its local and regional economies. This estimate includes direct spending by Concordia College Alabama on faculty, employees, academic programs and operations—and by students attending the institution, as well as the follow-on effects of that spending.
- Every dollar spent by Concordia College Alabama and its students produces positive economic benefits. Communities and regions hoping to foster a more robust and diversified economic climate find HBCU-connected spending a critical component of that effort.

### Total Employment Impact: 185 Jobs

- Concordia College Alabama generates 185 jobs for its local and regional economies. Of this total, 104 are on-campus jobs, and 81 are off-campus jobs.
- For each job created on campus, another 0.8 public- or private-sector job is created off campus because of Concordia College Alabama-related spending.
- Looked at in a different way: Each \$1 million initially spent by Concordia College Alabama and its students creates 12 jobs.

### Total Lifetime Earnings for Graduates: \$141 Million

- Concordia College Alabama plays a major role in the economic success of its graduates by enhancing their education, training and leadership skills. A college degree opens the door to economic prosperity through greater employment and earnings potential. In fact, the 63 Concordia College Alabama graduates in 2014 can expect total earnings of \$141 million over their lifetimes—that's 56 percent more than they could expect to earn without their college credentials.
- Or viewed on an individual basis, a Concordia College Alabama graduate working full time throughout his or her working life can expect to earn \$807,000 in *additional* income due to a college credential.<sup>1</sup>

<sup>1</sup>This estimate reflects incremental earnings averaged across degree and certificate programs.

