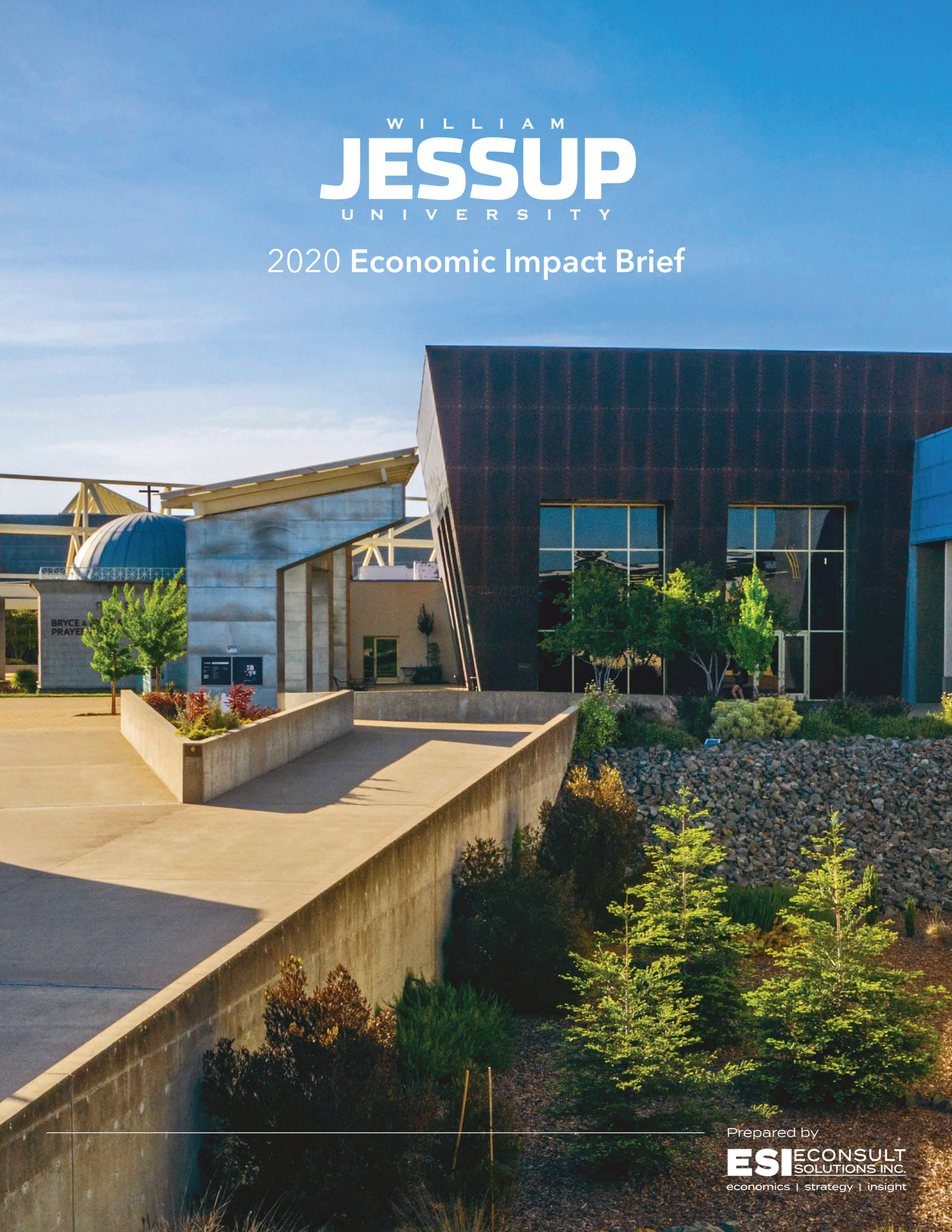
WILLIAM
JESSUP
UNIVERSITY

2020 **Economic Impact Brief**



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WILLIAM JESSUP UNIVERSITY

Economic Impact

$113 million

Annual Economic Impact within California

Employment Supported

875 jobs

Annual Economic Impact by Category

Operations	Capital	Ancillary Spending	Wage Premium
$68 million	**$8 million**	**$13 million**	**$23 million**

Annual Fiscal Impact

State of California

$4.6 million

As a leading regional non-profit, economic activity generated through William Jessup University increases state and local tax revenues. Spending by the institution, including employee wages and student and visitor spending, results in private-sector activity that generates income, sales, and business tax for the California state government. Further, Jessup alumni add to the tax base through their earnings and subsequent spending within the state economy. Jessup's economic activity is estimated to generate $4.6 million in tax revenue for the State and increases the tax base for multiple municipalities.

WILLIAM JESSUP UNIVERSITY
Economic Impact Brief

FORWARD IN FAITH

Jessup is a nationally-ranked Christian college awarding undergraduate, graduate, and associate degrees across 60 academic programs. The University integrates faith and academics, helping students become transformational and successful leaders in their careers, homes, churches, and communities. U.S. News & World Report ranked Jessup #5 for Best Value Schools and #2 overall for Regional Colleges West. The University distributes over $15 million in scholarships each year and 84% of the student population receives financial aid. Jessup's wide range of academic offerings combined with its affordability makes high quality education accessible to a broad range of students.

WILLIAM JESSUP UNIVERSITY AT A GLANCE

Year established
1939
Campus
126 acres
Enrollment
1,743
Religious Affiliation
Protestant
Motto
Transforming Tomorrow Today
Programs
20 undergraduate degree programs
60 total programs
Employees
434
Annual Operating Budget
$52,600,000



Each year, Jessup's activity generates an economic impact of $113 million within California and supports 875 jobs.

In addition to educating and credentialing students, Jessup makes a significant economic impact on the Sacramento and California economies. Through its ongoing operations, Jessup employs distinguished faculty and staff. These individuals purchase locally-sourced goods and services and invest in new developments and renovations on the campus. Jessup attracts students and visitors from outside the region to campus, generating additional economic activity in the area. Graduates have higher earning potential which positively contributes to the regional economy. All of these expenditures support a substantial volume of direct economic activity, jobs, and compounding benefits that help support various local and state tax bases.

Situated in the Sacramento Metropolitan Statistical Area (comprised of Sacramento, Placer, Yolo, El Dorado, Sutter, Yuba, and Nevada Counties), Jessup plays a notable role in the local economy through each of these economic impact categories. Through their mission to educate transformational leaders for the glory of God, Jessup generates positive social impacts and prepares students to become faith-driven, contributing members of society. The purpose of this brief is to articulate and quantify these economic and social benefits.

Impact from Annual Operations

Jessup's most direct and consistent economic contribution is through its ongoing operating activity. The University is a large employer and procures a significant volume of goods and services, producing a compounding effect within the regional and state economy. In FY2019, the University's operating budget was $52.6 million, of which $31 million was considered direct economic activity. This includes $19 million of compensation (wages and benefits) for the University's 434 employees, who recirculated some of those dollars in the local economy in the form of household spending. In addition, $12 million was spent on goods and services.[1] This procurement activity supported suppliers across a range of economic sectors. The total impact of Jessup's annual operations within the region was $58 million, supporting 510 jobs with $25 million in employee compensation. Impacts within the State of California were even larger at $68 million.



	Placer County	Sacramento MSA[2]	California
Direct Output ($M)	$30	$30	$31
Indirect and Induced Output ($M)	$27	$29	$38
Total Output ($M)	$57	$58	$68
Annual Employment Supported (FTE)	500	510	600
Annual Employee Compensation Supported ($M)	$25	$25	$29

Impact from Capital Investments

Jessup expends significant resources to improve its campus through capital investments. The University's construction expenditures averaged $4 million per year from 2015 to 2019, including a range of capital investments such as new construction, renovation, and maintenance of its campus and infrastructure. These investments were above and beyond the University's operational activity and created demand within the local construction industry, generating compounding effects in multiple sectors of the economy. The annual economic impact of Jessup's capital investments within the region is $6 million, supporting 30 jobs and $1 million in employee compensation each year, with even larger impacts within the State of California, totaling $8 million.



	Placer County	Sacramento MSA	California
Direct Output ($M)	$4	$4	$4
Indirect and Induced Output ($M)	$2	$3	$4
Total Output ($M)	$6	$7	$8
Annual Employment Supported (FTE)	30	30	35
Annual Employee Compensation Supported ($M)	$1	$2	$2

[1] Budgetary items such as depreciation, interest, and student aid do not represent an outlay of funds that circulate in the economy, and therefore, these amounts were excluded from the analysis.
[2] MSA is defined as Metropolitan Statistical Area.

Impact from Ancillary Spending

Jessup brings spending power into the local economy through the students it attracts or retains in the region. More than 1,700 students support local food, entertainment, and housing merchants. Ancillary spending from students (above and beyond expenditures like room and board captured by the institution) is estimated to generate $10 million in economic impact within the region annually, supporting 90 jobs and $2 million in earnings. Impacts within California total $13 million.



	Placer County	Sacramento MSA	California
Direct Output ($M)	$4	$6	$7
Indirect and Induced Output ($M)	$2	$4	$6
Total Output ($M)	$6	$10	$13
Annual Employment Supported (FTE)	50	90	110
Annual Employee Compensation Supported ($M)	$1	$2	$3

Impact from Wage Premium

Jessup's core mission—educating transformational leaders and preparing them for the future—is also an economic driver for the region and state. Talented students who are attracted and retained within a region are greater participants in the local economy. Their academic credentials increase their earning power and their household spending. Over 1,400 of Jessup's 3,400+ active alumni live in California. The annual economic impact of household spending from these additional wages is estimated at $23 million within California.



	Placer County	Sacramento MSA	California
Direct Wage Premium ($M)	$6	$12	$21
Total Output ($M)	$6	$11	$23
Annual Employment Supported (FTE)	35	70	130
Annual Employee Compensation Supported ($M)	$2	$3	$7

Social and Community Impact



Jessup's mission of educating transformative leaders extends beyond the economy and into the lives of those in Rocklin and around the world. Jessup's philosophy of "Transforming Tomorrow Today" is embedded in the University's core curriculum and requires students to complete Spiritual Life Credits that are earned by volunteering for approved service and discipleship opportunities. Volunteer service ranges from local community service to domestic and international service through the University's outreach teams. Jessup emphasizes service as an essential part of the Christian higher education experience because it enhances students' transformative education.



Spiritual Life Credits

Spiritual Life Credits are a co-curricular requirement that integrates Jessup's mission of servant leadership into the academic plan of each traditional undergraduate student. Spiritual Life Credits engage Jessup students in intentional spiritual growth through the active participation in service and discipleship, pillars of the Christian life. Each student must earn between six and twelve Spiritual Life Credits during their undergraduate term. Credits are earned by committing four hours to local service or attending a mission trip for a minimum of seven days. With over 1,200 undergraduate students currently attending, Jessup students are committing thousands of hours of service to local and global communities.

Each year, nearly 1,200 undergraduate students complete ~25,000 hours of community service, which is valued at $625,000. Jessup's service-oriented ethos encourages students to actively participate in the local community beyond its campus. As the University continues to grow, the number of service hours is expected to increase, creating a cycle of volunteer service.

Local Community Service

True to Jessup's mission, students are encouraged to participate in local outreach events that benefit the Rocklin and Greater Sacramento communities. Partnerships with local organizations offer students a variety of service opportunities. The University partners with organizations throughout the region, including:

- The Salvation Army
- Carmichael Hart
- Gathering Inn
- Christian Encounter
- Sayonara City Center
- Church Volunteer Network
- Nor Cal Juvenile Justice Ministries
- Young Life

With opportunities to distribute supplies to the homeless, assist with emergency shelter programs, mentor children, tutor low-income students, and lead bible studies sessions, Jessup students are making a positive impact on the local economy.

Global Outreach Teams

Jessup's commitment to service extends far beyond Rocklin and California. The University offers domestic and international service opportunities through its global outreach teams. Global outreach teams serve alongside international partners to assist refugees, orphans, and victims of human trafficking. These teams also work at children's camps, campuses, libraries, and hospices across the world. Global outreach teams visit regions in Latin America, Europe, Southeast Asia, South Asia, the Middle East, and East Africa. In addition, Jessup partners with international organizations like CMF International, European Initiative, La Providencia, and SIM USA, giving students opportunities to serve beyond Jessup's global outreach teams. These institutions serve communities in Ethiopia, Germany, Honduras, and other parts of Africa, Asia, and the Americas.

> "The Kenyans have taught us that love is beyond language. We can share in each other's love without having to speak a word. It is in our connection, our presence, and stillness. It is one thing to read about being the hands and feet of Jesus but they have shown us what it really looks like to show sacrificial love. God is here, there are no other words to describe it."
>
> Mary Ann, East Africa Global Outreach Team



Why We Matter

Transforming Tomorrow Today

Jessup cultivates an academic community that prepares its students for a lifetime of transformative leadership in their professional and personal lives. In pursuit of its mission, the University is an important contributor to the vitality of the local, regional, and statewide economies. Notably, Jessup's local and global service benefits both the students and the communities they serve.



"Jessup is about life change. Student success happens here: spiritually, academically, and vocationally. When your life is changed, you change the world. You bring this change to your family, your neighborhood, your church, your region, and your world. Jessup is your place for a changed life."

Dr. John Jackson, Ph.D., President, William Jessup University

