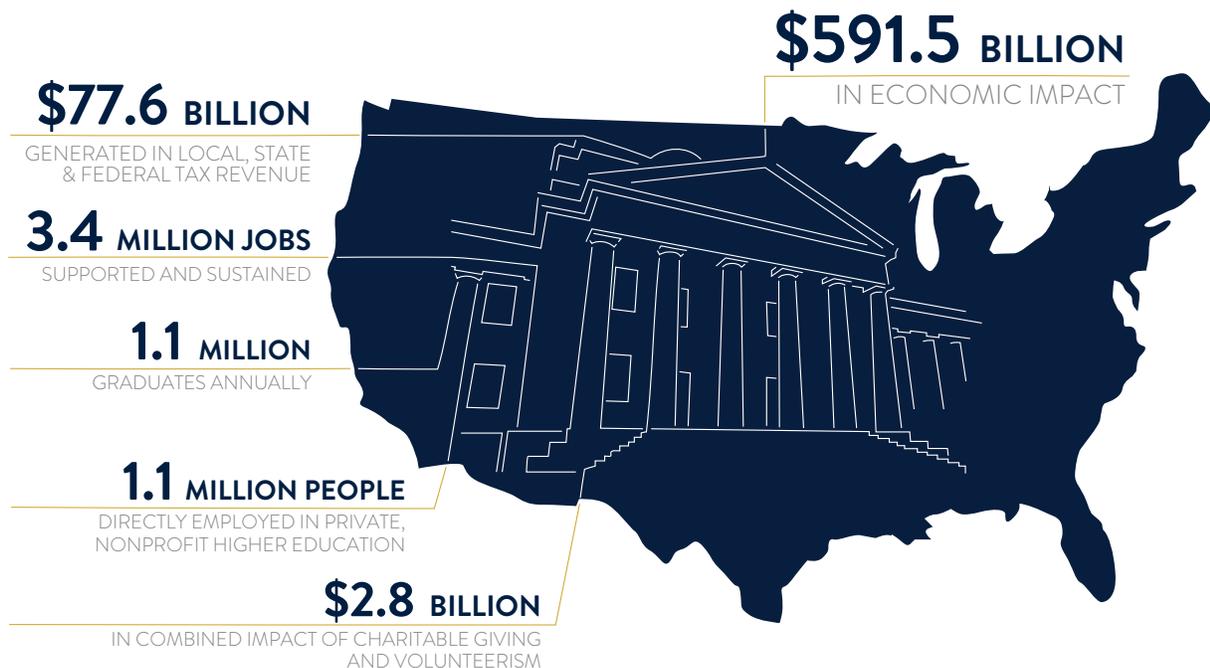


EXECUTIVE SUMMARY

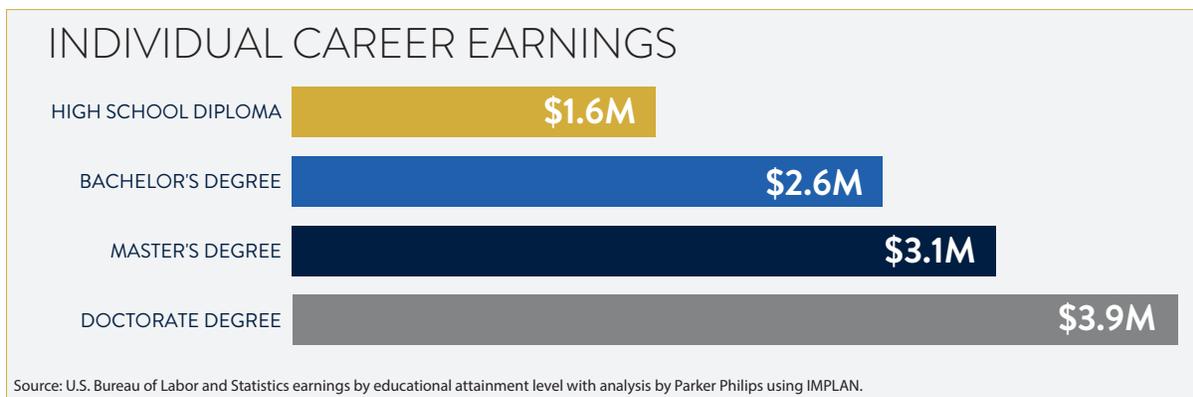
The contributions of higher education extend far beyond an individual degree. Private, nonprofit colleges and universities play significant roles in the everyday lives of those living and working in college communities and are important contributors to the nation as a whole. The report, Private, Nonprofit Higher Education: Shaping Lives and Anchoring Communities (<http://www.naicu.edu/PrivateCollegeImpact>), tells the story of the economic, social and cultural vitality that private, nonprofit colleges and universities add to communities, regions and the nation.

The report also demonstrates how America’s private, nonprofit colleges and universities are in a unique position to not only help but lead the acceleration of post-pandemic economic progress across the nation. Serving as one of the nation’s primary vehicles for social and economic mobility, private, nonprofit colleges and universities are accelerating **economic growth, creating jobs** and **boosting the nation’s tax base**.



INCREASING ECONOMIC AND SOCIAL MOBILITY

Higher education leads to many benefits, including opportunities for a life-long career and financial stability. In today’s world, educational attainment plays an even more significant role in other aspects of people’s lives — it increases opportunity and improves overall quality of life and longevity. Higher education changes outcomes for individuals, their families and the U.S. economy.



OVER THE COURSE OF THEIR **40-YEAR CAREERS**



584,000 BACHELOR'S DEGREE RECIPIENTS
AT PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES IN 2019 WILL



HAVE EARNINGS TOTALING
\$3.1 TRILLION



SUPPORT AND SUSTAIN A CUMULATIVE TOTAL OF
17.4 MILLION JOBS



GENERATE \$382 BILLION IN TAX REVENUE
AT THE LOCAL, STATE AND FEDERAL LEVEL

Source: IPEDS, AY 2018–2019, U.S. Bureau of Labor and Statistics and Parker Phillips, Inc.

INSPIRING AND GIVING BACK

Rural, suburban and urban communities throughout the country benefit from the volunteer and philanthropic spirit embodied at many private, nonprofit colleges and universities. This spirit of giving back is rooted in the founding missions of private, nonprofit colleges and universities. Some institutions also volunteered to be COVID-19 vaccination centers in their communities.

\$2.8 BILLION

COMBINED IMPACT OF CHARITABLE
GIVING AND VOLUNTEERISM

Source: Analysis using data from the U.S. Census Bureau and Points of Light Foundation.

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/ 10



PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES REPORT THAT THEY **PROVIDE COMMUNITY SERVICE OPPORTUNITIES FOR STUDENTS, FACULTY AND STAFF**

8
/ 10



PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES STATE THAT THEY **PROVIDE ARTS AND CULTURAL EVENTS FOR THE LOCAL COMMUNITY**

8
/ 10



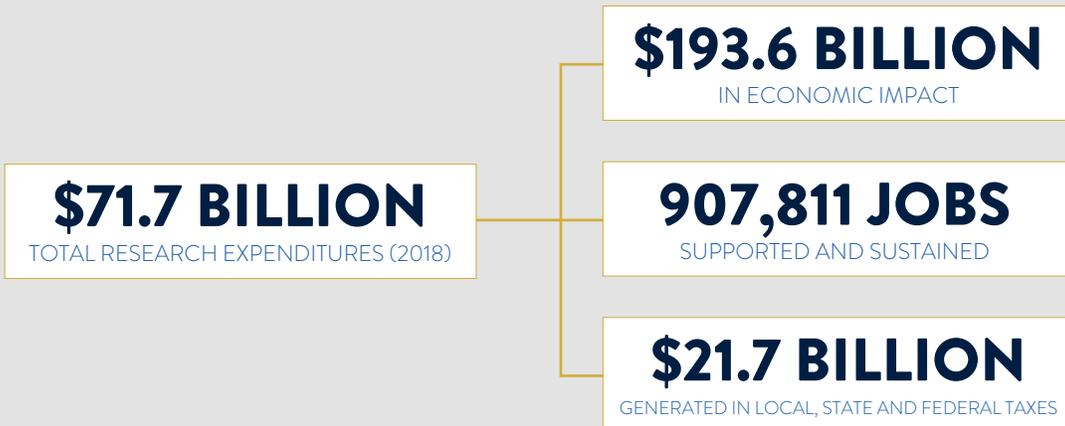
PRIVATE, NONPROFIT COLLEGES AND UNIVERSITIES REPORT THAT THEY **PROVIDE ACCESS TO ATHLETIC EVENTS FOR THE LOCAL COMMUNITY**

Source: NAICU Member Survey 2020

DRIVING INNOVATION AND DISCOVERY

Research expenditures at private, nonprofit colleges and universities provide the intellectual capital to spur entrepreneurship in our economy, and the breakthroughs in research generate the patents and intellectual property to accelerate America's success in an increasingly competitive global economy.

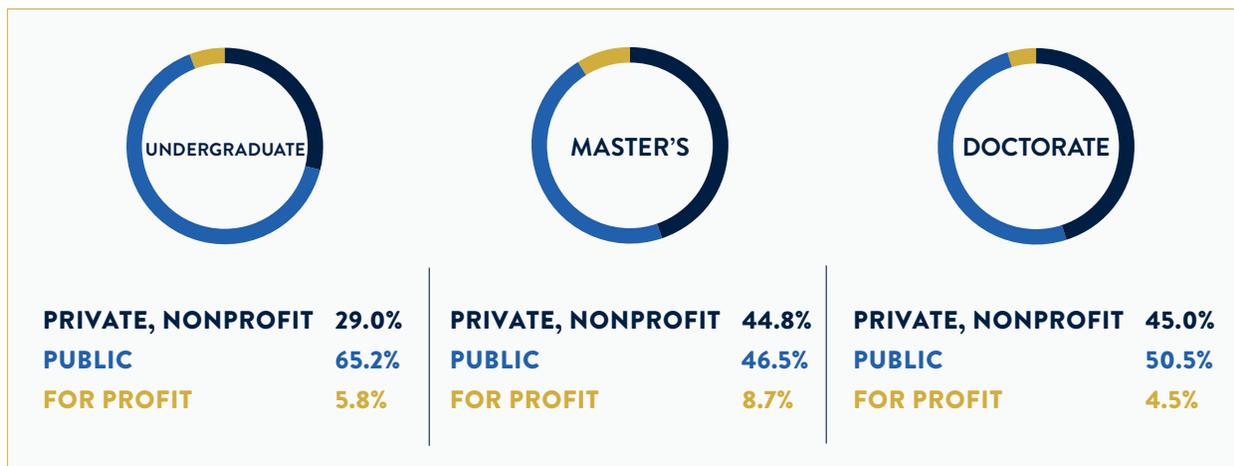
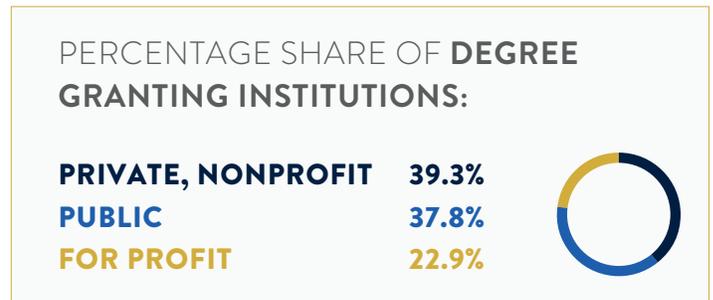
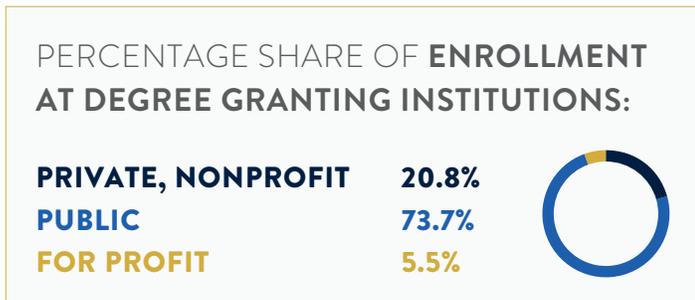
ECONOMIC IMPACT OF RESEARCH EXPENDITURES



Source: Parker Phillips, Inc. using data from STATT and IMPLAN

U.S. HIGHER EDUCATION ECOSYSTEM

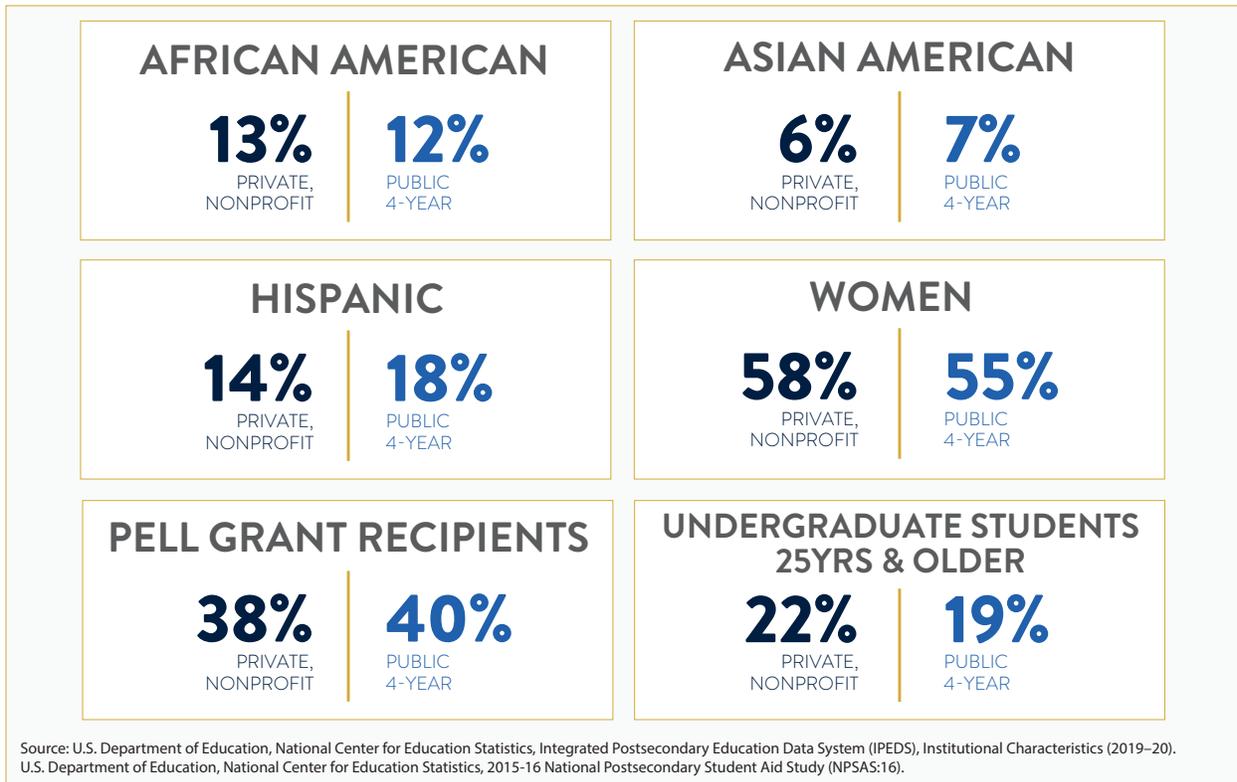
The ecosystem of America's higher education system is uniquely complex. As part of a diverse array of large public land-grant and regional universities, community colleges and for-profit institutions, the 1,700 private, nonprofit colleges and universities account for nearly 40% of all degree-granting institutions and educate more than 5 million students.



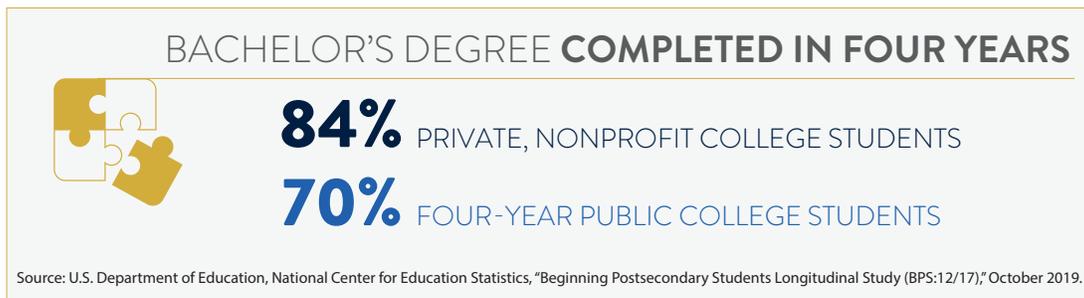
Source: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Institutional Characteristics (2019-20).

EDUCATING A DIVERSE ARRAY OF STUDENTS

Private, nonprofit higher education educates a diverse array of students across demographics and includes a wide variety of institutions – research universities, faith-based colleges, Historically Black Colleges and Universities, Minority-Serving Institutions, Tribal Colleges and Universities, art and design colleges, traditional liberal arts colleges and science institutions, women’s colleges, work colleges, and schools of law, medicine, engineering, business and other professions.



HELPING STUDENTS SUCCEED IN A TIMELY WAY



CONCLUSION

Perhaps at no time in our history has the critical impact and vital role of America’s private, nonprofit colleges and universities been more important than today in the midst of a worldwide pandemic that has so punished the health of our people and economy.

America’s private, nonprofit colleges and universities stand ready to lead in the central task of our time – rebuilding the health and economic vitality of the nation. The role and responsibility of private, nonprofit higher education in shaping lives and anchoring communities has never been more important to the economic, social and cultural vitality of our nation.