

October 2022

prepared by

Parker Philips
assess. analyze. assert!



Benedictine College

A Community of Faith and Scholarship Makes an Impact



Executive Summary – Benedictine College 3

Introduction 5

About the Study 7

Raven Nation: #UnleashGreatness 12

Benedictine College Alumni Make an Impact in Kansas 12

Benedictine College Gives Back 13

Conclusion 13

Appendix A: Terms & Definitions 15

Appendix B: Data & Methods 16



Benedictine College

COMMUNITY • FAITH • SCHOLARSHIP

Benedictine College is an independent, Catholic institution that has cultivated a community of faith and scholarship in Atchison, Kansas, for over 150 years. As the largest employer in both the city and Atchison County, Benedictine College is a critical economic driver and partner. In recent years, the college has initiated several building projects, fostered new businesses through the Cray Center for Entrepreneurial Services, and has been working with civic leaders to maintain a high quality of life for all residents. Through its many music concerts, art exhibits, lectures, and cultural and athletic events – almost all of them at no cost to residents – Benedictine College adds even more value to life in Atchison and surrounding communities. With Archabbot Boniface Wimmer’s exhortation as a beacon, Benedictine College is moving “Forward, always forward, everywhere forward!”

Contributing to the Economy

The combined economic contribution of Benedictine College in 2021 was \$116.4 million. This includes a direct impact of almost \$68.7 million and indirect/induced impact of \$47.7 million. Operational and capital spending in Kansas generated \$97.8 million of the total impact, and \$18.6 million in impact was generated from student and visitor spending in 2021.

Supports and Sustains Jobs

As a result of operations, student spending, and visitor spending, Benedictine College supports 801 jobs (520 direct and 281 indirect/induced). Benedictine College employs 341 people.

Contributes to the State and Local Tax Base

In 2021, Benedictine College, its suppliers, students, and visitors contributed an estimated \$6.7 million in state and local taxes through spending in the local and statewide economy. Of this \$6.7 million, over \$2.8 million was generated in local taxes only.

Benedictine College generates **\$116.4M** in economic impact per year



\$651,227 in community contributions



\$6.7M in state & local tax revenue

Supports and sustains **801 JOBS**



Kansas alumni generate **\$72.5M** in economic impact annually



Alumni Continue to Contribute to Kansas

Benedictine College alumni may be found throughout the country and the globe, rising to prominence in their fields, impacting the lives of others, and carrying on the spirit of Benedictine College. Nearly 4,000 alumni living and working in Kansas are continuing to make a positive economic impact after graduation. Benedictine College graduates are an integral part of the workforce of Kansas and impact the economy over their careers through their spending and the extra earning power from earning a Benedictine College degree. Each year, Benedictine College alumni generate \$72.5 million in economic output for the Kansas community, support and sustain 455 jobs, and contribute \$4.5 million in state and local taxes. These impacts are based on the added value of earning a degree or credential from Benedictine College, not alumni full wages.

Mission to Serve and Give Back

Benedictine College offers a variety of opportunities to serve the community. In the Hunger Coalition’s Skip-A-Meal program, students help feed almost 200 people each week by skipping one meal in their meal plan. The Center for Service-Learning works with professors to incorporate service into the curriculum and coordinates student, faculty, and staff volunteer efforts, including tutoring at the local public elementary school, work with the Boys and Girls Club, home painting for older Atchison residents, nursing home visits, and many other initiatives.

Based upon assumptions derived from the U.S. Census Bureau and the Points of Light Foundation regarding donation amounts and volunteerism rates by age, income level, and employment status, it is estimated that staff, faculty, and students give \$255,600 annually in charitable donations and volunteer for an estimated 34,885 hours, valued at \$395,627. In 2021, the combined impact of charitable giving and volunteerism totaled \$651,227. These benefits were in addition to the \$116.4 million in annual economic impact.



“All our success comes from being mission-driven to educate our students within a community of faith and scholarship. Every decision we make is going to be consistent with that mission and has garnered our national reputation as an academically rigorous and Catholic college in a family-friendly community.”

— Stephen D. Minnis
President, Benedictine College

Benedictine Student Profile

2,290



students enrolled

26.7%



student athletes

25.4%

of students from Kansas

10.7%



first generation to attend college

50+



majors offered

17%



Pell Grant eligible



prepared by

Parker Phillips
assess. analyze. assess.

Introduction

#WHEREGREATNESSBEGINS

Benedictine College is an independent, Catholic institution that has cultivated a community of faith and scholarship in Atchison, Kansas, for over 150 years. As the largest employer in both the city and Atchison County, the college is a critical economic driver and partner in the community. In recent years, Benedictine College has initiated several building projects, fostered new businesses through the Cray Center for Entrepreneurial Services, and has been working with civic leaders to maintain a high quality of life for all residents.

Named one of America's Best Colleges by U.S. News & World Report, The Newman Guide, and First Things magazine, Benedictine College offers 49 undergraduate majors and two graduate programs. Students at Benedictine College are offered the opportunity to learn through their faith participating in mission trips, pilgrimages, and service projects both in Atchison and abroad, ministry programs, and daily Mass, confession, and Bible studies. With nearly 80% of students living on campus, there is a tight-knit community with shared goals and aspirations. Off campus, the relationship of the college and students with Atchison remains strong and continues to enrich the quality of life of all residents. Through its many music concerts, art exhibits, lectures, and cultural and athletic events – almost all of them at no cost to residents – Benedictine College adds even more value to life in Atchison and surrounding communities. With Archabbot Boniface Wimmer's exhortation as a beacon, Benedictine College is moving "Forward, always forward, everywhere forward!"



The Benedictine College Mission

Benedictine College is an academic community sponsored by the monks of St. Benedict's Abbey and the sisters of Mount St. Scholastica Monastery. Heir to the 1500 years of Benedictine dedication to learning, Benedictine College in its own time is ordered to the goal of wisdom lived out in responsible awareness of oneself, God and nature, family and society. Its mission as a Catholic, Benedictine, liberal arts, residential college is the education of men and women within a community of faith and scholarship.

As a Catholic college, Benedictine College is committed to those beliefs and natural principles that form the framework of the Judeo-Christian tradition, and it is committed further to those specific matters of faith of the Roman Catholic tradition, as revealed in the person of Jesus Christ and handed down in the teachings of the Church. The college embraces students and faculty from all faiths who accept its goals, seeking in its members a personal commitment to the ideals and principles of a spiritual life and the expression of these in worship and action. Benedictine College promotes the growing involvement of religious and laity in the Church's ministries.

As a college founded on the Benedictine tradition, Benedictine College inherits the themes handed on to us by the Benedictine family: peace, the balance of activity and contemplation, and the glorification of God in all undertakings. With the ideal of a common life vitalized by the spirit of St. Benedict, the members of the Benedictine College community can share work and prayer in common, faithful participation in the life of the community, attentive openness to the Word of God, deep concern for issues of justice and peace, and the pursuit of moderation, hospitality and care for the gifts of creation.

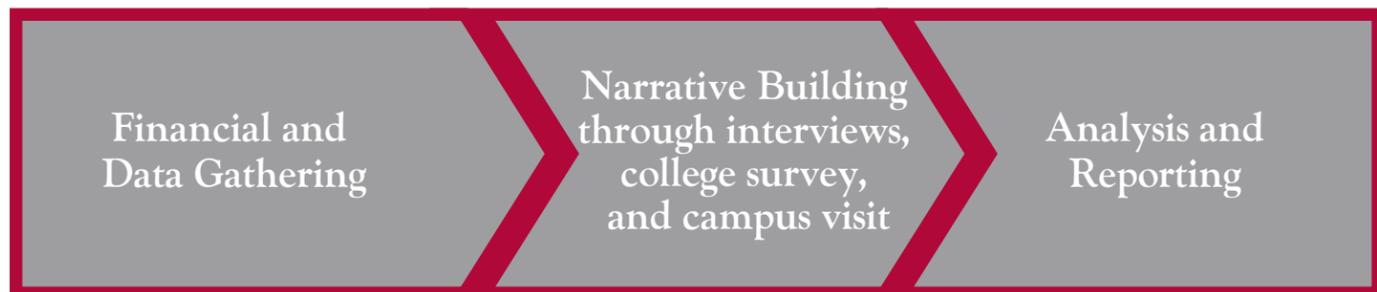
As a liberal arts college, Benedictine College is dedicated to providing a liberal arts education by means of academic programs based on a core of studies in the arts and sciences. Through these programs, the college guides students to refine their capacity for the pursuit and acquisition of truth, to appreciate the major achievements in thought and culture, and to understand the principles that sound theoretical and practical judgment require. In addition, the college provides education for careers through both professional courses of study and major programs in the liberal arts and sciences. As an essential element in its educational mission, Benedictine College fosters scholarship, independent research, and performance in its students and faculty as a means of participating in and contributing to the broader world of learning.

As a residential college, Benedictine College supports and encourages the full development of its students through a community life that expresses and proclaims the worth and dignity of each individual. In a caring and supportive atmosphere, students are helped to develop a sense of meaningful purpose in life and encouraged to participate in programs which promote sound bodies, emotional balance, and dedication to the welfare of others.



About the Study

In January 2022, Kansas Independent College Association (KICA) and Benedictine College engaged Parker Philips, Inc. to measure the economic contribution of Kansas' private, independent colleges and universities. The goal of this analysis is to tell Benedictine College's story from a numbers and narrative perspective. To develop this report, Parker Philips gathered student, financial, and employment data about Benedictine College, toured the campus, and met with key faculty, staff and leadership, and researched secondary data and information to inform the writing and key messages.



The primary tool used in the performance of this study is the Input-Output model and data set developed by IMPLAN Group LLC. Financial data used in this study were obtained from Kansas and included the following data points: operational expenditures, capital expenditures, and payroll and benefits for employees for FY 19. Secondary data were used to estimate spending by visitors (day and overnight) and students (undergraduate and graduate) exclusive of tuition and fees. Additional information on the methodology and assumptions used to complete this study can be found in Appendix B.

The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the "multiplier effect." The following graphic provides an overview of the types of impact detailed in this report.



DIRECT

Investment in construction and expenditures for operations

INDIRECT

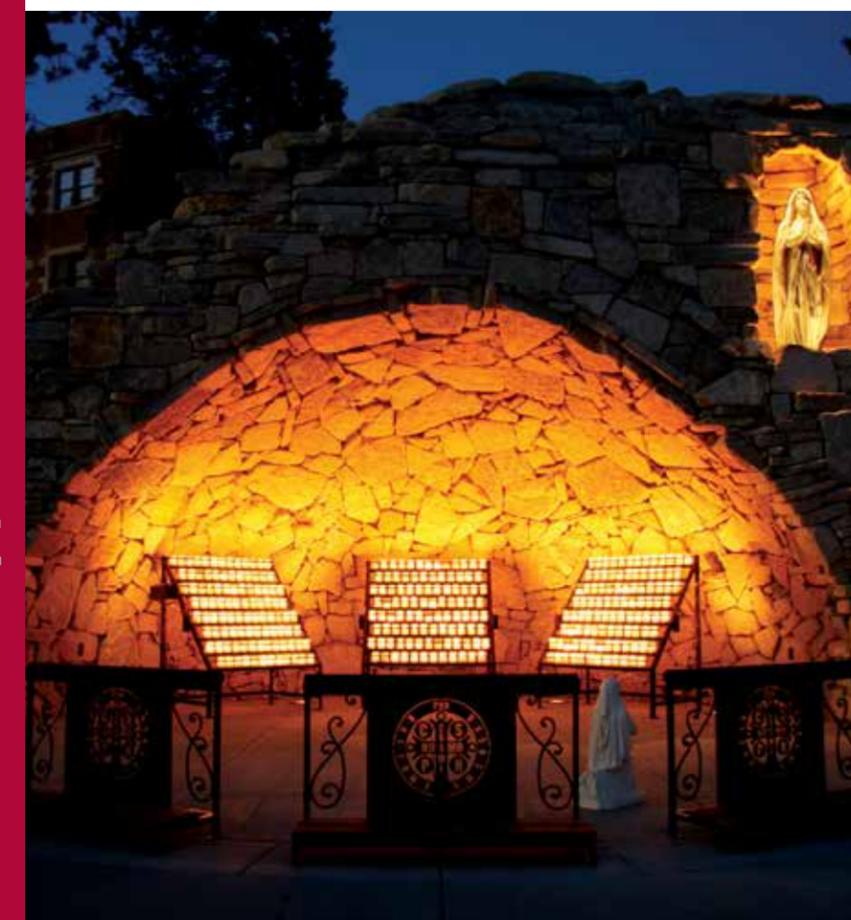
Purchases from local suppliers

INDUCED

Household spending from earnings of direct and indirect expenditures

BENEDICTINE COLLEGE STUDY PROFILE

Data Source: Benedictine College and Kansas Independent College Association
Study Type: Economic Contribution Analysis
Geography: Kansas
Study Year: Fiscal Year 2021
Methodology: IMPLAN



Benedictine College Contributes to the State and Local Economy

Benedictine College contributes to the local and state economy through its expenditures on operations, capital projects, wages, the spending of students off-campus, and the spending of visitors to campus. The direct, day-to-day expenditures of Benedictine College, combined with the student and visitor spending, cause a ripple effect throughout the statewide economy.

The total economic impact of Benedictine College in 2021 totaled \$116.4 million. This contribution to the local and statewide economy is a point-in-time snapshot depicting how the expenditures of Benedictine College and its faculty, staff, students, and visitors make an impact.

OPERATIONS CONTRIBUTION

Benedictine College operations and capital spending in 2021 contributed a total of \$97.8 million. Benedictine College's operations generated \$57.3 million in direct economic impact, \$19.2 million in indirect economic impact, and \$21.3 million in induced economic impact.

STUDENT SPENDING CONTRIBUTION

Benedictine College students contributed a total of \$14.9 million to the state's economy in 2021 as a result of their spending. They generated \$9.2 million in direct economic impact, \$2.9 million in indirect economic impact, and \$2.7 million in induced economic impact.

VISITOR SPENDING CONTRIBUTION

Visitor spending at Benedictine College in 2021 contributed a total of \$3.7 million. Visitors to Benedictine College generated \$2.2 million in direct economic impact, \$842,119 in indirect economic impact, and \$663,988 in induced economic impact.

BENEDICTINE COLLEGE COMBINED ECONOMIC IMPACT (FY 21)

 Operations	\$57,248,511 Direct	\$19,197,929 Indirect	\$21,324,472 Induced
Total \$97,770,912			
 Student Spending	\$9,226,334 Direct	\$2,939,200 Indirect	\$2,701,575 Induced
Total \$14,867,109			
 Visitor Spending	\$2,231,438 Direct	\$842,119 Indirect	\$663,988 Induced
Total \$3,737,545			
 Combined Economic Impact	\$68,706,283 Direct	\$22,979,248 Indirect	\$24,690,035 Induced
Total \$116,375,566			



Creating and Sustaining Jobs Throughout Kansas

Benedictine College supports a total of 801 full- and part-time jobs throughout the state. Beyond the direct jobs at the college, indirect and induced jobs include construction for campus projects, retail, restaurants, daycare, real estate, and banking – to name a few.

OPERATIONS CONTRIBUTION

Benedictine College operations supported and sustained a total of 580 jobs: 341 direct jobs, 103 indirect jobs, and 136 induced jobs.

STUDENT SPENDING

Students from Benedictine College supported and sustained a total of 183 jobs as a result of student spending: 150 direct jobs, 16 indirect jobs, and 17 induced jobs.

VISITOR SPENDING

Visitors to Benedictine College supported and sustained a total of 38 jobs as a result of their spending: 29 direct jobs, 5 indirect jobs, and 4 induced jobs.

Based on analysis by industry sectors, other jobs supported by the college outside of the higher-education and health-care sectors include jobs in real estate, retail, and services (e.g., restaurants, child-care centers, and entertainment).

BENEDICTINE COLLEGE EMPLOYMENT CONTRIBUTION (JOBS, FY 21)

 Operations	341 Direct	103 Indirect	136 Induced
Total Jobs 580			
 Student Spending	150 Direct	16 Indirect	17 Induced
Total Jobs 183			
 Visitor Spending	29 Direct	5 Indirect	4 Induced
Total Jobs 38			
 Combined Employment Impact	520 Direct	124 Indirect	157 Induced
Total Jobs 801			

Generating Local and State Tax Revenues

Benedictine College's employees, suppliers, and related constituencies contribute to the local and statewide tax bases. In FY 21, the college contributed an estimated \$6.7 million (\$3.7 million direct and \$3 million indirect and induced) through local spending (operational, capital, students, and visitors) as well as direct and indirect support of jobs. At the state and local levels, Benedictine College contributes to the tax bases through its purchasing. Specific taxes include employee and employer contributions to state and local social-insurance funds, sales and use taxes, personal property taxes, taxes paid on motor-vehicle licenses, and payments of fines and fees.

BENEDICTINE COLLEGE STATE AND LOCAL TAX IMPACTS (FY 21)

Sub County General	\$535,933 Direct	\$140,058 Indirect	\$329,934 Induced	Total \$1,005,925
Sub County Special Districts	\$427,638 Direct	\$111,367 Indirect	\$261,520 Induced	Total \$800,525
County	\$552,732 Direct	\$144,022 Indirect	\$338,439 Induced	Total \$1,035,193
State	\$2,217,672 Direct	\$534,980 Indirect	\$1,083,937 Induced	Total \$3,836,589
Total	\$3,733,975 Direct	\$930,427 Indirect	\$2,013,830 Induced	Total \$6,678,232

Source: Parker Phillips using IMPLAN with data from KICA and BENEDICTINE COLLEGE

Raven Nation: #UnleashGreatness

Known for its strong sports teams, Benedictine College draws attention and recognition to the college as well as the city of Atchison – the Benedictine College Ravens know how to succeed, and the community is behind them. The community comes out to tailgate for every home football game and cheer on the men and women running a full-court press on the basketball court. As members of the National Association of Intercollegiate Athletics (NAIA) and the Heart of America Athletic Conference (HAAC), Benedictine College offers a balanced sponsorship of sports for men and women, which includes 17 varsity sports and four club programs. The athletic program for men includes baseball, basketball, cross country, football soccer, track & field, wrestling, and lacrosse. The intercollegiate sports for women are basketball, cross country, dance, soccer, softball, spirit squad (cheer), track & field, volleyball, and lacrosse. The approach of the Benedictine College Intercollegiate Athletic Department aligns with the overall mission of the college through a holistic approach to promote intellectual, social, physical, and spiritual growth of student-athletes on and off the field.



ROCKY THE RAVEN

Birthday: December 20

Depictions of St. Benedict often include the raven. According to legend, the raven prevented St. Benedict from eating poisoned bread. Father Sebastian Weissenberger, O.S.B., first suggested the 'Ravens' mascot in 1927.

Benedictine College Alumni Make an Impact in Kansas

Benedictine College alumni may be found throughout the country and the globe, rising to prominence in their fields, impacting the lives of others, and carrying on the spirit of Benedictine College. Nearly 4,000 alumni living and working in Kansas are continuing to make a positive economic impact after graduation. Benedictine College graduates are an integral part of the workforce of Kansas and impact the economy over their careers through their spending and the extra earning power from earning a Benedictine College degree. Each year, Benedictine College alumni generate \$72.5 million in economic output for the Kansas community, support and sustain 455 jobs, and contribute \$4.5 million in state and local taxes. These impacts are based on the added value of earning a degree or credential from Benedictine College, not alumni full wages.

Famous alumni from Benedictine College include:

- **NOBEL PEACE PRIZE WINNER:** Dr. Wangari Maathai is a 1964 graduate in biology who went on to receive the 2004 Nobel Peace Prize for her work on sustainable agriculture. Her focus was on planting trees in her native Kenya and around the world as a means to combat deforestation.
- **NEUROSURGEON OPERATING IN GUATEMALA:** Dr. Michael Boland, a biology major who became a neurosurgeon. He goes to Guatemala each year and conducts brain surgery for the poor people in Guatemala City.
- **PRO FOOTBALL PLAYER:** Jamie Mueller, a standout football player who went on to play professionally as a running back for the Buffalo Bills, appearing in several Super Bowls.
- **BISHOP IN DIOCESE OF CROOKSTON, MN:** Bishop Andrew Cozzens, a theology and philosophy major who became a priest and has risen to the level of Bishop in the Diocese of Crookston, Minnesota.
- **FEDERAL FISCAL MANAGEMENT:** Thomas M. Hoenig, a 1968 graduate, served as vice-chairman of the Federal Deposit Insurance Corporation (FDIC) and president of the Federal Reserve Bank of Kansas City.



Benedictine College Gives Back

Benedictine College offers a variety of opportunities to serve the community. In the Hunger Coalition's Skip-A-Meal program, students help feed almost 200 people each week by skipping one meal in their meal plan. The Center for Service-Learning works with professors to incorporate service into the curriculum and coordinates student, faculty, and staff volunteer efforts, including tutoring at the local public elementary school, work with the Boys and Girls Club, home painting for older Atchison residents, nursing home visits, and many other initiatives.

Based upon assumptions derived from the U.S. Census Bureau and the Points of Light Foundation regarding donation amounts and volunteerism rates by age, income level, and employment status, it is estimated that staff, faculty, and students give \$255,600 annually in charitable donations and volunteer for an estimated 34,885 hours, valued at \$395,627. In 2021, the combined impact of charitable giving and volunteerism totaled \$651,227. These benefits were in addition to the \$116.4 million in annual economic impact.

Conclusion

Benedictine College's annual combined economic impact from operations and student and visitor spending (\$116.4 million) plus the impact of Kansas-based alumni (\$72.5 million) total nearly \$189 million. However, the impact of the college is felt far beyond what economic measurement can capture. Through its strong Catholic tradition, rigorous academic programs, and commitment to community, Benedictine College plays an integral role in developing an engaged, thoughtful, and productive workforce and citizenry.



Appendix A: Terms & Definitions

Direct Economic Impact – All direct expenditures made by an organization due to its operating expenditures. These include operating expenditures, capital expenditures, and pay and benefits expenditures.

Direct Employment – Total number of employees, both full-time and part-time, at the organization based on total jobs, not FTEs.

Dollar Year – Presented in 2021 dollars.

Government Revenue/State and Local Tax Impact – Government revenue or tax revenue that is collected by governmental units at the state and local levels in addition to those paid directly by an organization. This impact includes taxes paid directly by the organization itself, employees of the organization, and vendors who sell products to the organization, and at the household level.

IMPLAN Data Year – 2020

Indirect Economic Impact – The indirect impact includes the impact of local industries buying goods and services from other local industries. The cycle of spending works its way backward through the supply chain until all money is spent outside of the local economy, either through imports or by payments to value added (multiplier effect).

Indirect Employment – Additional jobs created as a result of an organization's economic impact. Local companies or vendors that provide goods and services to an organization increase their number of employees as purchasing increases, thus creating an employment multiplier.

Induced Economic Impact – The response by an economy to an initial change (direct effect) that occurs through re-spending of income received by a component of value added. IMPLAN's default multiplier recognizes that labor income (employee compensation and proprietor income components of value added) is not lost to the regional economy. This money is recirculated through household spending patterns causing further local economic activity (multiplier effect).

Induced Employment – Additional jobs created as a result of household spending by employees of an organization and the employees of vendors. This is another wave of the employment multiplier.

Multiplier Effect – The multiplier effect is the additional economic impact created as a result of the organization's direct economic impact. Local companies that provide goods and services to an organization increase their purchasing by creating a multiplier (indirect/supply-chain impacts). Household spending generated by employees of the organization and the organization's suppliers create a third wave of multiplier impact (induced/household-spending impacts).

Study Year – FY 2021

Total Economic Output/Economic Impact – Includes organizational spending on operations, capital expenditures, labor income expenditures, and value added to the economy as a result of expenditures made by an organization. It is the combined impact of direct, indirect, and induced impacts.

Appendix B: Data & Methods

The Kansas Independent College Association (KICA) provided the primary economic data used to complete the contribution analysis. Data supplied included operating expenditures, capital spending (three year average), pay and benefits, and total employees. Primary and secondary data were used to complete the input-output models in IMPLAN. The study approach and economic-impact findings are a conservative estimate of impact and are based on actual financial information. The study is a snapshot in time of Kansas' independent colleges and universities.

OVERVIEW AND THE IMPLAN MODEL

The most common and widely accepted methodology for measuring the economic impacts of economic sectors is input-output (I-O) analysis. At its core, an I-O analysis is a table that records the flow of resources to and from companies/organizations and individuals within a region at a given time. For a specified region such as a state, the I-O table accounts for all dollar flows among different sectors of the economy in a given period. With this information, a model can then follow how a dollar added into one sector is spent and represented in other sectors of the economy, generating outgoing ripples of subsequent economic activity. This chain of economic activity created by one event is called the "economic multiplier" effect.

The primary tool used in the performance of this study is the I-O model and data set developed and maintained by IMPLAN Group LLC (formerly Minnesota IMPLAN Group Inc.). IMPLAN is a widely accepted and used software model first developed by the U.S. Forest Service in 1972. Data used in the

baseline IMPLAN model and data set come largely from federal-government databases. The I-O tables themselves come from the Bureau of Economic Analysis. Much of the annual data on labor, wages, final demand, and other market data come from the Bureau of Labor Statistics, the U.S. Census Bureau, and other government sources.

Government agencies, companies, and researchers use IMPLAN to estimate the economic activities associated with spending in a particular industry or on a particular project. The IMPLAN model extends conventional I-O modeling to include the economic relationships among government, industry, and household sectors, allowing IMPLAN to model transfer payments such as taxes.

Producers of goods and services must secure labor, raw materials and other services to produce their product. The resources transferred to the owners of that labor or those raw materials and services are then used to secure additional goods and services or inputs to the products they sell. For example, an organization in a region may develop a company that produces tractors with a value of \$1 million. However, to produce that product, they may be required to spend \$500,000 in wages and benefits, \$200,000 to suppliers of tractor parts, \$100,000 for electricity, \$50,000 for transportation of goods and raw materials to and from the plant, and \$50,000 in various professional services fees associated with operating a business (e.g., attorneys and accountants). The suppliers will, in turn, spend those resources on labor and raw materials necessary to produce tractors. Workers and the owners of the company will buy



Appendix B: Data & Methods

goods and services from other firms in the area (e.g., restaurants and gas stations) and pay taxes. The suppliers, employees, and owners of this second tier will, in turn, spend those resources on other goods and services whether within the study region or elsewhere. The cycle continues until all of the money leaves the region.

IMPLAN METHODOLOGY

The model uses national production functions for more than 536 industries to determine how an industry spends its operating receipts to produce its commodities. These production functions are derived from U.S. Census Bureau data. IMPLAN couples the national production functions with a variety of county-level economic data to determine the impacts at a state and congressional-district level. IMPLAN collects data from a variety of economic data sources to generate average output, employment, and productivity for each industry in a given county. IMPLAN combines this data to generate a series of economic multipliers for the study area. The multiplier measures the amount of total economic activity generated by a specific industry's spending an additional dollar in the study area. Based on these multipliers, IMPLAN generates a series of tables to show the economic event's direct, indirect, and induced impacts to gross receipts, or output, within each of the model's more than 536 industries. The model calculates three types of effects: direct, indirect, and induced. The economic impact of Kansas' independent colleges and universities is the sum of these three effects.

CONSIDERATIONS CONCERNING IMPLAN

There are three important points about the use of IMPLAN (or any other I-O model):

It is a fixed-price model. The model assumes that changes in consumption are not limited by capacity and do not affect prices. This assumption does not cause a problem for the analysis presented here, because we are taking a snapshot of Kansas' independent colleges and universities in a specific year. As in many studies using this type of model, the direct impacts are not calculated by the model; they reflect actual spending levels and patterns created by each college or university. Changing the level of direct spending allows us to calculate the magnitude of the indirect and induced effects associated with the initial level of spending.

Because the model continues to calculate additional spending until all of the money leaves the region (i.e., "leakage"), the larger and more economically diverse the region, the longer it will take for spending to leave the region and the larger the impact is likely to be. For example, an employee of a college or university may spend some amount of their income on buying a car. If there are no car manufacturers in the state or county, this spending will leave the region and the multiplier effect will stop. At the national level, a portion of that same spending by that same individual may go to a national auto producer. That spending would lead to more spending at the national level than would be captured by a more regional model. The national impact will be larger than the sum in the individual states, and the individual state impact will be larger than the sum of the impacts in its congressional districts.





Benedictine College