

It is about leadership



The Economic Impact of Oregon's Urban University

From the desk of President Wim Wiewel

The eighth president of Portland State University

It's a great time to be at Portland State University, and I am excited to be chief and cheerleader of an outstanding urban research university in one of the best cities in the U.S.

In an age when the local department store, bank, and grocery store are run by corporations in New York or international conglomerates, PSU provides an enduring presence and commitment to the betterment of our community. We are physically, academically, civically, and environmentally enmeshed in the life of the region. In other words, we're here for the long haul.

I see my tenure as the president of PSU as part of a continuum with the University providing leadership, pursuing partnerships, preparing students, and promoting engagement with governments, businesses, and community organizations by focusing on the following:

- Civic Leadership Through Partnerships – PSU will be a civic partner and a deeply engaged community asset.



- Student Success – We will ensure student experiences that result in higher satisfaction, retention and graduation rates.
- Achieve Global Excellence – PSU will become an institution that is recognized nationally and internationally for the accomplishments of its faculty, the reputation of its programs, and the preparation of its students as world citizens.
- Enhance Educational Opportunity – We will ease the transitions from K-12 and community colleges to university level education.
- Expand Resources and Improve Effectiveness – PSU will expand resources in each of its funding streams (state, private, tuition, research, business partnerships) and manage resources effectively so we can match investments to strategic priorities.

Together we can continue building a community that preserves the highest quality of life, a city that is the envy of the nation, and an economy that not only competes on a global scale, but is also sustainable. In this report you will see some of the many ways PSU is working toward that future.

Wim Wiewel

Wim Wiewel



Portland's Walk of the Heroines



Academic and Student Recreation Center



School of Business Administration
(planned)

It is about leadership

Portland State's job is not only to "Let knowledge serve the city," but also our community, the region, and the state of Oregon. We do this through civic leadership and engaged partnerships with businesses, governments, and community organizations. We do this by providing the region with graduates to meet the needs of a growing knowledge economy. We do this with world-class research and programs, such as our sustainability initiative.

This Economic Impact Report is a snapshot of the benefits that PSU, an anchor institution, brings to our community and the Portland metro region. We hope you will review this material, share it and join us in a discussion about how PSU will provide civic leadership in developing a sustainable economy for the region.

PSU by the numbers

Enrollment - 27,000 (Fall, 2008)

Degrees - 117,985 (PSU Degrees Awarded)

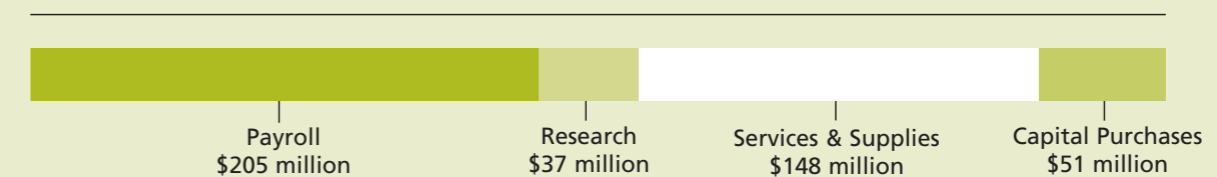
Research - \$37 million (2007-08 Expenditures)

Staff - 3,503 (Full-Time Employees)



PSU Expenditures (2007-2008)

Total - \$464 million*



*Total PSU expenditures were \$441 million in 2007-2008. Out-of-state students spent another \$23 million during this period, for a total of \$464 million.

In a new category, "Up-and-Coming Universities", *U.S. News & World Report* ranked Portland State University No.7 among National Universities that have "made the most promising and innovative changes in academics, faculty, students, campus life, diversity and facilities."

U.S. News and World Report lists Portland State in its "America's Best Colleges 2008" under the section "Choosing a School: Programs to look for" in five Categories:

- Internships and Co-ops
- First-Year Experiences
- Learning Communities
- Senior Capstones
- Service Learning

Roles of the urban university

The Many Roles of Oregon's Urban University

Employer

With more than 3,500 full-time and another 2,600 part-time employees, PSU is one of the largest employers in Oregon. Our payroll was more than \$205 million in 2007-2008.

Purchaser

Expenditures for goods and services totaled \$148 million 2007-2008.

Workforce Developer

117,000 PSU alumni are now in the workforce; 65% of these in Oregon.

Researcher

A \$25 million dollar 10-year grant from the Miller Foundation is making PSU a leader in sustainability research, adding to our \$37 million in external grants and contracts.

Real Estate Developer

The \$51 million spent in 2007-2008 represents just 17% of the total capital investment PSU plans to make in the University District by the year 2012.

Expert Advisor

PSU's eight schools and colleges provide the metro region with cutting edge expertise in hundreds of subjects.

Business Accelerator

100% of the startup businesses in the Portland State Business Accelerator work with PSU students.

Community Partner

Using the Oregon multiplier for volunteer time, the 1.44 million hours PSU students contributed to the community was worth \$25 million in 2007-2008.

The economic multiplier effect

In our last economic impact report we used a multiplier of 2.4 to calculate the value of PSU's contribution to the regional economy. This multiplier is used for calculating the impact of higher education and comes from the proprietary IMPLAN input-output model.

Employer	\$ 205 M x 2.4 =	492 M
Purchaser*	\$ 171 M x 2.4 =	410 M
Researcher	\$ 37 M x 2.4 =	89 M
Real Estate Developer	\$ 51 M x 2.4 =	122 M
	\$ 464 M x 2.4 =	1,113 M

* Includes Out of State Student expenditures.

\$1.194 Billion

Total Impact of PSU in 2007-08

Other PSU Contributions**

Workforce Developer	\$48 M
Community Partner	\$25 M
Business Accelerator	\$7 M
Expert Advisor	\$1 M
	\$81 M

** These contributions did not involve direct expenditures. The multiplier was not used on them.

The Multiplier Explained:

"Every dollar PSU spends yields an economic multiplier (or ripple) effect – enabling additional rounds of spending in the community. This economic multiplier measures such indirect effects as:

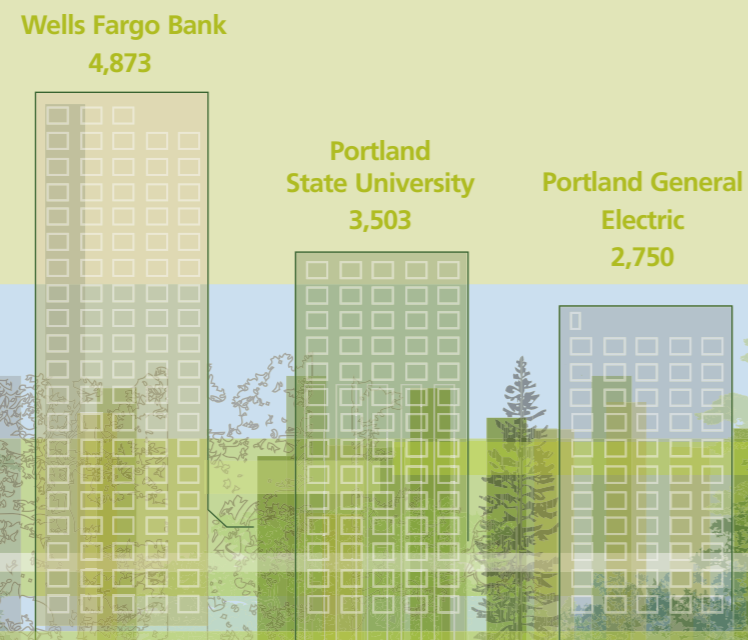
- Faculty, student and staff spending on housing and retail purchases.
- PSU spending on supplies and services from business vendors in the community, inducing continued spending in the community."

Eric Hovee and Andrea Logue, Portland State University Economic Benefits Assessment, August 2004

Employer

As an anchor institution, Portland State University is a fixed asset, providing living wage jobs to some of our community's most accomplished professionals.

In 2007 PSU employed 691 individuals with PhD's – more than any other business in the metro region.



Here is how PSU compares to some of Oregon's largest employers:

With 117,000 alumni (65% of whom are employed in the region) PSU grads make up the single largest group of Oregonians with Bachelor's degrees. This is the group, along with persons with MA's and PhD's that pays the majority of personal income taxes for regional services.

Purchaser

Portland State University is a major purchaser of goods and services. In 2007-2008 the University spent \$148 million in Oregon alone. This money flows through the state and regional economy, multiplying its impact, thereby causing additional rounds of spending.

PURCHASER September 2007 - 2008

\$148,000,000

\$355,000,000

IMPACT September 2007 - 2008

Today's U.S. college students are the most active purchasers of all time. In 2007 they spent \$263 billion, a \$62 billion increase since 2002; their spending on discretionary purchases alone in 2008 amounted to \$63 Billion.

Workforce Developer

According to the U.S. Department of Labor, the average U.S. worker changes careers 3-5 times during their lifetime. If you aren't a lifetime learner in today's world, you can't compete. Graduates of PSU's eight Schools and Colleges have learned to learn. This gives them a real edge in the knowledge economy.

Some Employers of PSU Alumni are:

Business Administration

Portland Trail Blazers
U.S. Bancorp
Walsh Construction
Kaiser Permanente
Clark County, Washington

Education

Portland Public Schools
Legacy Health System
Oregon Dept. of Education
First Baptist Church
NWREL

Engineering & Computer Science

Hewlett-Packard
The Boeing Company
PacifiCorp
TriMet
Intel Corp

Since our last Economic Impact Report in 2006, the School of Extended Studies has provided workforce and professional development to:

- 6312 Individuals
- 1727 Companies
- 207 Nonprofits
- 199 Government agencies
- 110 Health related organizations
- 60 Healthcare executives
- 7 Programs in the arts

Fine & Performing Arts

Coldwell Banking
Nike, Inc.
Radisys Corp.
Random House, Inc.
J. Paul Getty Museum

Urban & Public Affairs

City of Portland
Safeway, Inc.
The ODS Companies
Hillsboro Police
The Equity Foundation of Oregon

Liberal Arts & Sciences

Portland Development Commission
The Standard
Fred Meyer
Wafer Tech
The Oregonian
United Parcel Service of America, Inc.
Oregon Health & Science University

Social Work

Morrison Child & Family Services
Legacy Health System
Oregon Dept. of Human Services
New Avenues for Youth
Native American Youth & Family Center

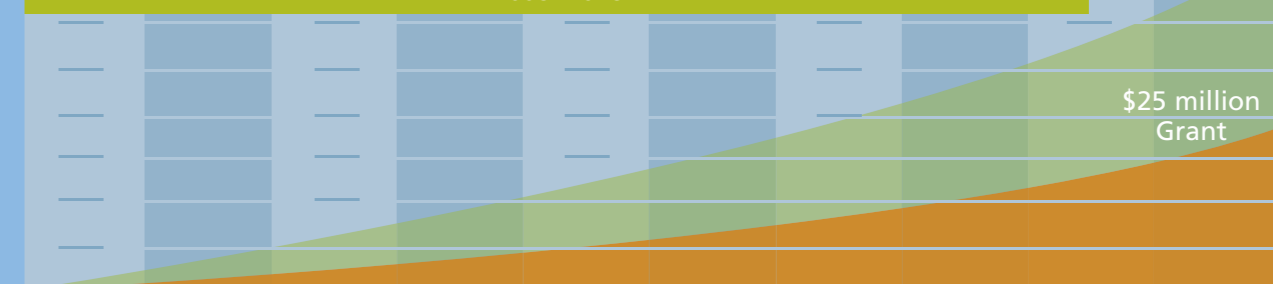
Researcher

Funded research at Portland State has increased steadily over the past 10 years; this trend will continue. PSU scholars do basic as well as applied research in a broad range of academic areas. They partner with other scholars in State Signature Research Centers and do original research in sustainability. As a result of the \$25 million Miller grant – the biggest single gift for sustainability research in the country – over the next 10 years, PSU will make targeted investments that will result in new green businesses and improvements in livability for Portland, Oregon.

State Research Centers PSU Partners:

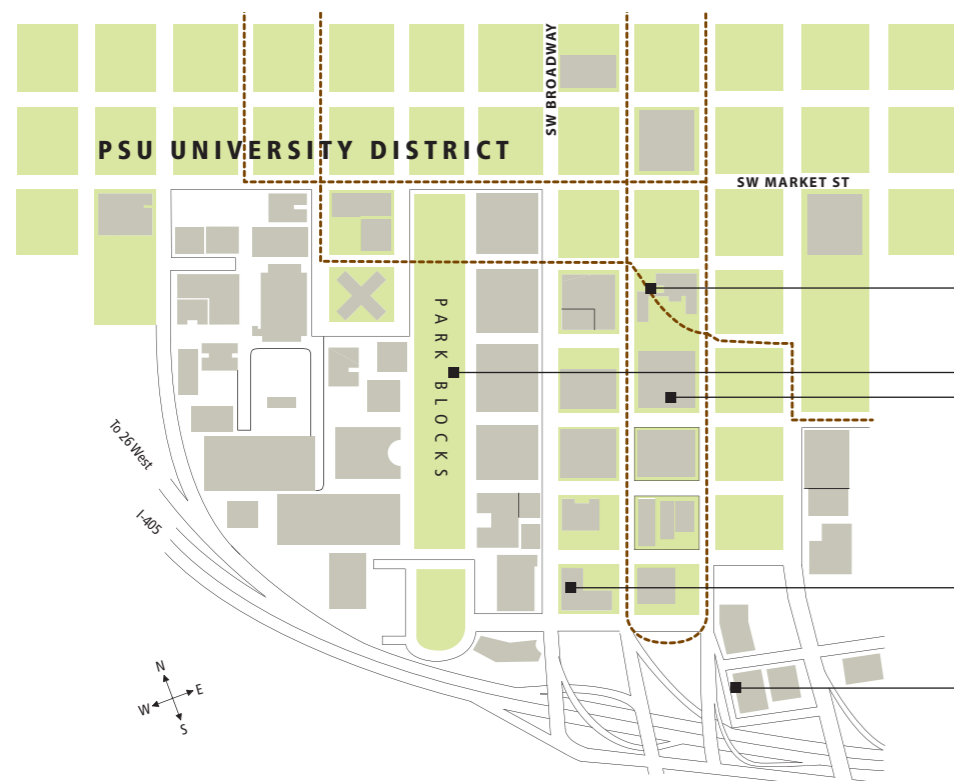
BEST	Built Environment & Sustainable Technologies	OTRADI	Oregon Translational Research and Drug Discovery Institute
ETIC	Engineering and Technology Innovation Council	OTREC	Oregon Transportation Research and Education Consortium (PSU as lead campus)
ONAMI	Oregon Nanoscience and Microtechnologies Institute		

Projected investments with James F. and Marion L. Miller Foundation Grant 2008-2018



PSU Research Centers and Institutes:

Center for Electron Microscopy and Nanofabrication	Center for Spatial Analysis and Research
Survey Research Lab	Population Research Council
Center for Life in Extreme Environments	Center for the Improvement of Services to Children and Families
Center for Public Health Studies	Oregon Center for Career Development
Institute on Aging	Childhood Care and Education
Institute of Portland Metropolitan Studies	Food Industry Leadership Center
Criminal Justice Policy Research Institute	Center for Professional Integrity and Accountability
Regional Research Institute for Human Services	The Center for Real Estate
Research Center on Inclusive and Effective Educational Practices	Business Outreach Program
Autism Training and Research Center	Summer Business Institute
Center for Urban Studies	Center for Global Leadership in Sustainability



Portland State University is the south anchor point of the Central City, and the development of the campus integrally affects the quality of life in Portland. We take this responsibility seriously at Portland State.

Lindsay A. Desrochers – V.P. Portland State University

U.S. Geological Survey

Most studied eco-roof in Portland

City Archives

Farmers' Market

Busiest Tri-Met stop in Portland



Real Estate Developer

How we grow the physical campus is a reflection of our values. PSU's development is aligned with the needs of the community. With multiple financial resources, including urban renewal, PSU is a valuable partner in meeting regional goals for:

- Retail and commercial development partnerships
- Transit planning and implementation
- Housing for students and other university members
- Building a diverse and economically valued workforce
- Growing diverse new businesses



PSU's Portfolio

- 49 acres of downtown real estate
- 4.5 million sq. ft. of buildings on campus
- 50 PSU Buildings
- 11 Residential student housing properties
- More than 1 million sq. ft. of new space acquired since 2000
- 13 buildings constructed or remodeled since 2000
- 70 new businesses in the University District since 2000
- \$300 million of new capital investment planned by 2012

"Anchor institutions whose success depends on the success of the communities in which they reside will be in the best position to contribute to urban success."

– David Maurrasse, September 2007, CEOs for Cities

Expert Advisor

Business Administration – The School of Business Administration’s MBA+ program is ranked No. 20 in the nation for integrating social and environmental stewardship by *Beyond Grey Pinstripes*. In 2007, our Business Outreach Program (BOP) students provided more than 5,000 hours of consulting services to small businesses in Portland, including minority and women-owned businesses.

Education – The Graduate School of Education is nationally accredited in three areas: Professional Education, Counseling, and Rehabilitation Counseling. The Rehabilitation Counseling program is ranked in the top 25 in the nation by *U.S. News & World Report*. School of Education faculty provide leadership and consultation to school districts, state and national organizations in the areas of teacher education, special education, autism, counseling, adult education, and continuing education.

Engineering & Computer Science – The Maseeh College helps train the region’s engineers and computer scientists. Our faculty does research that makes Oregon’s “silicon forest” grow. This year we graduated 400 new engineers and computer scientists; nearly half with graduate degrees. At the Maseeh College, students graduate with skills that lead to family wage jobs. Their professional contributions impact Oregon’s economy and the engineering profession worldwide.

Fine & Performing Arts – The College of Fine and Performing Arts is nationally recognized for its Jazz and Opera programs and our faculty provide expertise to Portland’s entire creative community, one of the fastest growing sectors of the regional economy. Our innovative new Film Studies program will soon graduate workers with a strong theoretical and applied understanding of film, a targeted area of the Creative Industries Cluster.

Liberal Arts & Sciences – The College of Liberal Arts & Sciences is PSU’s largest academic unit. We offer 24 Bachelors’ degrees in the Humanities, Sciences and Social Sciences. Masters degrees are available in the Liberal Arts and Sciences and we offer Doctorates in Biology, Mathematical Sciences, Mathematics Education, and Environmental Sciences and Resources, and joint Doctoral degrees with System Sciences in Anthropology, Economics, Mathematics, Psychology and Sociology. When it comes to expert advice, the region comes to The College of Liberal Arts & Sciences.

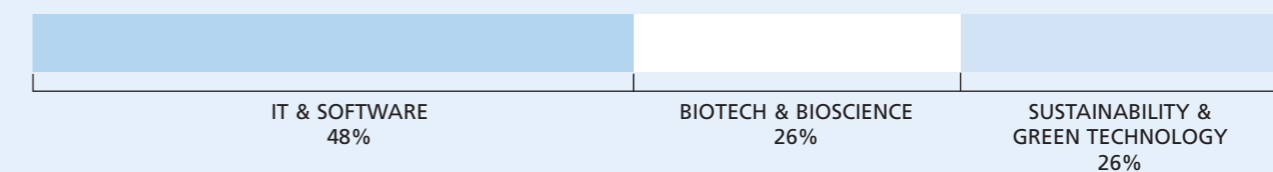
Social Work – In the 2008 *US News & World Report* rankings, the School of Social Work is rated in the top 20% of MSW programs in the country. Social Work faculty provide leadership and consultation for key organizations in the Portland metropolitan area and the state including the African American Commission on Mental Health; the Multnomah County Commission on Children, Families, and Community; the Oregon Office of Mental Health and Addiction Services; and the Oregon Bar Association Task Force on Disability Access.

Urban & Public Affairs – The footprint of the College of Urban & Public Affairs (CUPA) is broad and deep across the region. You see it in the work we do, our many alumni in public service, the thousands of hours our students provide the community through internships, the impact our faculty have solving regional problems and in our relationships with community partners. But excellence also comes from our research and CUPA is known for its ability to translate the knowledge we produce into programs that maintain the livability of our region. Collaboration, service, research, civic engagement, community participation and a sense of social justice are the principles and values that animate our college.

Business Accelerator

Even businesses go to school and the Portland State Business Accelerator is teaching emerging businesses how to succeed. Targeting industry clusters that are critical to the State’s economic development plan, PSBA provides an experiential learning environment where 100% of our companies are linked to the University in one way or another.

PSBA COMPANIES BY INDUSTRY CLUSTER



“PSU is helping faculty form companies around the intellectual property we have developed. We chose to locate the company in the Portland State Business Accelerator because it provides affordable office and lab space and a wide range of business supports. I continue teaching and researching at the University, while at the same time I can be involved in the start-up that will give my research the best chance to make it into the market. That’s exciting.”

Professor David Peyton, PSU Chemistry Dept.
Chief Scientific Officer, DesignMedix

IMPACT OF THE PSBA

Years in existence:	4
Companies served from July 2004 – Oct 2008:	38
Companies graduated to date:	10
Percentage of incubated companies that are successful:	84%
Typical percentage of start-ups that succeed without incubation:	20%
Companies working with University faculty:	35%
Companies founded by a PSU faculty member:	12%
Companies working with University students:	100%

Community Partner

More than 400 community businesses and organizations benefit annually from partnerships with PSU students and faculty. In 2007-2008 more than 7,800 Portland State students, faculty and staff engaged in partnerships with business, government and community organizations through academic courses, research and other service efforts worldwide.

Local Partnership Feature:

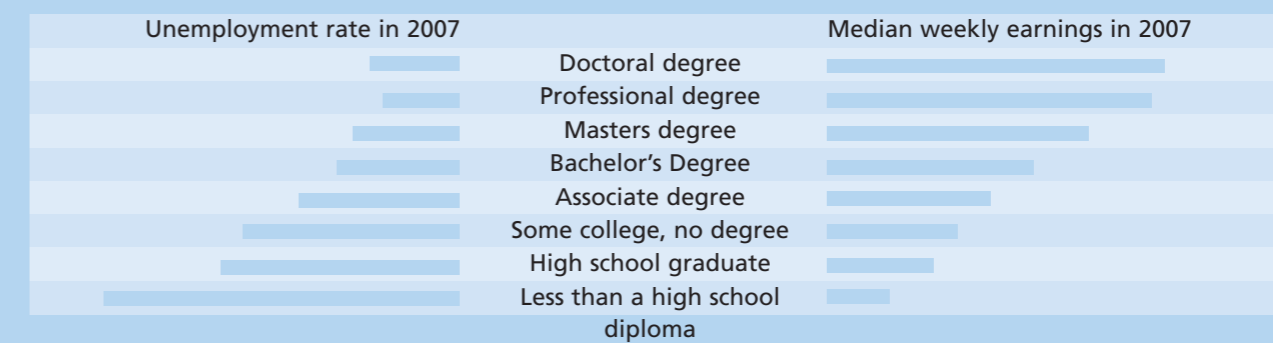
In 2008, Portland State University's Community Watershed Stewardship Program, in collaboration with the City of Portland, won the first-ever **National Jimmy and Rosalynn Carter Partnership Award** for campus community collaboration. The Community Watershed Stewardship Program has led more than 27,000 community volunteers donating a quarter million hours to install 80,000 plants and restore 50 acres of watershed along two miles of waterways within the region's watershed.

Summarizing the Value of a PSU Degree

A better-educated population means lower unemployment and higher income. It also means a well trained workforce able to meet regional needs for entrepreneurs, critical thinkers, new leaders and leadership opportunities; for partnerships, and for better-prepared citizens.

At Portland State the value of a degree goes far beyond the needs of the individual... it ripples through the entire community, city and state.

Education Pays



International Partner Feature:

PSU has taken the next step in its evolution as an engaged university by teaming with **The International Partnership for Service-Learning and Leadership (IPSL)** to provide our students with international learning opportunities that integrate academic studies with volunteer service. Founded in 1982, IPSL is a not-for-profit educational organization with 15 programs in 12 countries. It serves students, colleges, universities, service agencies and related organizations around the world.

Service and volunteerism are core values of academic life and Portland State service has a value, just like teaching and research. In 2007, our students volunteered 1.44 million hours with our community partners. Using the Oregon state multiplier for volunteer hours, this time was worth \$25 million to the metro region.



"The global economy today is a knowledge economy. This means we must invest in and protect our intellectual capital. The knowledge economy demands that more and more of our citizens obtain a college education."

Governor Ted Kulongoski

Sources

- Eric Hovee and Andrea Logue, *Portland State University Economic Benefits Assessment*, August 2004.
- Portland Development Commission, *Portland Metropolitan Region- 2007 Fact Book*.
- Portland Business Alliance, *"Largest Metro Employers"- 2007*
- U.S. News & World Report, *"America's Best Colleges 2008"*
- Oregon University System, Budget Department
- Portland Bureau of Business Licenses
- The Portland City Archives
- Portland Farmer's Market
- Tri Met
- The U.S. Geological Survey
- Federal Bureau of Labor Statistics
- U.S. Department of Labor
- Built Environment and Sustainable Technologies (BEST)
- Oregon Nanoscience and Microtechnologies Institute (ONAMI)
- Oregon Translational Research and Drug Discovery Institute (OTRADI)
- Engineering and Technology Innovation Council (ETIC)
- The Multiplier for Higher Education from the proprietary IMPLAN input-output model developed by the University of Minnesota and U.S.D.A. Forest Service was used to determine PSU's total economic impact.

Acknowledgements

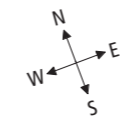
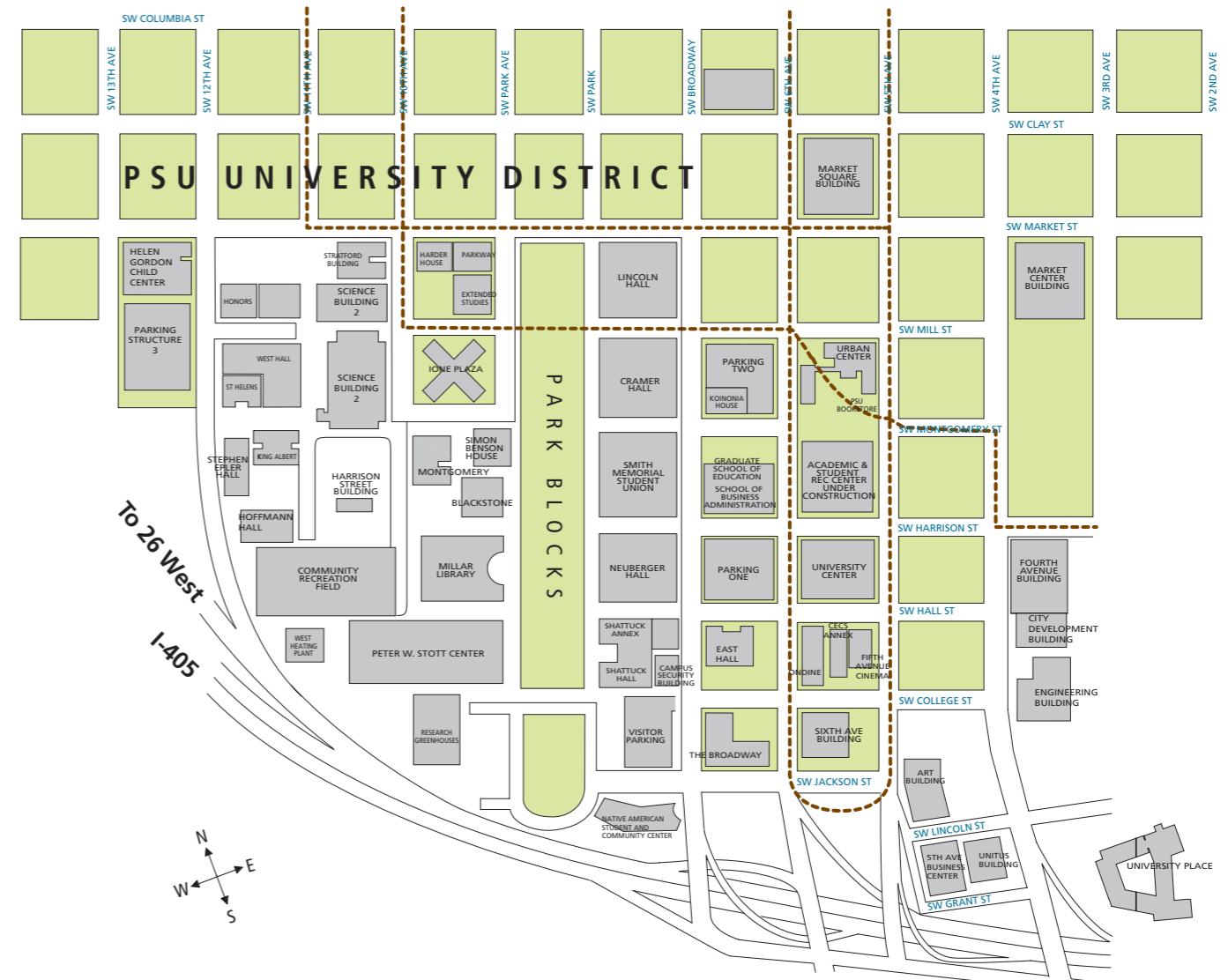
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Notes

