



Portland State  
UNIVERSITY

NeRC

# Portland State University Economic Impact to the Regional Economy

2024-05-23

PNREC @ Bend

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## NERC Research Team

- **Jenny Liu, Ph.D.**
- **Hyeoncheol Kim**, Urban Studies Ph.D. student



**Sheila Martin, Ph.D.**  
**Vice President of Public Affairs**  
**Chief of Staff to the President**



**Tom Potiowsky, Ph.D.**  
**Senior Advisor**  
**Northwest Economic Research Center**

## Motivations

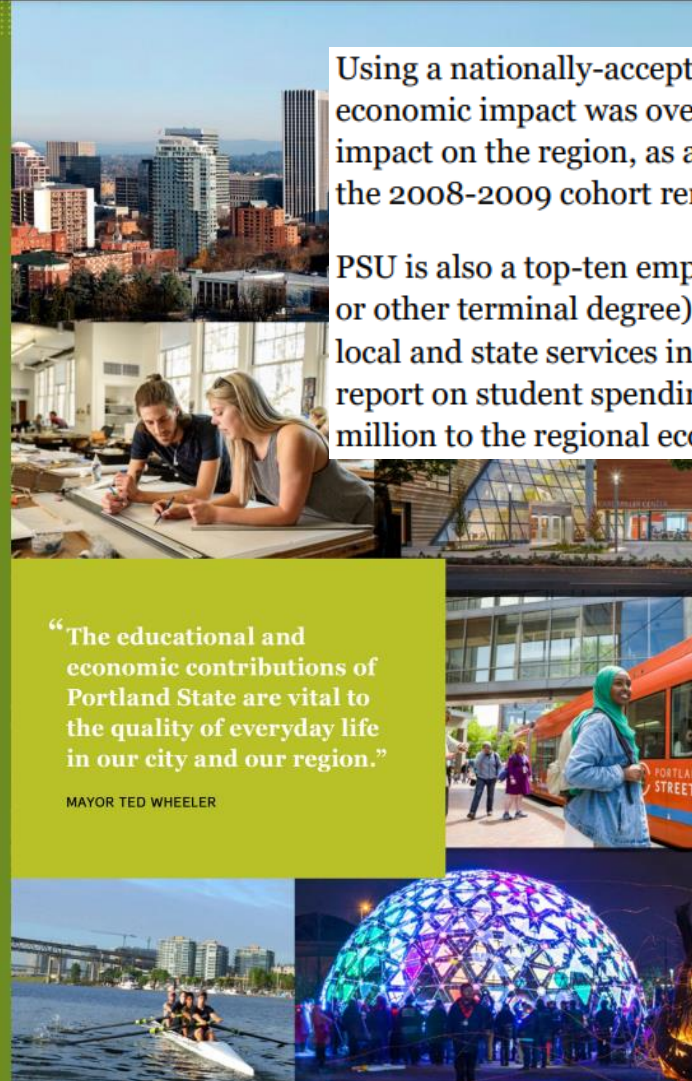
- Portland State University mission – **Let Knowledge Serve the City**
- Strategic planning
- Previous economic impact report published in 2019



LET KNOWLEDGE SERVE THE CITY

ECONOMIC IMPACT REPORT

PSU's impact in Oregon: \$1.5 billion



“The educational and economic contributions of Portland State are vital to the quality of everyday life in our city and our region.”

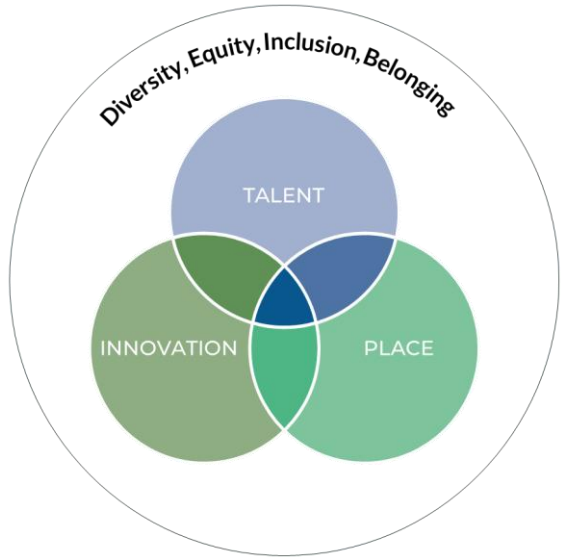
MAYOR TED WHEELER

Using a nationally-accepted methodology for calculating the economic impact of universities, PSU economic impact was over \$1.52 billion dollars in FY18.<sup>1</sup> PSU graduates have an enormous economic impact on the region, as around 66% of PSU resident graduates and 29% of non-resident graduates from the 2008-2009 cohort remain in Oregon, investing their energy, skills, talents, and tax dollars in the state.

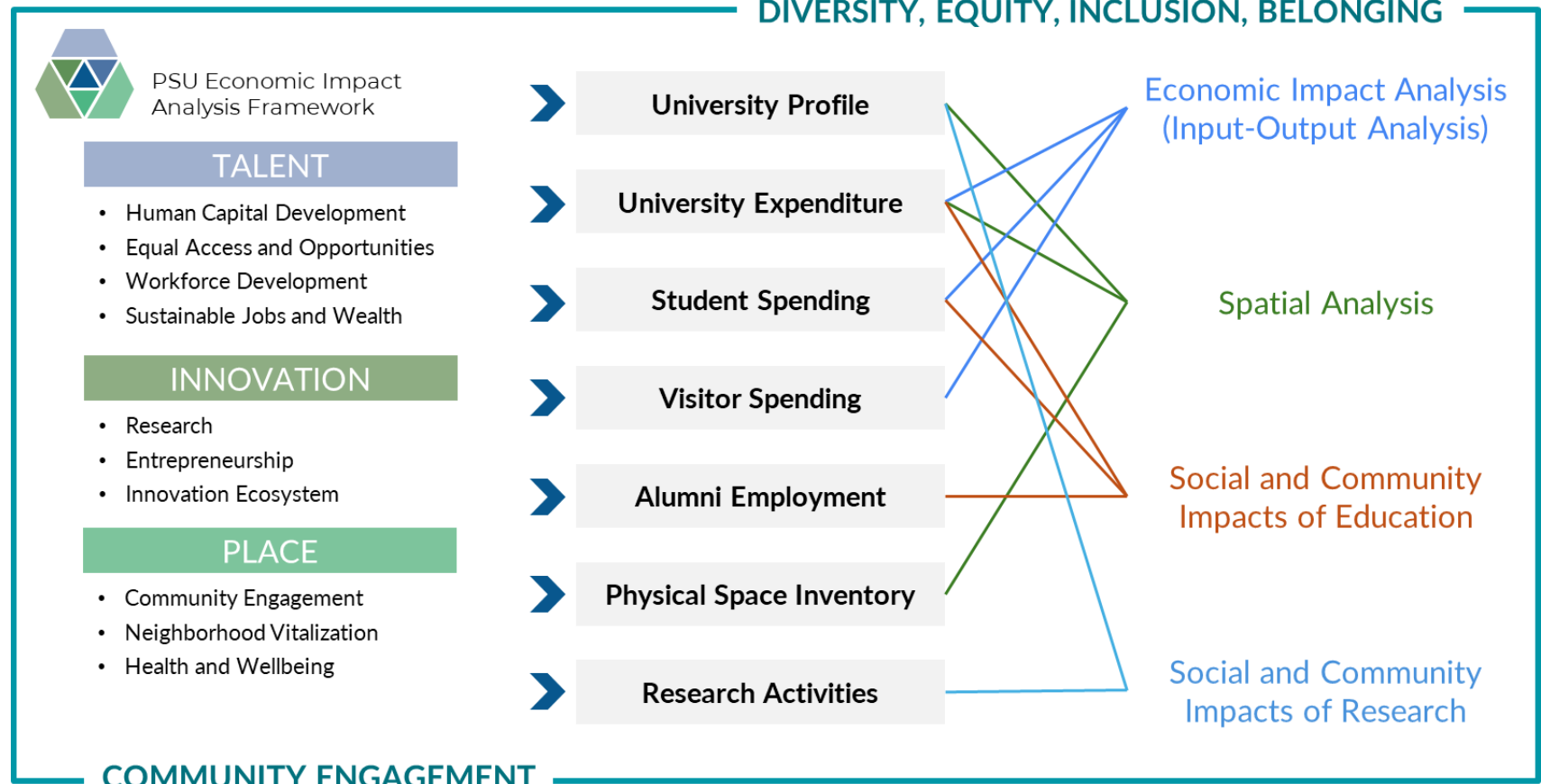
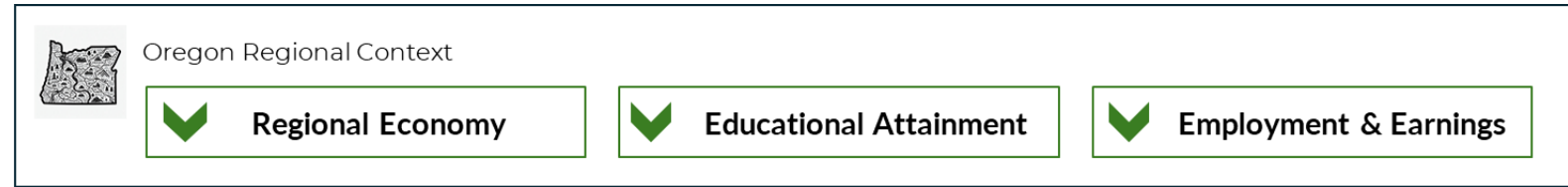
PSU is also a top-ten employer, providing over 7,000 family wage jobs (762 employees have a Doctorate or other terminal degree) to employees who contributed \$14.2 million in employer-based taxes to pay for local and state services in FY18. According to the annual NAFSA Association of International Educators' report on student spending, international students who attended PSU in 2019-20 contributed \$59.8 million to the regional economy.

Oregon HECC (2021)

# Analysis Framework

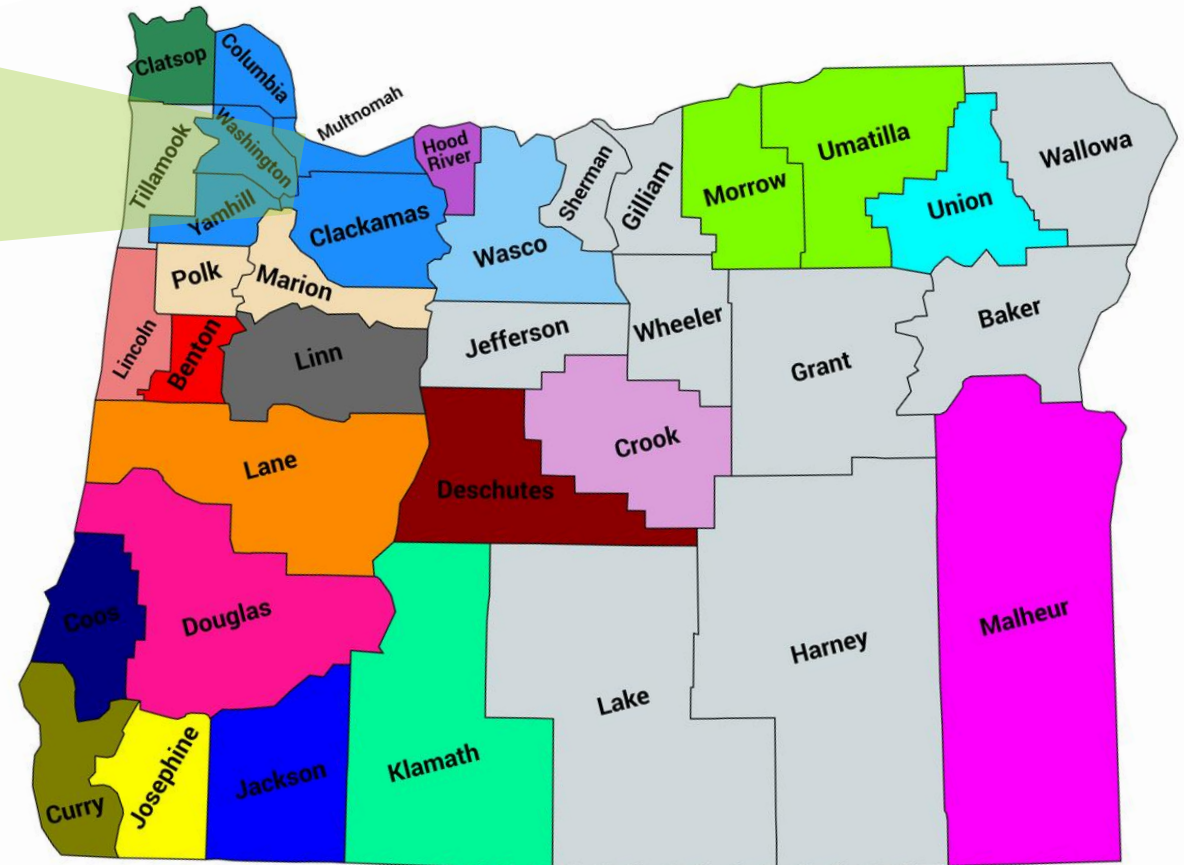


Adapted from APLU – Economic Engagement Framework – Economic Impact Guidelines (2014); APLU - Higher Education Engagement in Economic Development: Foundations for Strategy and Practice (2015)





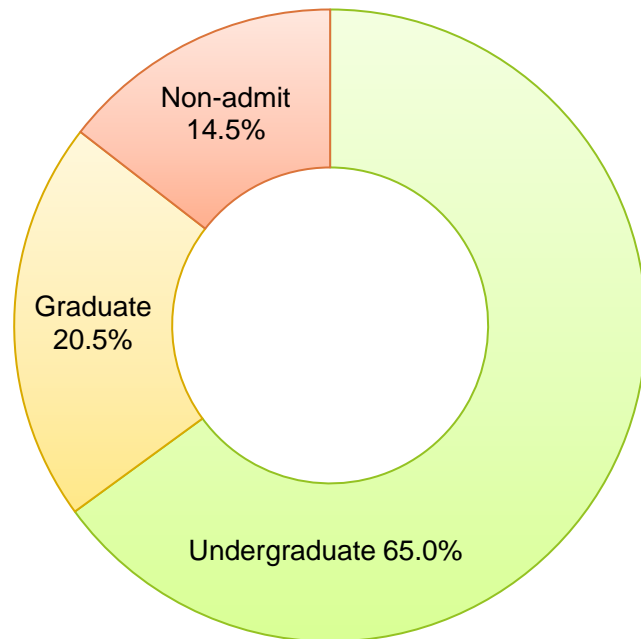
# Study Geography



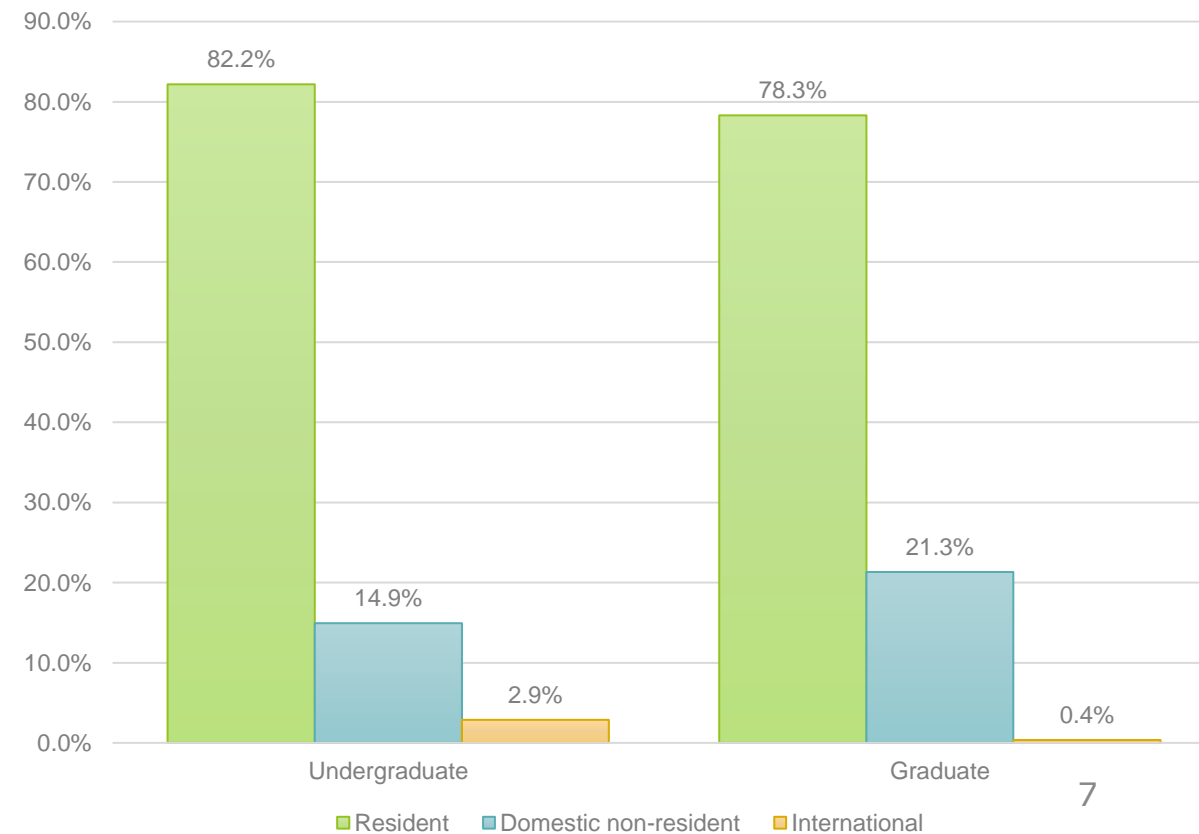
- Portland-Vancouver-Hillsboro MSA
- Oregon State

# Profile of Portland State University

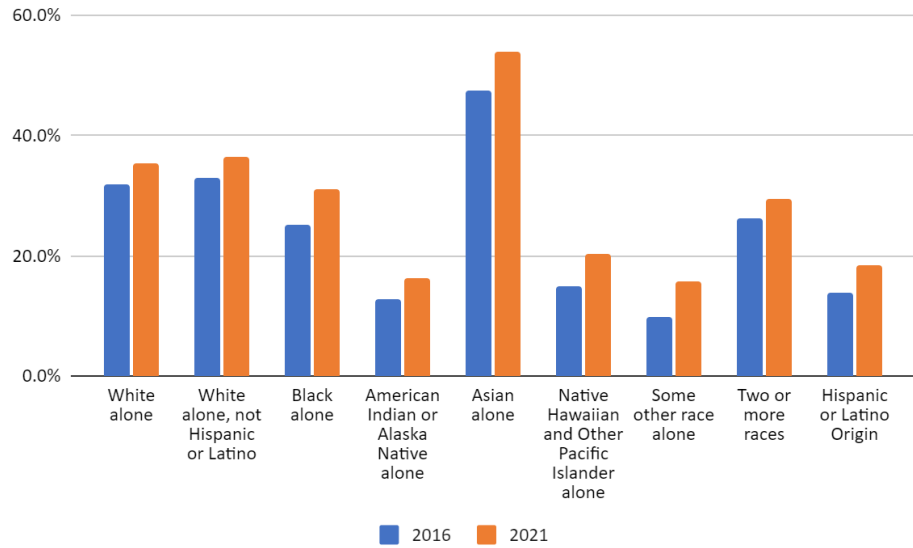
- R2: Doctoral Universities – High research activity
- Asian American and Native American Pacific Islander-Serving Institution
- Emerging Hispanic Serving Institution (HSI)
- Carnegie Classification – Community Engagement
- Ashoka Changemaker campus
- Fall 2022 – Total Enrollment = 22,014



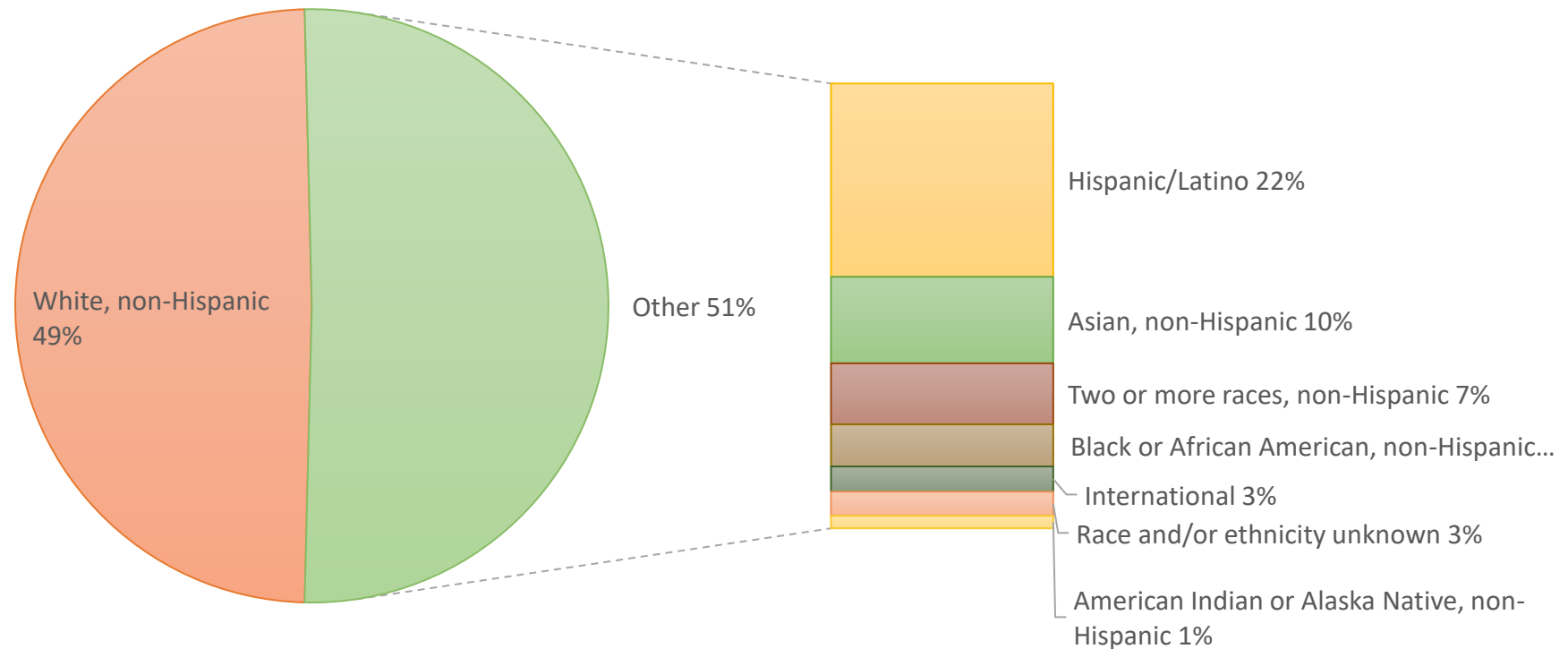
PSU Students by Residency (Fall 2022)



Oregon Educational Attainment by Race/Ethnicity  
- Bachelor's degree or higher (2016/2021 ACS 5-year)



## PSU Degree Seeking Undergraduates By Race/Ethnicity (Fall 2022)



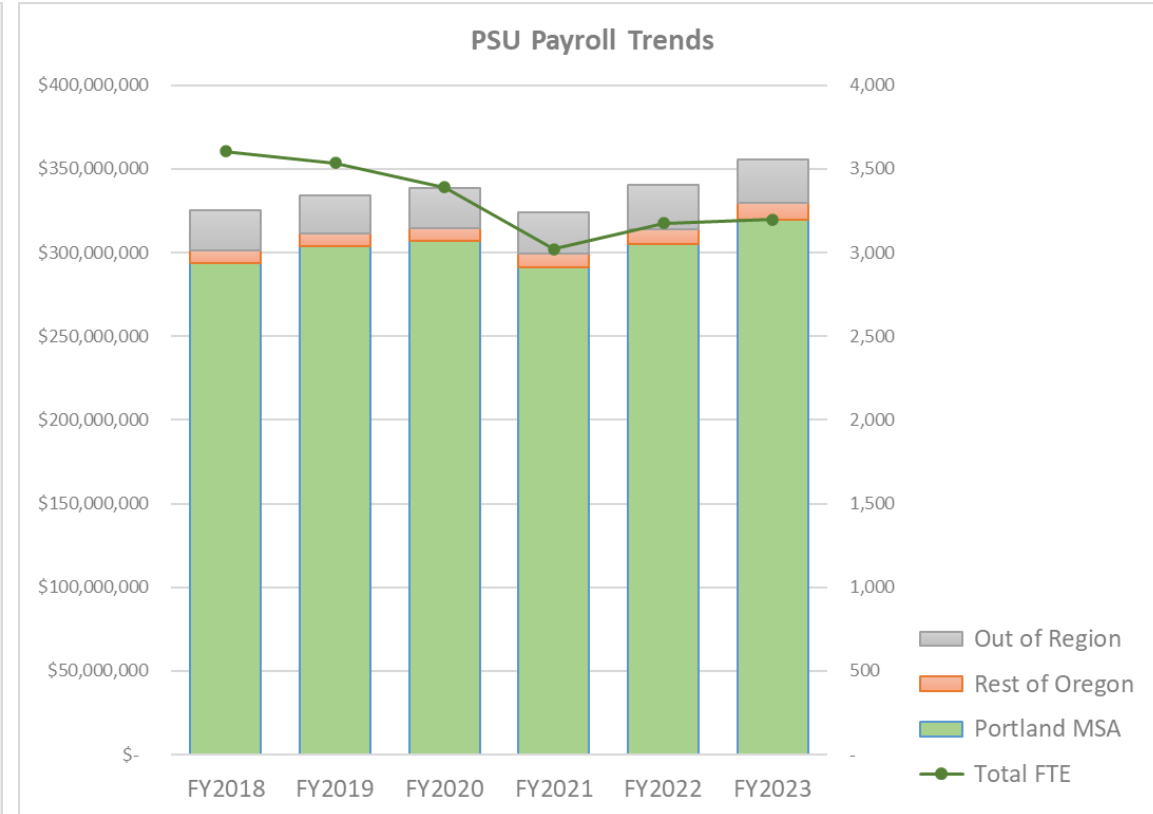
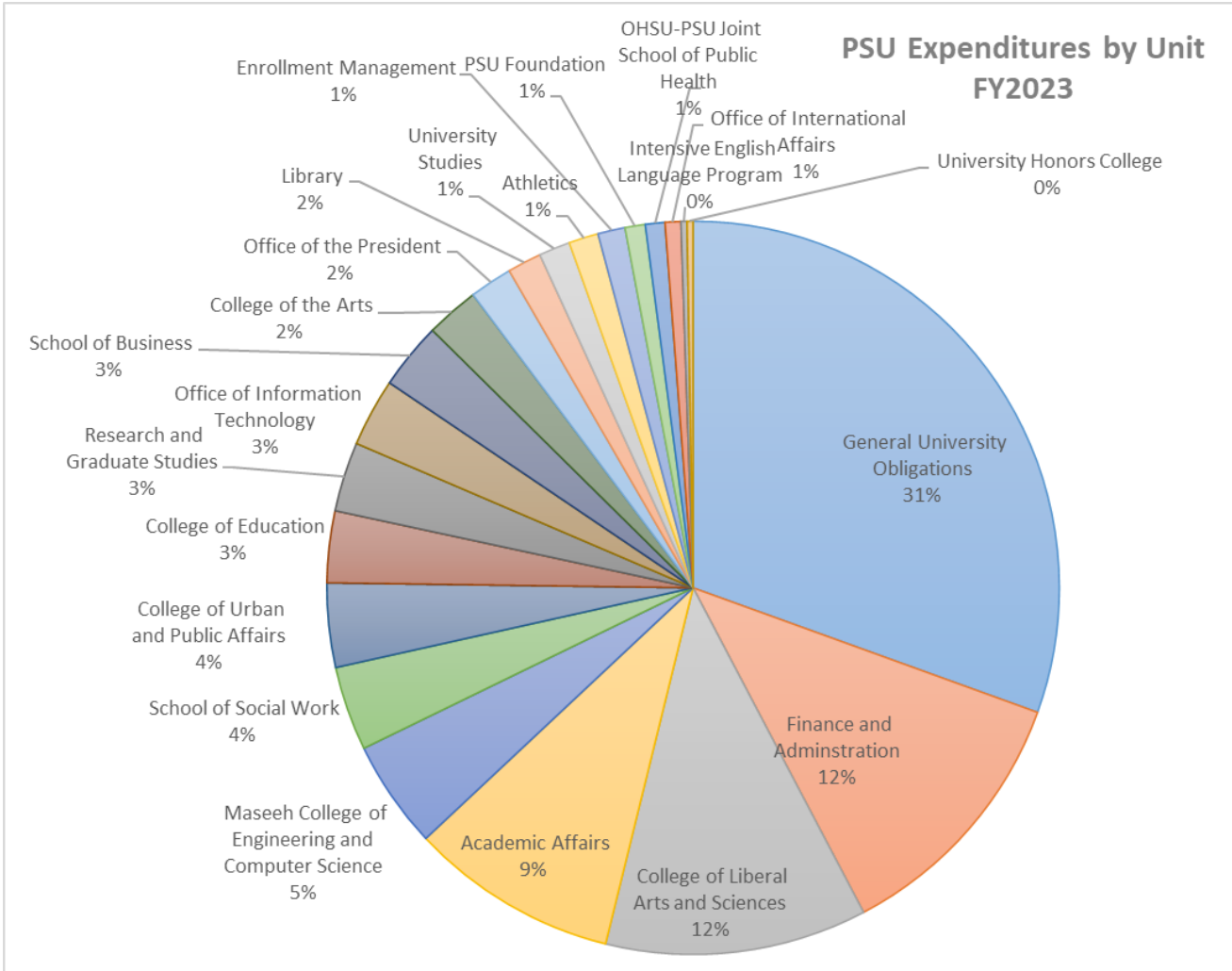


## Data and Challenges

- Fiscal year vs calendar year
- University expenditures
  - Operations
  - Payroll
  - Travel
  - Capital
- Student spending
- Visitor spending
- Research activities
- Alumni employment
  - Geographic location
  - Degree programs
  - Earnings
  - Industry



# Preliminary Data – PSU Expenditures



# PSU Graduates Employed in OR

## Bachelor's Degree (w/no concurrent enrollment)

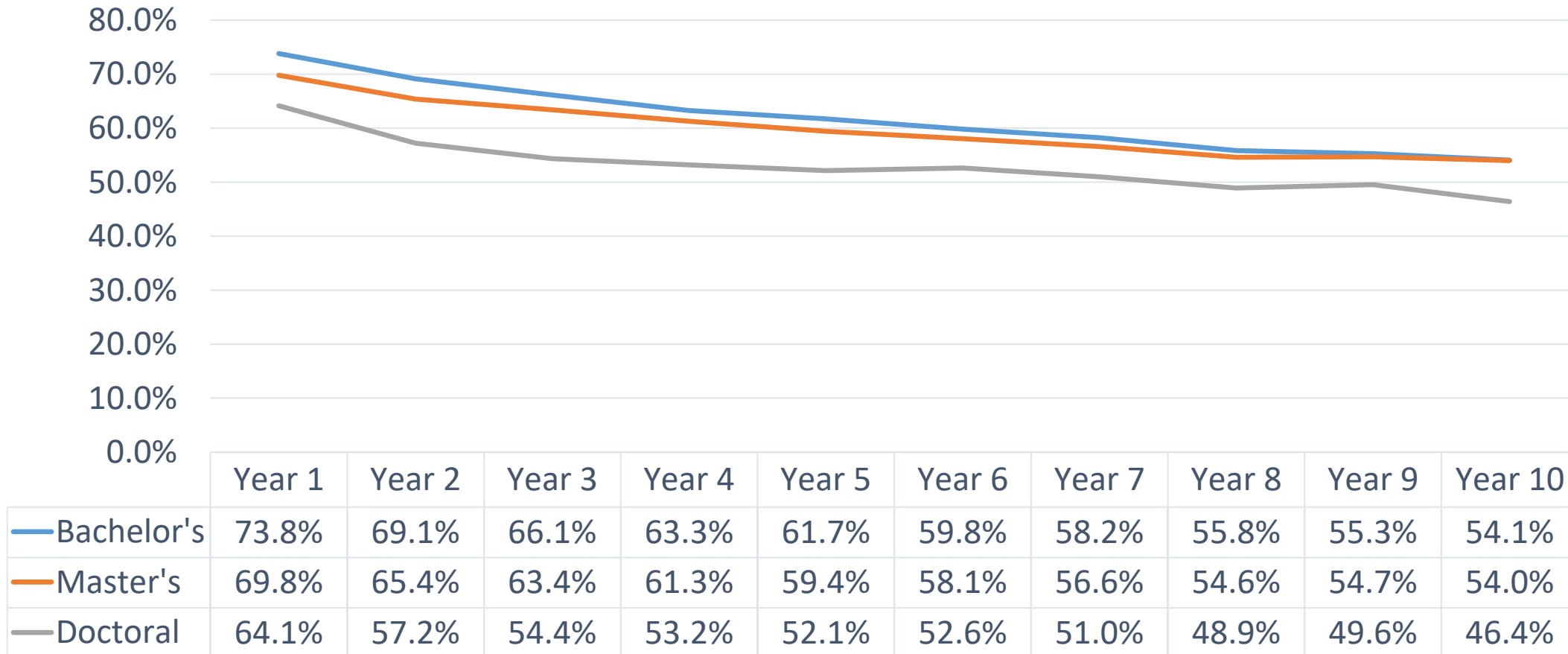
Academic Year	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
2012-13	69.5%	65.2%	66.0%	63.6%	62.3%	60.5%	59.0%	55.8%	55.3%	54.1%
2013-14	71.2%	68.9%	65.3%	63.0%	61.3%	59.7%	56.9%	56.2%	55.2%	
2014-15	75.3%	70.4%	66.8%	64.4%	62.8%	59.3%	58.2%	55.5%		
2015-16	77.4%	72.0%	68.7%	65.6%	61.4%	60.7%	58.8%			
2016-17	76.2%	71.0%	66.8%	61.5%	60.9%	58.9%				
2017-18	76.3%	71.1%	65.2%	63.5%	61.6%					
2018-19	74.8%	66.9%	65.3%	61.2%						
2019-20	71.1%	68.9%	64.8%							
2020-21	72.3%	67.8%								
2021-22	74.1%									

## Master's Degree (w/no concurrent enrollment)

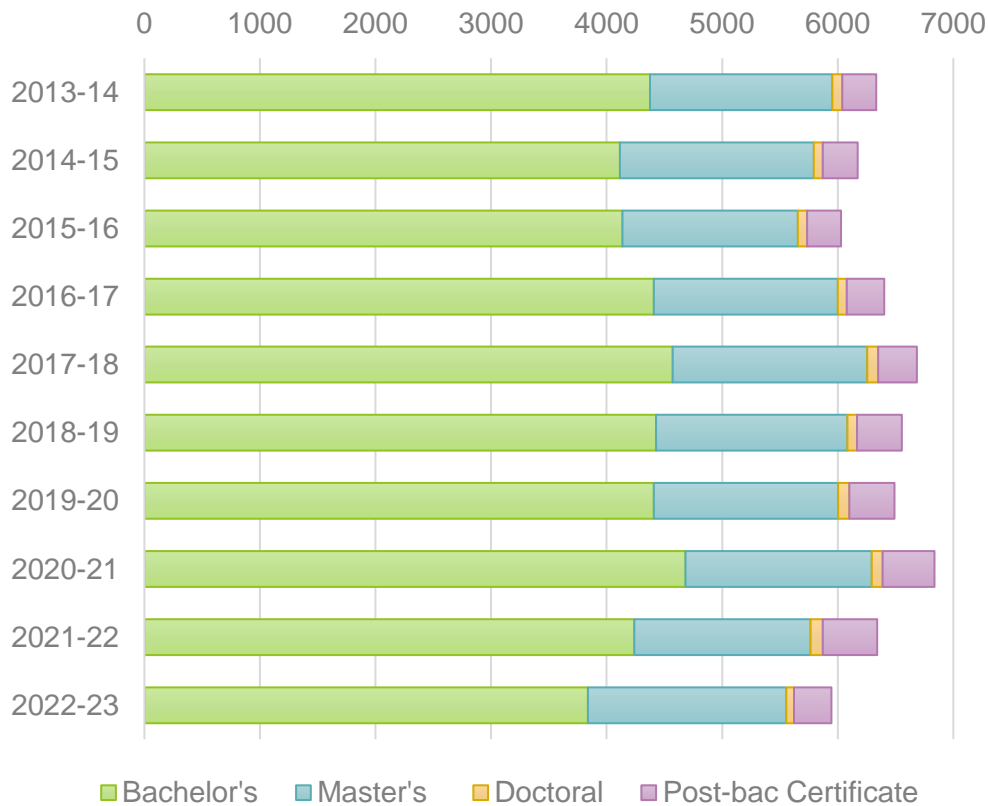
Academic Year	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
2012-13	67.8%	63.8%	65.2%	62.3%	61.7%	60.4%	58.5%	55.3%	54.8%	54.0%
2013-14	67.4%	65.3%	63.8%	61.5%	59.9%	57.6%	55.4%	54.4%	54.6%	
2014-15	69.0%	65.5%	63.3%	62.5%	60.4%	58.1%	57.1%	54.1%		
2015-16	70.9%	65.6%	64.2%	61.9%	59.3%	58.2%	55.4%			
2016-17	69.9%	65.8%	63.0%	59.7%	58.8%	56.0%				
2017-18	68.9%	63.4%	59.9%	60.1%	56.5%					
2018-19	70.4%	64.8%	64.2%	60.8%						
2019-20	68.7%	66.6%	63.5%							
2020-21	72.8%	67.5%								
2021-22	72.0%									

- Oregon Employment Department QCEW data
- National Student Clearinghouse data for concurrent enrollment

# Average percentage of PSU graduates employed in Oregon by degree level by year(s) after degree awarded (Degrees obtained between AY2012-2013 to 2021-2022)



## PSU Degrees Awarded by Year

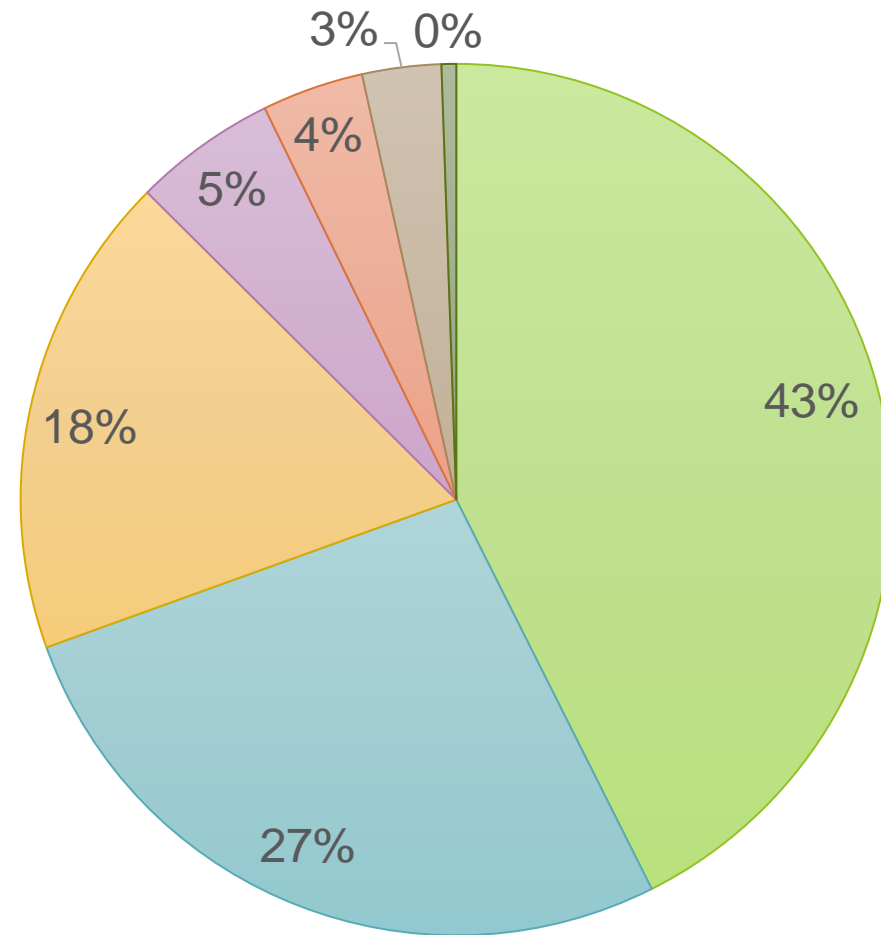


## PSU graduates with bachelor's degrees in Oregon (w/no concurrent enrollment) – Annual Average Earnings (2023 dollars)

Academic Year	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
<b>2012-13</b>	\$31,501	\$40,943	\$46,889	\$52,912	\$57,640	\$61,566	\$65,086	\$69,876	\$73,905	\$76,707
<b>2013-14</b>	\$32,313	\$42,874	\$48,908	\$52,804	\$57,656	\$61,168	\$65,513	\$70,200	\$73,973	
<b>2014-15</b>	\$34,952	\$45,068	\$49,503	\$54,251	\$57,953	\$63,023	\$68,149	\$71,931		
<b>2015-16</b>	\$36,215	\$45,052	\$50,715	\$55,736	\$60,829	\$66,026	\$69,700			
<b>2016-17</b>	\$36,076	\$45,632	\$51,703	\$57,354	\$62,213	\$66,489				
<b>2017-18</b>	\$36,301	\$45,543	\$50,515	\$57,765	\$62,629					
<b>2018-19</b>	\$36,531	\$46,972	\$53,769	\$58,044						
<b>2019-20</b>	\$34,830	\$46,667	\$53,759							
<b>2020-21</b>	\$38,484	\$48,832								
<b>2021-22</b>	\$39,843									
<b>Average</b>	\$35,704	\$45,287	\$50,720	\$55,552	\$59,820	\$63,654	\$67,112	\$70,669	\$73,939	\$76,707

# Preliminary Data – Student Spending

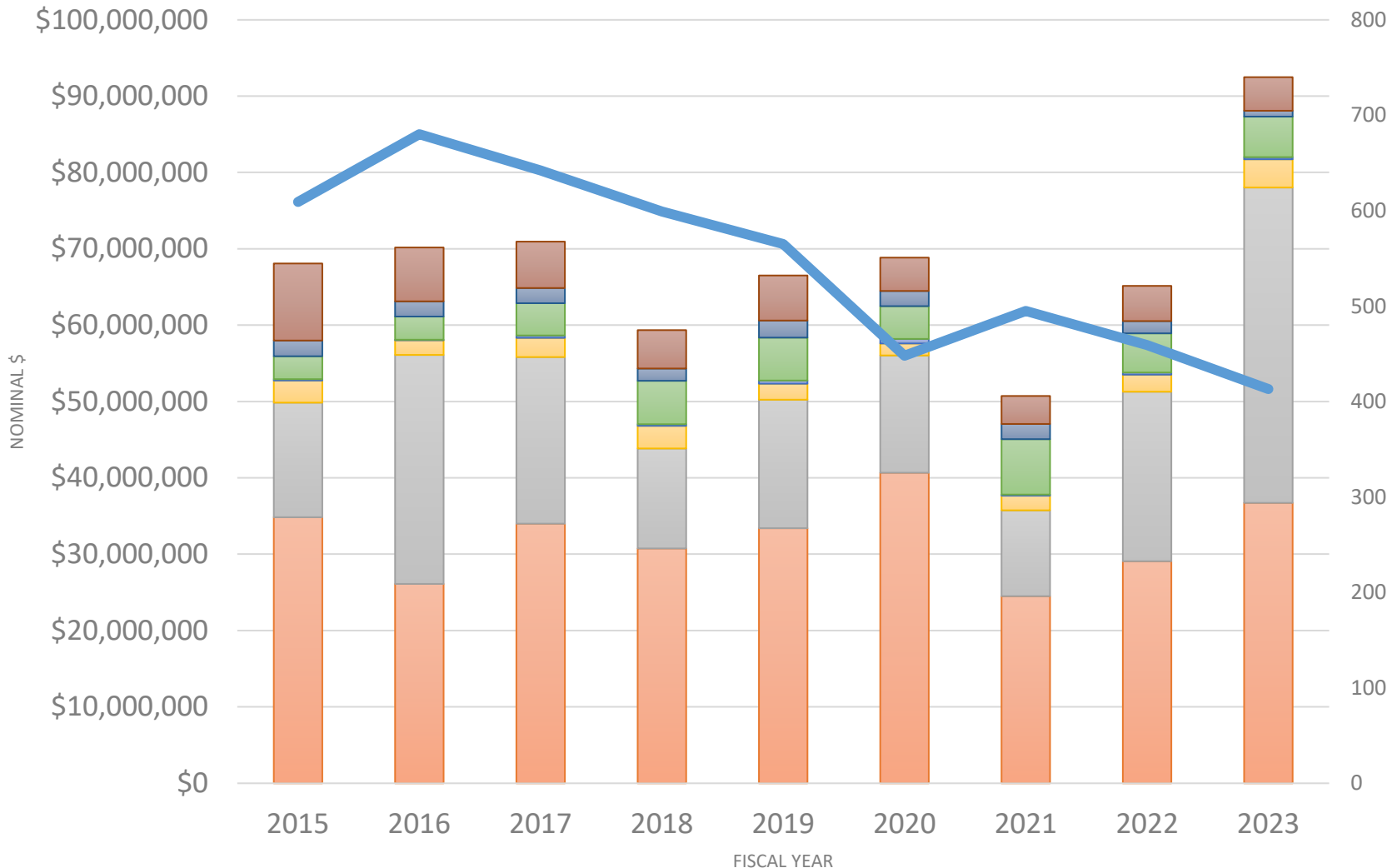
- Graduate/Undergraduate
- Resident/Non-resident or other discounted tuition status or differential tuition programs
- Enrollment status
- Lodging (on-campus; off-campus; with family)



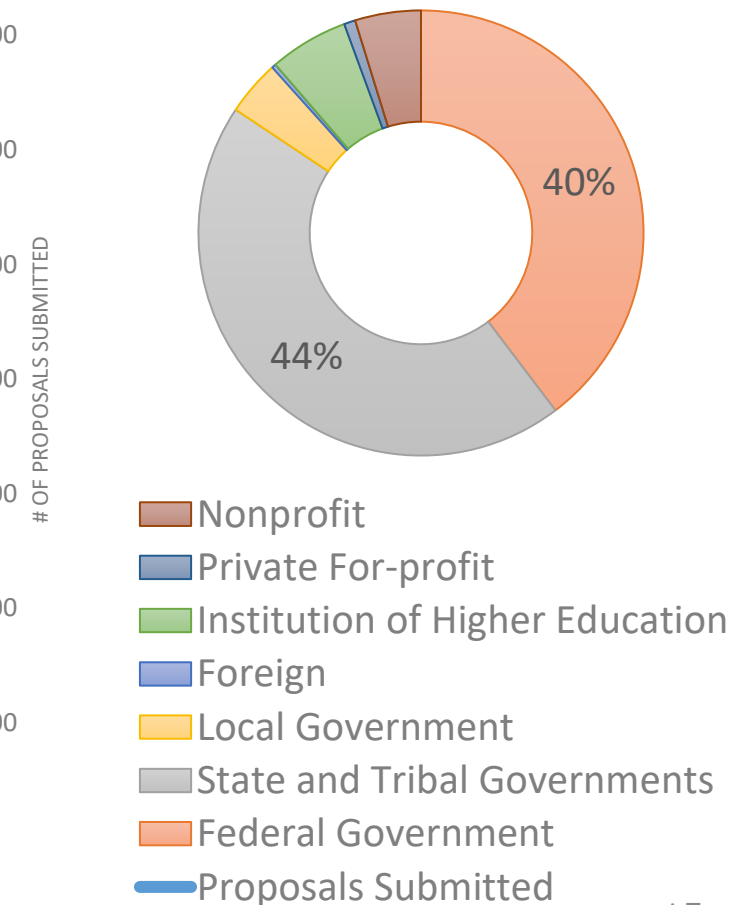
**FY2023 Total Estimated Student Spending ~\$494.8 million**

- Tuition & Fees
- Housing
- Board
- Personal Expenses
- Transportation
- Books & Materials
- Student Loan Fees

# Preliminary Data – PSU Research Expenditures



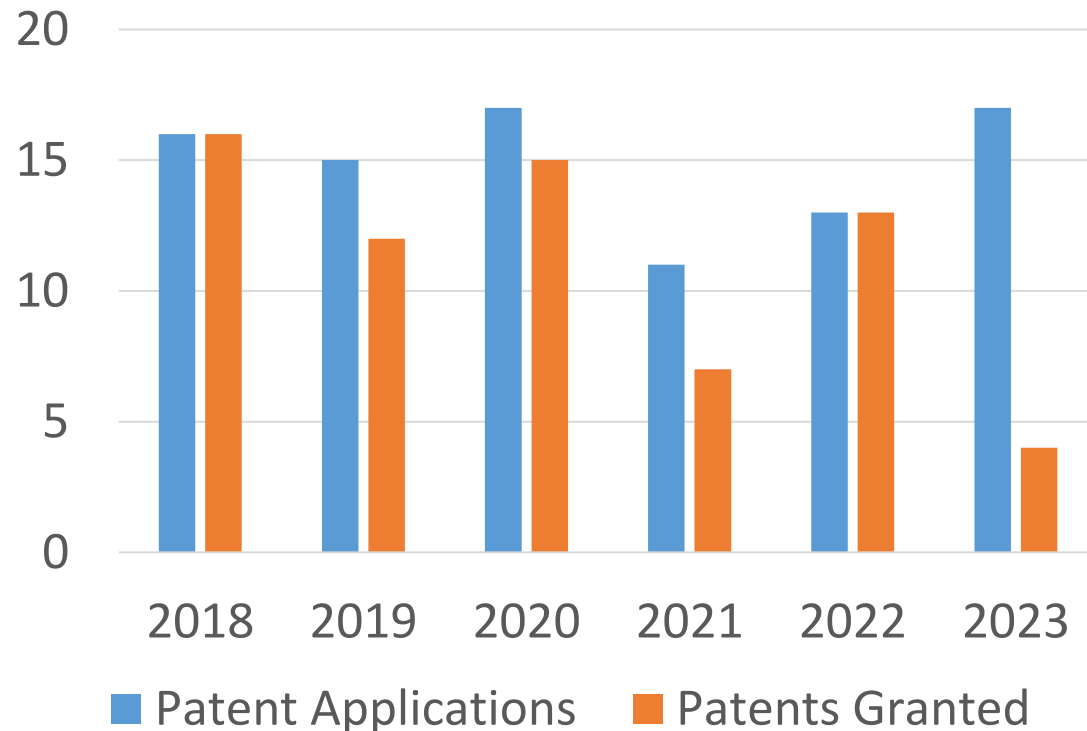
FY2023 Research Funding Sources



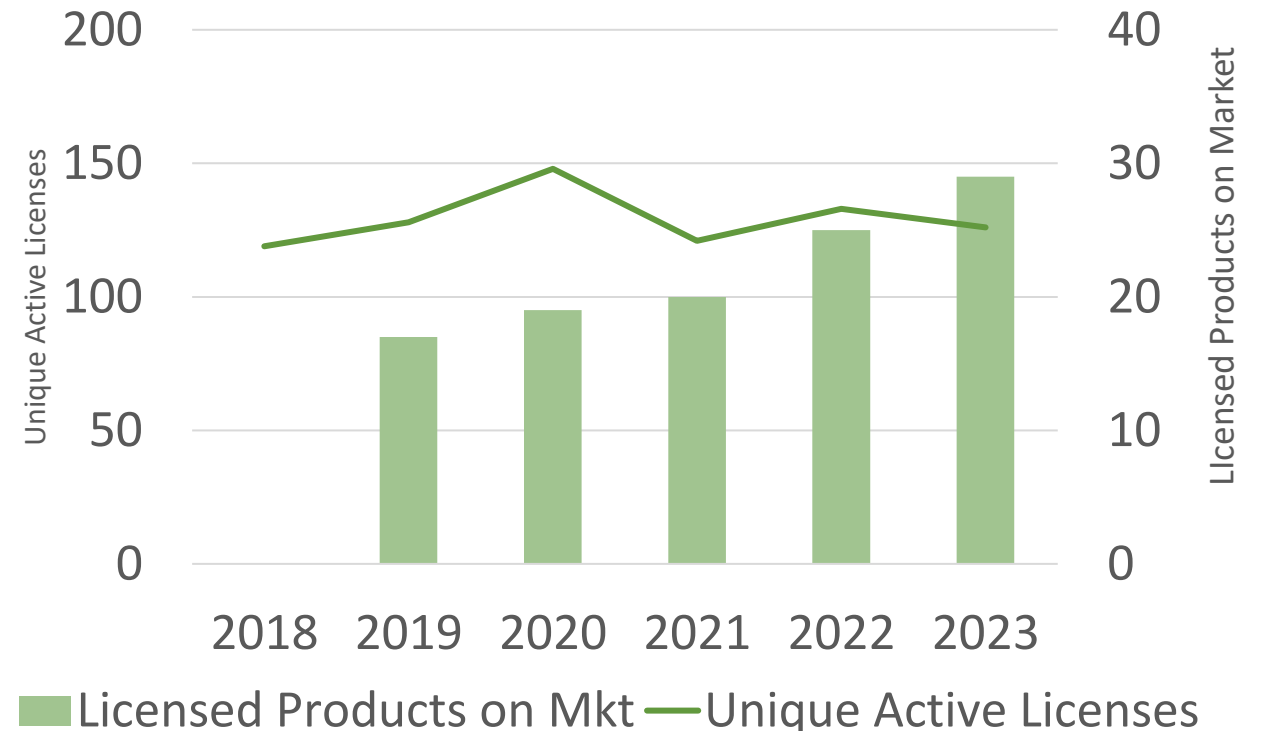
# Preliminary Data – PSU Research Impacts

- **Portland State Business Accelerator (PSBA)**
- **Center for Entrepreneurship**

PSU Patents



PSU Products and Licenses





## Next steps

- Economic impact analysis –
  - Address data gaps in university expenditures, visitor spending and student spending
  - Develop strategy for future iterations
- Alumni employment & earnings
- Develop further qualitative analysis to track non-quantifiable impacts
- Develop data dictionary and methodology guide for future data collection and analysis



Thank you!  
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