



POWERING NEW ORLEANS AND LOUISIANA

THE ECONOMIC AND SOCIAL IMPACT
OF TULANE UNIVERSITY



ANNUAL TOTAL
IMPACT
IN LOUISIANA

\$3.14
BILLION

\$2.3
BILLION
OPERATIONS

\$382
MILLION
ALUMNI
RETENTION
AND
WAGE PREMIUM

\$312
MILLION
VISITOR
SPENDING

\$143
MILLION
CAPITAL
INVESTMENTS



*The way to build a great city
is to create a great
university and wait 200 years.*

— DANIEL PATRICK MOYNIHAN



That quote could be the bottom line of this report.

Tulane University is approaching its 200-year anniversary and New Orleans recently celebrated its 300th anniversary as one of the world's greatest cities. The numbers in this report show the many ways Tulane helps power the economic growth of our great city and state — how we make life better here.

The numbers in this report also represent lives transformed through education, jobs created that help build healthy, prosperous families, visitors attracted to our campuses who become students and then lifelong residents, and patients who find healing here.

Finally, the numbers reflect the power of Tulane's research in infectious diseases, brain science, coastal protection and numerous other multi-discipline fields that impact not only our city and region, but the entire world.

Tulane would not be the university it is without New Orleans and New Orleans is a more vibrant city with greater promise and potential because of Tulane. This is a story that is still being written — the futures of Tulane and New Orleans are forever linked and forever bright.

MICHAEL A. FITTS

President, Tulane University



OVERALL IMPACT: **\$3.14 BILLION**

TULANE'S MOTTO — NOT FOR ONE'S SELF, BUT FOR ONE'S OWN —

can be expressed in many different ways, including the impact the university has on its neighborhood, city and state. As a leading educational and research institution, Tulane's operations, capital investments and other activities contribute \$3.14 billion to Louisiana's economy each year, making the success and future of New Orleans and Tulane University more intertwined than ever.

ECONOMIC IMPACT

ANNUAL OPERATIONS

IMPACT: \$2.3 BILLION

Tulane's operating budget is \$1.3 billion but our overall impact is much larger. It accounts for 2/3 of our overall impact. These operations support the cultivation of the next generation of leaders through scholarship, research and service. The medical center accounts for \$548 million of annual operations.

CAPITAL INVESTMENTS

IMPACT: \$143 MILLION

This annual output supports 730 jobs and \$36 million in salaries across Louisiana.

These investments include physical spaces in the uptown and downtown campuses and are an integral part of Tulane's present and future success.

VISITOR SPENDING

IMPACT: \$312 MILLION

Tulane also draws outside spending into the region through students, visitors, alumni, parents, patients and athletics fans.

ALUMNI RETENTION AND WAGE PREMIUM

IMPACT: \$382 MILLION

Tulane prepares individuals for success in a competitive environment, offering a foundation for graduates to increase their earning power and expand their professional opportunities. This creates a critical mass of highly educated workers with the potential to further enrich Louisiana's economy.

25%

OF TULANE GRADUATES
STAY IN LOUISIANA

MORE THAN
18,500

TULANE ALUMNI
RESIDE IN THE STATE

ON AVERAGE, TULANE GRADUATES
EARN MORE THAN NON-GRADUATES:

\$26,000 FOR BACHELOR'S

\$17,000 FOR ADVANCED



SOCIAL IMPACT

PUBLIC SERVICE

*Our commitment to New Orleans
was reaffirmed after Hurricane Katrina
with a renewed focus on the power of public service.
Tulane is the first major research institution
in the country to make public service a required
part of its undergraduate experience.*

NUMBER
ONE SCHOOL
IN THE COUNTRY
FOR PUBLIC SERVICE

— Princeton Review —

165
LOCAL AGENCIES SERVED EACH
SEMESTER THROUGH THE
CENTER FOR PUBLIC SERVICE

750,000+
SERVICE HOURS
PERFORMED BY STUDENTS,
FACULTY AND STAFF

ADVANCING DIVERSITY AND INCREASING ACCESS

*Tulane would not be complete without our diversity —
of people, of ideas — it makes us smarter, advances
our core mission and strengthens our position as
a top-tier global research university.*

TULANE JUST ADMITTED ITS MOST
DIVERSE CLASS EVER —
30% OF THE INCOMING CLASS
ARE STUDENTS OF COLOR (24%)
AND INTERNATIONAL STUDENTS (6%)

STUDENT FOCUSED PROGRAMS

*Access to Tulane for those in our own city and
state is critical — we create strong pathways from K-12.*

POSSE Foundation | College Track | Pipeline
Programs | Delgado Community College |
Center on Academic Equity

LOCAL AND REGIONAL WORKFORCE DEVELOPMENT

School of Professional Advancement |
InvestNOLA | Earn and Learn



TOTAL JOBS: **19,535** ANNUALLY

UNIVERSITIES ACCELERATE GROWTH IN UNIQUE WAYS.

Tulane not only creates jobs, we help create and support neighborhoods. Our commitment to improving our surrounding communities has a ripple effect that impacts Louisiana and the Gulf South. As a major economic driver for New Orleans and Louisiana, Tulane's current and future expansion will help advance New Orleans as a modern urban ecosystem attracting world-class talent and investments.

LOOKING FORWARD

RESEARCH AND INNOVATION

INVESTED \$200 MILLION IN FY18

That funding came from diverse sources, including 53% from the U.S. Federal Government. Tulane's research activity attracts significant outside funding to the local economy. This activity also creates a hub of innovation that attracts even more intellectual and financial capital.

21ST

IN THE COUNTRY IN
BUSINESS INCUBATION

42,000 APPLICATIONS

A degree from Tulane is in high demand. In a time when universities across the country are struggling with enrollment numbers, this year Tulane received more than 42,000 applications — the most in its history.

ATTRACTING TOP-TIER LEADERSHIP

Tulane has the unique ability to attract top-level faculty and leadership from around the world. Our faculty and staff have a deeply held love for New Orleans and Louisiana and contribute to the city and region in many ways.

EXPANDING DOWNTOWN CAMPUS

Tulane is committed to the enhancement of New Orleans through the expansion of our downtown footprint. This is the future Tulane — a world-class urban research institution that supports growth, innovation, community and unity.

“**Downtown universities** are emerging as competitive differentiators, linking longstanding economic strengths that exist within urban cores with market-ready science and technology.

— Scott Andes,
The Oversized Impact of Downtown Universities

\$1 BILLION

RECORD-BREAKING INVESTMENTS

73% of gifts to Tulane are from out of state — fueling the growth of Tulane and its capacity to impact the local economy in beneficial ways.

\$1 BILLION

PROJECTED CAPITAL EXPENDITURES
DURING THE NEXT 5 YEARS

\$16 BILLION

PROJECTED IMPACT DURING
THE NEXT 5 YEARS

MAJOR CAPITAL INVESTMENTS

The projects taking place on Tulane's campuses are not only transforming the student experience and enabling groundbreaking research, they're stimulating the local economy and infrastructure.

OPEN 2018



GOLDRING / WOLDENBERG
\$35 million | 92,000 square feet



MUSSAFER HALL
\$13 million | 23,300 square feet

OPEN 2019



THE COMMONS
\$55 million | 77,000 square feet

STARTING 2020



RESIDENTIAL LEARNING COMMUNITIES
\$200 million



**PAUL HALL —
SCIENCE & ENGINEERING DISTRICT**
\$55 million | 76,000 square feet



Tulane

president.tulane.edu/impact