

CICV'S PRIVATE COLLEGES AND UNIVERSITIES

ECONOMIC CONTRIBUTION TO THE STATE OF VIRGINIA IN ACADEMIC YEAR 2022-23



Prepared for

**Council of Independent
Colleges in Virginia**

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About Mangum Economics, LLC

Mangum Economics is a Glen Allen, Virginia based firm that was founded in 2003. Since then, we have become known as a leader in industry analysis, economic impact assessment, policy and program evaluation, and economic and workforce strategy development. The Mangum Team specializes in producing objective and actionable quantitative economic research that our clients use for strategic decision making in a variety of industries and environments. We know that our clients are unique, and that one size does not fit all. As a result, we have a well-earned reputation for tailoring our analyses to meet the specific needs of specific clients, with a specific audience.

Most of our research falls into four general categories:

- **Economic Development and Special Projects:** The Mangum Team has performed hundreds of analyses of proposed economic development projects. One recent example was an analysis of the proposed \$2.3 billion Green City “net-zero eco district.” The Mangum Team has also authored multiple economic development plans, including identifying industry recruitment opportunities created by the high-speed MAREA and BRUSA sub-sea cable landings in Virginia Beach.
- **Energy:** The Mangum Team has produced analyses of the economic and fiscal impact of over 28 GW of proposed solar, wind, battery, and hydro projects spanning at twenty-five states. Among those projects was Dominion Energy’s 2.6 GW Coastal Virginia Offshore Wind project off of Virginia Beach. In addition, the Mangum Team has also performed economic and fiscal impact analyses for the natural gas, nuclear, oil, and pipeline industries.
- **Advanced Applied Technology:** The Mangum Team specializes in analyzing how advanced technology developments (like data centers, fiber networks, and advanced manufacturing plants) contribute to the state and local economies. We have worked with local governments, trade associations, developers, and operating firms across the country to show how investments in advanced critical infrastructure transform local economies across the country.
- **Policy Analysis:** The Mangum Team also has extensive experience in identifying and quantifying the intended and unintended economic consequences of proposed legislative and regulatory initiatives.

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Executive Summary

This report assesses the economic and fiscal contribution that the 27 private, non-profit, colleges and universities that comprise the Council of Independent Colleges of Virginia (CICV) made to the state of Virginia in academic year 2022-23.

The principal findings from that assessment are as follows:

- 1. In academic year 2022-23, CICV's private colleges and universities made a significant economic contribution to Virginia's economy:**
 - Spending from CICV's private colleges and universities, out-of-state students, and out-of-state visitors directly and indirectly supported approximately:
 - 28,291 direct, indirect, and induced jobs.
 - \$2.0 billion in associated wages and benefits.
 - \$4.6 billion in overall economic output.
 - \$157.0 million in state and local tax revenue.
- 2. CICV's private colleges and universities are geographically diverse:**
 - CICV's membership spans the length and breadth of Virginia.
 - Many of CICV's private colleges and universities are located in areas of Virginia, such as Southwest and Southern Virginia, where Virginia's public four-year colleges and universities have a limited presence.
- 3. CICV's private colleges and universities have a diverse student body:**
 - Two of CICV's members, Hampton University and Virginia Union University, are historically black institutions that can trace their beginnings back to the aftermath of the Civil War. In addition, Marymount University, also a CICV member, qualifies as Virginia's only Hispanic-Serving Institution.
 - In fall 2023, CICV's private colleges and universities enrolled higher proportions of both black and white students than their public counterparts, with the difference made up by lower proportions of students in other categories.
 - In fall 2023, CICV member institutions also enrolled higher proportions of in-state students from lower-income and middle-income households than their public counterparts, while Virginia's public four-year colleges and universities enrolled higher proportions of students from upper-income households than the CICV member institutions.

- In fall 2023, 40 percent of CICV member's in-state undergraduates receive PELL grants (a federal grant that is awarded to undergraduate students who demonstrate exceptional financial need) as compared to 29 percent in Virginia's public four-year colleges and universities. In addition, 13 of CICV's 27 members are classified as PELL-serving institutions.

4. CICV's private colleges and universities increase the choices available to Virginia's college-bound students:

- The private colleges and universities within CICV are largely comprised of small, traditional liberal arts institutions. One size does not fit all and these institutions provide students with a more personalized environment than Virginia's much larger public four-year colleges and universities.
- In fall 2023, where the average on-campus fall enrollment in Virginia's public four-year colleges and universities was 13,020 students, the average fall enrollment across CICV's members was 2,234 students.

5. CICV's private colleges and universities do not receive operational support from the state:

- CICV's private colleges and universities effectively receive no direct taxpayer support. In contrast, in fiscal year 2023, Virginia's public colleges and universities received nearly \$1.6 billion in taxpayer funding for education and general expenses.
- The only significant taxpayer support that CICV institutions receive from the state comes indirectly, from the state funded Tuition Assistant Grant (TAG). In fiscal year 2023, total taxpayer support for TAG was \$86 million and 20,822 of the 44,128 in-state students attending Virginia non-profit colleges or universities that year were able to obtain a grant.
- TAG awards are not contingent on financial need. As with the \$1.6 billion in taxpayer support provided to Virginia's colleges and universities in fiscal year 2023, the \$86 million allocated to TAG served as a public investment to provide access and support the education of Virginia students, regardless of financial need. In both cases, the remaining cost of their education was covered through tuition or through need-based financial aid options such as the PELL grant.

- If the primary objective of Virginia’s coordinated system of higher education is to produce an educated citizenry and a skilled workforce, CICV’s private colleges and universities are able to achieve that objective at a substantial savings to the taxpayer.
- In fiscal year 2023:
 - Taxpayer support for TAG per in-state full-time-equivalent (FTE) student in Virginia TAG-eligible private colleges and universities was \$2,155, as compared to \$10,355 per in-state FTE student in Virginia’s public colleges and universities.¹
 - Taxpayer support for TAG per in-state degree awarded by Virginia TAG-eligible private colleges and universities was \$7,790, as compared to \$37,930 per degree awarded by Virginia’s public colleges and universities.²

6. Because many of the private, non-profit colleges and universities that make up CICV’s membership are located in relatively small communities in areas of the state where employment opportunities are limited, they are often one of the largest employers in their communities.

¹ It is important to note the \$2,155 in taxpayer support per in-state full-time equivalent (FTE) in Virginia’s TAG-eligible private colleges and universities in fiscal year 2023 is not the same as the \$5,000 TAG award that in-state undergraduates attending in-person classes receive. It is a broader measure that looks at average taxpayer support across all in-state students. We use it here to provide an apples-to-apples comparison with the taxpayer support provided to in-state students attending Virginia’s four-year public colleges and universities.

² It is important to note the \$7,790 in taxpayer support per in-state degree awarded by Virginia TAG-eligible private colleges and universities in fiscal year 2023 is not the same as the \$5,000 TAG award that in-state undergraduates attending in-person classes receive. It is a broader measure that looks at average taxpayer support across all in-state degrees awarded. We use it here to provide an apples-to-apples comparison with the taxpayer support provided for in-state degrees awarded by Virginia’s four-year public colleges and universities.

Introduction

This report assesses the economic and fiscal contribution that the 27 private, non-profit, colleges and universities that comprise the Council of Independent Colleges of Virginia (CICV) made to the state of Virginia in academic year 2022-23.

Profile of CICV Colleges and Universities

CICV was founded in 1971 to serve as a voice for private colleges and universities in Virginia. CICV represents 27 independent colleges and universities in Virginia, a list that includes some of the most historic institutions of higher education in the state.³ CICV assists those institutions through government relations; identifying and coordinating collaborative initiatives across its membership; working with the State Council of Higher Education for Virginia, the National Association of Independent Colleges and Universities, and others to facilitate data collection and analysis to support the mission of Virginia's private colleges and universities; and working with the media to better inform the public about the value that private colleges and universities provide to their students and to their communities.

CICV Members are Geographically Diverse

Figure 1 displays the geographic location of CICV's 27 member institutions. As this map demonstrates, CICV's membership spans the length and breadth of Virginia. One key advantage of that geographic diversity is that many of CICV's private colleges and universities are located in areas of Virginia, such as Southwest and Southern Virginia, where Virginia's public four-year colleges and universities have a limited presence. That means CICV's members provide convenient access to populations that would otherwise be somewhat distant from the nearest four-year college or university.

Figures 2 and 3 further demonstrate this point by using heat maps to compare the student sheds (the localities from which institutions draw their in-state students) of CICV's colleges and universities in fall 2023 to that of Virginia's four-year public colleges and universities. As a quick comparison of these maps shows, although both groups of institutions drew a significant number of students from the population centers in Virginia's "Golden Crescent" (*i.e.*, Northern Virginia, Richmond, and Hampton Roads) and the upper Shenandoah Valley that year, the CICV institutions tended to draw a relatively larger proportion of their students from Southwest Virginia, Southern Virginia, and the Lynchburg MSA, than was typical for Virginia's four-year public colleges and universities.

³ CICV's membership includes: Appalachian College of Pharmacy, Appalachian School of Law, Averett University, Bluefield University, Bridgewater College, Eastern Mennonite University, Edward Via College of Osteopathic Medicine (VCOM), Emory and Henry College, Ferrum College, George Washington University, Hampden-Sydney College, Hampton University, Hollins University, Liberty University, Mary Baldwin University, Marymount University, Randolph College, Randolph-Macon College, Roanoke College, Shenandoah University, Southern Virginia University, Sweet Briar College, University of Lynchburg, University of Richmond, Virginia Union University, Virginia Wesleyan University, and Washington and Lee University.



Figure 1: Geographic Distribution of CICV Colleges and Universities

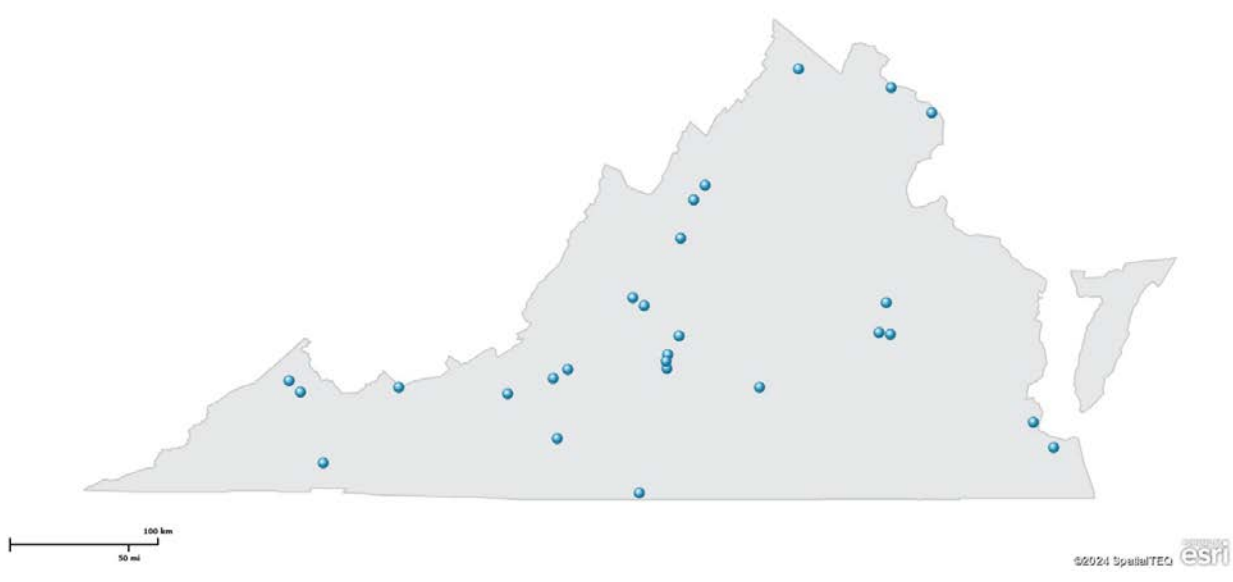
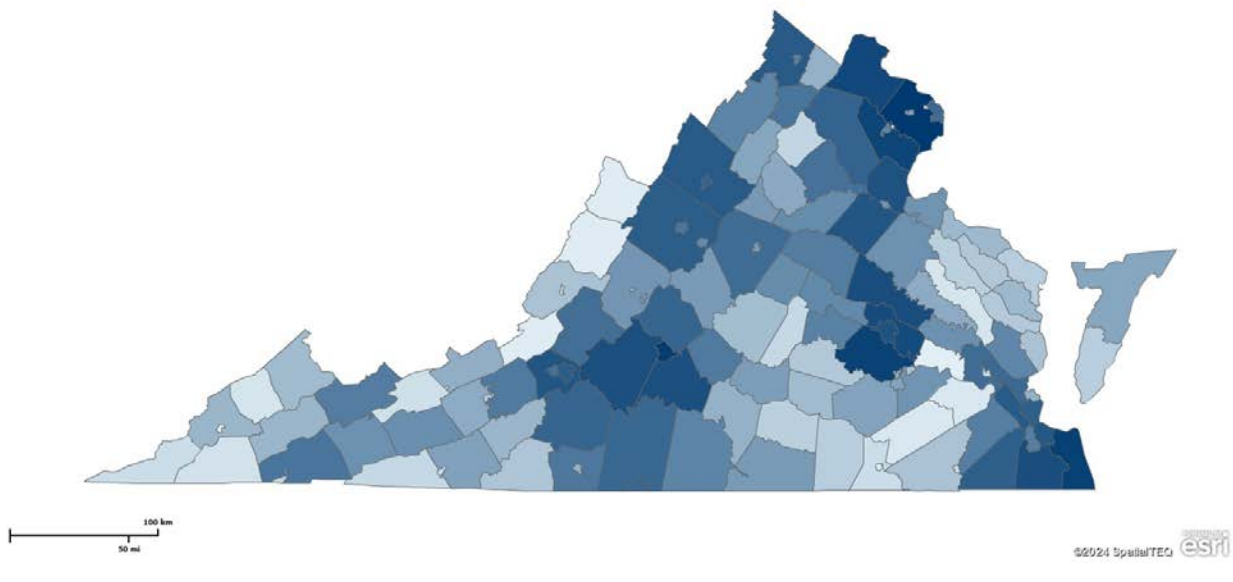


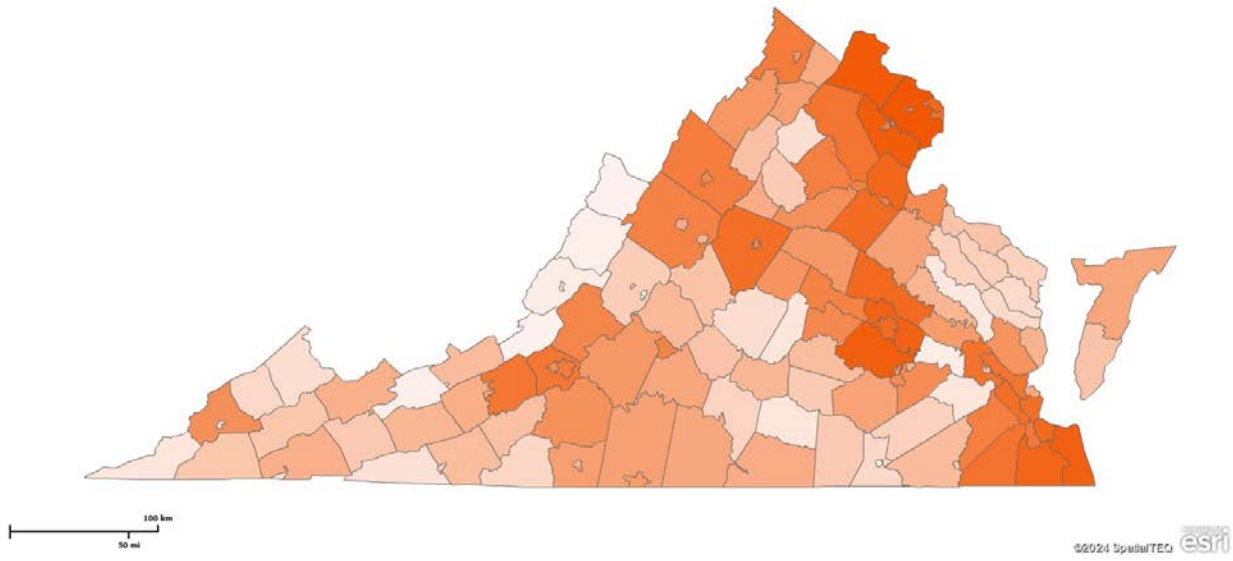
Figure 2: CICV Undergraduate Fall 2023 Headcount Enrollment by Virginia Locality:⁴



⁴ Data Source: State Council of Higher Education for Virginia.



Figure 3: Virginia Public Four-Year Colleges and Universities Undergraduate Fall 2023 Headcount Enrollment by Virginia Locality⁵



CICV Members Have a Diverse Student Body

In addition to being geographically diverse, CICV’s private colleges and universities also have a diverse enrollment, comprised of students from a broad range of racial, ethnic, and economic backgrounds.

With respect to racial and ethnic diversity, it is important to note that two of CICV’s members, Hampton University and Virginia Union University, are historically black institutions that can trace their beginnings back to the aftermath of the Civil War. In addition, Marymount University, also a CICV member, qualifies as Virginia’s only Hispanic-Serving Institution. More generally, Figure 4 compares the overall racial and ethnic distribution of CICV’s member institutions to that of Virginia’s public four-year colleges and universities in fall 2023. As these data demonstrate, CICV’s private colleges and universities collectively attracted a higher proportion of both black and white students than their public counterparts, with the difference made up by lower proportions of students in other categories.

Turning to the diversity of students’ economic backgrounds, Figure 5 compares total in-state enrollment in academic year 2021-22⁶ by family income level in CICV’s member institutions to that of Virginia’s public four-year colleges and universities. What these data show is that CICV member institutions enrolled higher proportions of in-state students from lower-income and middle-income households than their public counterparts that year, while Virginia’s public four-year colleges and universities enrolled higher proportions of students from upper-income households than the CICV member institutions.

⁵ Data Source: State Council of Higher Education for Virginia.

⁶ Data Source: State Council of Higher Education for Virginia. The most recent year for which data were available.



Figure 4: Headcount Enrollment by Race and Ethnicity in Fall 2023⁷

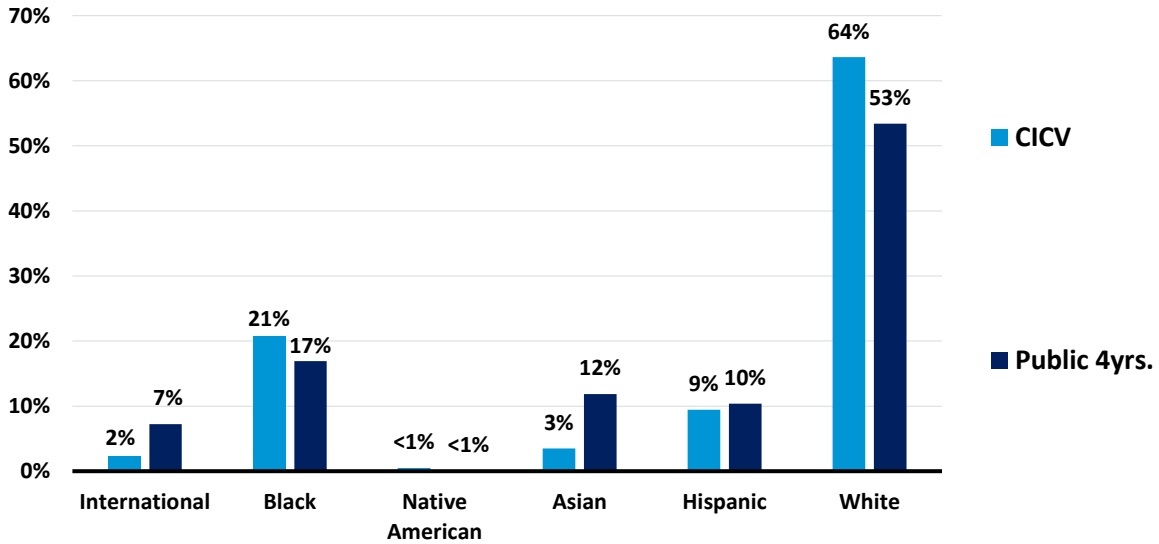
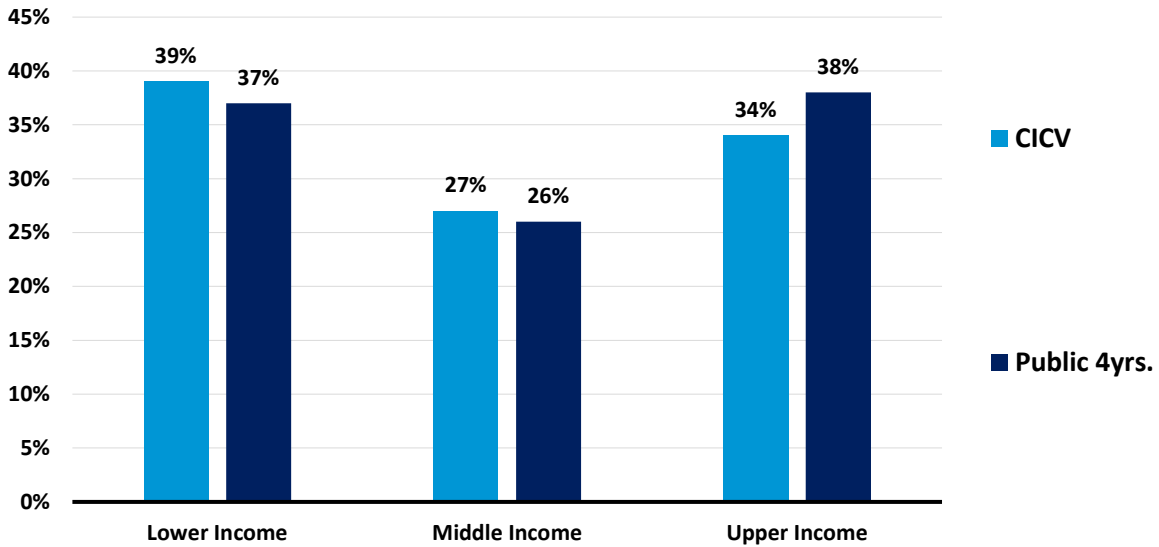


Figure 5: Total In-State Student Enrollment by Income Category in Academic Year 2021-22⁸



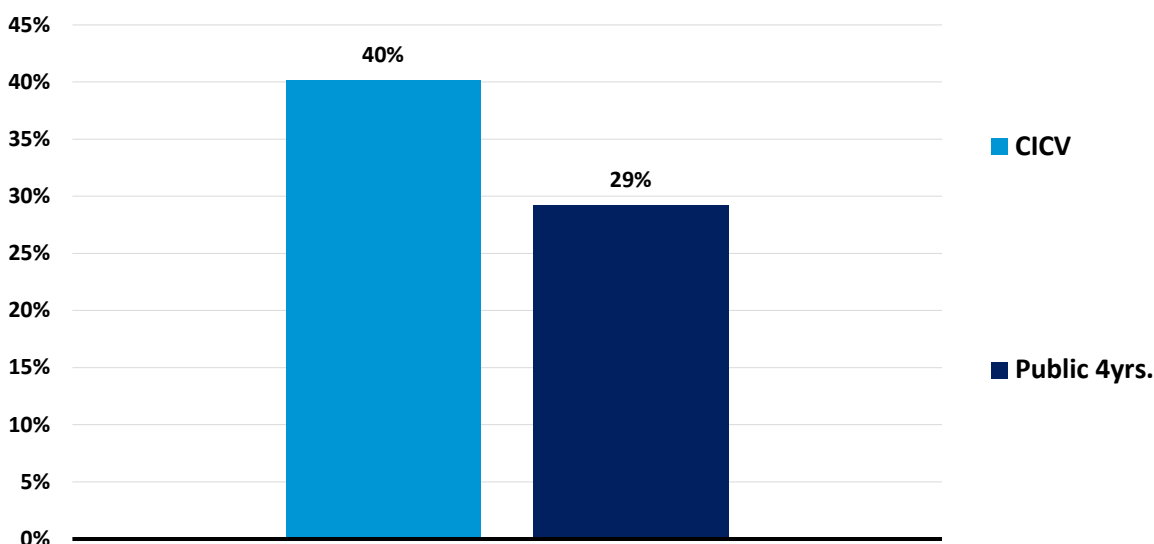
⁷ Data Source: State Council of Higher Education for Virginia.

⁸ Data Source: State Council of Higher Education for Virginia. “Lower Income” is defined as between 0 and 200 percent of the federal poverty level, “Middle Income” is defined as between 201 and 400 percent of the federal poverty level, and “Upper Income” is defined as 401 percent of the federal poverty level and above. Data are for the most recent year available.



Looking at the diversity of student economic backgrounds from a different perspective, Figure 6 contrasts the percentage of in-state undergraduates awarded PELL Grants in fall 2022 at CICV’s private colleges and universities to that of Virginia’s public four-year colleges and universities.⁹ The PELL Grant is a federal grant that is awarded to undergraduate students who demonstrate exceptional financial need and is intended to improve those students’ access to higher education. As these data indicate, there is a significant difference between the two groups of institutions. Where 40 percent of in-state undergraduates in CICV’s private colleges and universities received PELL Grants in fall 2022, the comparable proportion in Virginia’s public colleges and universities was 29 percent. In this regard, it is also worth noting that 13 of CICV’s 27 members are classified as PELL-Serving institutions, which means that they have greater than 37 percent or greater PELL enrollment.

Figure 6: Percentage of In-State Fall Undergraduates Who Received PELL Grants in Fall 2022¹⁰



In sum, the data shown in Figures 4 through 6 clearly demonstrate the commitment that CICV’s private colleges and universities have to providing access to higher education for students from a broad range of different racial, ethnic, and economic backgrounds.

⁹ Because the focus of this report is the economic and fiscal contribution that the Council of Independent Colleges of Virginia’s (CICV’s) private colleges and universities make to the state of Virginia, these statistics reflect the percentage of in-state students that received PELL grants. As a result, they may differ slightly from similar statistics provided by CICV and others that reflect the percentage of total students (in-state and out-of-state) that receive PELL grants.

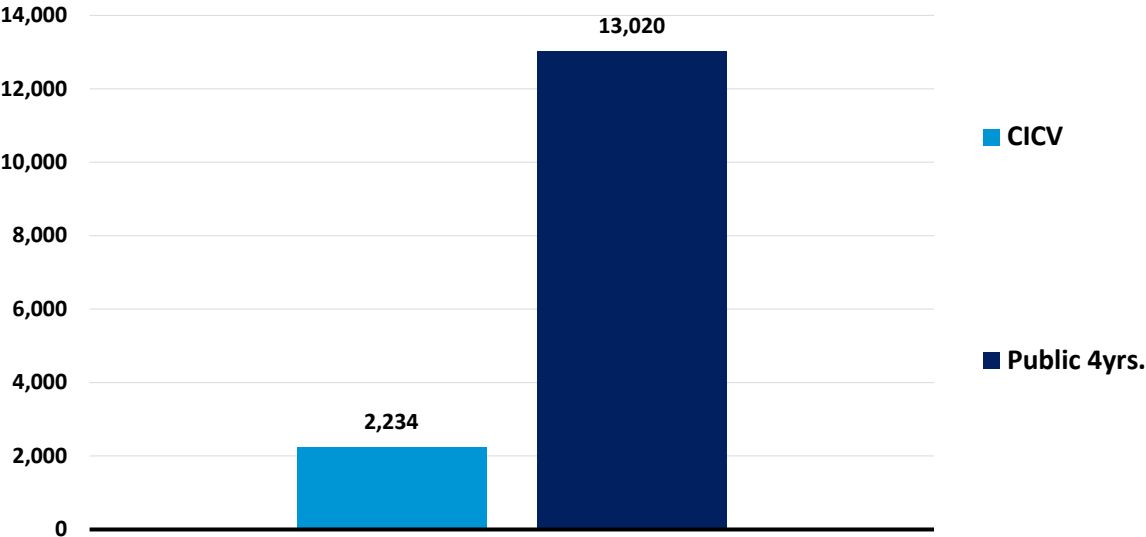
¹⁰ Data Source: State Council of Higher Education for Virginia. Data are for the most recent year available.



CICV Members Increase the Choices Available to Virginia’s College-Bound Students

The private colleges and universities within CICV are largely comprised of small, traditional liberal arts institutions. One size does not fit all and these institutions provide students with a more close-knit and personal environment than Virginia’s much larger public four-year colleges and universities. Figure 7 helps to illustrate the significance of that distinction. As these data show, where the average on-campus fall enrollment in Virginia’s public four-year colleges and universities in fall 2023 was 13,020 students, the average fall enrollment across CICV’s members was 2,234 students.¹¹

Figure 7: Average Headcount Enrollment in Fall 2023¹²



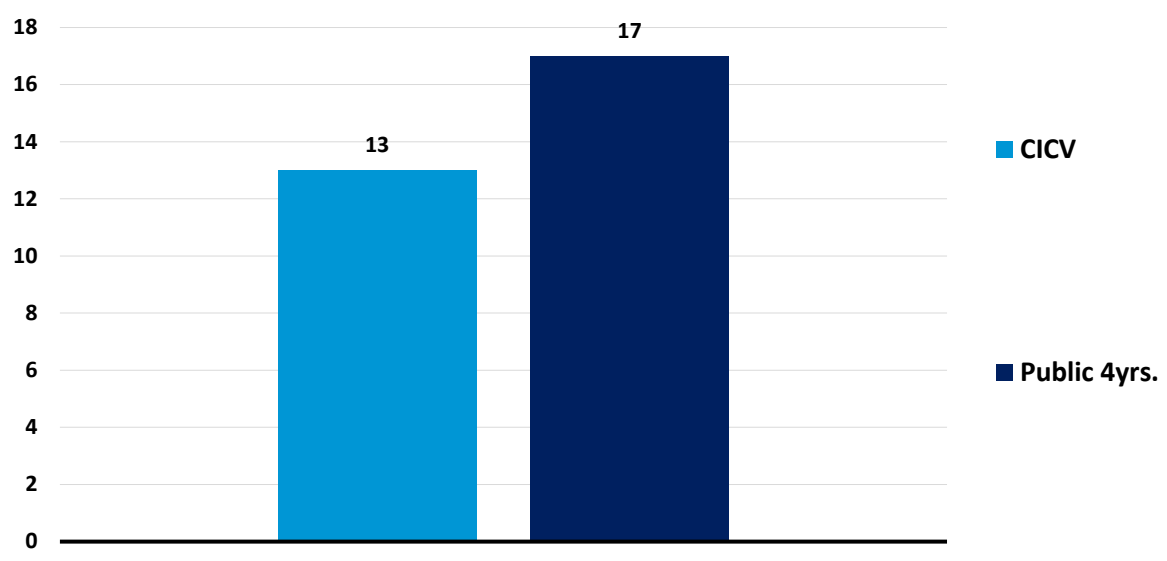
Another way in which CICV’s private colleges and universities provide their students with a more personal environment is through greater direct faculty support. As shown in Figure 8, where the average student to faculty ratio in fall 2022 for CICV’s private colleges and universities was approximately one full-time faculty member to every 13 students, the comparable statistic for Virginia’s public four-year colleges and universities was approximately one full-time faculty member to every 17 students.

¹¹ Data Source: State Council of Higher Education for Virginia and U.S. Department of Education. These numbers exclude students who only attend classes remotely, exclusively through distance learning.

¹² Data Source: State Council of Higher Education for Virginia and U.S. Department of Education. Averages exclude students who only attended classes remotely, exclusively through distance learning.



Figure 8: Average Student to Faculty Ratio in Fall 2022¹³



CICV Members Do Not Receive Operational Support from the State

Another important characteristic of CICV’s private colleges and universities is that they effectively receive no direct taxpayer support. In contrast, in fiscal year 2023 Virginia’s public colleges and universities received nearly \$1.6 billion in taxpayer funding for education and general expenses.¹⁴ The only significant taxpayer support that CICV institutions receive from the state comes indirectly, from the Tuition Assistant Grant (TAG).

The basic requirement for receiving TAG is that the student must be a Virginia resident enrolled in an approved Virginia non-profit college or university.¹⁵ The purpose of TAG is to partly off-set the student’s cost of education. All recipients receive the same amount (with the exception that TAG grants for students attending classes online are half of the standard award), and the size of the grant is determined by the number of applicants and the amount of funds appropriated by the General Assembly that year. In fiscal year 2023, total taxpayer support for TAG was \$86 million and 20,822 of the 44,128 in-state students attending Virginia non-profit colleges or universities that year were able to obtain a grant.

One criticism of TAG is that it is not means tested. All students receive the same grant regardless of financial need. However, that criticism overlooks TAG’s fundamental purpose, which is consistent with the broader goal of supporting Virginia students’ education through public funding. Just as with the \$1.6

¹³ Data Source: State Council of Higher Education for Virginia and U.S. Department of Education. Averages exclude institutions where the proportion of students only attending classes remotely, exclusively through distance learning, was 30 percent or greater. In fall 2022, those institutions were Averett University, Bluefield University, Liberty University, Mary Baldwin University, Virginia Union University, Old Dominion University, and University of Virginia’s College at Wise.

¹⁴ Data Source: Virginia’s Legislative Information System.

¹⁵ More precisely, TAG is awarded to Virginia residents, attending a TAG-eligible Virginia private, non-profit college or university as a fulltime undergraduate student, or as a fulltime graduate student pursuing a healthcare degree. Students pursuing religion and theology degrees are not eligible for TAG. In all cases, the grant is only awarded for four years.

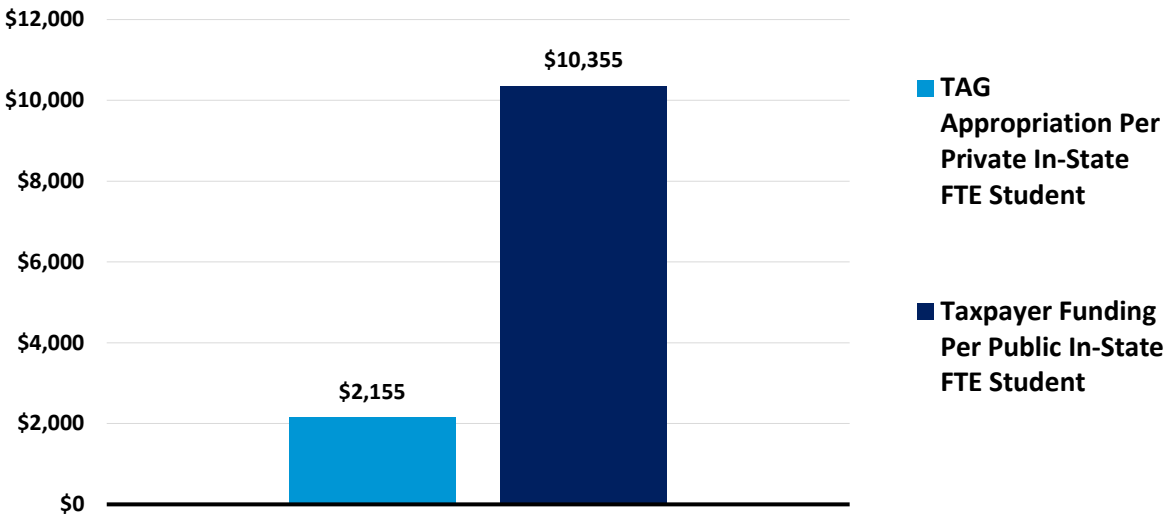


billion in taxpayer support appropriated to Virginia’s colleges and universities in fiscal year 2023, the \$86 million in taxpayer support appropriated to TAG served as a public investment to provide access and support the education of Virginia students, regardless of financial need. In both cases, the remaining cost of their education was covered through tuition or through need-based financial aid options such as the PELL grant.

That said, there are two significant differences between TAG and the taxpayer support provided to Virginia’s public colleges and universities. The first is that TAG funding is student-centered – private, non-profit colleges and universities only receive that funding if the student is attending that institution. TAG places the student at the center of the state’s financial support, in contrast to the institution-focused funding model for public colleges and universities.

The second difference is in the degree of support. Figure 9 compares fiscal year 2023 TAG funding per in-state full-time-equivalent (FTE) student in Virginia TAG-eligible private colleges and universities to fiscal year 2023 taxpayer funding per in-state FTE student in Virginia’s public colleges and universities.¹⁶ As these data show, where taxpayer support per in-state FTE student in Virginia TAG-eligible private colleges and universities was \$2,155 in fiscal year 2023, taxpayer support per in-state FTE student in Virginia’s public colleges and universities was \$10,355.¹⁷

Figure 9: Taxpayer Support of In-State Virginia Students in Fiscal Year 2023¹⁸



¹⁶ State Council of Higher Education for Virginia and Virginia’s Legislative Information System.

¹⁷ It is important to note the \$2,155 in taxpayer support per in-state full-time equivalent (FTE) in Virginia’s TAG-eligible private colleges and universities in fiscal year 2023 is not the same as the \$5,000 TAG award that in-state undergraduates attending in-person classes receive. It is a broader measure that looks at average taxpayer support across all in-state students. We use it here to provide an apples-to-apples comparison with the taxpayer support provided to in-state students attending Virginia’s four-year public colleges and universities.

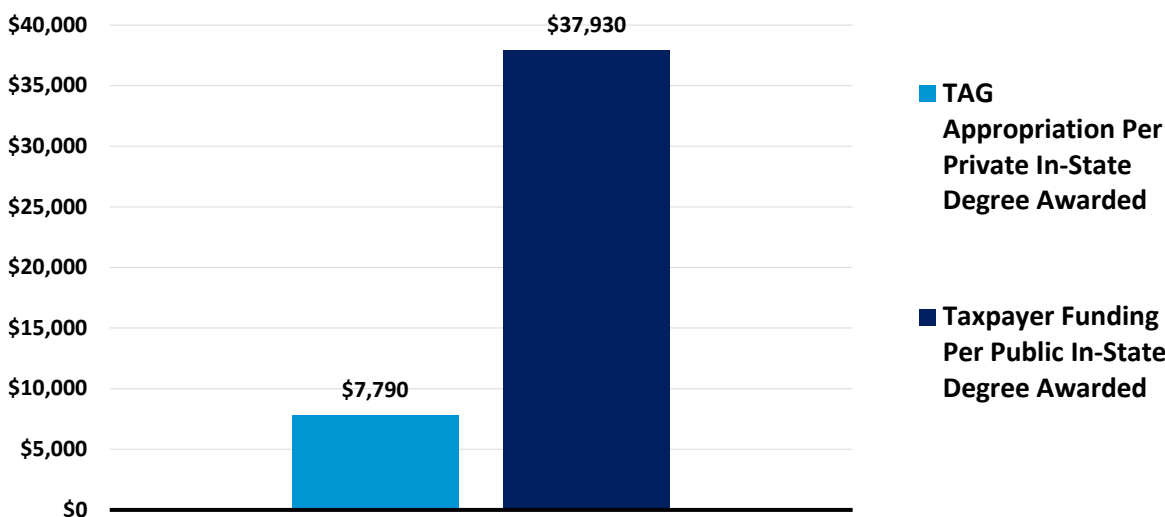
¹⁸ Data Source: State Council of Higher Education for Virginia.



Figure 10 looks at the data in Figure 9 from a different perspective, and one that helps to shed light on the real value that CICV’s private colleges and universities provide to Virginia. It is important to realize that in fiscal year 2023, CICV and other TAG-eligible private colleges and universities provided 11,043 degrees to in-state Virginia students, more than a fourth of the 41,221 degrees that Virginia’s public colleges and universities provided to in-state Virginia students in the same year.¹⁹ Building on those statistics, Figure 10 compares fiscal year 2023 TAG funding per degree awarded by Virginia TAG-eligible private colleges and universities that year, to fiscal year 2023 taxpayer funding per degree awarded by Virginia’s public colleges and universities.²⁰

As these data show, where taxpayer support per degree awarded by Virginia TAG-eligible private colleges and universities was \$7,790 in fiscal year 2023, taxpayer support per degree awarded by Virginia’s public colleges and universities was \$37,930.²¹ That difference is obviously quite large. And what it shows is that, if the primary objective of Virginia’s coordinated system of higher education is to produce an educated citizenry and a skilled workforce, CICV’s private colleges and universities can achieve that objective at a substantial savings to the taxpayer.

Figure 10: Taxpayer Support of In-State Virginia Students in Fiscal Year 2023²²



¹⁹ State Council of Higher Education for Virginia. Degrees awarded by Appalachian School of Law were not available and are not included in the CICV data.

²⁰ State Council of Higher Education for Virginia and Virginia’s Legislative Information System.

²¹ It should be noted at the outset that these figures do not accurately represent the “per degree cost” to the taxpayer in either instance. That calculation would require data on the taxpayer support that each degree recipient received over the entire time they were pursuing their degree. However, all else equal, they do provide a heuristic that reasonably reflects the proportional difference between those two costs. In addition, it is important to note the \$7,790 in taxpayer support per in-state degree awarded by Virginia TAG-eligible private colleges and universities in fiscal year 2023 is not the same as the \$5,000 TAG award that in-state undergraduates attending in-person classes receive. It is a broader measure that looks at average taxpayer support across all in-state degrees awarded. We use it here to provide an apples-to-apples comparison with the taxpayer support provided for in-state degrees awarded by Virginia’s four-year public colleges and universities.

²² Data Source: State Council of Higher Education for Virginia.

CICV Members are Frequently the Economic Backbone of their Communities

Because many of the private, non-profit colleges and universities that make up CICV's membership are located in relatively small communities in areas of the state where employment opportunities are limited, they are frequently one of, if not, the most significant employer in their communities.

Examples include:

- Appalachian College of Pharmacy and Appalachian School of Law located in Buchanan County (2022 unemployment rate 4.7 percent vs. 2.9 percent statewide)
- Averett University in the City of Danville (2022 unemployment rate 4.6 percent vs. 2.9 percent statewide)
- Bluefield University located in Tazewell County (2022 unemployment rate 4.2 percent vs. 2.9 percent statewide)
- Hampden-Sydney College in Prince Edward County (2022 unemployment rate 3.9 percent vs. 2.9 percent statewide)
- Liberty University, Randolph College, and University of Lynchburg located in the City of Lynchburg (2022 unemployment rate 3.9 percent vs. 2.9 percent statewide).

Economic and Fiscal Impact

In this section, we quantify the economic and fiscal contribution that the 27 private, non-profit, colleges and universities that comprise the Council of Independent Colleges of Virginia (CICV) made to the state of Virginia in academic year 2022-23.

Method

Assessing Economic Impact

To empirically evaluate the economic impact attributable to CICV's member institutions during the 2022-23 academic year, we employ a regional economic impact model called IMPLAN.²³ The IMPLAN model is one of the most commonly used economic impact simulation models in the U.S., and in Virginia is used by UVA's Weldon Cooper Center, the Virginia Department of Planning and Budget, the Virginia Employment Commission, and other state agencies and research institutes. Like all economic impact models, the IMPLAN model uses economic multipliers to quantify economic impact.

Economic multipliers measure the ripple effects that an expenditure generates as it makes its way through the economy. For example, as when a CICV institution purchases goods and services – or when employees hired by the college or university use their salaries and wages to make household purchases – thereby generating income for someone else, which is in turn spent, thereby becoming income for yet someone else, and so on, and so on. Through this process, one dollar in expenditures generates multiple

²³ IMPLAN is produced by IMPLAN Group, LLC.

dollars of income. The mathematical relationship between the initial expenditure and the total income generated is the economic multiplier.

One of the primary advantages of the IMPLAN model is that it uses regional and national production and trade flow data to construct region-specific and industry-specific economic multipliers, which are then further adjusted to reflect anticipated actual spending patterns within the specific geographic study area that is being evaluated. As a result, the economic impact estimates produced by IMPLAN are not generic. They reflect as precisely as possible the economic realities of the specific industry, and the specific study area, being evaluated.

In the analysis that follows, these impact estimates are divided into three categories. First round direct impact measures the direct economic contribution of the entity being evaluated (e.g., own employment, wages paid, goods and services purchased by CICV's private colleges and universities). Second round indirect and induced impact measures the economic ripple effects of this direct impact in terms of business to business, and household (employee) to business, transactions. Total impact is simply the sum of the preceding two. These categories of impact are then further defined in terms of employment (the jobs that are created), labor income (the wages and benefits associated with those jobs), and economic output (the total amount of economic activity that is created in the economy).

Data Sources

Our estimates of economic and fiscal impact are based on data obtained from two sources: 1) a survey administered by CICV of their member institutions, and 2) publicly available data from the State Council of Higher Education for Virginia (SCHEV) and the U.S. Department of Education's Integrated Postsecondary Education Data System (IPEDS).

Assumptions

In academic year 2022-23, CICV's private colleges and universities, out-of-state students, and out-of-state visitors were directly responsible for contributing almost \$2.4 billion in spending to the state of Virginia:

- Expenditures on goods and services accounted for 25 percent of that total (\$592.2 million),
- Expenditures on salaries and wages accounted for 51 percent (\$1.2 billion),
- Expenditures on capital construction projects and equipment accounted for 10 percent (\$251.0 million),
- Out-of-state student spending accounted for 13 percent (\$314.4 million),²⁴ and
- Out-of-state visitor spending accounted for 1 percent (\$37.4 million),

²⁴ Excludes students who only attended classes remotely, exclusively through distance learning, from outside of the state.

Results

By feeding these data into the IMPLAN model, we obtain the following estimates of economic impact. As shown in Table 1, in academic year 2022-23 direct spending from CICV’s private colleges and universities, out-of-state students, and out-of-state visitors directly supported approximately: 1) 15,855 jobs, 2) \$1.3 billion in labor income, and 3) \$2.1 billion in economic output in Virginia (in 2024 dollars).

Taking into account the economic ripple effects that direct spending generated within the state, we estimate that in total spending from CICV’s private colleges and universities, out-of-state students, and out-of-state visitors supported approximately: 1) 28,291 jobs, 2) \$2.0 billion in labor income, 3) \$4.6 billion in economic output, and 4) generated \$157.0 million in state and local tax revenue in Virginia in academic year 2022-23 (in 2024 dollars).

Table 1: Total Economic and Fiscal Impact of CICV’s Private Colleges and Universities on Virginia in Academic Year 2022-23 (2024 Dollars)

Economic Impact	Employment	Labor Income	Output
1st Round Direct Economic Activity	15,855	\$1,336,224,411	\$2,098,913,632
2nd Round Indirect and Induced Economic Activity	12,436	\$689,224,776	\$2,507,768,519
Total Economic Activity*	28,291	\$2,025,449,188	\$4,606,682,151
Fiscal Impact			
State and Local Tax Revenue			\$157,029,294

**Totals may not sum due to rounding.*

Other Contributions

In academic year 2022-23, CICV’s private colleges and universities also made many contributions to Virginia that go beyond the narrow confines of economic and fiscal impact. Among those contributions were community service, enhancing the quality of life, generating higher levels of tourism, and ensuring that Virginia is developing the qualified workforce that it will need to be economically successful in the future.

Among those many contributions, we were able to obtain data from a few of CICV's private colleges and universities on the number of hours of volunteer service that their students and faculty contributed to their host communities. In academic year 2022-23, data from those institutions showed that their students and faculty provided 548,214 hours of volunteer service. If one were to quantify the value of that volunteer service at simply the current minimum wage, their total annual in-kind contribution to their host communities was approximately \$6.9 million in 2022-23.

Conclusion

This report has provided an assessment the economic and fiscal contribution that the 27 private, non-profit, colleges and universities that comprise the Council of Independent Colleges of Virginia (CICV) made to the state of Virginia in academic year 2022-23. What that assessment has shown is that CICV's member institutions are a critical component of Virginia's coordinated higher education system. In addition to making a substantial economic and fiscal contribution to Virginia's economy, they also play a valuable role in diversifying the options available to Virginia's college-bound students, while at the same time contributing to the development of an educated citizenry and a skilled workforce at a substantial savings to the taxpayer.