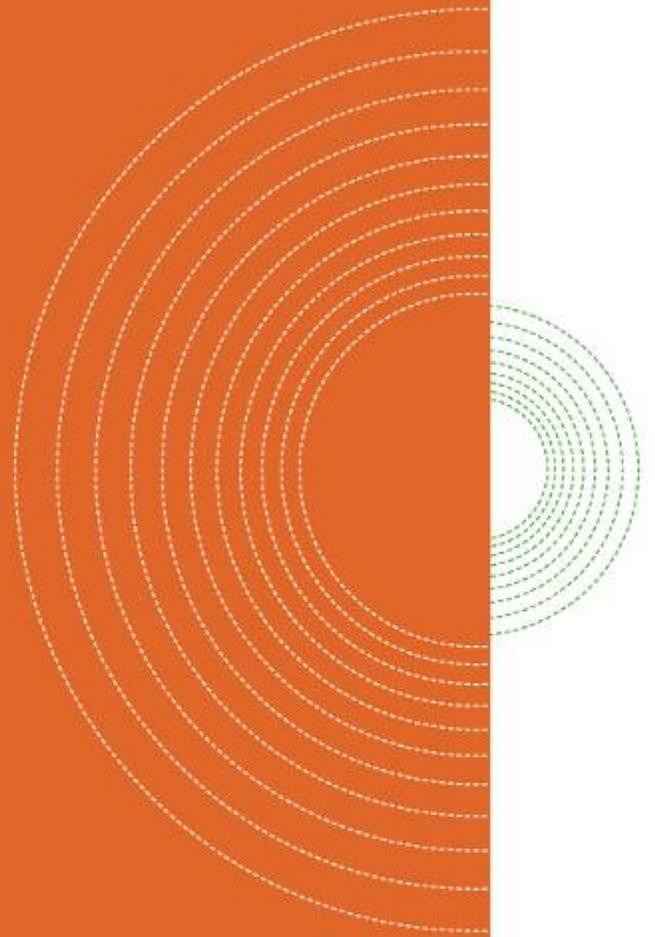


How the **Atlanta region's** colleges and universities are
Enriching Georgia



ARCHE, who we are and what we do.

Founded in 1938

- 19 Member colleges and universities
 - in the Atlanta region
 - accredited
 - Bachelor's degree-granting/higher

Represent 40% of enrollments and
60% of degrees (bachelor's & higher)
in Georgia

Membership includes 12 corporate
and nonprofit community partners
and 6 regional affiliated libraries



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

ARCHE, who we are
and what we do.

Mission is to:

- strengthen public support for higher education
- help member institutions attract and retain the best talent
- promote economic and community development
- advance region and state as premier places to live, learn, work and play



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Why did ARCHE undertake this study?

To fully capitalize on college and university assets and leverage their resources, we first need to understand the size, scope, impact and value of higher education.

This report reveals Atlanta higher ed's role as a leading sector of the Georgia economy that helps drive other sectors and that transforms the lives of citizens statewide.



ARCHE

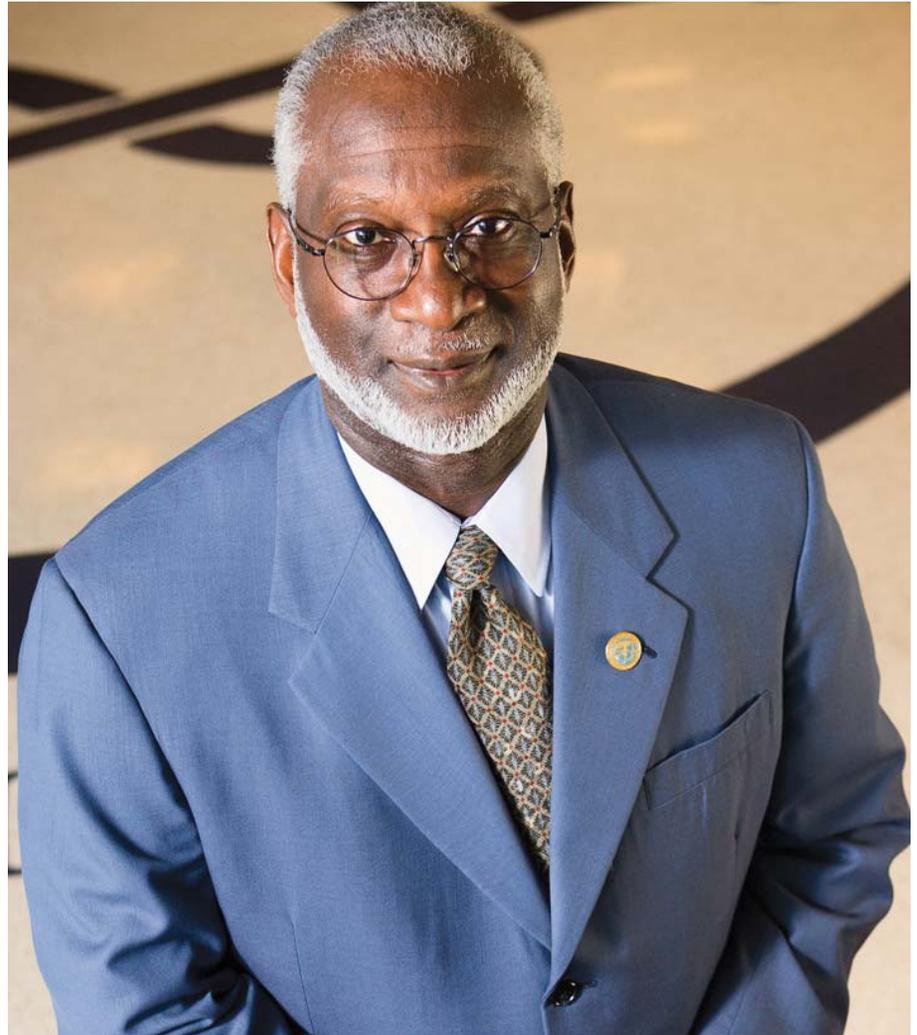
ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Atlanta-area colleges
and universities
graduate Georgia's
knowledge workers
and thought leaders.

“Morehouse College gave me
more than knowledge – it gave
me confidence...the message
was, we're expecting great
things from you.”

– Dr. David Satcher



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Atlanta-area colleges
and universities
graduate Georgia's
knowledge workers
and thought leaders.

522,540

Alumni of ARCHE institutions living
in Georgia

\$25.7 billion

Annual earnings of ARCHE-institution
alumni living in Georgia

\$2.4 billion

State and local taxes paid annually
in Georgia by alumni of ARCHE
institutions



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Atlanta-area colleges
and universities
graduate Georgia's
knowledge workers
and thought leaders.

216,500

Students enrolled annually in Atlanta-area colleges and universities

7th

Atlanta region's ranking among U.S. metro areas in FTE enrollment

3rd

Ranking in FTE enrollment of African-American students

6th

Ranking in producing graduates with a bachelor's degree or higher



ARCHE

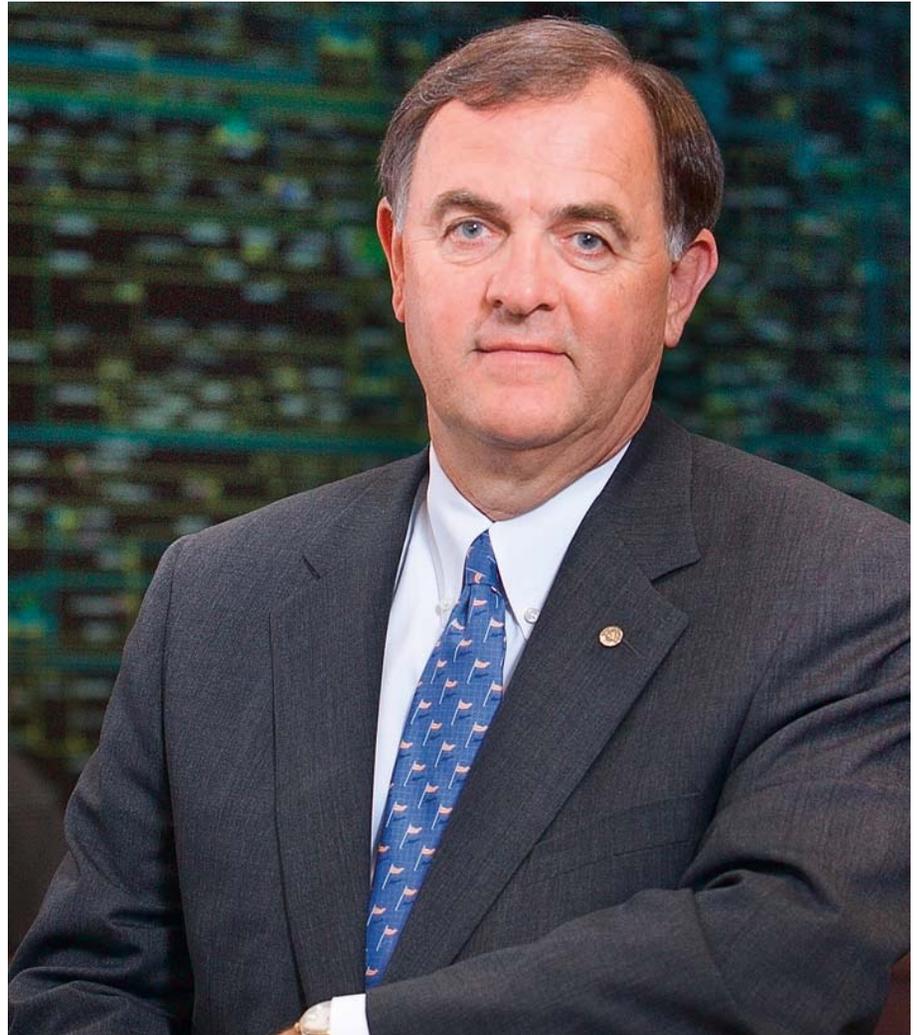
ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Higher education in the Atlanta region expands the Georgia economy in many ways.

“Colleges and universities in the Atlanta region generate an economic chain reaction that creates jobs and keeps our economy strong.”

– Mike Garrett



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Higher education in the Atlanta region expands the Georgia economy in many ways.

\$10.8 billion

Total impact on Georgia from spending by institutions, employees, students and visitors, combined with impact of capital expenditures

3.2%

Impact as % of Georgia's annual gross state product

129,050

Jobs created across Georgia from spending generated by Atlanta regional higher education – equal to one out of every 25 jobs in the state



Higher education in the Atlanta region expands the Georgia economy in many ways.

\$980 million

Federal funds brought into state through appropriations, grants, contracts, and student aid

\$200 million

Private funds brought into state from gifts, grants and contracts

\$497 million

Estimated student spending added to state's economy



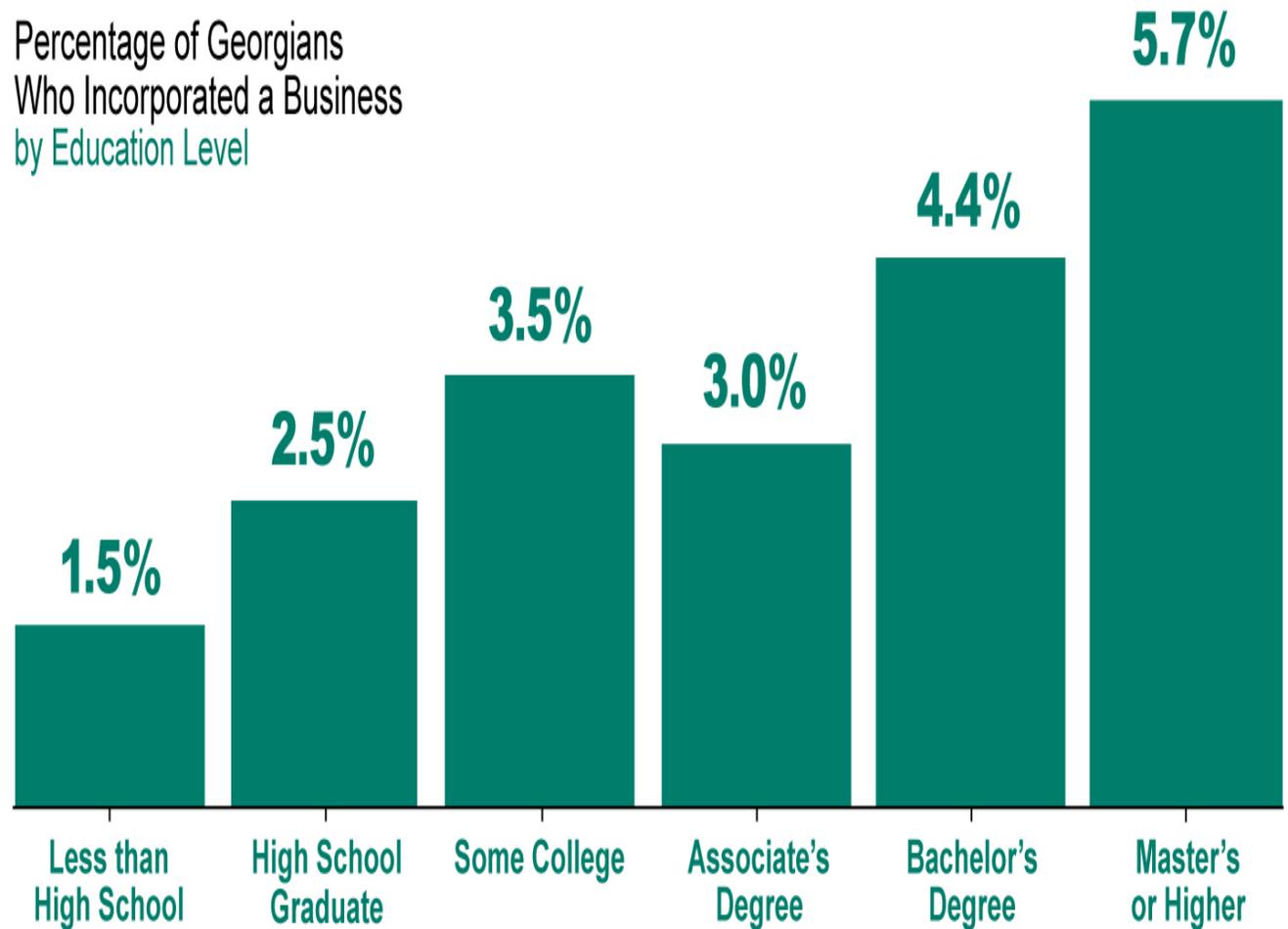
Expanding Georgia's economy

Industry Sector	Total Impact	Jobs Created
Manufacturing	\$ 3,288,002,000	10,050
Real Estate/Finance	\$ 1,943,275,000	4,350
Construction	\$ 1,012,480,000	5,650
Business/Professional Services	\$ 988,341,000	7,860
Consumer Services	\$ 866,786,000	10,650
Wholesale/Retail Trade	\$ 644,093,000	2,290
Health/Human Services*	\$ 510,116,000	73,550
Restaurants	\$ 505,867,000	8,690
Transportation/Communication	\$ 444,018,000	2,150
Utilities	\$ 334,244,000	370
Agriculture/Mining	\$ 128,835,000	190
Government Enterprise	\$ 101,366,000	3,250
Total	\$10,767,423,000	129,050



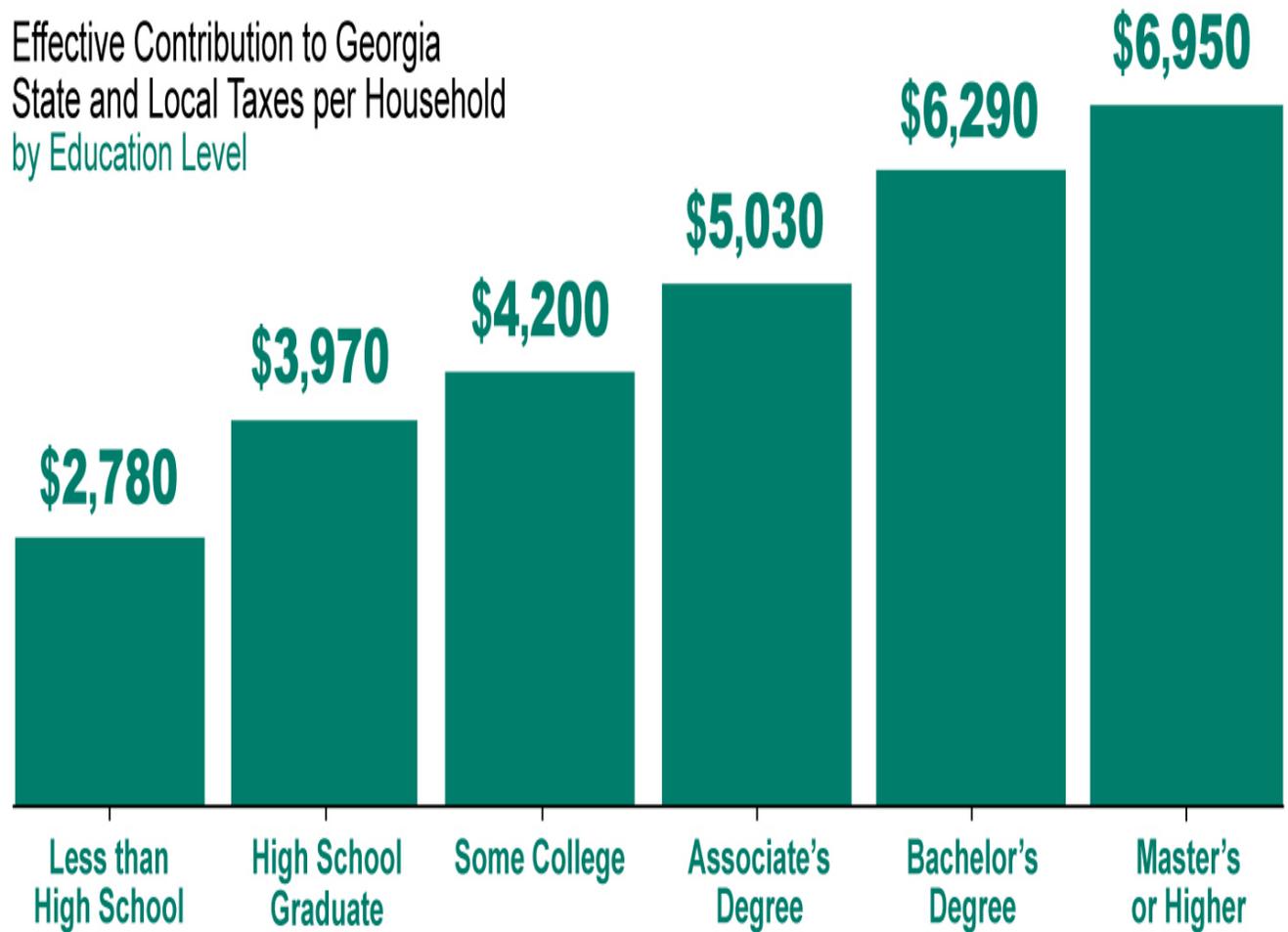
Expanding Georgia's economy

Percentage of Georgians
Who Incorporated a Business
by Education Level



Expanding Georgia's economy

Effective Contribution to Georgia
State and Local Taxes per Household
by Education Level



ARCHE

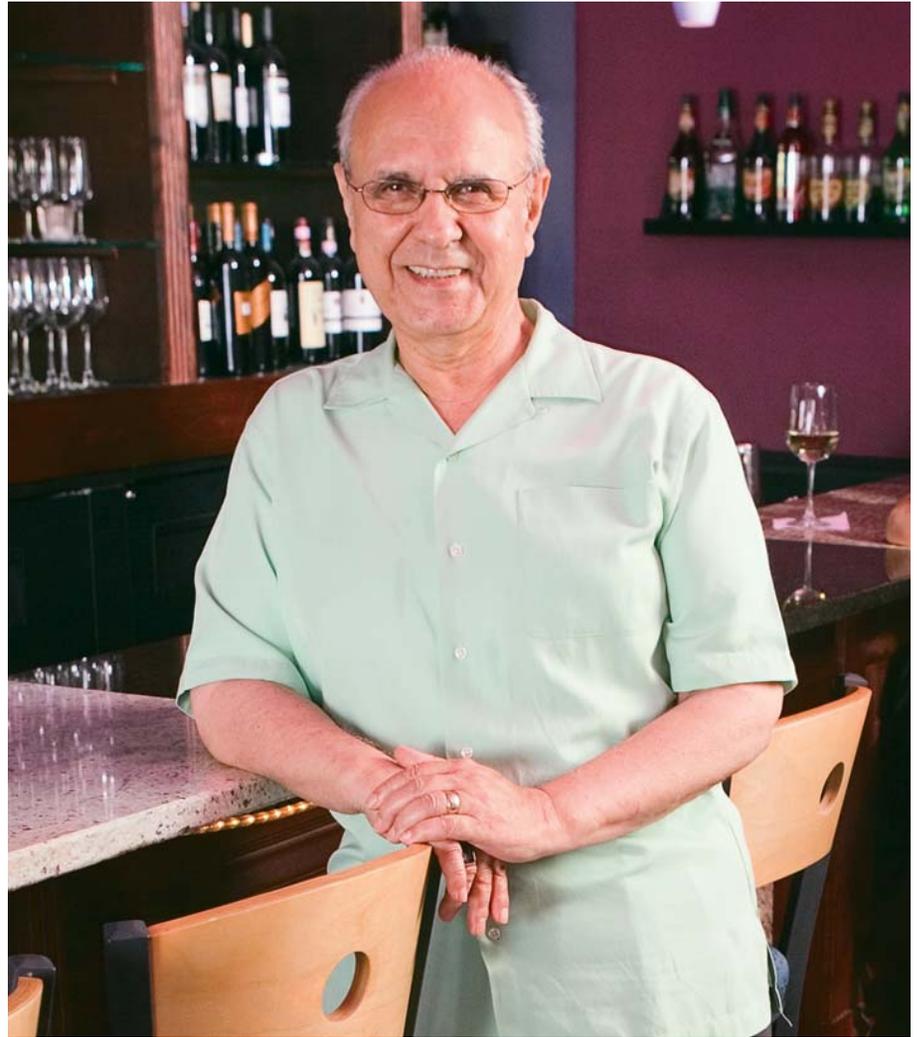
ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

People who visit
Atlanta-area campuses
help local businesses,
large and small, thrive.

“One night, I counted 30 people
dining with us who were in town
for college reunions.”

– Angelo Pitillo of Café Lilly in
Decatur



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

People who visit
Atlanta-area campuses
help local businesses,
large and small, thrive.

5.7 million

Total annual visits to Atlanta region
generated by ARCHE colleges and
universities, including **1.5 million**
visits with an overnight stay

\$469 million

In-state spending generated by
campus visitors each year



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

People who visit
Atlanta-area campuses
help local businesses,
large and small, thrive.

500,000

Visits for admissions/commencement

200,000

Visits by campus alumni

900,000

Visits for arts and cultural events

1.2 million

Visits for athletic events

400,000

Visits for seminars, conferences, etc

2.4 million

Visits for other purposes, medical care



Growth of Atlanta-area campuses is good for companies and industries.

Trent Strine of BKI builds systems for teaching/research labs. It's just one Georgia business that benefits from \$740 million average annual spending on Atlanta campus capital improvements.



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Growth of Atlanta-area campuses is good for companies and industries.

\$1.5 billion

Annual impact on Georgia economy from capital improvement spending by Atlanta-area higher education

7,170

Jobs created across Georgia each year from capital expenditures by colleges and universities in Atlanta region



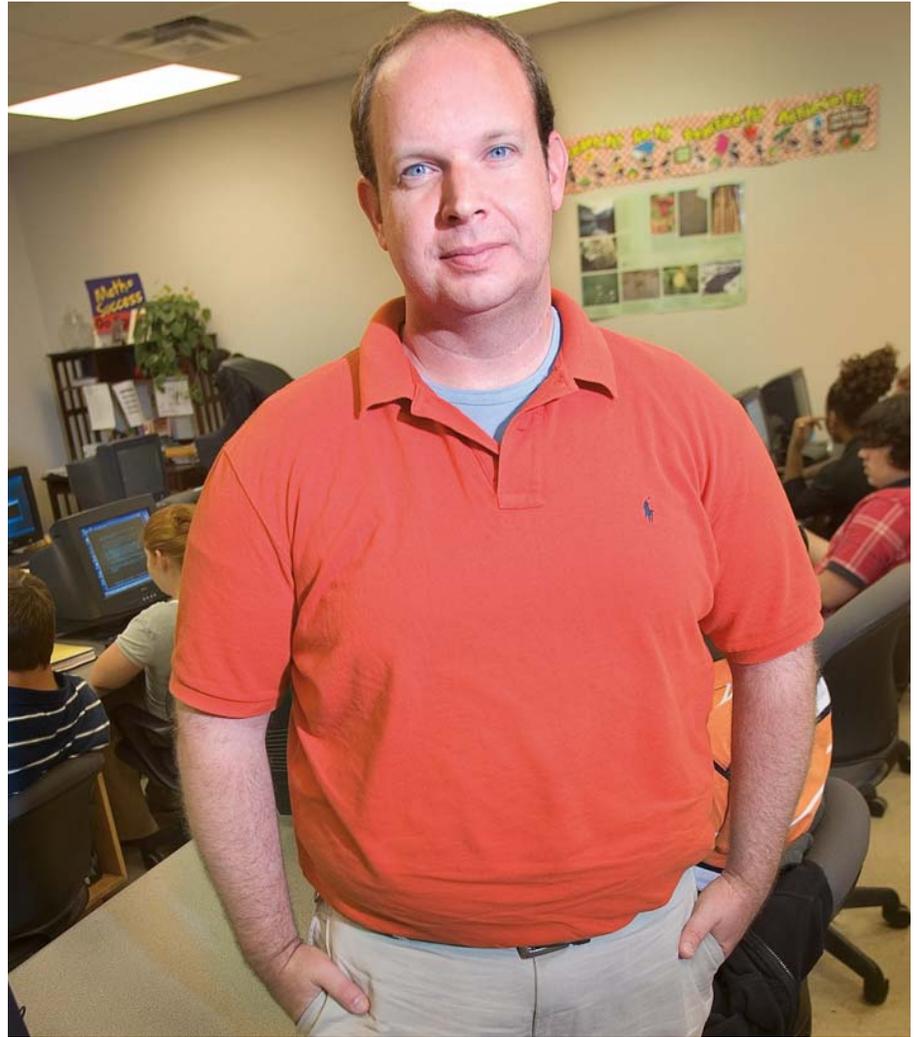
ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Atlanta-area colleges and universities affect more than Georgia's economy; they touch individual lives.

Gary Chapman and the Berrien County Collaborative in south Georgia reduce the state's high school drop-out rate, with help from Emory, Georgia State, Georgia Tech and UGA.



ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Atlanta-area colleges and universities affect more than Georgia's economy; they touch individual lives.

Kennesaw State University offers health services to more than 2,500 homeless and low-income residents in north Georgia counties.

Clark Atlanta University's Environmental Justice Center helps neighborhoods regarding decisions about planning, landfills, cleanups.

University of West Georgia helps school teachers teach economics with classroom tools such as Stock Market Game and Economic History Program.



Atlanta-area colleges and universities affect more than Georgia's economy; they touch individual lives.

Oglethorpe University students and faculty analyze water quality in Peachtree/Nancy Creek every year.

Agnes Scott College students, faculty and staff volunteer at Hagar's House, a shelter for women and children.

Clayton State University's Spivey Hall brings music to young people with performances and workshops for promising young musicians.

Mercer University hosts a Budding Author's program to help Georgia children hone their writing talents.



Higher education
is key to finding
employment
and prosperity.

The first in her family to go to college, Kathy Creech of Heard County knew that a degree would be important to getting and keeping a good job. She graduated December '06.



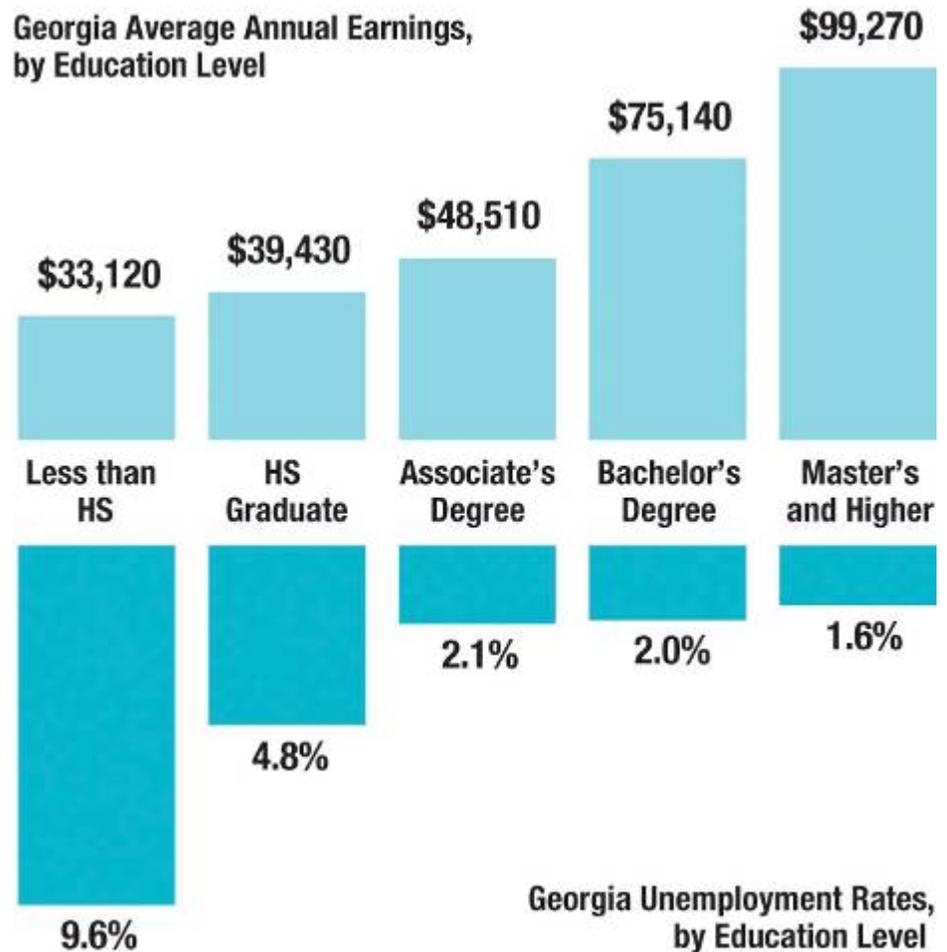
ARCHE

ATLANTA REGIONAL COUNCIL *for* HIGHER EDUCATION

www.atlantahighered.org

Higher education is key to finding employment and prosperity.

Georgia Average Annual Earnings, by Education Level

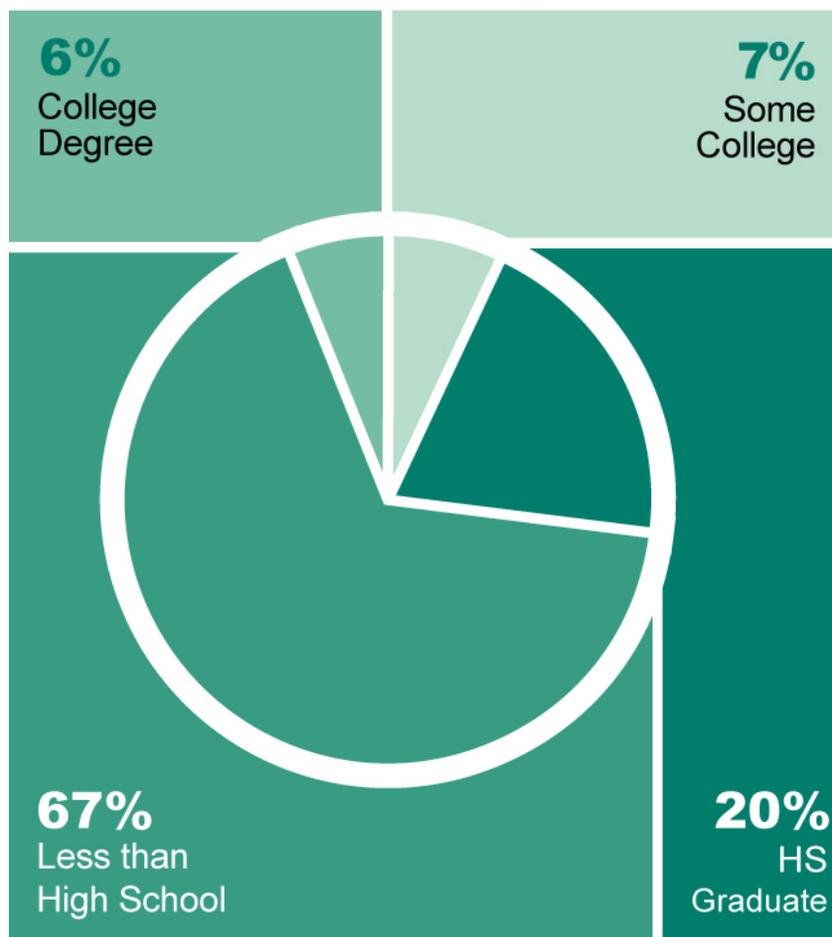


Georgia Unemployment Rates, by Education Level



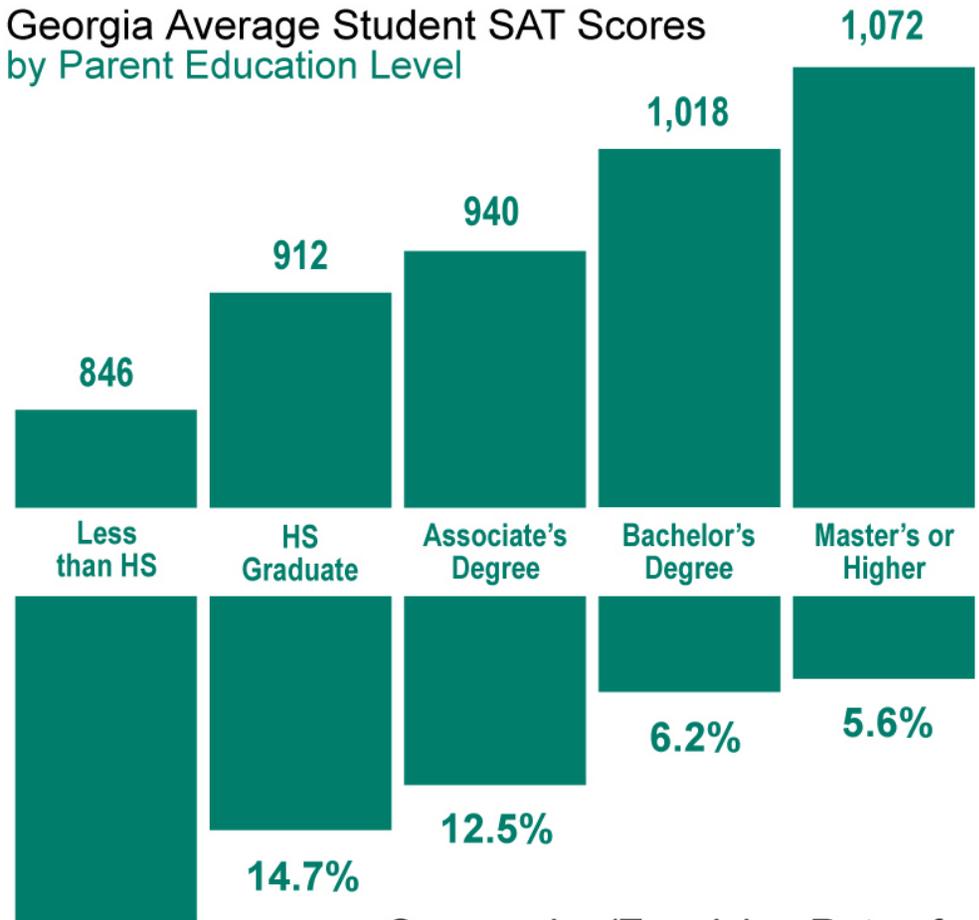
Higher education is key to finding employment and prosperity.

Georgians Aged 65–75 with Income Below Poverty Level by Education Level

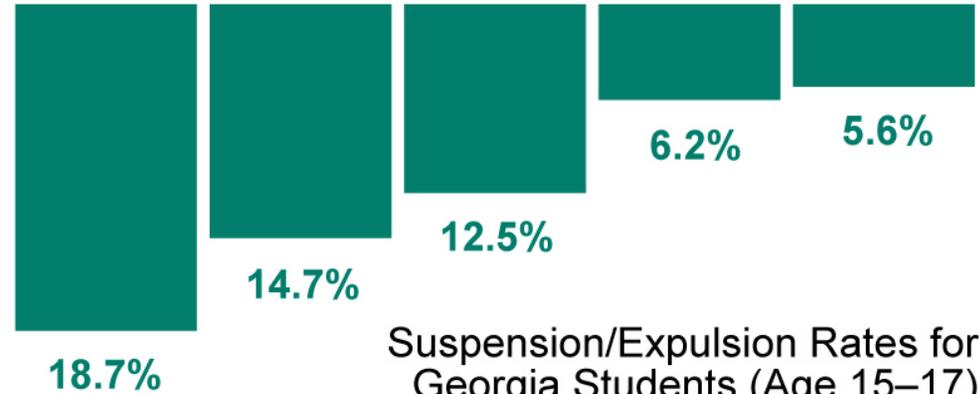


Higher education is key to finding employment and prosperity.

Georgia Average Student SAT Scores by Parent Education Level

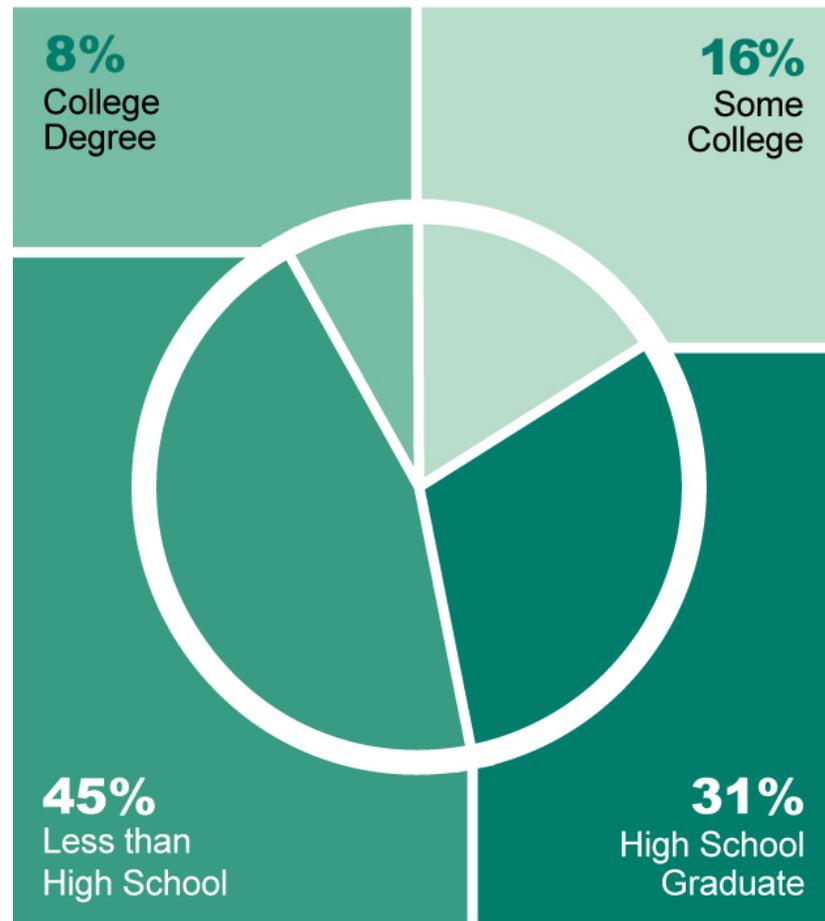


Suspension/Expulsion Rates for Georgia Students (Age 15–17) by Parent Education Level



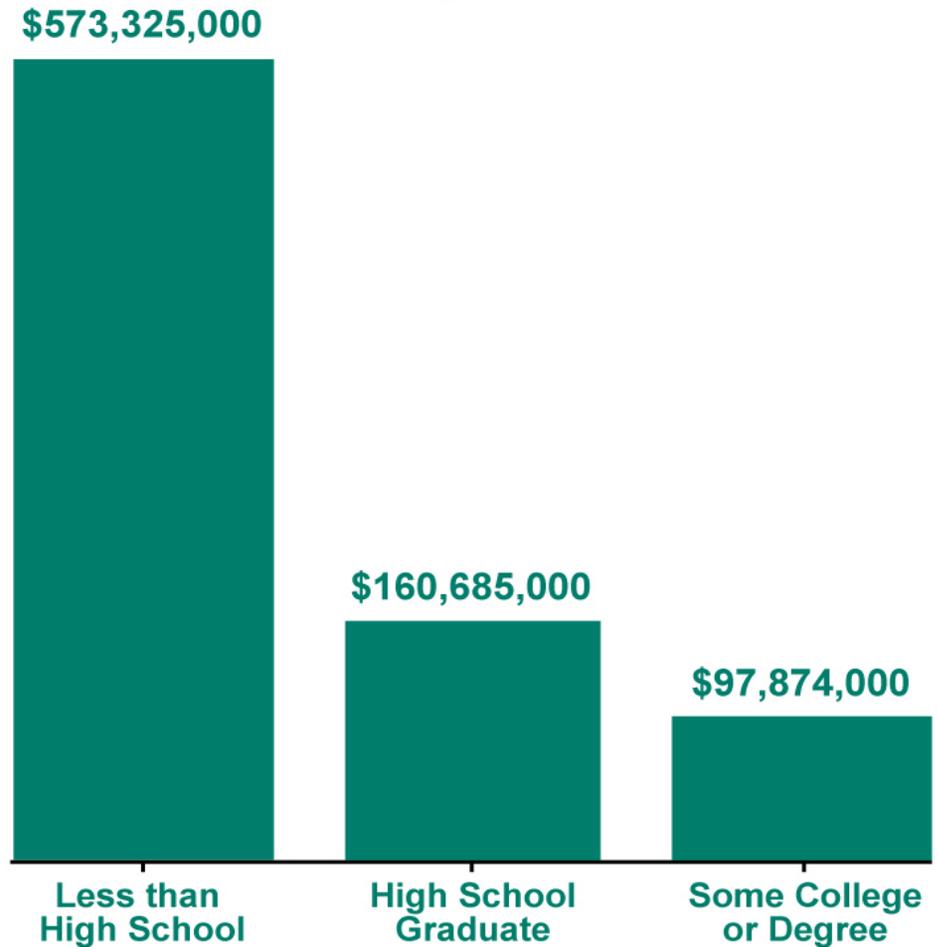
Higher education is key to finding employment and prosperity.

Share of Direct Public Assistance Funds in Georgia by Education Level



Higher education is key to finding employment and prosperity.

Amount Spent on Georgia Prisoners by Inmates' Education Level



ARCHE Members

Agnes Scott College
Brenau University
Clark Atlanta University
Clayton State University
Columbia Theological Seminary
Emory University
Georgia Institute of Technology
Georgia State University
Interdenominational Theological Center
Kennesaw State University
Mercer University (Atlanta Campus)
Morehouse College
Morehouse School of Medicine
Oglethorpe University
Savannah College of Art and Design-Atlanta
Southern Polytechnic State University
Spelman College
University of Georgia
University of West Georgia



ATLANTA REGIONAL COUNCIL
for HIGHER EDUCATION