

Economic, Fiscal, and Social

IMPACT

Analysis
2021

Acknowledgements

PREPARED BY

Beacon Economics, LLC

COMMISSIONED BY

San José State University (SJSU)

Located in downtown San José, SJSU is the founding member of the California State University system. In addition to its world-class educational services, SJSU offers outstanding services that benefit the local and broader community, and is an essential provider to the workforce of the Silicon Valley.

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Key Terms

Figure 1 defines several key terms used throughout the report. Figure 2 highlights the regions assessed in the Economic and Fiscal Impact section.

Figure 1: Definition of Key Terms

Key Term	Definition
<p>SJSU-Related Spending</p>	<p>University spending on construction and operations, and out-of-pocket SJSU student and visitor spending on regional goods and services.</p> <ul style="list-style-type: none"> • Construction: SJSU spending on construction, including campus infrastructure and facility maintenance, improvements, and expansions. • Operations: SJSU spending on employee compensation (salaries and benefits), retirement benefits (pension distributions), and other operations (non-salary spending on goods and services to support ongoing operations, including supplies, utilities, etc.) • Student Spending: Non-tuition-related personal spending by SJSU students on regional goods and services, including food, housing, retail, transportation, etc. • Visitor Spending: Spending by visitors of SJSU events (graduation, athletic events, etc.) on goods and services in the region, such as accommodation, food, entertainment, transportation, etc. • Alumni Spending: SJSU alumni spending due to their “enhanced earnings” on goods and services in a region. Enhanced earnings is calculated as the difference between average SJSU alumni earnings and the average earnings of individuals who hold an associate degree or higher in a region.
<p>Direct Effect</p>	<p>The additional output of goods or services resulting from immediate SJSU-related spending. For example, if SJSU purchases new printers from an office supply store, the upfront cost SJSU pays for the printers is the direct effect, which is the increase in the office supply store’s economic activity resulting from SJSU’s business transaction.</p>

Key Term	Definition
Indirect Effect	<p>The additional output of goods or services generated by the business-to-business interaction with suppliers of SJSU, SJSU students', and SJSU visitors' direct purchases, as well as the suppliers of the suppliers. For example, the upfront cost SJSU pays for printers (direct effect) supports the printer manufacturing industry and the businesses that supply the raw materials needed to build printers to a printer manufacturing plant.</p>
Induced Effect	<p>As businesses increase productivity from the direct and indirect effects, their payroll expenditures grow through more hiring or increased salaries. As household incomes rise, people will spend more on additional goods and services, such as groceries, entertainment, etc. The induced effect is these new personal market transactions, generating additional outputs of goods and/or services. For example, when SJSU buys new printers, the resulting increase in revenues at the office supply store and the printer manufacturing plant leads to salary raises for employees at these businesses. With this new income, an employee spends more money on groceries, generating additional economic activity that supports the grocery store.</p>
Ripple/Multiplier Effects	<p>The indirect and induced effects. These are considered “ripple” or “multiplier” effects because initial direct expenditures generate sequential rounds of spending in the economy.</p>
Total Impact	<p>The sum of the direct, indirect, and induced effects.</p>
Employment (IMPLAN Output) ¹	<p>The number (headcount) of part-time, full-time, and temporary jobs supported by SJSU-related spending, including SJSU payroll employees and employees supported by other non-salary direct spending (other operations). Jobs “supported” is inclusive of jobs generated and existing jobs that have now been expanded in scope by SJSU-related spending, which helps maintain workers’ employment. For example, a factory worker at a printer manufacturing plant builds the printers that SJSU eventually ends up purchasing. It is not likely that the factory worker was hired specifically because of SJSU’s printer purchases, and therefore the worker was not a new job generated.</p>
Labor Income (IMPLAN Output)	<p>The value of all forms of employment income paid through SJSU’s spending, including fringe benefits such as health care, retirement, etc.</p>

Key Term	Definition
Output (IMPLAN Output)	The total value of production generated through SJSU-related spending, including the value of intermediate inputs – the goods and services used in the production of equipment, raw materials, energy, and other production inputs.
Tax Revenue (IMPLAN Output)	Money generated by all individuals and entities impacted by SJSU-related spending (through the direct, indirect, and induced effects) to support Federal, state, and local governments. Revenue is mostly generated through sales, property, income, and Social Security taxes.

Source: Beacon Economics, IMPLAN

¹ IMPLAN is the input-output modeling software used in the Economic and Fiscal Impact section of this report. The definition of “employment” described here pertains only to the use of the term in the context of evaluating IMPLAN results. “Employment” is used broadly throughout the report outside of the modeling context, and can take several forms (i.e., full-time, part-time, temporary, full-time equivalent (FTE), or a combination thereof).

Figure 2: Geographics Regions Analyzed for SJSU’s Impact

Regions	Description
City of San José	The largest city in Northern California in terms of population (1 million) and land area (180 square miles), and the county seat of Santa Clara County.
Santa Clara County	The most populous county in the San Francisco Bay Area and Northern California (1.9 million), and the heart of Silicon Valley.
Silicon Valley	Includes Alameda, San Mateo, and Santa Clara counties
Bay Area	Inlcudes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties
California	Includes all 58 counties, which combined comprise the 5th largest economy in the world.

Source: Beacon Economics



WELCOME BABA



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Executive Summary

San José State University (SJSU, or the University) is a world-class education and research university in the Silicon Valley¹, granting bachelor's, master's, doctoral, and professional degrees in roughly 250 fields of study. The founding member of the California State University (CSU) system, and the oldest public university on the West coast, today SJSU enrolls over 36,000 students (roughly 5,000 graduate, 28,000 undergraduate, and 3,000 special session students) and employs over 3,570 people. With a full menu of academic disciplines and a prime location in the tech center of the world, SJSU is at the nexus of creativity, innovation, and cutting-edge research, teaching, and community engagement.

¹ This report defines the Silicon Valley region as Santa Clara, Alameda and San Mateo counties.



SJSU is the most transformative college in the nation according to Money Magazine’s 2020-21 rankings, which considers better than expected graduation rates and alumni success given socioeconomic backgrounds. SJSU is a recognized Hispanic-Serving Institution and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI), with over a quarter of its full-time equivalent undergraduate student body identifying as Hispanic and 42% identifying as either Asian American, Native American or Pacific Islander. Considering all ethnicities and races, over 83% of SJSU’s students are people of color, and and 42%

are first-generation college students, many of whom go on to work for the world’s largest companies (including Apple, Facebook, and Google), or go on to other renowned institutions to continue their education.

In collaboration with regional partners, SJSU offers significant value to the City of San José (the City) and broader regions through its many organizations, centers, and institutions. From marine research at the Moss Landing Marine Laboratories, to research and advocacy through the Institute for the Study of Sport, Society

and Social Change, or promoting the arts at the Hammer Theatre Center, SJSU has no shortage of impacts. SJSU has a strong relationship with San José, partnering with the city through organizations (such as the Center for Community Learning and Leadership and CommUniverCity) and its athletic programs. SJSU’s sports teams attract thousands of visitors, and Spartan football games are often televised nationally for millions of viewers. SJSU’s football team won the 2020 Mountain West championship. SJSU offers community engagement opportunities where student-athletes can volunteer at events that



sponsor local agencies and charities. Overall, SJSU’s research, student organizations, athletics, and community partnerships make SJSU an invaluable asset locally and globally.

In fiscal year² 2018-19, SJSU’s operating budget totaled \$625 million. The state is the single largest funding source for SJSU, accounting for over 46% (\$171.7 million) of the University’s total operating funds.

Other major funding sources include tuition (45%), non-resident fees (7%), and other student fees (1%). State funding is critical for SJSU’s success, helping the University retain and hire exceptional faculty and staff, offer high-quality education, and benefit the region by supplying a talented workforce, providing opportunity for social mobility, and fostering community development. Amidst the COVID-19 pandemic and a deteriorating

State budget, the 2020-21 State Budget reduced funding for CSU’s operations on net by approximately \$299 million – or a 6.9% reduction base General Fund support.³ CSU received approximately \$525 in federal CARES Act funding⁴, however, half is designated for student financial aid, leaving roughly \$263 million to offset the costs resulting from the pandemic, in addition to the state funding reduction.

² SJSU’s fiscal year begins July 1 and ends June 30.

³ The 2020-21 Spending Plan, Higher Education. Legislative Analyst’s Office, The California Legislature’s Nonpartisan Fiscal and Policy Advisor. October 16, 2020. <https://lao.ca.gov/Publications/Report/4284>

⁴ 2020-21 Governor’s Budget Summary, Higher Education. Department of Finance, California Budget <http://www.ebudget.ca.gov/2020-21/pdf/Enacted/BudgetSummary/HigherEducation.pdf>



This report estimates SJSU's economic and fiscal impacts, analyzing key expenditure categories associated with the University, referred to as SJSU-related spending. These include University spending on construction/capital improvements and operations (salaries/benefits, pensions, and other operating costs), student spending, visitor spending, and alumni spending (see Key Terms for definitions). In fiscal

year 2018-19, SJSU-related expenditures totaled roughly \$3.7 billion statewide. Approximately 54% of total expenditures were spent in the Silicon Valley, and 39% were spent in the City of San José alone. SJSU alumni spending, measured as the enhanced earnings attributable to attending SJSU⁵, accounted for most of the spending; in 2018-19, SJSU alumni earned \$1.5 billion more than individuals holding an associate

degree or higher in California, on average. Due to the multifaceted nature of SJSU's activities, additional social impacts are identified as significant contributions made by the University beyond the direct spending assessed in the impact analysis, including SJSU's role in enhancing human capital, research, workforce development, social mobility, and fostering regional growth.

⁵ SJSU enhanced earnings is calculated as the difference between average SJSU alumni earnings and the average earnings of individuals who hold an associate degree or higher.

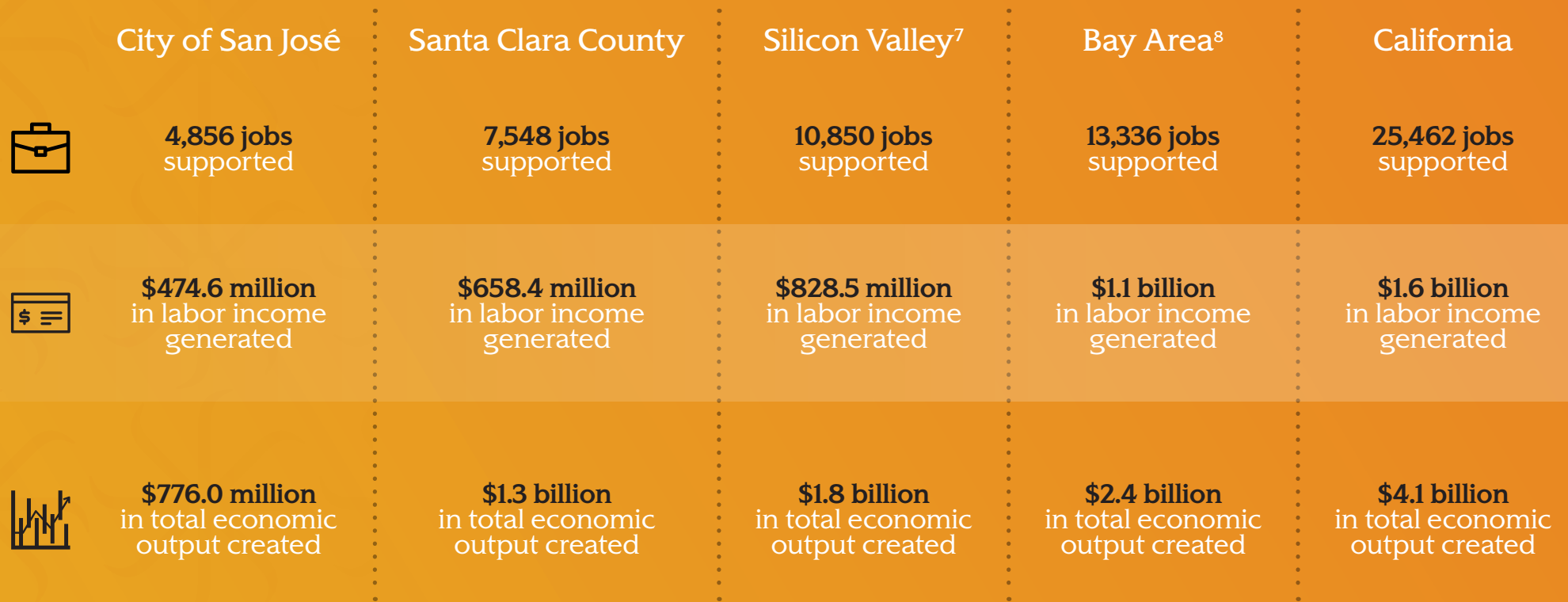


Key Findings

Economic Impact

SJSU generated substantial economic impact in fiscal year 2018-19, supporting over supporting over 25,460 jobs (SJSU direct employees, vendors, and contractors) throughout the state, generating roughly \$1.6 billion in labor income, and producing over \$4.1 billion in total economic output. In the City of San José, SJSU-related spending generated roughly \$776.0 million in total economic output, contributed \$474.6 million in labor income, and supported approximately 4,860 jobs. With a total State appropriation of \$171.7 million in 2018-19, every \$1 of State funding helps generate roughly \$24.0 in economic output and \$9.2 in labor income throughout California.

Figure A.1: Total Impacts by Type and Region⁶



Source: IMPLAN. Analysis by Beacon Economics

⁶ In the table above, the geographies grow larger moving left to right, and each region builds on the one to its left. For example, Santa Clara County includes City of San José, Silicon Valley includes Santa Clara County, the Bay Area includes Silicon Valley, and so on.

⁷ The Silicon Valley is comprised of Alameda, San Mateo, and Santa Clara counties.

⁸ The Bay Area is defined as the traditional nine county region including Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

Figure A.2: SJSU's Impact on Public Education in the City of San José



SJSU's impact on employment in the City of San José is equal to **19.9% of total employment supported** by public education in the City.



SJSU's impact on labor income in the City of San José is equal to **19.7% of total labor income generated** by public education in the City.

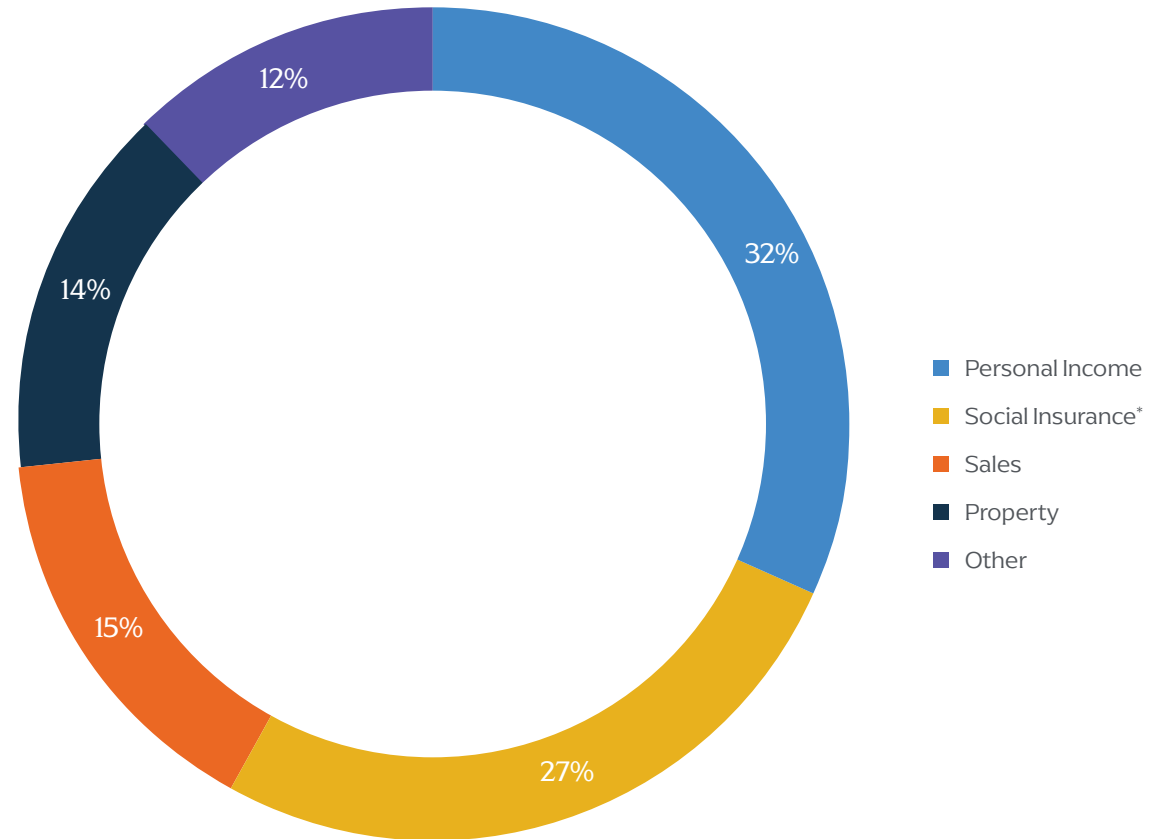


SJSU's total output generated in the City of San José is equal to **29.4% of the total output generated** by public education in the City.

Fiscal Impact

Total tax revenue generated by SJSU-related spending reached \$606.9 million in fiscal year 2018-19, with \$336.2 million in federal taxes and \$270.7 million in state and local taxes.

Figure A.3: Total Tax Revenue (Federal, State and Local) Generated by Tax Type



Source: IMPLAN. Analysis by Beacon Economics

*Social insurance taxes (also known as payroll taxes) includes employee and employer contributions to social security, disability, Federal Insurance Contributions Act, Medicare and Medicaid, retirement, and other payroll contributions.

Social Impact

SJSU's social impacts stem from its educational, research, and community engagement activities. For example, SJSU plays a significant role in enhancing human capital, boosting social mobility, promoting community-building, fostering regional development, and pioneering research collaborations. These impacts are difficult to measure within an economic framework, and yet have some of the most substantial benefits for the local and global community.

Figure A.4: Social Impact Summary

Enhancing Human Capital	Diversity and Inclusion	Research
College of Engineering ranked #3 in the nation among public universities	83% of students are people of color	Among the top 200 universities in the country in terms of research spending, which totaled \$58.4 million in 2018-19
9,591 degrees awarded in FY 2018-19	42% of students are first-generation	\$59.2 million in research revenues and support for 2018-19
36,181 students enrolled in Fall 2019	25,726 students awarded financial aid	Ranked #2 out of the 23 CSU campuses in terms of extramurally funded sponsored grants and contracts
Top 10 in undergraduate teaching in the West according to U.S. News & World Report	3,332 total scholarships awarded	
Top 7 in Top Public Schools in the West, according to U.S. News & World Report	On average, SJSU undergraduates graduate with \$15,720 in student debt, less the half the average debt of California college graduates (\$34,861)	



Returns on Investment

Ranked #1 as the most transformative university in the nation by Money Magazine

SJSU provides **more entry-level engineers** to Cisco Systems and Apple than any other university

SJSU undergraduates earn **\$24,900 more** than high school graduates two years after degree completion, on average

SJSU graduates earn **\$31,500 more** than high school graduates, on average

Community Engagement and Development

\$982,900 value of community service through CommUniverCity in 2018-19

9,007 residents engaged through CommUniverCity in 2018-19

\$31 million in public funds raised to implement plans identified by SJSU students in the Masters of Urban Planning program

1,640 petitions filed by Record Clearance Project to dismiss clients' convictions



Introduction

As the oldest public university on the West Coast, and founding member of the California State University (CSU) system, San José State University (SJSU, or the University) has been a bastion of world-class education and research since 1857. Home of the Spartans, SJSU awards accredited bachelor's, master's, and doctoral degrees, and credential programs in around 250 fields of study. In fiscal year 2018-19, SJSU enrolled 36,181 students and directly employed over 3,570 people. SJSU students come from a rich array of backgrounds; 83% of SJSU students are people of color and 29% identify as Hispanic, which establishes the University as a Hispanic-Serving Institution. SJSU is also recognized as an Asian American and Native American Pacific Islander Serving Institute (AANAPISI), enabling SJSU to receive grants to better serve and educate Asian American and Native American Pacific Islander students. Located in vibrant downtown San José, the campus makes invaluable economic, fiscal, and social contributions to the City of San José, the Silicon Valley, the Bay Area, and beyond.

SJSU's advancements in higher education have earned national recognition. Money magazine ranked it as the most transformative college in the United States in 2020-21⁸, according to a range of metrics including cost of education, economic background, and early career earnings. According to Money, SJSU also rose from #104 to #24 in the ranks of Best Colleges in the United States by affordability and career earnings in 2020. SJSU also placed 22nd in the U.S. News & World Report list of best regional university on the West Coast.⁹

SJSU is a pioneer in ensuring student preparedness for professional careers after graduation. Graduates of SJSU are recruited by some of the biggest companies in the world, many of which operate in the Silicon Valley. For example, SJSU serves as a talent pipeline for Apple and Facebook, and is consistently one of the highest suppliers of workers to top multinational corporations.¹⁰ SJSU alumni are also leaders in their respective industries, filling executive-level positions in several sectors including tech, banking, management, and finance. SJSU alumni

have taken high-ranking positions at companies including Google, Old Navy, Novell, and many more. Major companies founded or co-founded by SJSU alumni include Dolby Laboratories, Intel Corporation, Oracle Corporation, and WhatsApp.¹¹ SJSU graduates are also notable in the non-profit field, working at some of the most prominent organizations (both locally and across the state) including the YMCA, LifeMoves, the American Red Cross, and the Sacred Heart Community Service.

⁸ "The Most Transformative Colleges of 2020," Money. August 25, 2020, <https://money.com/best-colleges/rankings/most-transformative-colleges/>

⁹ How Does San José State University Rank Among America's Best Colleges?," U.S. News & World Report (U.S. News & World Report, n.d.), <https://www.usnews.com/best-colleges/san-jose-state-university-1155>.

¹⁰ Oliver Staley, "Silicon Valley Hires the Most Alumni of These 10 Universities, and None of Them Are in the Ivy League," Quartz (Quartz, April 26, 2017), <https://qz.com/967985/silicon-valley-companies-like-apple-aapl-hires-the-most-alumni-of-these-10-universities-and-none-of-them-are-in-the-ivy-league/>.

¹¹ Alumni.sjsu.edu. 2020. Distinguished Alumni. Available at: <https://alumni.sjsu.edu/s/1771/16/interior.aspx?sid=1771&gid=2&pgid=547>



WOMEN'S BASKETBALL
2018-2019 HOME SCHEDULE
(THE EVENT CENTER)

Oct. 28	vs. Chico State (Exhibition)	2:00 pm PT
Nov. 6	vs. San Francisco State	7:00 pm PT
Nov. 24	vs. CSU Bakersfield	12:00 pm PT
Nov. 29	vs. Pacific	7:00 pm PT
	vs. Irvine	2:00 pm PT

In addition to its crucial role in Silicon Valley's workforce supply, SJSU offers significant value to the community through its organizations and centers. Marine research, wildfire science, social activism, and the arts are part of many fields that SJSU impacts and with which it is actively involved. Through its students, faculty, and community partnerships (including community engagement programs), SJSU serves an important role to both the local and broader community.

SJSU will continue to evolve and improve its curricula in step with the ever-changing nature of higher education. Under five broad themes in its strategic plan, Transformation 2030, SJSU has laid out a number of key goals to achieve in the next decade.

Transformation 2030 Goals

Engage and Educate

Broaden the range of learning opportunities to further sharpen skills needed to enter the workforce by adapting more curricular based internships, research, scholarship, creative activity (RSCA) projects, and study abroad programs.

Excel and Lead

Be a leading academic institution, and gain national and global recognition for academic excellence through scholarly and professional contributions.

Grow and Thrive

Ensure inclusivity, diversity, and allocating resources to achieve long-term financial stability to allow students, faculty and staff to live and thrive in the local region.

Connect and Contribute

Maintain a campus that delivers a rich economic, intellectual, and cultural impact on the local region, as well as globally.

Rebuild and Renew

Ensure the campus maintains its state-of-the-art infrastructure, with enough campus spaces and resources to support students, faculty and the community.

By advancing academic excellence, promoting diversity, and contributing to and engaging with the community, SJSU continues to provide significant economic, fiscal, and social benefits to the community and the world.



Economic and Fiscal Impact

Methodology

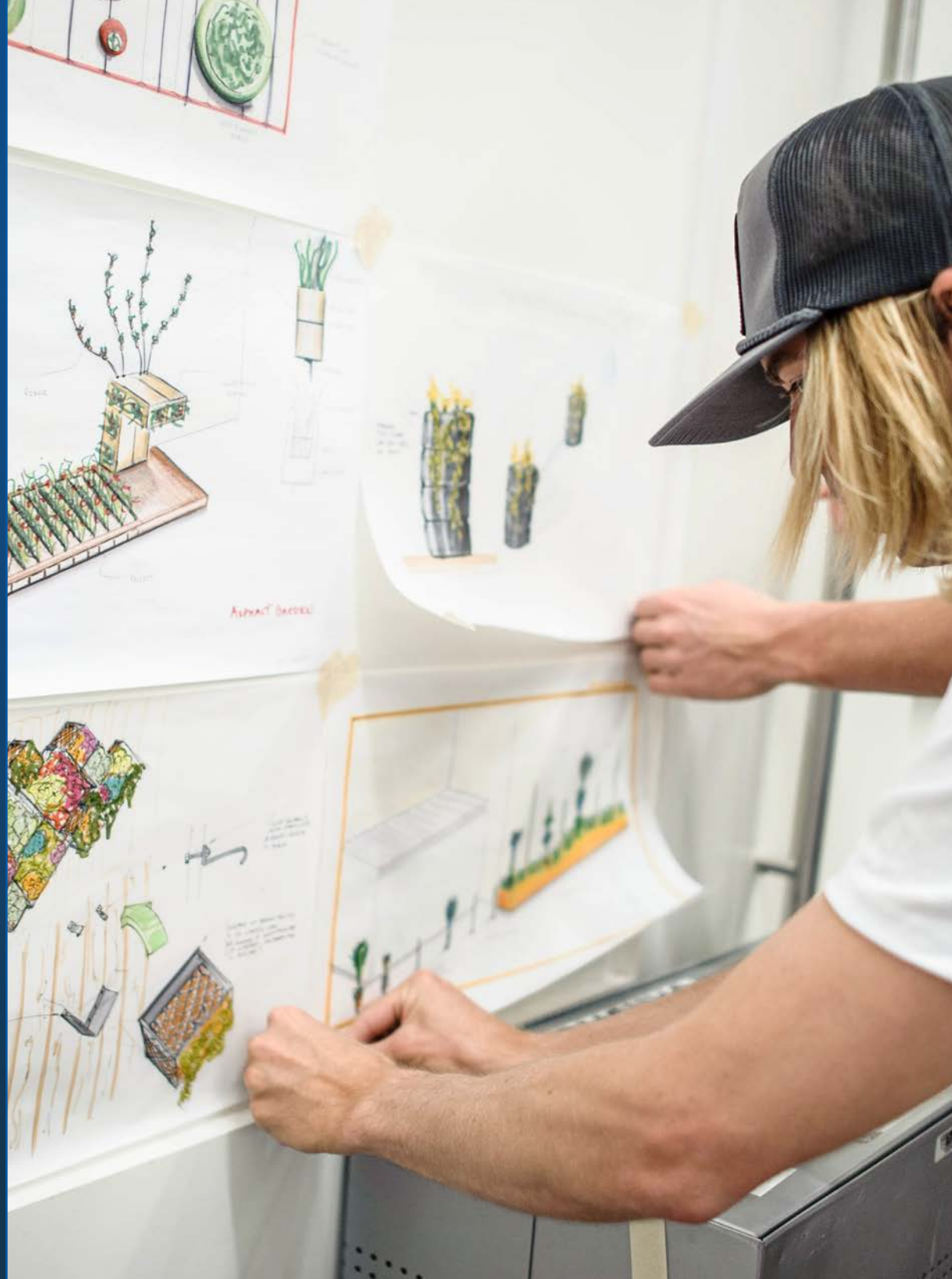
To conduct this analysis, Beacon Economics estimates SJSU's impact by assessing five categories of SJSU-related spending: University spending on operations (employee compensation, pensions¹², other operations) and construction/capital expenditures, student spending, visitor spending, and alumni spending in 2018-19. Impact studies assume that any increase in spending has a direct effect, an indirect effect, and an induced effect.

- **Direct effect** is the additional output of goods or services resulting from immediate spending by SJSU and its employees, retirees, students, event visitors, and alumni (SJSU-related spending). For example, if SJSU purchases new printers from an office supply store, the upfront cost SJSU pays for the printers is the direct effect, which is the increase in the office supply store's economic activity resulting from SJSU's business transaction.
- **Indirect effect** is the additional output of goods or services generated by the business-to-business interaction with suppliers of SJSU's direct purchases, as well as the suppliers of the suppliers. For example, the upfront cost SJSU pays for printers (direct effect) supports the printer manufacturing industry and the businesses that supply the raw materials needed to build printers to a printer manufacturing plant.

¹² University spending on employee compensation and pensions also captures the employees' and retirees' household spending resulting from this income.

- As businesses increase productivity from the direct and indirect effects, their payroll expenditures grow through more hiring or increased salaries. As household incomes rise, people will spend more on goods and services, such as groceries, recreational activities, and personal shopping, etc. The **induced effect** is these new personal market transactions, which generate additional outputs of goods and/or services. For example, when SJSU buys new printers, the resulting increase in revenues at the office supply store and the printer manufacturing plant leads to salary raises for employees at these businesses. With this new income, an employee spends more money on groceries, generating additional economic activity that supports the grocery store.

The indirect and induced effects are also known as “ripple” or “multiplier” effects, as initial direct expenditures generate sequential rounds of spending in the economy. The sum of the direct, indirect, and induced effects is the total impact.



$$\text{Direct} + \text{Indirect} + \text{Induced} = \text{Total Impact}$$

This study measures economic impacts using three common economic indicators: employment, labor income, and output:

- **Employment** represents the number (headcount) of part-time, full-time, and temporary jobs supported through spending associated with SJSU (University spending on operations and construction/capital expenditures, student spending, and visitor spending). Jobs “supported” is inclusive of jobs generated and existing jobs that have now been expanded in scope by SJSU-related spending, which helps keep workers employed. For example, a factory worker at a printer manufacturing plant builds the printers that SJSU eventually ends up purchasing. It is not likely that the factory worker was hired specifically because of SJSU’s printer purchases, and therefore the worker was not a new job generated. Instead, SJSU direct

spending supported the job by increasing printer demand and subsequently increasing printer supply, which helps keep the factory worker employed. Alternatively, the workers that SJSU directly employs are jobs generated by SJSU; in the absence of the SJSU these jobs would be nonexistent.

- **Labor Income** represents the value of all employment income paid through SJSU-related spending, including fringe benefits such as health care and retirement.
- **Output** refers to the total value of production generated through SJSU-related spending, including the value of intermediate inputs — the goods and services used in the production of equipment, raw materials, energy, and other production inputs.

Additionally, Beacon Economics estimates SJSU’s fiscal impacts by measuring the amount of federal, state, and local tax revenue generated by SJSU-related spending.

- **Tax Revenue** is money generated by all individuals and entities impacted by SJSU-related spending (through the direct, indirect, and induced effects) to support federal, state, and local governments. Revenue is mostly generated through sales, property, income, and Social Security taxes.

Using the IMPLAN modeling system, Beacon Economics estimates SJSU’s economic and fiscal impacts in San José, Santa Clara County, the Silicon Valley¹³, the Bay Area¹⁴, and California.¹⁵



¹³ Includes Alameda, San Mateo, and Santa Clara counties.

¹⁴ Includes the three counties comprising Silicon Valley plus Contra Costa, Marin, Napa, San Francisco, Solano, and Sonoma counties.

¹⁵ For details on the IMPLAN modeling system, see Appendix.

Expenditures

SJSU's impact on the economy is generated by five key spending categories:

- University spending on construction/capital improvements,
- University spending operations,
- Student spending,
- Visitor spending, and
- Alumni spending.

Colleges and universities require significant funds to manage day-to-day operations, as well as maintain, improve, and expand campus infrastructure and facilities. Furthermore, students

and visitors spend significant amounts of money on food, accommodation, transportation, and other goods and services in the region. For example, SJSU home-game sporting events draw over 100,000 spectators annually to the region, who spend money in the local economy and thereby support various industries including accommodation, food, and transportation. Figure 2a details FY 2018-19 spending by the University¹⁶ (construction and operations), SJSU students, and visitors within the five regions evaluated.

The final expenditure category is alumni spending. Attending SJSU increases an individual's future earnings; SJSU alumni earn more on average than individuals holding at least an associate degree. Figure 2a.1 details the enhanced earnings of SJSU alumni by region (the difference between the average earnings of SJSU alumni and the average earnings of all individuals holding at least an associate degree in a given region). This study assumes that because SJSU graduates earn higher salaries than the regional averages, they spend more money in the economy and generate additional economic activity.

¹⁶ For the context of this analysis, "University" expenditures include the main SJSU campus and its auxiliary organizations including the including Associated Students, Chartwells, Research Foundation, Student Union, and Tower Foundation.

Total Expenditures

Construction & Capital Improvements

Spending on construction, building maintenance, facilities and infrastructure.

Operations

Employee Compensation: SJSU salaries and benefits

Retirement Benefits: SJSU pension distributions

Other Operations: non-salary spending on goods and services including vendors, supplies, and other expenses

Student Spending

Non-tuition related spending by students on food, housing (on-campus and off-campus), supplies, transportation, and personal expenses.

Visitor Spending

Spending on accommodation, food, entertainment, transportation, and other activities during events, such as graduation or athletic contests.

Alumni Spending

Increased spending by SJSU alumni due to enhanced earnings relative to the California and regional averages.

University
Spending

Figure 2a: SJSU Capital, Operational, Student and Visitor Expenditures (\$, millions)¹⁸

Expenditure Category	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Construction	6.8	7.0	18.6	66.0	74.8
Operations (total) ¹⁹	410.6	432.3	443.8	388.2	488.6
Employee Compensation	362.8	362.8	362.8	362.8	362.8
Pensions	30.3	49.3	58.0	72.6	85.1
Other Operations	64.7	68.6	72.6	76.1	97.8
Student Spending	228.4	268.7	444.1	479.8	479.8
Visitor Spending	16.3	24.5	24.5	24.5	24.5
Total Expenditures	709.3	780.9	980.6	1,081.8	1,124.8

Source: SJSU. Analysis by Beacon Economics

Note: Totals may not be exact because of rounding. Geographies grow larger moving left to right, and each region builds on the one to its left. For example, Santa Clara County includes City of San José, Silicon Valley includes Santa Clara County, the Bay Area includes Silicon Valley, and so on.

¹⁸ All expenditures reported in Figure 2a are based on spending within the respective region. Additional money is spent by SJSU on goods and services outside of California, however, these expenditures are not included in the analysis.

¹⁹ Total operations expenditures include spending on employee compensation, pensions, and other operations (vendors/suppliers) by SJSU and its auxiliary organizations (Associated Students, Chartwells, Research Foundation, Student Union, and Tower Foundation).

Figure 2a.1 SJSU Alumni Spending

City of San José
\$721 million

Santa Clara County
\$792 million

Silicon Valley
\$993 million

Bay Area
\$1.3 billion

California
\$1.5 billion

Source: SJSU, 1-Year 2019 ACS PUMS; Analysis by Beacon Economics

SJSU-related expenditures (excluding alumni spending) for fiscal year 2018-19 reached \$709.3 million in the City of San José. Expenditures vary by region due to their relative sizes. For example, when observing a smaller area, such as the City of San José, operations expenditures and student spending within that region are lower as suppliers and recreational activities are more limited. In larger regions, such as the Silicon Valley and California, expenditures (excluding alumni spending) totaled \$980.6 million and \$1.1 billion, respectively.

In the City of San José, most expenditures (excluding alumni spending) were on employee

compensation (51.1%) and student spending (32.2%). Construction accounted for roughly 1% of expenditures in the City, and visitor spending accounted for 2.3% (excluding alumni spending). Statewide, construction accounted for a larger share of total spending at 6.7%, because construction vendors and suppliers come from various other regions in California. Employee compensation accounted for 32.3% of statewide SJSU-related spending (excluding alumni spending), and student spending had the highest share at 42.7%. When considering spending by alumni, alumni spending accounted for over 69% of total expenditures in California, and 50.4% in the City of San José.



Did you know?

Construction is currently underway on SJSU's new Interdisciplinary Science Building, with completion expected in January 2022. The state-of-the-art facility will become a hub of faculty-led student research.

Economic Impact

Figure 2b.1: Statewide Impacts by Expenditure Type

Impact Type	Construction	Operations	Student Spending	Visitor Spending	Alumni Spending	Total
Jobs Supported	803	6,864	4,903	384	12,507	25,462
Labor Income (\$, Millions)	58.5	558.6	186.6	16.8	759.4	1,579.9
Economic Output (\$, Millions)	138.4	1,051.8	640.1	41.8	2,252.4	4,124.6

Source: IMPLAN. Analysis by Beacon Economics

Note: Totals may not be exact due to rounding.

In 2018-19, total SJSU-related spending (including alumni spending) generated \$4.1 billion in total economic output in California, of which \$776.0 million was generated in the City of San José alone. Over 25,460 jobs were supported throughout California (including employment at SJSU and at SJSU’s contractors and vendors), with roughly 4,856 jobs in San José. With thousands of jobs supported by SJSU-related spending, considerable labor income was generated statewide – roughly \$1.6 billion in 2018-19, with approximately \$474.6 million in the City of San José.

As shown in Figure 2b.1, apart from alumni spending, operations expenditures generated the largest impacts. Of the roughly \$4.1 billion in total economic output generated by SJSU statewide, approximately 25.5% came from operations. Operations also accounted for 6,864 (or 27.0%) of the 25,462 jobs supported statewide. By far the largest impacts generated were from SJSU alumni spending, accounting for roughly 54.6% of total economic output statewide in 2018-19, and supporting over 12,507 jobs alone.

Figure 2b.2: SJSU's Impact on Economic Output (\$, Millions)

Effect Type	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Direct Effect	660.3	709.0	887.1	971.1	1,001.6
Indirect Effect	31.0	90.7	129.9	157.7	236.4
Induced Effect	84.6	473.5	747.6	1,242.8	2,886.6
Total	776.0	1,273.2	1,764.7	2,371.6	4,124.6

Source: IMPLAN. Analysis by Beacon Economics
 Note: Total may not be exact because of rounding.

Figure 2b.2 highlights SJSU's impact on economic output in each of the regions evaluated. Of the \$776.0 million in total economic output generated in the City of San José, \$115.6 million (15%) was produced through indirect and induced spending. This means that a significant portion of economic activity stems from business-to-business transactions (indirect effect) and household spending (induced effect). Statewide, the impacts become significantly larger due to increased supply chains, employee spending, and alumni spending.



Did you know?

In 2018-19, indirect and induced effects accounted for over 76% of SJSU's total impact on economic output across California – roughly \$3.1 billion!

Figure 2b.3: SJSU's Impact on Employment

Effect Type	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Direct Effect	4,306	4,755	6,469	6,557	8,369
Indirect Effect	122	357	533	616	1,066
Induced Effect	428	2,436	3,849	6,163	15,863
Total	4,856	7,548	10,850	13,336	25,462

Source: IMPLAN. Analysis by Beacon Economics

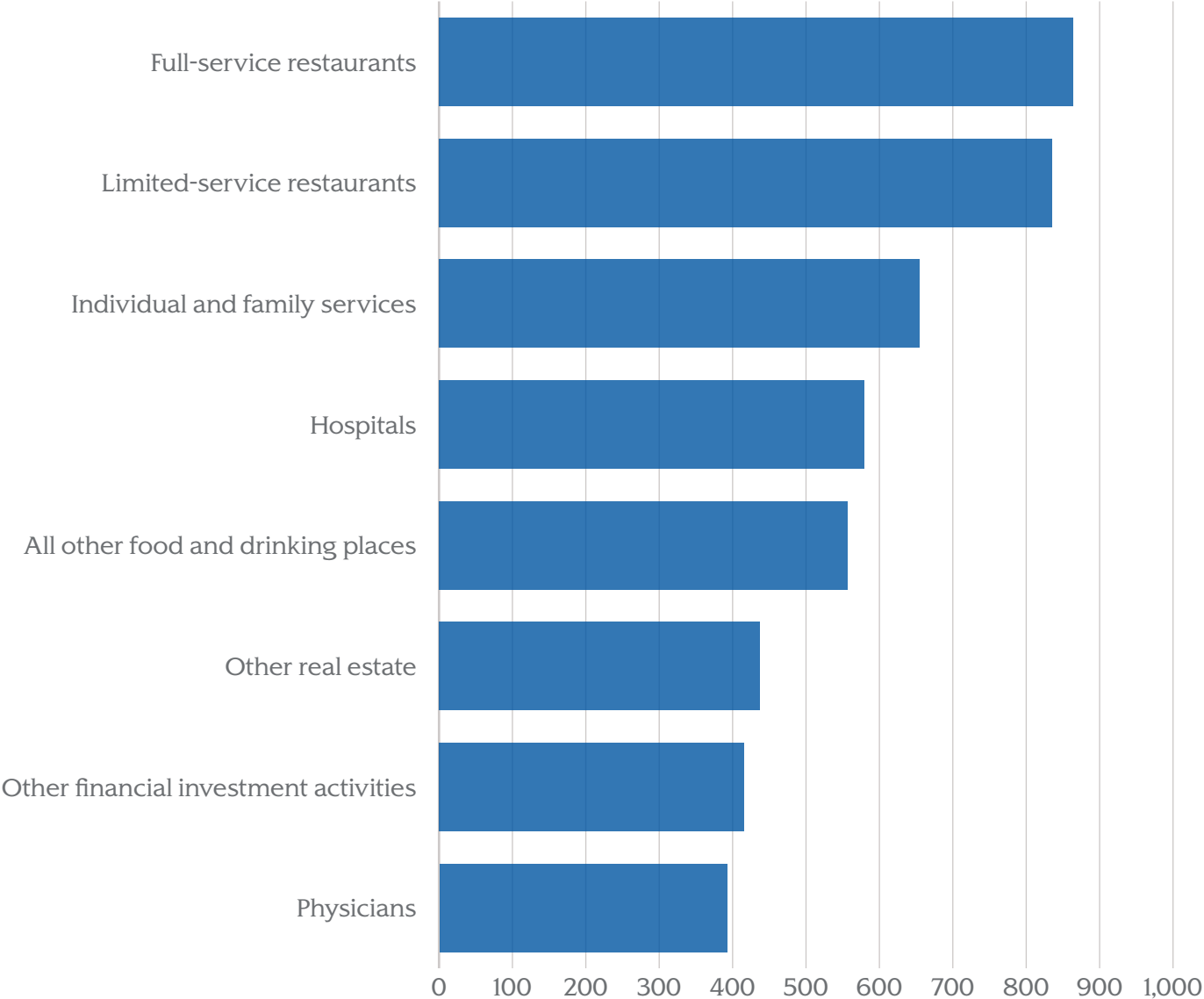
Note: Totals may not be exact due to rounding.

Figure 2b.3 details SJSU's employment impact by region. In 2018-19, SJSU supported 4,856 jobs in the City of San José, 7,548 jobs in Santa Clara County, 10,850 jobs in Silicon Valley, 13,336 jobs in the Bay Area, and 25,462 jobs in California. Total direct employment includes the 3,570 SJSU employees in 2018-19, as well as jobs not under SJSU's payroll that are supported by activity in the other operations expenditure category (vendors/suppliers) and construction, and jobs supported directly through spending by employees, retirees,

students, visitors, and alumni. As the City of San José is a smaller region compared to the Silicon Valley and California, most of the 4,306 direct jobs in the City supported SJSU are held by SJSU faculty and staff, with fewer held by consultants and contractors. Comparatively, the 8,369 direct jobs supported by SJSU in California includes a larger portion of additional jobs in logistics and transportation, construction, restaurants, and other non-SJSU jobs.

SJSU-related spending helps support a wide variety of industries both locally and across the state, including real estate, hospitals, restaurants, individual and family services, and transportation. Figure 2b.4 details the industries most impacted by indirect and induced employment (supply chain and household spending) supported by SJSU.

Figure 2b.4: Statewide Indirect and Induced Jobs Supported by SJSU



Source: IMPLAN. Analysis by Beacon Economics

Figure 2b.5: SJSU's Impact on Labor Income (\$, Millions)

Effect Type	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Direct Effect	433.4	447.5	502.8	537.8	531.8
Indirect Effect	11.8	33.5	48.1	55.7	75.0
Induced Effect	29.4	177.4	277.6	456.9	973.1
Total	474.6	658.4	828.5	1,050.5	1,579.9

Source: IMPLAN. Analysis by Beacon Economics

Note: Totals may not be exact due to rounding

Figure 2b.5 details SJSU's labor income impact. Labor income shares by impact type (direct, indirect, or induced) vary depending on the region. In the City of San José, business-to-business transactions and household spending are more limited. Even so, total labor income for indirect and induced

spending reached \$41.2 million in 2018-19. Comparatively, the Silicon Valley as a whole encompasses more of the supply transactions and household spending, and as such, indirect and induced spending totaled \$325.6 million, or 39.3% of total labor income generated in the region.



SPOTLIGHT: Impact of SJSU Capital Expenditures

When observing the effect of SJSU’s capital expenditures, the true impact is underestimated when looking at a smaller region like San José because many of the University’s suppliers and vendors are located throughout the state. In the case of construction, most contacts are located in the Bay Area. SJSU spent \$74.8 million on construction and capital expenditures in 2018-19, of which over 88% (\$66.0 million) was spent in the Bay Area. A considerable portion of construction spending in the Bay Area comes from San Francisco County, at roughly \$54 million. As such, about 75% of SJSU’s statewide economic output and employment impacts from construction and capital expenditures were generated in the Bay Area (\$103.5 million and 540 jobs, respectively).

Figure 2b.6: Construction and Capital Expenditure Impacts by Region

Impact Type	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Jobs Supported	40	49	141	540	803
Labor Income (\$, Millions)	3.8	4.6	13.0	48.9	58.5
Economic Output (\$, Millions)	7.4	9.3	26.8	103.5	138.4

Source: IMPLAN. Analysis by Beacon Economics

Note: Totals may not be exact due to rounding.



Fiscal Impact

In addition to SJSU's impact on jobs, labor income, and output, SJSU-related spending also generates a great deal of tax revenue that benefits local, state, and federal governments.

In 2018-19, SJSU-related spending (including alumni spending) generated roughly \$606.9 million in state, local, and federal tax revenue, most of it generated through personal income tax, which accounted for over 32% (\$196.4 million) of the total. Social insurance tax was also significant, with roughly \$162.2 million generated throughout 2018-19. Sales tax, driven by student, visitor, alumni, and SJSU employee and retiree spending, totaled \$89.7 million in 2018-19, accounting for 14.8% of total tax generated.

Figure 2c.1: State and Local Tax Revenue by Region (\$, Millions)

Tax Type	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Personal Income	6.5	16.8	23.1	33.2	53.8
Social Insurance	2.6	3.2	3.8	4.9	7.3
Sales	11.6	21.9	33.0	41.4	89.7
Property	12.1	22.9	34.8	43.9	85.8
Other	5.9	10.1	15.7	21.8	34.2
Total	38.8	74.8	110.4	145.2	270.7

Source: IMPLAN. Analysis by Beacon Economics

Note: Totals may not be exact due to rounding.

Figure 2c.2: Federal Tax Revenue by Region (\$, Millions)

Effect Type	City of San José	Santa Clara County	Silicon Valley	Bay Area	California
Personal Income	17.1	44.9	61.6	88.2	142.5
Social Insurance	46.0	57.4	73.9	97.0	54.9
Other	7.3	11.5	16.7	22.2	38.8
Total	70.4	113.8	152.3	207.3	336.2

Source: IMPLAN. Analysis by Beacon Economics

Note: Totals may not be exact due to rounding.

HAZ COMPEAN STUDENT UNION



Social Impact

The previous section highlights SJSU's economic and fiscal impacts on its local region and the state of California. These figures, however, do not fully express the breadth of those impacts. Due to the multifaceted nature of SJSU's activities, impacts go beyond the direct spending previously evaluated, with additional impacts resulting from its educational, research, and community engagement activities.

For example, SJSU plays a significant role in enhancing human capital, closing achievement gaps, promoting community-building, fostering regional development, and pioneering research. These impacts are difficult to quantify within an economic framework, yet are, perhaps, the University's greatest impacts to the local and global community.

SJSU is committed to giving back to the community and providing hands-on experience for its students. Many courses and teaching topics, such as social inequity and urban infrastructure, involve public engagement and interactive experience. SJSU's research programs involve outreach efforts that empower and inform K-12 students, and SJSU centers and organizations employ students in their fields of interest, preparing them for careers after graduation. SJSU's commitment to closing education accessibility gaps and advocating for human rights is evident in various outreach efforts and in its diverse student population, which encompasses a rich array of economic and cultural backgrounds.



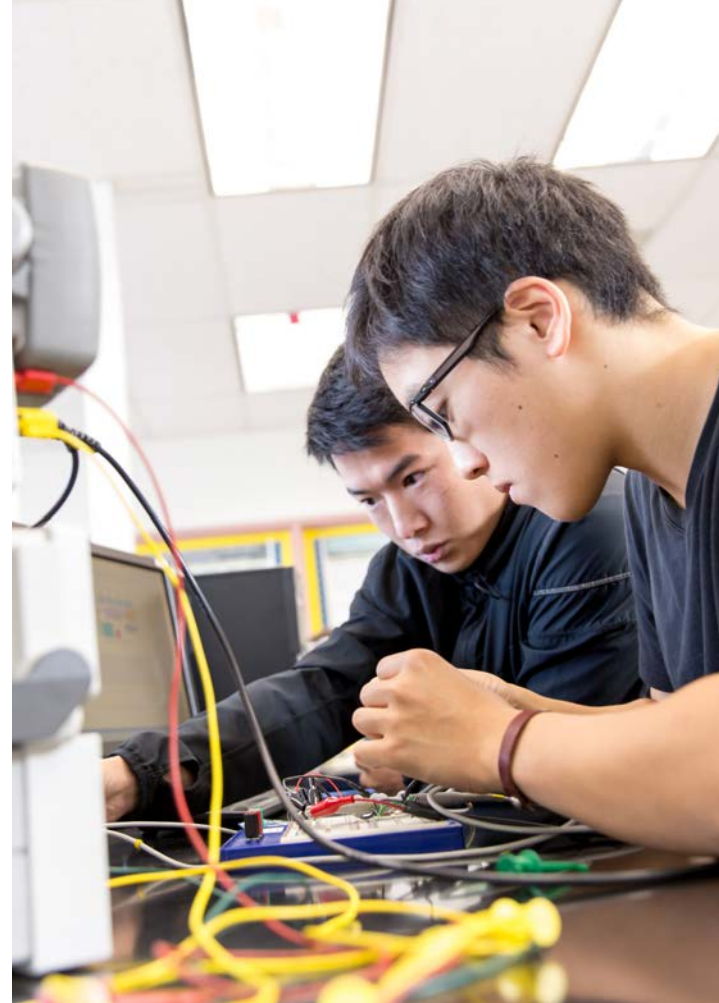
Academics

SJSU offers a comprehensive university education, granting bachelor's, master's, and doctoral degrees in 250 areas of study. SJSU also offers numerous certificate and credential programs that help working professionals advance in their careers or develop a new specialization.

SJSU's programs have grown considerably over the past 20 years. As of 2020, SJSU offers 99 master's programs – a 14% increase from 2000, or an addition of 12 master's programs. Furthermore, in the last decade, SJSU has added 3 doctoral programs in Nursing Practice, Audiology, and Educational Leadership, and will be launching a new doctoral program in Occupational

Therapy in 2023. Several of SJSU's programs, both undergraduate and graduate, have become highly sought after and increasingly competitive. Software Engineering received over 1,700 applications in Fall 2020, with an acceptance rate of 27%. Computer Science, one of the most popular programs at SJSU, received roughly 5,070 applications in Fall 2020 – with 27% admitted.

SJSU students are heavily recruited by major employers in Silicon Valley and beyond, an indication that SJSU's exceptional programs prepare students for professional careers. SJSU's Charles W. Davidson College of Engineering is ranked #3 in the nation among public



SJSU's Charles W. Davidson College of Engineering is **ranked #3** in the nation among public universities (**#17 overall**).



universities (#17 overall) by U.S. News & World Report.²⁰ Among regional universities in the West, SJSU is ranked #7 in Top Public Schools and #10 in Best Undergraduate Teaching.²¹

While known for its strong emphasis on tech-related fields, SJSU also offers a full range of academic disciplines, from humanities and the arts to social sciences, health sciences, and business. Students can branch out and explore other areas, encouraging them to develop more diverse perspectives.

Approximately 21% of SJSU's graduate and undergraduate students major in Engineering. As shown in Figures 3a.1 and 3a.2, Engineering majors represent the largest share of graduate students (44%), and third-largest share of undergraduates (17%). Roughly 20% of undergraduates are enrolled in Social Sciences, 19% in Business, 14% in Humanities and the Arts, and 12% in Health and Human Sciences. For graduate students, other popular areas of study include Health and Human Sciences (13%) and Professional and Global Education (10%).

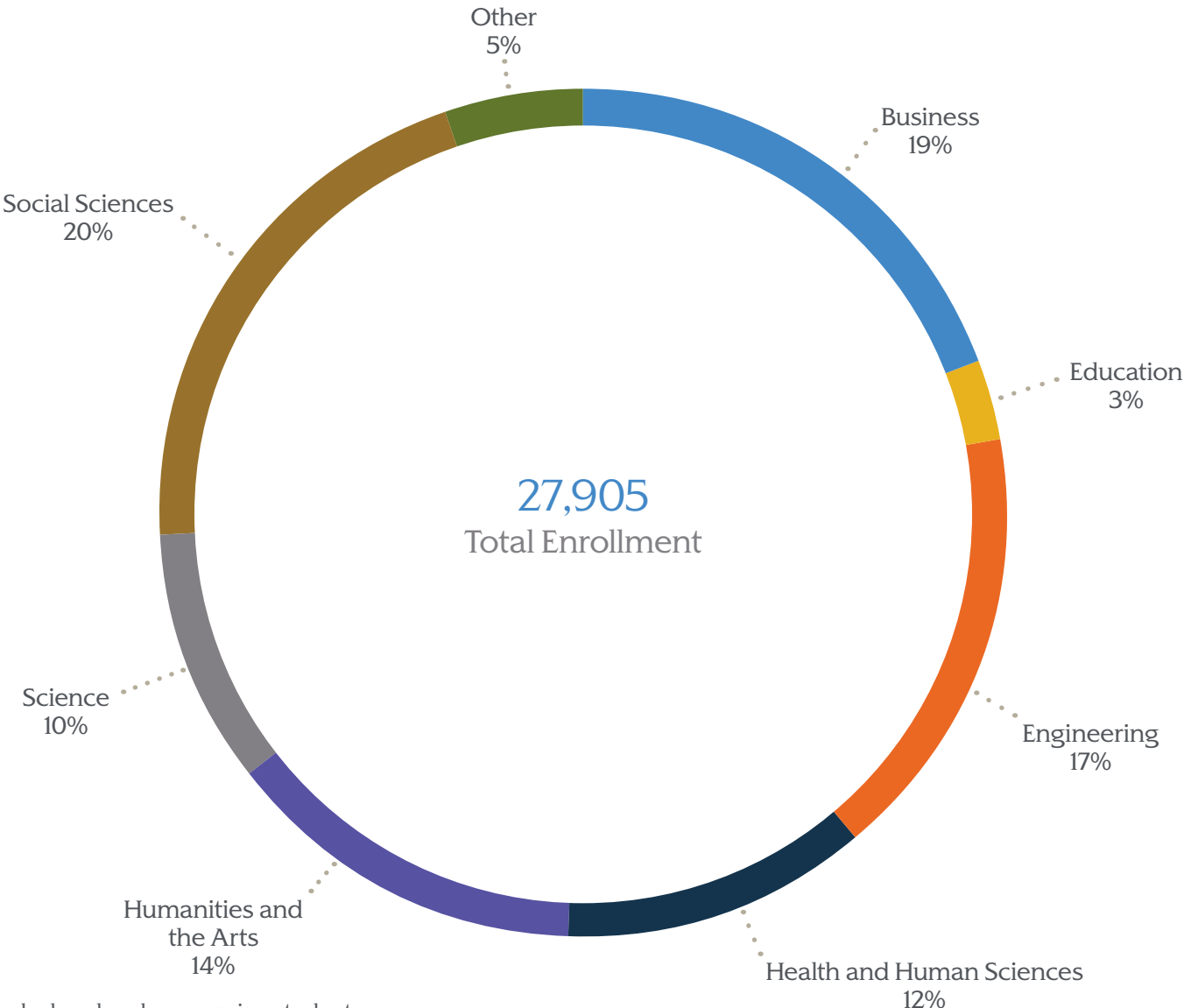
²⁰ "The Best Colleges for Undergraduate Engineering," U.S. News & World Report (U.S. News & World Report), <https://www.usnews.com/best-colleges/rankings/engineering-overall>.

²¹ "San José State University Overall Rankings | US News Best Colleges," U.S. News & World Report (U.S. News & World Report), accessed September 17, 2020, <https://www.usnews.com/best-colleges/san-jose-state-university-1155/overall-rankings>.

SPOTLIGHT: SJSU Faculty Development

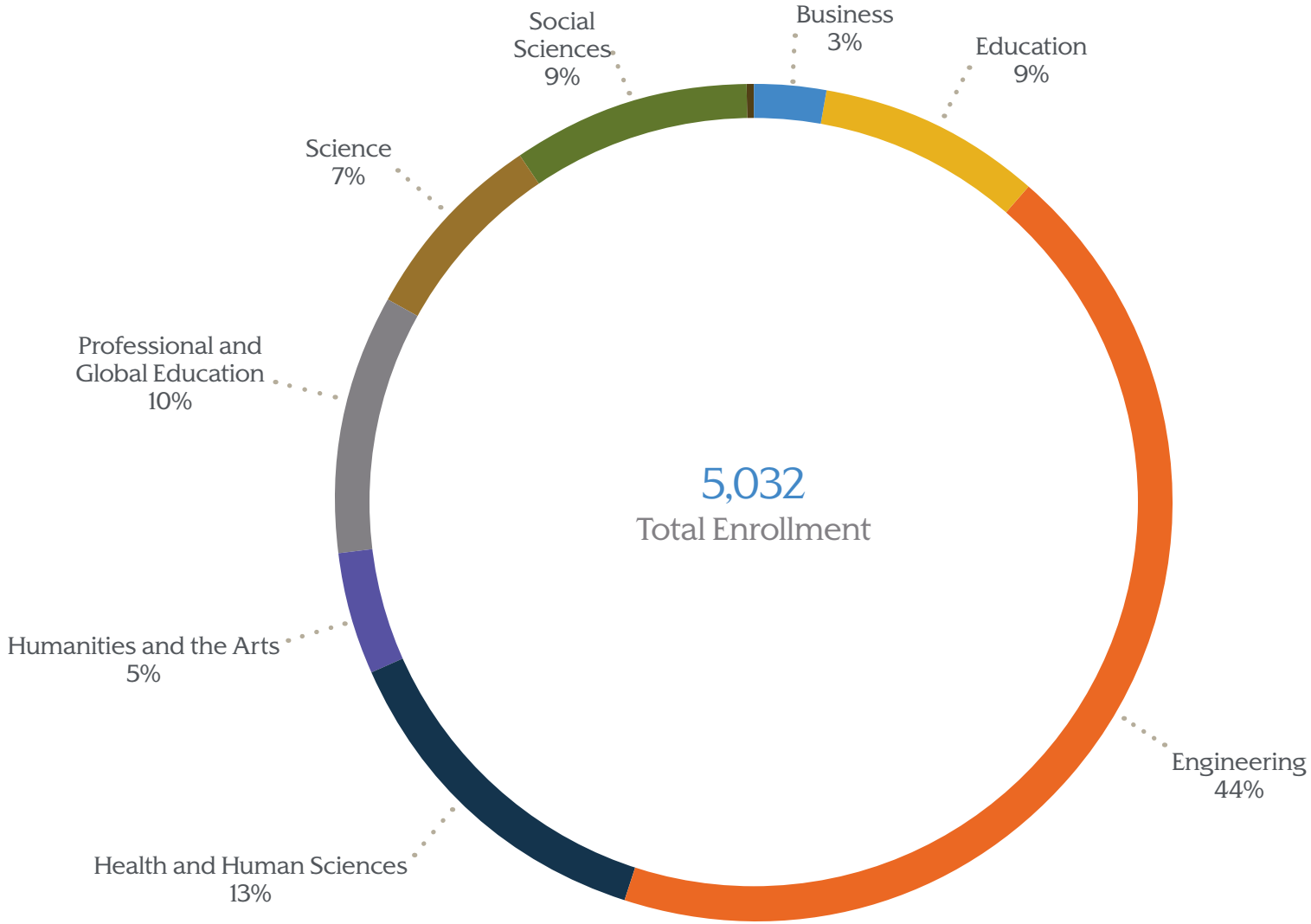
Part of what enables SJSU to deliver high-quality academic programs is its exceptional faculty. The University encourages faculty diversity and supports professional development through its Public Voice Fellowship. The program's goal is to increase the public impact of underrepresented thought leaders, helping them translate their scholarship to public action.

Figure 3a.1: Undergraduate Enrollment by College, 2018-19



* Other consists mostly of undeclared and pre-nursing students
Source: SJSU/Beacon Economics

Figure 3a.2: Graduate Enrollment by College, 2018-19



Source: SJSU/Beacon Economics

Diversity and Inclusion

Enrollment

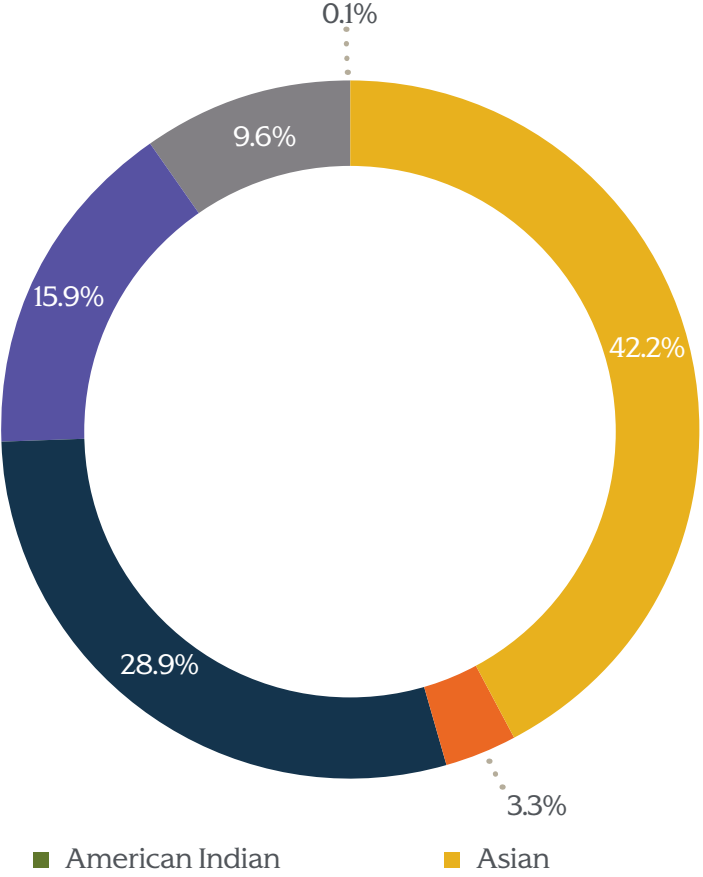
SJSU is committed to increasing education accessibility and enrolling students from a broad range of socioeconomic and cultural backgrounds. In Fall 2019, SJSU enrolled approximately 36,000 undergraduate, graduate and special session students. More than 83% of SJSU students are people of color: around 42% Asian American, 29% Hispanic, 16% White, 10% Other, 3% African American, and less than 1% Native American. SJSU's racial composition differs from the surrounding Silicon Valley region, having a larger share of Asian Americans (42% compared to 35%) and Hispanics (29% compared to 22%). Additionally, over 40% of SJSU undergraduates are the first in their families to attend college. SJSU's commitment to diversity and inclusion is evident in some of its most competitive departments and colleges. For example, roughly 20% of the students enrolled in the colleges of Engineering, Science, and Business identify as Hispanic. Many of these students will go on to work at big companies in the region, diversifying the workforce of the Silicon Valley and Bay Area.

Furthermore, SJSU employs over 3,700 diverse and dedicated people. Over half (57%) of all SJSU employees are faculty, and over 55% are women.



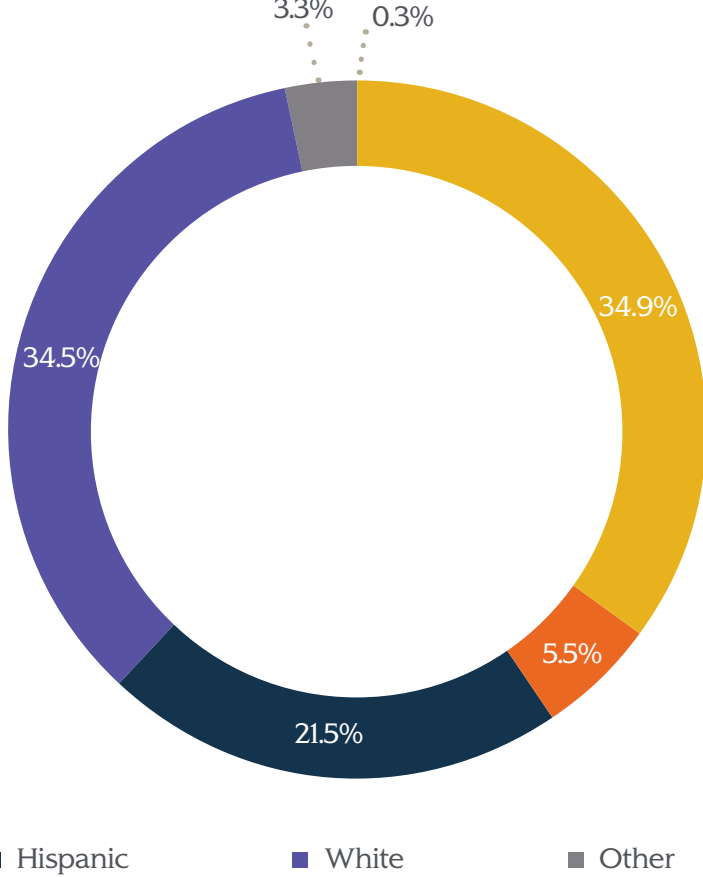
Over 40% of SJSU undergraduates are the first in their families to attend college.

Figure 3a.3: SJSU Student Body Racial/Ethnic Composition



Source: SJSU/American Community Survey 2018/Beacon Economics

Figure 3a.4: Silicon Valley Racial/Ethnic Composition (18 and over)



Source: SJSU/American Community Survey 2018/Beacon Economics



More than 83% of SJSU students are people of color.



International Students

International students play an integral role in the economic strength and vitality of the nation. SJSU provides a welcoming environment for highly motivated students coming from abroad to develop their knowledge and skills. In 2019-20, international students attending universities across the state contributed about \$6.8 billion to California's economy and supported almost over 74,800 jobs. SJSU ranked among the top 10 institutions in terms of its international student economic value; the University's international students contributed \$148.2 million and supported 852 jobs in the state.²² Additionally, SJSU has consistently ranked among the top three master's-granting institutions in the U.S. in terms of international student enrollment, and ranked first in 2019-2020.²³

Furthermore, SJSU supports over 2,000 international students annually in Optional Practical Training (OPT) and OPT-STEM programs. These programs enable eligible students to stay in the country and receive temporary employment in their field of study after graduating. These types of experiential and career pathway programs diversify the workforce and make it more competitive, thereby attracting and retaining skilled and talented individuals. This is especially imperative in a region like the Silicon Valley, where workforce demands are particularly challenging.

²² "2018 Economic Value Report For International Students," NAFSA, 2018, <https://www.nafsa.org/isev/reports/state?year=2018>.

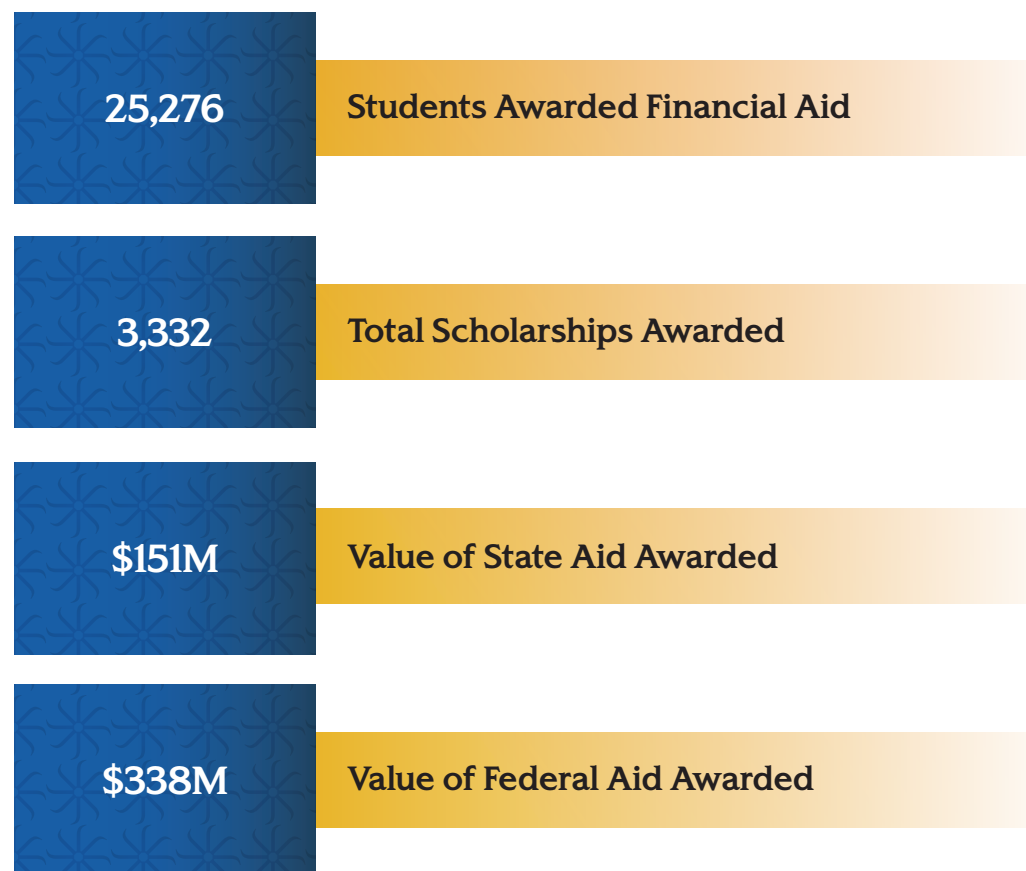
²³ "2019-2020 Leading Institutions by Institutional Type," Institute of International Education, <https://opendoorsdata.org/data/international-students/leading-institutions-by-institutional-type/>

Scholarships and Financial Aid

The high cost of education is a major concern for many prospective students pursuing college. Although its tuition is already more affordable than other institutions in the region, SJSU offers various resources to keep costs even lower. SJSU's first-generation students are particularly supported by financial aid and grants. In 2018-19, 39.5% of Pell Grants awarded went to first-generation students at SJSU.

Each year, SJSU awards and administers hundreds of millions of dollars in financial aid to eligible students. Financial aid can take the form of federal grants, state grants, work study, scholarships, and loans. SJSU administers three types of scholarships: SJSU-based, department-based, and private-based. Hundreds of scholarships are available, ranging from \$250 to \$4,000 per year. In 2018-19, 25,276 students were awarded financial aid and 3,332 students were awarded scholarships. In total, \$151 million in state aid and \$338 million in federal aid was awarded. The average student loan debt at SJSU is \$15,720²⁴, less than half the California average of \$34,681.²⁵

Figure 3a.5: 2018-19 Scholarships and Aid



Source: SJSU. Analysis by Beacon Economics.

²⁴ The Most Transformative Colleges of 2020 by Money," The Most Transformative Colleges of 2020 by Money, August 25, 2020, <https://money.com/best-colleges/rankings/most-transformative-colleges/>

²⁵ Gili Malinsky, "Here's the Amount of Student Debt Owed by Every US State and DC, in Billions," Business Insider (Business Insider, August 23, 2019), <https://www.businessinsider.com/student-loan-debt-per-state-2019-4>.



Cultural Resource Centers

SJSU provides a university experience that welcomes and engages people from all walks of life, while promoting community-building and student success. To achieve this, it is important for students to feel comfortable and safe in their environment, particularly for individuals from underrepresented communities. The MOSAIC Cross-Cultural Center provides numerous resources to help enhance social justice education at SJSU and in the community, and offers support, advocacy, and leadership opportunities for historically underrepresented groups. This organization is paramount — providing a platform for the voices of historically underrepresented groups to be heard, and offering them opportunities to be leaders in various industries. MOSAIC collaborates with student organizations, academic departments, staff, residence halls, and members of the community to provide a safe and welcoming environment that celebrates diversity.

Other support centers and programs for underrepresented groups at SJSU include the Black Leadership and Opportunity Center (The BLOC), PRIDE Center, Chicax/Latinx Student Success Center, UndocuSpartan Resource Center, and the Gender Equity Center.





SPOTLIGHT:

SJSU Addresses Systemic Racism

The heartbreak, outrage and protests following the killing of George Floyd and Breonna Taylor in 2020 served as a tipping point for our campus community. These horrific incidents, as well as other recent attacks against Black/African American individuals, as well as the rise in anti-Asian violence in our nation, are a call to action for San José State University, and we have vowed to develop actionable plans and commit to eliminate systemic racism on our campus.

Several campus-wide initiatives to address systemic racism are in various stages of development. Some notable actions include the creation of the Task Force on Community Safety and Policing to examine safety and policing concerns; the retirement of the “Spartan Up” hand gesture that, if done incorrectly, could be mistaken for a white power symbol; more robust anti-racist and anti-bias required training for management; and creating several new leadership roles focused on building SJSU’s capacity to address systemic racism. Additionally, other initiatives target pre-matriculation programming to better prepare, recruit, and retain students of color; new strategies to recruit and retain a diverse faculty; applying a racial equity lens to a review of personnel processes and funding; developing comprehensive action plans for each department that target systemic racism; and remedying and telling SJSU’s complicated history with race, especially with respect to the legacy of Tommie Smith and John Carlos--two of the world’s most celebrated Black athletes and activists. These activities only mark the beginning of transforming SJSU into a campus that honors, embraces, and supports Spartans of all backgrounds.

Research

SJSU is at the forefront of discovery with its cutting-edge research activity pursuing local and global solutions, tackling some of the most pressing issues affecting the community, the state, and the world. SJSU collaborates with numerous institutions to conduct world-class research addressing issues across a number of disciplines, including public policy, urban studies, humanities, sports, the environment, health, science, and technology.

SJSU is ranked #2 out of 23 CSU campuses in terms of extramurally funded sponsored grants and contracts, and received 226 awards valued at roughly \$47 million in 2018-19. Sponsored research projects engaged 305 students and 185 faculty members. SJSU injected \$1.4 million in indirect revenue and strategic investment into the campus community in 2018-19.

.....
 “SJSU is ranked **#2 out of the 23** CSU campuses in terms of extramurally funded sponsored grants and contracts.”



Did you know?

SJSU faculty members and programs have collaborated with NASA’s Ames Research Center for roughly 30 years.

Figure 3b.1 Research Awards Received (\$) by SJSU Departments

Source	(Thousands)
Main Campus Awards	19,411.2
NASA NASA-SJSU Human Factors Partnership	17,125.9
State Contracts and Grants	10,260.1
Total	46,797.2

Source: SJSU Research Foundation; Beacon Economics

The SJSU Research Foundation, one of the oldest nonprofit corporations in the CSU system, is a key source of support for SJSU’s research, managing externally-funded projects on behalf of the University. Today, the Research Foundation employs nearly 1,000 people and generates annual revenues of roughly \$60 million from federal, state, and private sources. By expanding its research programs, this funding places SJSU among the top 200 universities in the country in terms of research spending. Figure 3b.2 details SJSU’s research expenditures.

.....
 “SJSU is among the **top 200** universities in the country in terms of research spending.”

SJSU’s Organized Research Units (ORU) and Organized Research Training Units (ORTU) connect research to the community. ORU/ORTUs operate in the University to facilitate research, perform public services, and provide special training. SJSU has over 30 ORU/ORTUs that partner industry with academic research to establish growth in the region. Major programs and activities include the Mineta Transportation Institute, Moss Landing Marine Laboratories, Wildfire Interdisciplinary Research Center, and the Institute for the Study of Sport, Society, and Social Change (see Spotlight on page 34).

Figure 3b.2 Research Expenditures, 2018-19

Revenue Source	(Thousands)
Sponsored Programs	\$40,433.70
Support Activities-Management and General	\$8,365.10
Campus Organization Expenditures	\$8,016.50
Board Designated Programs	\$1,623.20
Total	\$58,438.50

Source: SJSU Research Foundation Annual Report; Beacon Economics



The Mineta Transportation Institute

The Mineta Transportation Institute (MTI) is an organized research and training enterprise a part of SJSU's Lucas College and Graduate School of Business. MTI aims to increase mobility for all by improving the safety, efficiency, accessibility, and convenience of the nation's transportation systems.

MTI focuses on policy and management research in areas including bicycle and pedestrian issues, financing public and private sector transportation improvements, safety and security of transportation systems (including cybersecurity), transportation in land use and the environment, and transportation planning and policy development.

MTI also organizes several educational and community outreach programs, including MTI's *Summer Transportation Institute*, a free three-week course on SJSU's campus that teaches Bay Area high school students about careers in transportation; the *Garrett Morgan Program*, which encourages youth to consider careers in the field through a competition focused on sustainable transportation; the *Elementary Program*, which allows students grade 1-6 to demonstrate their knowledge of the year's transportation theme through art; and the *Mineta Leadership Academy*, which is focused on developing mid- and senior-level management professionals into exceptional public sector leaders who serve the transportation industry.



SPOTLIGHT:

Impact of Smart Phones' Interaction Modality on Driving Performance for Conventional and Autonomous Vehicles

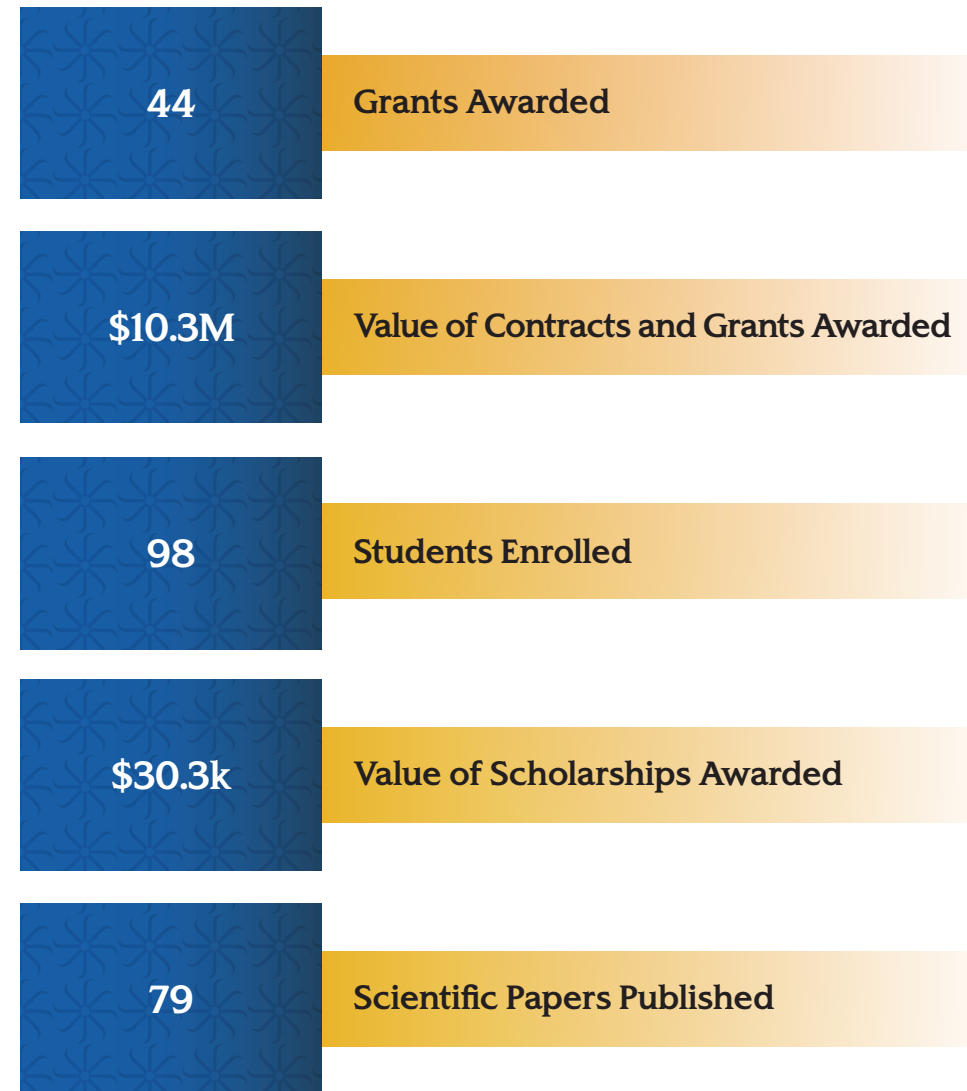
Distracted driving related to cell phone use ranks among the top three causes of fatal road traffic accidents. Currently, 48 states allow the use of personal devices if operated hands-free and secured in the vehicle. However, scientific studies have yet to quantify the safety, or otherwise, of voice-to-text interaction. Published in January 2020, this study investigates how different cell phone interactions affect a driver's concentration and performance. Results showed no statistically significant difference between a hands-free interface and manual texting, calling into question the assumption that permitting hands-free devices increase safety. Such research is critical to inform policy decisions.

Moss Landing Marine Laboratories

SJSU's Moss Landing Marine Laboratories (MLML) is a leading teaching and research institution that advocates for sustainable ocean systems, and educating the public on how the health of the oceans, coastlines, and sea life directly affect society.

SJSU's College of Science offers a master's degree program and several undergraduate courses in marine science. Taught by SJSU faculty, the University makes these offerings available to students at several other universities. Millions of dollars in grant activity are generated by SJSU staff and the SJSU Research Foundation to conduct fundamental marine science research and monitoring. A pioneer in worldwide marine science, SJSU's MLML School of Marine Science houses a 60,000 sq. ft. main laboratory, several research vessels, an aquaculture facility, and a dive program, all of which facilitate its hands-on, field-oriented research. To date, 648 students have received a master's degree in Marine Science from SJSU's MLML, and researchers have brought in an estimated \$550 million in grants and awards. SJSU's MLML School of Marine Science contributes to the local community by holding an Open House each year that welcomes between 2,000 and 3,000 visitors, offering tours and conducting outreach for K-12 schools through the Teacher Education Program.

Figure 3b.3: MLML Figures-At-A-Glance, 2018-19



Source: SJSU. Analysis by Beacon Economics.



SPOTLIGHT:

SJSU's MLML School of Marine Science Aquaculture Researchers Help Restore Native Olympia Oysters to Elkhorn Slough

A team of researchers from SJSU's MLML School of Marine Science, Elkhorn Slough National Estuarine Research Reserve, and California Sea Grant successfully restored native Olympia oysters in California through aquaculture, the farming of aquatic organisms. Olympia oysters were once so abundant they could be harvested by the tens of thousands in just a few days. However, the population in Elkhorn Slough had fallen to fewer than 1,000 by 2018. Two years of raising and monitoring thousands of oysters at the MLML Aquaculture Facility, which were then outplanted in Elkhorn Slough, has shown that the effort successfully doubled the oyster population. Results of the study were published in the scientific journal *Biological Conservation*.



SPOTLIGHT:
**Learning
What Really
Happens
Inside a Fire**

Craig Clements, Director of the Fire Weather Research Laboratory, has transformed global wildfire research. Some of his most pioneering research involves utilizing special instruments to measure wind turbulence during a fire. As thousands of people flee wildfires, Clements and his team drive directly into the flames, using radar to collect data on clouds created by fire to aid the study of wildfire behavior.

Clements and his students are the only meteorological team in the U.S. trained as firefighters and listed as a national resource. They can be requested by a fire agency's management team and assigned to any fire.

Wildfire Research

FIRE WEATHER RESEARCH LABORATORY

SJSU's Fire Weather Research Laboratory is the best-equipped facility in the United States, and a world leader in field studies of fire-atmospheric interactions. The Lab is located in the Department of Meteorology and Climate Science, and maintains comprehensive data from various field campaigns that help provide solutions to problems related to fire weather and behavior.

WILDFIRE INTERDISCIPLINARY RESEARCH CENTER

Opening its doors in September 2020, SJSU's Wildfire Interdisciplinary Research Center (WIRC) is the nation's largest wildfire research center and the leading institution for wildfire research and management in California. WIRC is more necessary now than ever before. Since the start of 2020, wildfires have burned over 3.2 million acres in California, an area larger than the state of Connecticut.²⁶

The new center is staffed by seven faculty members and boasts the very latest technology. At the epicenter of fire ecology, social science, combustion science, and wildfire meteorology, WIRC approaches wildfire solutions through cross-disciplinary academic fields to transform scientific wildfire discovery.

²⁶ "California Daily Wildfire Update," California Department of Forestry and Fire Protection (CAL FIRE), <https://www.fire.ca.gov/daily-wildfire-report/>

The Institute for the Study of Sports, Society, and Social Change

The Institute for the Study of Sports, Society, and Social Change (ISSSSC) engages in research on issues related to individuals and group experiences, institutional and organizational practices, and legislation and public policy. In February 2020, Dr. Akilah Carter-Francique, Executive Director of the institute, joined the sixth annual Black Student-Athlete Summit to discuss her research on the mental health of Black women in intercollegiate-athletics.

Additionally, in fall 2018, ISSSSC faculty conducted two major research projects funded by the San Francisco 49ers. One project reviewed 10 social justice grants funded by the 49ers and provided feedback on the reports submitted by the various Bay Area entities. The second involved working with the 49ers EDU program and STEM Leadership Institute (which support youth education by bridging football and STEM fields) to develop a series of research surveys designed to evaluate the impact on and satisfaction of kids, parents, and educators involved in their STEM education and flag football programs.





SPOTLIGHT:

The Institute for the Study of Sport, Society, and Social Change (ISSSSC)

At the nexus of education, research, community engagement, and professional development, ISSSSC is a unique institution at SJSU that aims to advance national conversations on issues pertaining to race, justice, gender equity, and public health through the lens of organized sport. Launched in 2017, the institute aims to create and facilitate interdisciplinary collaboration to highlight the role played by sports in social change.

ISSSSC engages in numerous activities to support its mission and promote advocacy, including community outreach to support Black youth and address issues in sport for K-12 students; contributing financial support to homeless populations; and taking part in academic circles and conferences such as the Black Student Athlete Summit.



Did you know?

The inaugural event of SJSU's Institute for the Study of Sport, Society and Social Change brought together key players at the intersection of sports and society (including Kareem Abdul-Jabbar, Anquan Boldin, Jim Brown, Takeo Spikes, and Chris Webber) on the Hammer Theatre for discussions on the legacy of athlete activism on race and gender issues.

Returns on Investment

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“SJSU is **ranked the most transformative college in the nation** based on its extraordinary value-added scores for graduation rates, earnings, and student loan repayment.”

.....

SJSU provides significant return on investment for its students, especially first-generation students and those coming from low-income or underserved communities. The world’s largest companies, many of which are located in the Silicon Valley, heavily recruit SJSU graduates. In this sense, SJSU graduates compete for many of the same jobs as those from other elite universities in the region, such as UC Berkeley or Stanford, despite SJSU having a larger underrepresented population and far lower tuition fees.

Tuition at SJSU is a fraction of the cost of other institutions – roughly \$6,500 (58%) less than UC Berkeley and \$47,600 (150%) less than Stanford for in-state students. SJSU’s alumni demonstrate that spending tens of thousands of dollars more on education is not necessary to achieve success or to work for competitive companies. SJSU’s College of Engineering provides more entry-level engineers to Silicon Valley’s Cisco Systems and Apple than any other university, and SJSU’s Lucas College and Graduate School of Business is the largest provider of business graduates to the Silicon Valley. Furthermore, SJSU was the 6th most listed college on employee resumes at the nation’s top tech companies in 2017, close behind Stanford and UC Berkeley at 3rd and 4th place, respectively.²⁷ In fall 2019, over 21% of SJSU undergraduate engineering students identified as Hispanic, a significantly higher share than the 11% nationwide average of Hispanic enrollees in undergraduate engineering programs²⁸.

²⁷ Rose Leadem, “Where Most Employees at Facebook, Google, Apple and Other Top Tech Companies Went to School,” Entrepreneur, June 20, 2017, <https://www.entrepreneur.com/article/296110>.

²⁸ Anderson, Eugene L., et al. APLU.org, 2018, The 2018 Status Report on Engineering Education: A Snapshot of Diversity in Degrees Conferred in Engineering, www.aplu.org/library/the-2018-status-report-on-engineering-education-a-snapshot-of-diversity-in-degrees-conferred-in-engineering/File.



Workforce Development

SJSU is a pioneer in providing opportunities that prepare students for professional careers. Many of SJSU’s courses offer hands-on learning experiences. For example, Justice Studies students enrolled in *Record Clearance Project* courses learn a range of legal skills by assisting real-world cases to clear criminal records under the mentorship of an attorney. As part of a graduate capstone project, Urban Planning students earned a Student Project Award from the American Planning Association in 2020 for their report on building stronger physical connections between Diridon Station, the City’s central

passenger rail depot, and downtown San José. The report was presented to San José representatives, who confirmed that the City is planning to implement several of the students’ key recommendations. Additionally, SJSU affiliated centers, organizations, and institutes offer jobs or internships to students, enabling them to experience a professional environment. Organizations that provide these opportunities include the Center for Banking and Financial Services, the Center for Development of Recycling, and the Timpany Center.

.....

“SJSU’s College of Engineering provides **more entry-level engineers** to Cisco Systems and Apple than any other university.”

.....



The Center for Banking and Financial Services

The Center for Banking and Financial Services (CBFS) is a partnership between SJSU's Lucas College and Graduate School of Business and local financial institutions. CBFS is devoted to linking talented SJSU students to the banking and financial services industry. The College of Business provides job referrals for SJSU students to work as interns in financial institutions based on their resumes, transcripts, and statements of purpose. Internships are a great way to expose students to professional environments, arming them with

the experience they need to secure a full-time position after graduation.

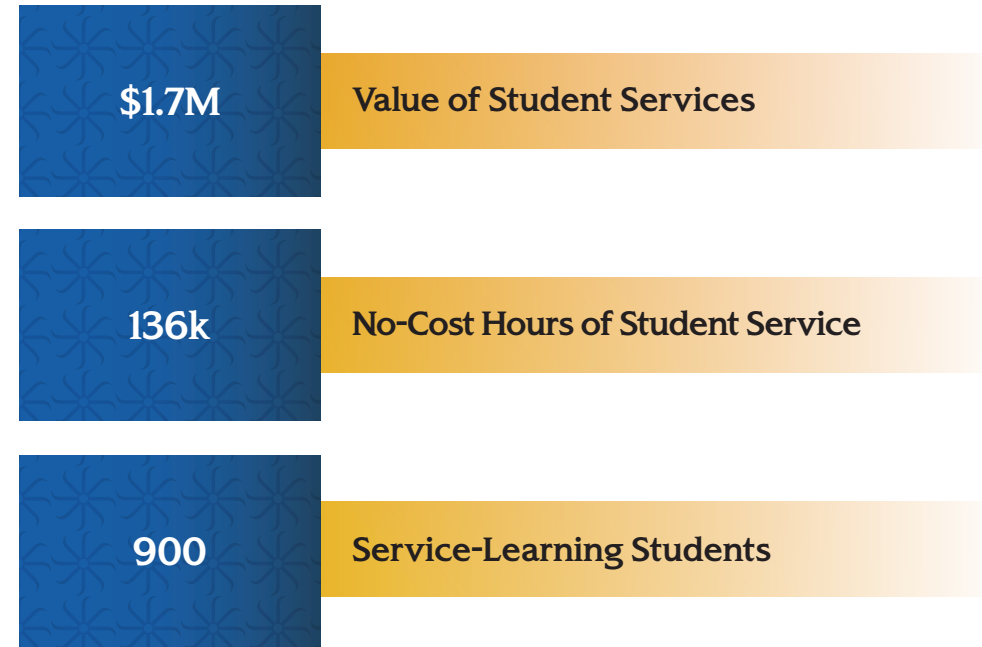
Furthermore, in collaboration with SJSU's Banking and Investment Association (which aims to develop strong leaders in finance), CBFS organizes events at which students can meet with professionals from the financial services industry.

The Center for Development of Recycling

The Center for Development of Recycling (CDR) is a collaboration between SJSU's Department of Environmental Studies and Santa Clara and San Mateo counties. It provides environmental research and recycling services to cities and jurisdictions within the two counties. This collaboration enables resources and personnel to be shared in order to provide cost-effective recycling information for county residents and businesses, while also creating service-learning opportunities for SJSU students.

CDR employs SJSU faculty and part-time or volunteer students who earn course credit for their environmental studies class. With faculty guidance, CDR's students develop data and publications, respond to information requests, conduct research, manage and document reproduction service for local government recycling and waste management divisions, and supplement countywide recycling information campaigns. CDR's mission is to generate, manage, and deliver recycling and re-use information to the public while shaping SJSU staff and students into recycling professionals.

Figure 3c.1: CDR Impacts, 1991-2019



Source: SJSU. Analysis by Beacon Economics.



The Timpany Center

The Timpany Center is a physical activity and therapeutic recreation center operated by SJSU's Research Foundation in cooperation with the county of Santa Clara. Boasting a 100,000-gallon pool, spa, gymnasium, weight room, classroom, and research lab, the center promotes physical health and wellness to those with disabilities, obesity, and advanced age, as well as catering to individual members and families in the greater Santa Clara region.

SJSU students in health-related studies work and volunteer at the Timpany Center, helping to provide a wide range of therapeutic and fitness programs to the local community at reasonable rates. Internships provide students with excellent opportunities to gain experience in the fitness and wellness field. By applying classroom-based knowledge in a hands-on setting, students are able to develop both professionally and personally. Interns can work in various health and wellness areas, including Adapted Physical Activity, Exercise and Fitness, Sport Management, Movement Science, Recreation, and Nutrition.



SPOTLIGHT: SJSU Athletics

Sports teams play a key role in college life. From school spirit to national recognition, athletics can help bring students together and put the campus on the map. SJSU's athletics teams attract thousands of attendees annually to their games. SJSU's winning sports teams have placed the University under national spotlight, with football games often televised on major U.S. sports networks to millions of viewers. SJSU's football team won the Mountain West Championship in 2020.

Athletics at SJSU go beyond the field. SJSU is committed to ensuring its student-athletes succeed both on and off the field. Many student-athletes devote large portions of their schedule to sports, such that they have little time to prepare for a career after graduation. SJSU's *Beyond Football* program supports student-athletes in identifying interests that help them cultivate the knowledge, skills, and relationships

necessary to establish a professional life outside the playing field. Not only does this program enable student-athletes to develop professional skills that will benefit them after graduation, but also encourages students to get involved with the community. Beyond Football collaborates with and services local community agencies, including Autism Speaks, Family Supportive Housing, YMCA, and Be the Match. In 2018-19, *Beyond Football* student-athletes provided over 3,700 hours for campus, community, and career development events.

Beyond Football has been so successful that it has recently led to the expansion of the program to all sports, an initiative known as *Beyond Sparta*. Now, all 470 student-athletes at SJSU can partake in events to help them engage with their community, develop professionally, and make sure they are ready for their careers and lives beyond graduation.



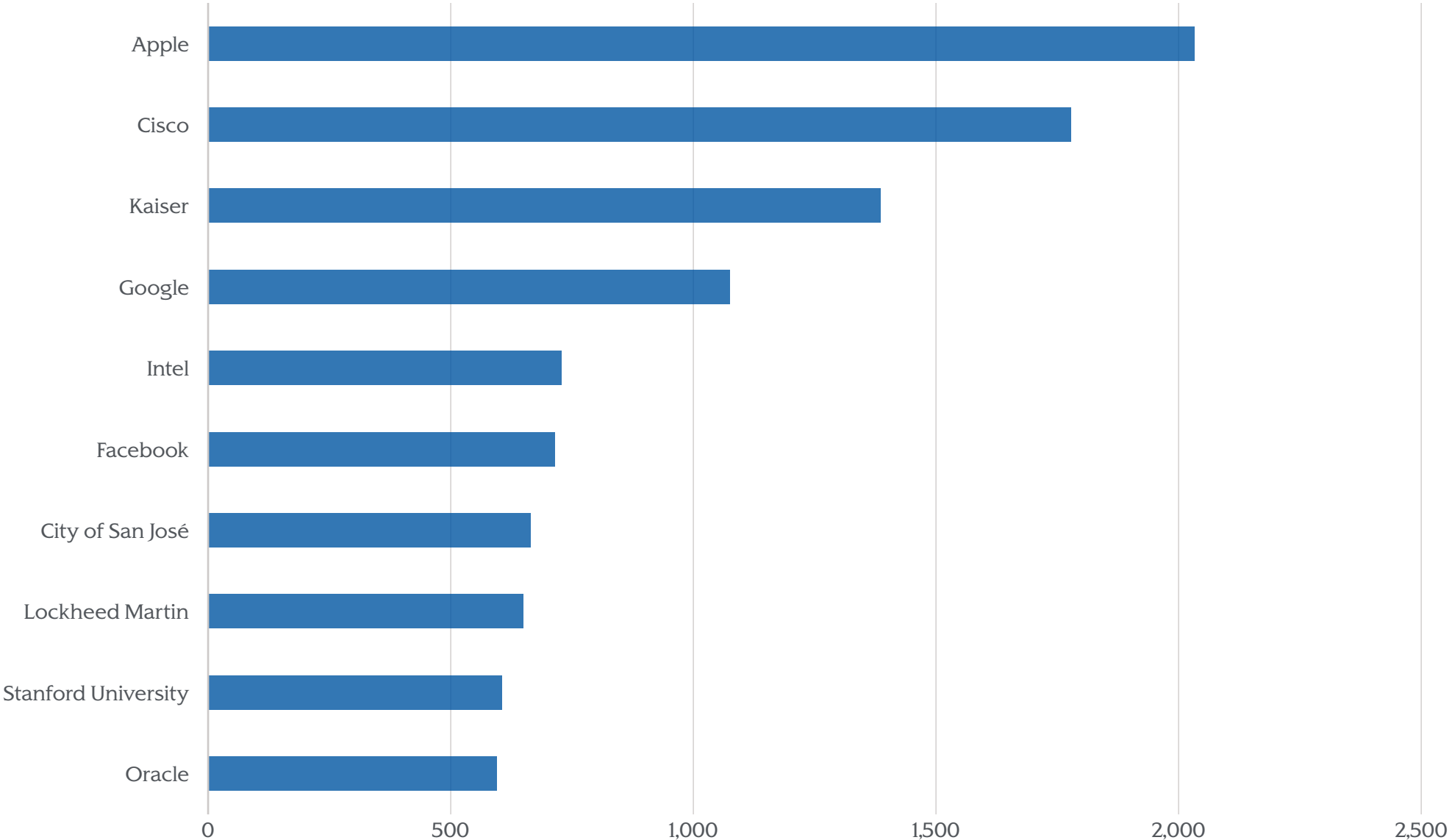
Alumni Outcomes

Obtaining a college degree substantially enhances the economic outcomes of individuals. College graduates are more likely to get better jobs and earn higher salaries than those without a degree. Within just two years of graduating, SJSU undergraduates earn over \$24,900 more, and graduates over \$31,500 more, than the California average for those holding only a high school diploma. This is borne out by the financial status of California's approximately 218,000 SJSU alumni²⁹, many of whom live and work in the Bay Area.

Ten years after obtaining an undergraduate degree from SJSU, most alumni work in the manufacturing industry, followed by Public Administration, Health Care, and K-12 Education. Other popular industries include Computer Systems Design and Related Services, Information, Administrative and Support, Scientific and Technical Services, Retail Trade, and Finance and Insurance.

²⁹ The estimate of 218,000 individuals pertains only to alumni with financial records – there are approximately 280,000 SJSU Alumni overall in California.

Figure 3c.2: Top 10 Employers of SJSU Alumni

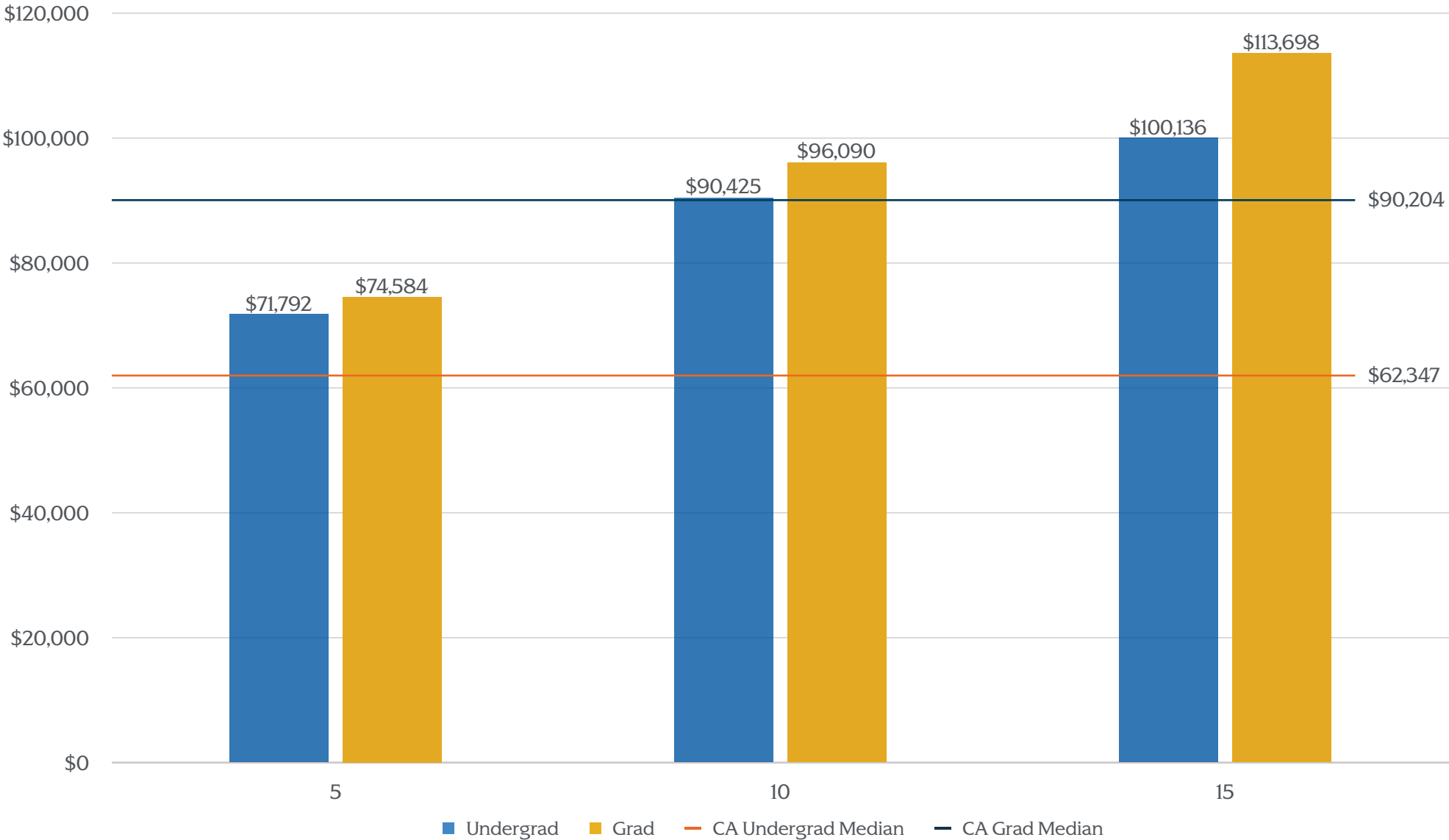


Source: LinkedIn/SJSU; Beacon Economics



As shown in Figure 3c.3, students who completed undergraduate degrees at SJSU earn \$9,445 more than the median California undergraduate degree-holder after five years since graduating, \$28,078 more after ten years, and \$37,789 more after 15 years. Students who completed graduate degrees at SJSU earn \$5,886 more than the median California graduate degree-holder after ten years since graduating, and \$23,494 more after 15 years. As mentioned in the *Economic and Fiscal Impact Analysis* section, on average, SJSU graduates earn more than the average of individuals holding at least an associate degree. With higher incomes, SJSU alumni contribute more tax revenue and are more likely to spend more money on goods and services, thereby generating additional economic activity attributable to SJSU.

Figure 3c.3: Median Annual Earnings by Years Since Completing SJSU Degree



Source: California State University; Beacon Economics

Community Engagement and Outreach

SJSU's foundation is built on community-centric collaboration, recognizing that communities are stronger when institutions and organizations come together to share knowledge and resources. Many of SJSU's academic courses incorporate community engagement into their curricula, augmenting student learning with real-world application. SJSU community engagement activities include providing public service to residents of low-income neighborhoods and space where the community can come together, such as at the Hammer Theatre Center and the Dr. Martin Luther King, Jr. Library.

Community engagement and outreach play a part in almost every aspect of SJSU's activities, including classroom curricula, campus organizations and centers, and research. SJSU is also committed to close collaboration with local, state, federal and private industries, opening doors to valuable additional resources. Many SJSU departments partner with city and county officials to provide services and benefits to the community while educating SJSU students and faculty in the process. Additionally, SJSU's on-campus organizations work with the City and county to advocate social equity in areas such as gender, race, and sexual orientation.



SPOTLIGHT: SJSU Urban Planning Students Shape the Community

Community Planning Reports, developed through the Master of Urban Planning program, have engaged over 900 students in participatory planning practices. More than 4,500 community members have interacted directly with students and faculty in community-based initiatives, where participating communities have received more than \$31 million in public funds to implement.



Partnerships

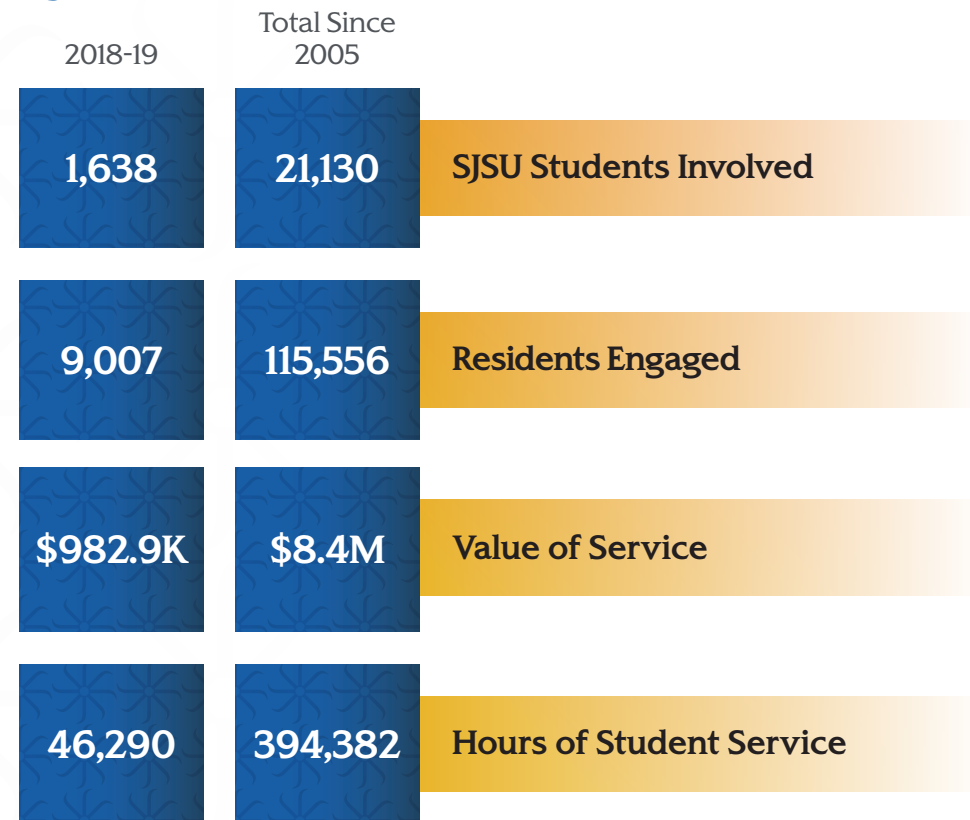
SJSU partners with a number of institutions dedicated to public service, community engagement, research, social justice, and other issues. SJSU collaborates with City of San José and Santa Clara County to strengthen communities by serving as a nexus between the University, the City, and the county. SJSU's partners in unique community outreach programs include CommUniverCity, the Hammer Theatre Center, and SJSU's Dr. Martin Luther King, Jr. Library.

CommUniverCity

CommUniverCity is a unique partnership between underserved communities in central San José, SJSU, and the City of San José, where SJSU students and faculty join local residents to address community issues. Through this, SJSU prepares its students to become engaged citizens who invest in their community, removing the physical, organizational, and conceptual walls that separate SJSU from its surrounding neighborhoods.

In an area where two-thirds of households are low-income (earning less than 80% of the area median) and 85% of youths are eligible for free or reduced-price meals, CommUniverCity projects aim to transform communities by closing education accessibility gaps and inspiring local youth to go to college. Since many SJSU students come from backgrounds similar to their surrounding community, sharing their stories gives hope to local youth, empowering them to pursue a college degree.

Figure 3d.1: CommUniverCity Impacts



Source: SJSU; Analysis by Beacon Economics.

CommUniverCity has three areas of focus: Engage, Learn, and Build. Engage projects seek to benefit local youth by expanding their understanding of their own potential, of community health, and the environment. *Money Matters* is an Engage project that teaches the basics of financial literacy to local elementary students. Learn projects aim to enhance local K-12 schools' curricula in English, STEM, and social sciences, and inspire young people to succeed by learning about SJSU students' experiences. *Engineering in Action* is a Learn project that aims to increase Latinx participation in STEM-related industries by providing relevant hands-on experience for K-12 students.

Finally, Build projects address urban infrastructure issues in low-income neighborhoods and work to direct city resources to meet community needs. *Community Planning: Downtown to Diridon* is a Build project that engages SJSU Urban Planning students in support of local residents making their voices heard on important transport issues

SJSU offers a unique, productive, and invaluable learning experience for its students by providing opportunities to learn about development, social justice, and environmental issues first-hand within the communities that face these challenges. CommUniverCity outreach substantially benefits residents who

face social and economic barriers to education, but SJSU students are also greatly affected. Of those students participating in *Community Planning: Downtown to Diridon*, 94% reported that the experience improved their research and analysis skills, enabling them to solve real-world urban issues. Of SJSU students participating in *Marketing Smarts*, an Engage project, 94% reported that their work with local businesses helped increase their understanding of topics studied in class. In *Advertising Campaign*, a Build project, 100% of SJSU students involved stated that they would definitely use what they learned in their personal or professional lives.



Did you know?

Latinx make up 26% of the Silicon Valley's population, yet less than 3% of the tech industry.



SPOTLIGHT:

Records Clearance Project (RCP)

RCP is an Engage project in which SJSU justice studies students, under the guidance of an attorney, provide legal services to low-income residents and the incarcerated.

RCP has:

- Filed more than **1,640 petitions** to dismiss convictions on behalf of over **565 clients** with a **99% success rate** in court.
- Received court decisions removing over **\$120,000 in court debt** on clients' behalf.
- Spoken to over **12,600 people**, including **3,900 in custody**, at presentations regarding expungement law and the employment rights of people with convictions since 2010.
- Held over **225 LiveScan fingerprinting sessions**, providing **800 people** with their criminal history reports since 2017.
- Conducted over **1,720 individual legal advice interviews** since 2010.



THE HAMMER THEATRE CENTER

The Hammer Theatre Center is a performance venue where members of SJSU and residents of San José, the Bay Area, and other communities enjoy student, local, and international talent. The Hammer’s mission is to serve the community via performances that highlight the Silicon Valley’s unique culture of creativity, diversity, and innovation.

The 56,000 sq. ft. performing arts center is located one block from SJSU’s campus on the Paseo de San Antonio, a major pedestrian thoroughfare linking the university to the heart of downtown San José. In 2018-19, 122 events at the Hammer attracted 57,670 attendees. SJSU programming represents roughly one-third of all events each year, with the remainder produced by private and public organizations, including many native to the Silicon Valley, such as the San José Dance Theatre, The Humane Society Silicon Valley, and Apple, plus

global professional touring acts such as Ballet Folklórico de México de Amalia Hernández, the British National Theatre, and National Geographic. SJSU has designated the immediate area outside the Hammer Theatre Plaza, as a place where people can gather for free events.

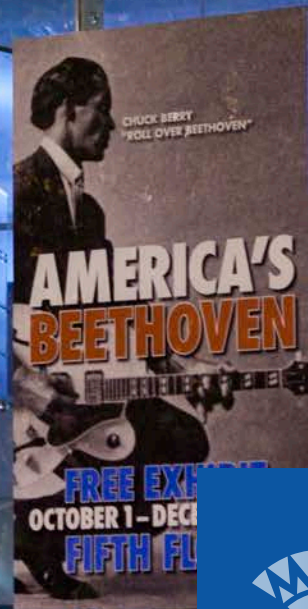
The Hammer provides an exceptional range of opportunities for SJSU students. Employed by the University, Hammer staff work closely with trained SJSU students, exposing them to technical theater and arts management as interns and student employees. In collaboration with the International Alliance of Theatrical State Employees (IATSE), SJSU allows students to earn credit towards their union journeyman card (which provides qualification in a given trade or craft) while working with IATSE professionals.

DR. MARTIN LUTHER KING, JR. LIBRARY

The Dr. Martin Luther King, Jr. Library (the Library) is a unique collaboration between SJSU and the City of San José, serving as both the main library for SJSU's campus and the City of San José. The Library links the main city to the campus, giving members of the public access to academic material, and members of SJSU access to items of general public interest. Additionally, SJSU organizes events and exhibits available to the SJSU community and the general public. These programs aim to enrich the community and the SJSU campus by appealing to a diverse and multigenerational audience.



MARTIN LUTHER KING, JR. LIBRARY







Did you know?

The Library is home to the Ira F. Brilliant Center for Beethoven Studies, which houses the largest collection of Beethoven materials outside of Europe.

Conclusion

SJSU makes an immense contribution to the region and the state, generating significant economic activity, supporting jobs, and contributing tax revenue to local and state governments. In the 2018-19 fiscal year, SJSU-related spending by the University, and its students, visitors, alumni, employees and retirees generated substantial impacts in these regions:

	In the City of San José, SJSU	In Santa Clara County, SJSU:	In Silicon Valley, SJSU:	In the Bay Area, SJSU:	In California, SJSU:
	supported 4,856 jobs	supported 7,548 jobs	supported 10,850 jobs	supported 13,336 jobs	supported 25,462 jobs
	generated \$474.6 million in labor income	generated \$658.4 million in labor income	generated \$828.5 million in labor income	generated \$1.1 billion in labor income	generated \$1.6 billion in labor income
	produced \$776.0 million in economic output	produced \$1.3 billion in economic output	produced \$1.8 billion in economic output	produced \$2.4 billion in economic output	produced \$4.1 billion in economic output
	Contributed \$38.8 million in state and local tax revenue, and \$70.4 million in Federal tax revenue	Contributed \$74.8 million in state and local tax revenue, and \$113.8 million in Federal tax revenue	Contributed \$110.4 million in state and local tax revenue, and \$152.3 million in Federal tax revenue	Contributed \$145.2 million in state and local tax revenue, and \$207.3 million in Federal tax revenue	Contributed \$270.7 million in state and local tax revenue, and \$336.2 million in Federal tax revenue



Situated at the heart of global innovation, San José State University is transforming lives and the region. As Silicon Valley’s only public university, SJSU is preparing the next generation diverse workforce. Students come to SJSU from all walks of life, but regardless of where they come from they leave ready to create, innovate, and solve the challenges facing society. As the most transformative university, SJSU offers an extremely high return on investment. Attendance costs are conspicuously lower than

other regional institutions, and yet yield comparable results. As a leader in higher education, SJSU is dedicated to providing an environment that promotes equity, diversity, and inclusion, supplying a platform where students from all walks of life can be heard, valued, and served.

SJSU’s transformational reach is not confined to the University, as its influence reaches beyond the University and affects the regional and global transformation. From social justice

initiatives to cutting-edge research and innovation, SJSU is at the forefront of discovery, pursuing solutions to pressing issues. Today, the oldest public university on the west coast remains a pioneer by continuing to transform in order to meet the needs of its students and the demands of a changing world.

Appendix

Input-output Methodology & IMPLAN

This report is based on an economic analysis technique known as input-output (I-O) analysis, which is a means of examining inter-industry relationships in an economy. An I-O analysis captures all monetary market transactions among industries in a given time period, within a specified region. The results of the analysis reveal the effects of a change in one or several economic activities on an entire economy.

IMPLAN expands the traditional I-O approach to include transactions among industries and institutions, and among institutions themselves, thereby capturing all monetary market transactions in a given period. This specific report uses the IMPLAN V3 model. For more information on the IMPLAN modeling process, visit IMPLAN.com.

Although IMPLAN provides an excellent framework for conducting impact analysis, Beacon Economics takes extra precautions to ensure model results are valid, employing decades of experience to tailor the model to the unique demands of each economic impact analysis the firm conducts. Procedures and assumptions are thoroughly and systematically inspected for validity and individual project appropriateness before any analysis is performed.



About Beacon Economics

Founded in 2007, Beacon Economics, an LLC and certified Small Business Enterprise with the state of California, is an independent research and consulting firm dedicated to delivering accurate, insightful, and objectively based economic analysis. Employing unique proprietary models, vast databases, and sophisticated data processing, the company's specialized practice areas include sustainable growth and development, real estate market analysis, economic forecasting, industry analysis, economic policy analysis, and economic impact studies. Beacon Economics equips its clients with the data and analysis required to understand the significance of on-the-ground realities and to make informed business and policy decisions.

PRACTICE AREAS

- Economic, Fiscal, and Social Impact Analysis
- Economic and Revenue Forecasting
- Regional and Sub-Regional Analysis
- Housing, Land Use, and Real Estate Advisory
- Litigation Support and Testimony
- Sustainable Growth and Development

EXPERTISE IN ECONOMIC IMPACT ANALYSIS

Since 2011, Beacon Economics has conducted multiple comprehensive analyses that have provided reliable and quantifiable data on the economic impact of various industries and organizations, including universities and higher education institutions such as USC, UCLA, Cal State Pomona, and Loyola Marymount University. Analyses evaluate major economic impacts associated with these entities and their fiscal impact on national, state and local governments. They also incorporate a comprehensive assessment of the social and qualitative impacts associated with these institutions. By combining sampling methods, financial data, surveys, and other available economic resources with current frameworks for studying economic impacts, Beacon Economics estimates the amount of economic activity generated in the local and broader economy by calculating the spending of entities and other participants in the affected region.

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