

# ECONOMIC IMPACT OF ATHENS STATE UNIVERSITY



2016

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# HIGHLIGHTS

- The annual economic impact of Athens State University to North Alabama: \$89.18 million and 503 jobs (both direct and indirect effects).
- The 9th best graduation starting salary in the State and the 8th best income ten years after graduation.
- Designated as an “Alabama 20-30 Club” university:
  - Cost less than \$20,000
  - Average starting salary more than \$30,000
- Ranked nationally in the upper quartile for Student Services, Low Cost per Student and Low Cost per Degree.
- Partnered with Calhoun Community College by establishing the *Alabama Center for the Arts, Decatur AL.*
- Implemented the Adult Degree Program, Degree Works, and The Center for Lifelong Learning

# HIGHLIGHTS

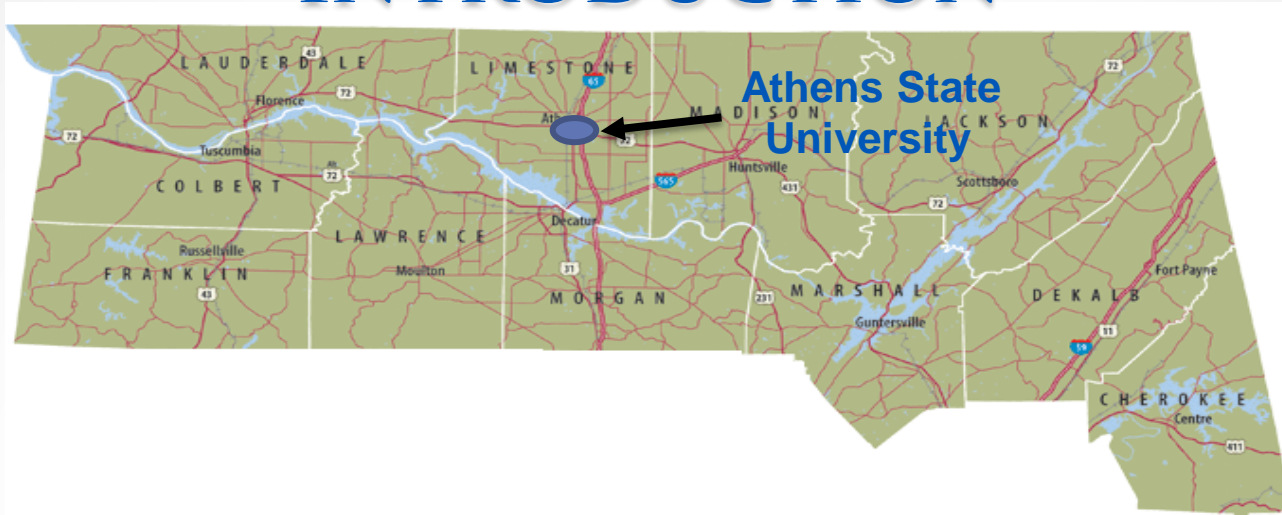
- The three colleges are nationally accredited at the professional level.
  - College of Business—**ACBSP**
  - College of Education—**NCATE**
  - College of Arts and Science--**ABET**
- The University's annual return on investment (ROI) to the State is \$7.62 for every revenue dollar received by Athens State. Total ROI of 8.62 to the state. In 2010, the total State Community College ROI was 7.0.
- Our graduates will exceed local high school graduate in earnings (using constant dollars) by approximately **\$1 million in their lifetime.**
- Average Return on Investment (ROI) To a graduate of earning an Athens State bachelor degree is **8.73%.**

# TOPICS

- Introduction
- New Governance
- Demographics/Business Industry
- National Recognition/Rankings
- Community Involvement and Academic Programming
- Economic Impact
- Non Quantifiable Economic Impact
- Conclusion
- Special Recognition



# INTRODUCTION



- Athens State University was founded in 1822, and is the **longest operated institution of higher education in the State of Alabama.**
- It is located in the heart of the Tennessee Valley, in Athens, Alabama and is **Alabama's only two-year, upper division institution.**
- Integral part of The Alabama College System which provides seamless transfer opportunities for students of the State's Community and Technical Institutions.

# INTRODUCTION



- Baccalaureate and Master degrees can be earned through the College of Arts and Sciences, College of Business and the College of Education.
- Classes are offered **online** as well as in the **traditional format or a blend of the two formats.**
- Students graduate in a variety of program and make significant contributions to the economic and noneconomic vitality of the City of Athens, Limestone County and all of north Alabama.

# NEW GOVERNANCE

- In May of 2012, the Governor signed Legislative to remove Athens State University from under the Alabama State Board of Education and Department of Postsecondary Education.
- **This is the first autonomous board to govern the University since it became a public institution in 1975.**



# NEW GOVERNANCE

- The Board of Trustees is responsible for the governance of Athens State University and meets quarterly.
- The 11-member Board includes 1) eight members that are appointed by the Governor and confirmed by the State Senate, and 2) three ex-officio members.
- All meetings of the Board and Board Committees are open to the public.



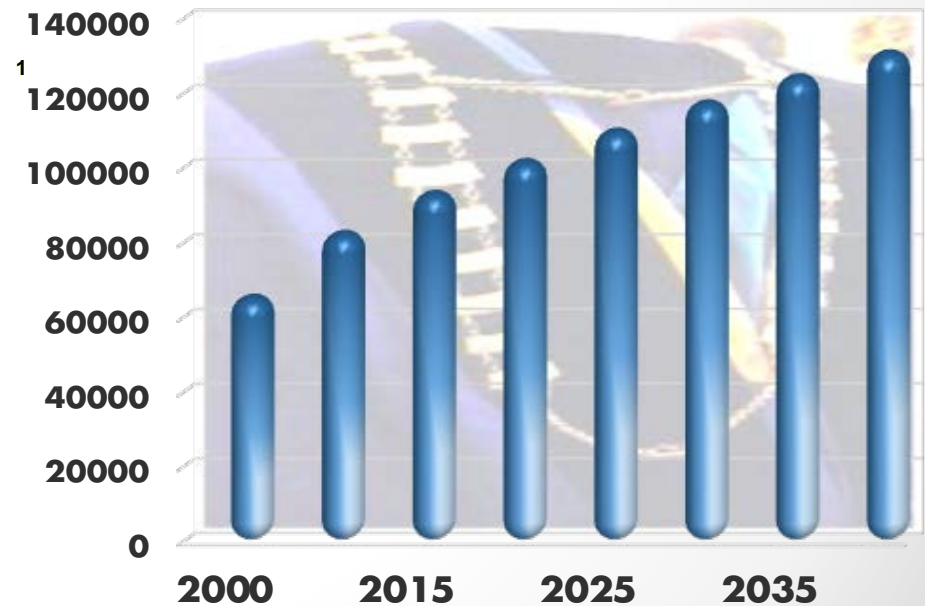


# COMMUNITY DEMOGRAPHICS



- Limestone County is forecasted to be the third fastest-growing of any in Alabama according to Mark Yarbrough, Chairman of the Limestone County Commission.
- This is with a census population of 82,782 in 2010 and projected growth to 90,787 in 2014.
- Also, Limestone County is expected to grow **58.5 percent from 2010 to 2040 for a total population growth of over 40,000.**

## PROJECTED LIMESTONE COUNTY CENSUS

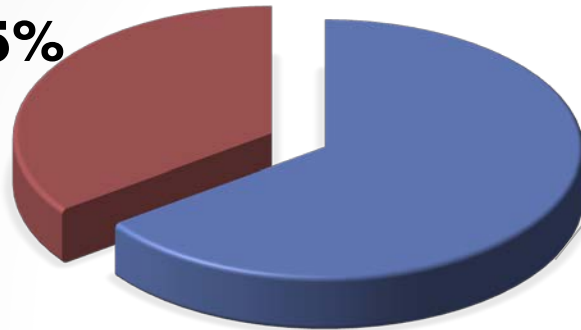


This is one of the highest projected growth rates of any county in the State of Alabama.

# STUDENT DEMOGRAPHICS

## GENDER

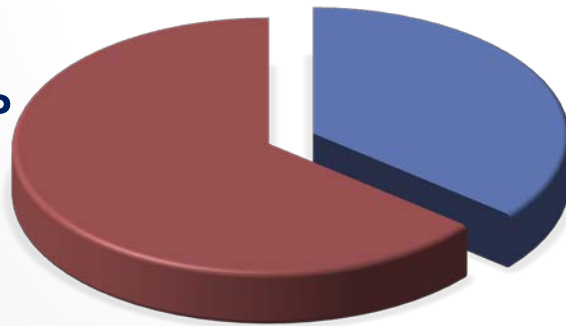
**Male  
35%**



**Female  
65%]**

## AGE

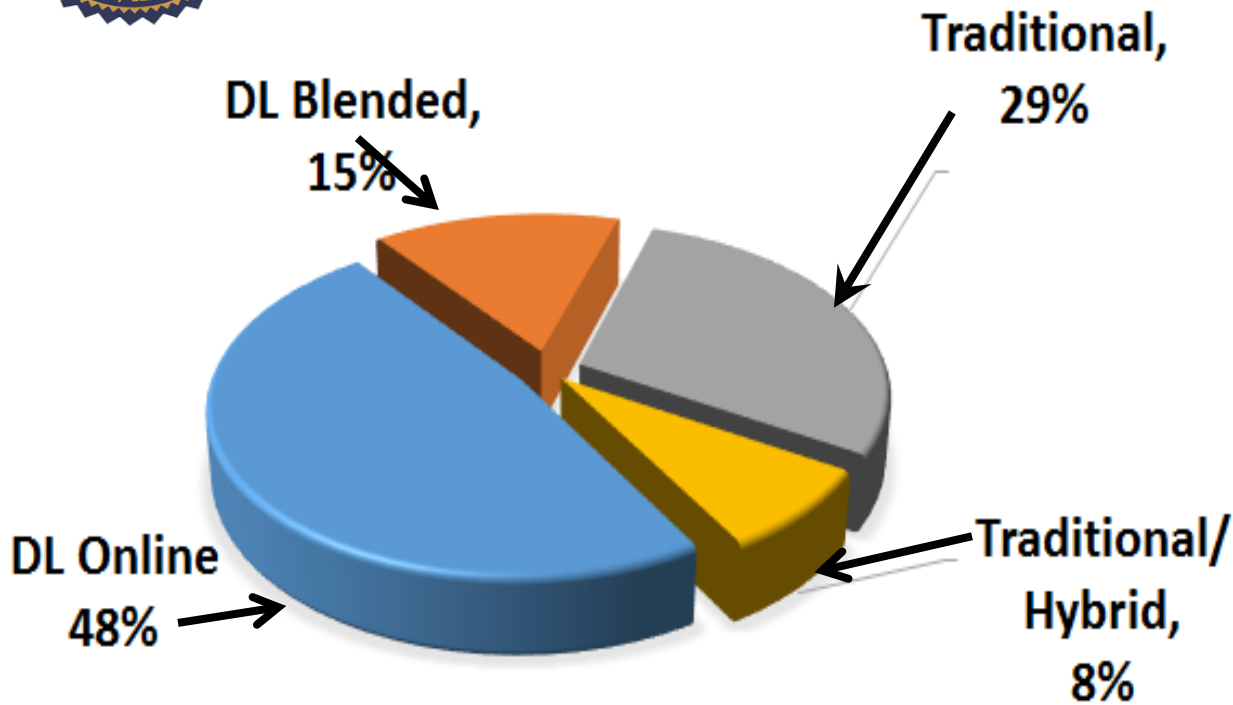
**51.5%  
Over  
25**



**49.5%  
25 and  
Under**



# TYPE OF ACADEMIC STUDY



# NATIONAL & REGIONAL BUSINESS AND INDUSTRY



Relocating companies and industries utilize a five-point 'Quality of Life' matrix in making their decision to move to a new area, according to Tom Hill, President of the Limestone County Economic Development Association. "Education is one of those important indicators, and Athens State University is a keystone in many decisions to relocate to the local geographic area."



CARPENTER®

SAIC®



Steelcase

INTERGRAPH



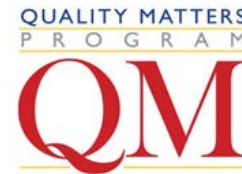
LCEDA

 ATHENS STATE UNIVERSITY  
YOUR UNIVERSITY. YOUR WAY.

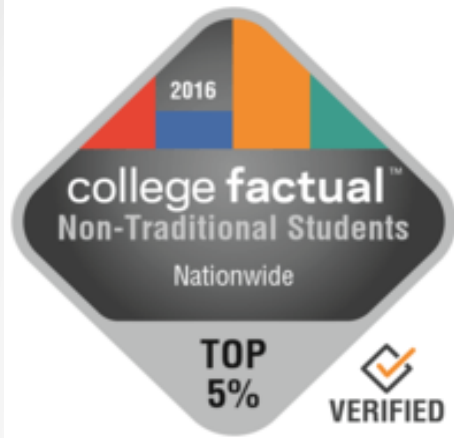
 POLARIS®



# NATIONAL AND REGIONAL RECOGNITION



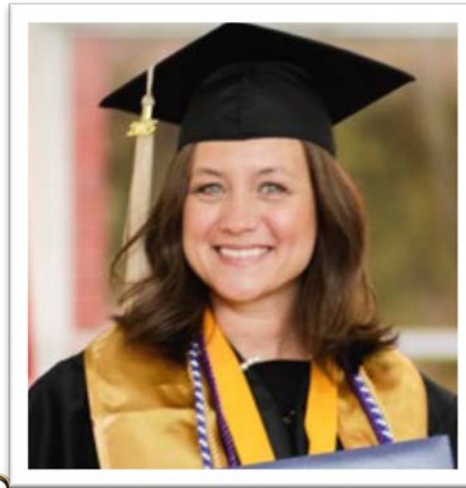
# NATIONAL AND REGIONAL RECOGNITION



# NATIONAL STUDENT/FACULTY AFFILIATIONS



**Criminal Justice  
Student Association**



**Kappa Mu  
Epsilon  
math  
honor  
society**



**PHI THETA KAPPA  
HONOR SOCIETY**



**Athens State  
University  
Student Chapter**



# FACULTY/STAFF/STUDENT CIVIC SERVICES



American Red Cross



Habitat for Humanity®





# UNDERGRADUATE PROGRAMS

- Athens State is comprised of three University Colleges
  - College of Arts and Science
  - College of Business
  - College of Education
- There are over 50 majors and degree options and over 40 minors available within the three University Colleges with classes are offered in the traditional live format and distance learning.



# UNDERGRADUATE PROGRAMS

- Each of the colleges are fully charged and capable of producing graduates who are career-ready for today's job market.
- **With the use of robust technology and tools**, Athens State has the ability to fulfill the needs of any student to help them obtain a quality degree that can open doors to new opportunities.



# GRADUATE DEGREE PROGRAMS

The newly formed graduate programs at Athens State offer masters level coursework in the selected areas of Global Logistics and Supply Chain Management and Religious Studies.

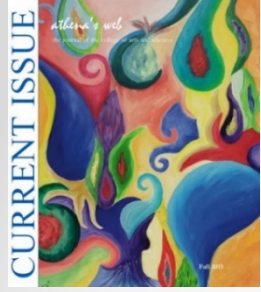
- Master's in Global Logistic and Supply Chain Management--Spring 2016
- Master's in Religious Studies--Fall 2016
- Master's in Technical Education –  
Scheduled for Fall 2017

THE GRADUATE PROGRAM IN  
GLOBAL LOGISTICS  
& SUPPLY CHAIN  
MANAGEMENT



THE GRADUATE PROGRAM IN  
**RELIGIOUS STUDIES**





# COLLEGE OF ARTS & SCIENCES

DR. RON FRITZE—DEAN

- The College of Arts & Sciences is preparing students for entry into the job market or for continuing education in graduate or professional school.
- Through its course offerings, the College seeks to engage the intellect, excite the imagination, improve the scholarship of its students, and assist its students in developing:
  - Competencies in written and oral communication
  - Appreciation of their cultural heritage and understanding of their world
  - A knowledge base conducive to self growth and enriched life experiences
  - Fundamental knowledge, research skills, and computer literacy essential to lifelong learning



math  
honor  
society



Kappa Mu  
Epsilon

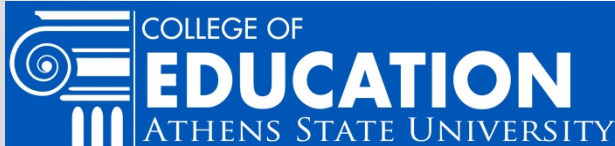
# NCATE

The Standard of Excellence  
in Teacher Preparation

# COLLEGE OF EDUCATION

## DR. PATRICIA SIMS--DEAN

- Our programs are supported by field experiences and practicums which are an important component and which play a critical role in preparing candidates for their careers
- The College of Education at Athens State prides itself on the "Preparation of Reflective Educators" who are well equipped for success in today's selective and demanding workplace.
- The College of Education has a strong reputation for the quality of our programs, our faculty and our graduates and is committed to excellence in teaching, research and service.
- COE students at Athens State have the opportunity to interact with faculty who have earned national and international recognition for scholarship.





# COLLEGE OF BUSINESS

## DR. KIM LAFEVOR -- DEAN



- The College of Business is preparing tomorrow's business leaders today by offering quality programs of study, with majors:
  - Accounting, Human resource management,
  - Acquisitions and contract management,
  - Enterprise systems management,
  - logistics and supply chain management,
  - Management, Management of technology.
- All are relevant programs of study in high demand by regional, state and national employers. The faculty are academically prepared and equipped with robust practical experience and provide our graduates with the complex skills and competencies demanded in today's global economy.
- Our graduates consistently earn honors and recognitions in business affiliated clubs and activities.



Leading People.  
Leading Organizations.



Athens State  
University  
Student Chapter



THE GRADUATE PROGRAM IN  
GLOBAL LOGISTICS  
& SUPPLY CHAIN  
MANAGEMENT



# CENTER FOR LIFELONG LEARNING

- The Center for Lifelong Learning (CLL) is the continuing education extension of Athens State University, offering classes, certifications, seminars, and workshops in the following areas:
  - **Professional Development:** Continue building your professional portfolio to meet industry standards and training requirements.
  - **Personal Enrichment:** “Leisure” Programs--the opportunity to learn more about those topics you have always wanted to explore!
- Our professional development and personal enrichment classes are offered in a variety of formats: traditional, online learning, customized onsite, evenings, and weekends.
- We also offer facilities that can be fully customized for corporate events, meetings, conferences, and other special occasions.

NEVER STOP LEARNING AT ATHENS STATE UNIVERSITY

January - June 2017

Staff:  
Kim Bell, Director  
Wanda Campbell, Assistant Director  
Regina Kyles, Outreach Coordinator  
Dana Wallace, Services Staff  
Leif Stanford, Operations Staff

All courses are held at  
225 South Market Street,  
Athens, GA 30611  
enroll@athens.edu

THE LIFELONG LEARNING  
CENTER AT  
ATHENS STATE UNIVERSITY

TRAINING FOR  
**BUSINESS**  
PROFESSIONALS  
ENROLL NOW!  
256-233-8260  
athens.edu/CLL



# ADDITIONAL SERVICES FOR STUDENTS

## DEGREE WORKS



The Degree Works degree audit system allows students & advisors to:

- View and track requirements for the degree and major program declared by a student;
- Access information about courses still needed for program completion;
- Use the “What If” function to see the consequences of a program or major change before taking any official action.

Quality Matters (QM) is a leader in quality assurance for online education and has received national recognition for its peer-based approach to continuous improvement in online education and student learning. The program features:

- Faculty-centered, continuous improvement models for assuring the quality of online courses through peer review
- Professional development workshops and certification courses for instructors and online learning professionals
- Rubrics for applying quality standards to course design

## QUALITY MATTERS PROGRAM





# ADDITIONAL SERVICES FOR STUDENTS

## WRITING CENTER



- The Writing Center is staffed primarily by Athens State on writing. students who are employed to consult with their peers
- Writing Center employees come from the various colleges of the university and represent a range of knowledge in different subject areas.
- In addition to demonstrating writing effectiveness prior to employment, Writing Center employees receive hands-on training in the process of conducting writing conferences and assisting others in the learning process.



# CAREER DEVELOPMENT CENTER

- Provides assistance to Athens State students and Alumni in career planning, development and job seeking strategies.
- Serves as a major link between students/Alumni and potential employers.
- Assist students in identifying and fulfilling their future career goals and aspirations.
- Students receive support in creating professional documents (resumes, cover letters, and social media profiles) and learning effective interview and job search techniques.
- Offers a variety of opportunities to come face to face with hiring employers and graduate school recruiters



# CAREER DEVELOPMENT CENTER

## ATHENIAN JOBS (AJ)



Athenian Jobs (AJ) is a web based career portal:

- It provides a state-of-the-art management system for employers, students and alumni, and the Career Center staff.
- AJ provides the Career Development Center staff with activity summaries, follow-up action tracking, real time reporting on job postings and student/alumni registrations
- On AJ, students and alumni can
  - Have your resume reviewed and do a mock interview
  - View and apply to Job Postings
  - View important announcements
  - View Event Calendar
  - Review Employer Profiles

# ADULT DEGREE PROGRAM (ADP)

- The ADP at Athens State University is designed to offer college credit for the college-level knowledge adults have learned outside the classroom.
- The program is designed to meet the educational needs of today's adult or non-traditional student.
- Many of these individuals have acquired learning outside of the traditional academic environment through work experience, on-the-job training, and/or employer training programs.



# ADULT DEGREE PROGRAM (ADP)



- To prepare adult students for professional, managerial and leadership roles, while delivering a rigorous and quality path to degree completion.
  - Student/Worker Benefits
    - Gains college credit for existing knowledge, skills and abilities
    - Shortens their time to degree completion
    - Validates their level of knowledge, skills, and abilities
  - Employer Benefits
    - Lower tuition reimbursement costs to students who receive credit for prior learning
    - Degreed and professional workforce



- The University Testing Center strives to provide professional testing services that meet the needs of all university stakeholders and reflect positively on the institution
- The University Testing Center adheres to the National College Testing Association (NCTA) Professional Standards and Guidelines for Post-Secondary Test Centers.
- The goal of the University Testing Center is to provide a professional and knowledgeable test center staff that is committed to ensuring that candidates receive informative answers, courteous encounters, and consistent exam experiences.



# OFFICE OF STUDENT ACTIVITIES

## STUDENT ACTIVITIES

- The Office of Student Activities aims at enhancing the social development of students by providing programs that offer cultural, recreational and personal growth opportunities and the development of leadership skills.
- Through its sponsorship and support of student extracurricular activities, the Office fosters a campus community within the context of a primarily commuting and online learning student body.
- The Office promotes student representation in University governance its oversight of the [Student Government Association](#), and also oversees publication of the student newspaper, *The Athenian*.
- Athens State University students are strongly encouraged to participate in campus extracurricular activities and to utilize the services provided by the Office of Student Activities and the University.

# AFFILIATIONS WITH OTHER CENTERS OF HIGHER EDUCATION

- Athens State University's relationship with numerous community colleges resulted in both formal and informal agreements for seamless transfer for students to earn a 4 year bachelor's degree.
- The change to an independent university has not impacted these historical relationships.
- A formal agreement between Calhoun Community College and Athens State University established the Alabama Center for the Arts on a new campus in downtown Decatur, Alabama.





# AFFILIATIONS WITH OTHER CENTERS OF HIGHER EDUCATION

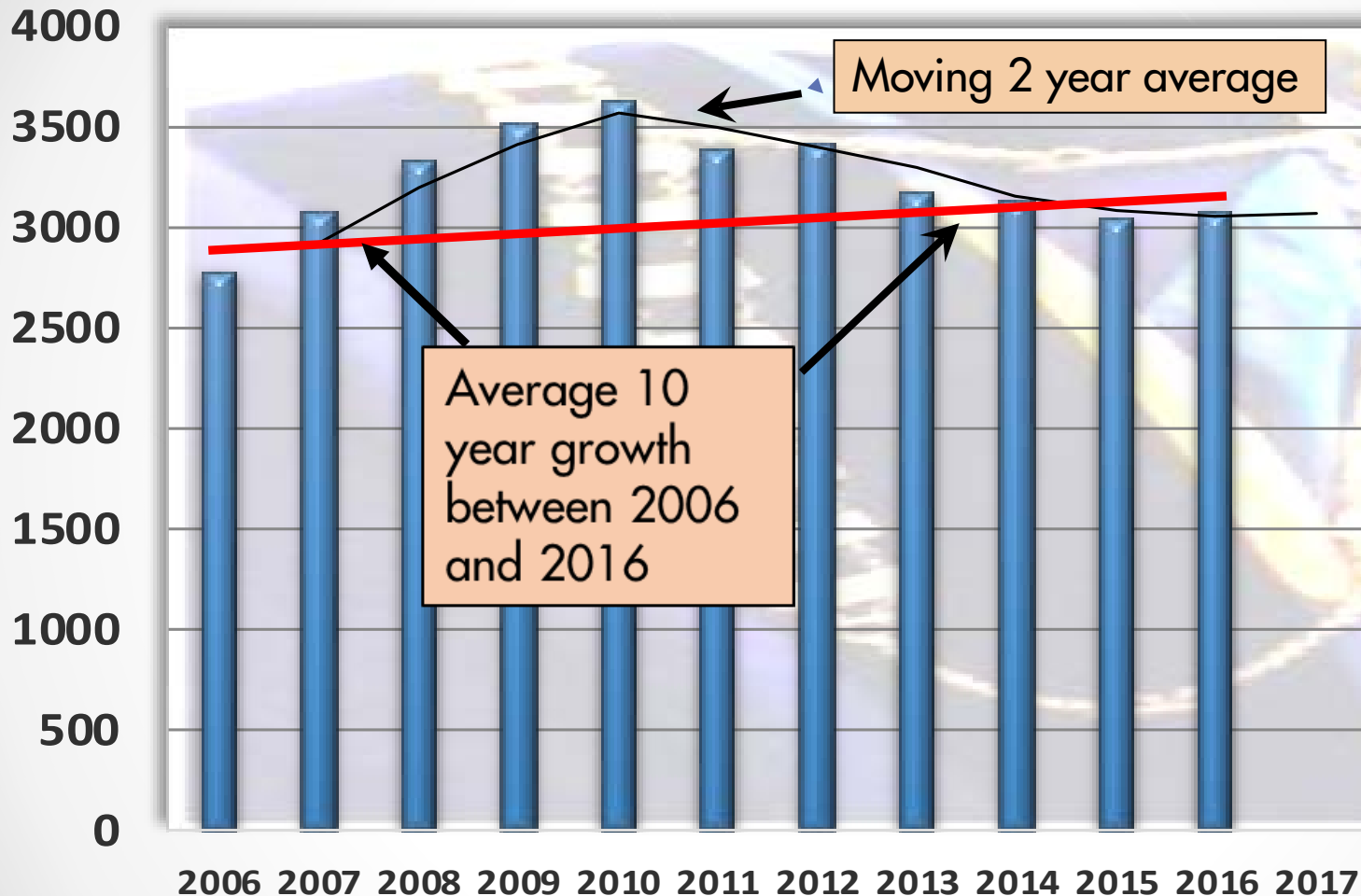
The new addition to the [Alabama Center for the Arts](#) will house the theater and music departments of the collaborative academic effort between Calhoun Community College and Athens State University, and is enhanced by support from the City of Decatur and the Morgan County Commission.

*"This phase of the total project has been in the planning stages since we initially broke ground in 2010,"* remarked Athens State President Bob Glenn. *"We are pleased with the community's reception for Phase I and we look forward to working with Calhoun Community College to further enhance the study of theater and music in the area."*



The \$13.5 million Phase II building will be adjacent to but separate from the Phase I portion of the ACA and will encompass approximately 44,000 square foot.



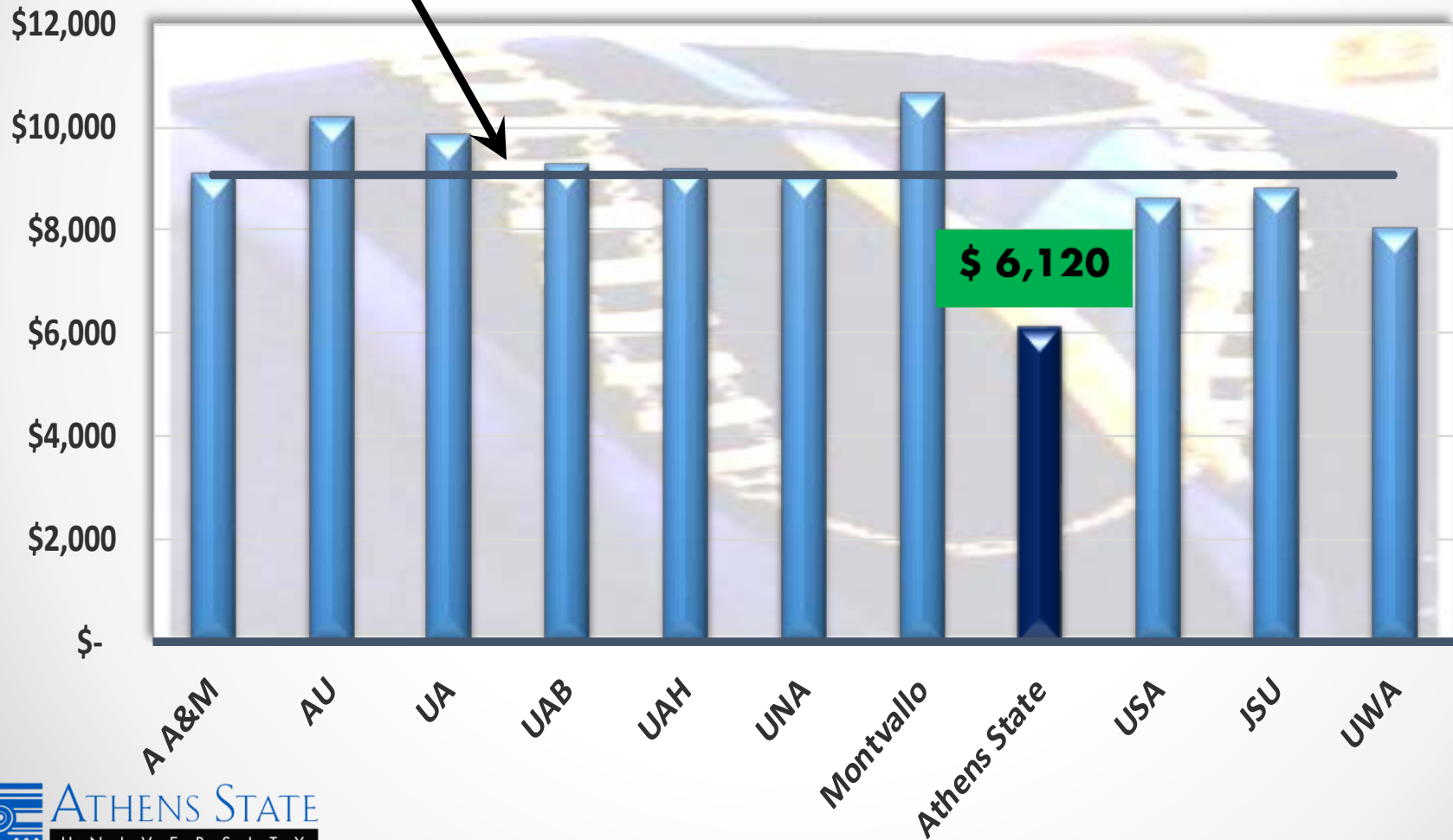


Inverse relationship between swings in the economy and enrollment in higher education. The increase in enrollment between 2007-2010 is likely a result of the "Great Recession" and decline following 2010 is a result of the increase in economic activity

# TUITION RATES

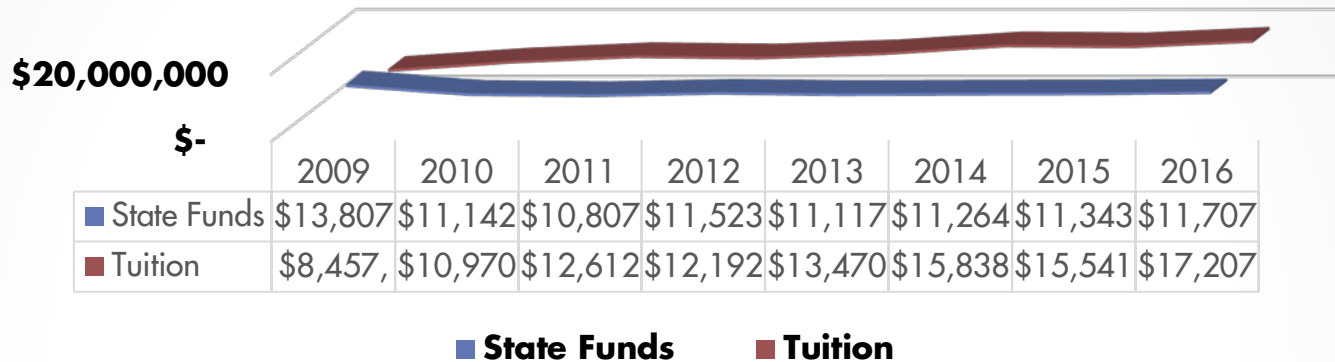
## TUITION AND RESIDENCY STATUS REPORT Alabama Public 4YR Colleges FALL TERM 2015

**Average tuition  
rate = \$8,985**

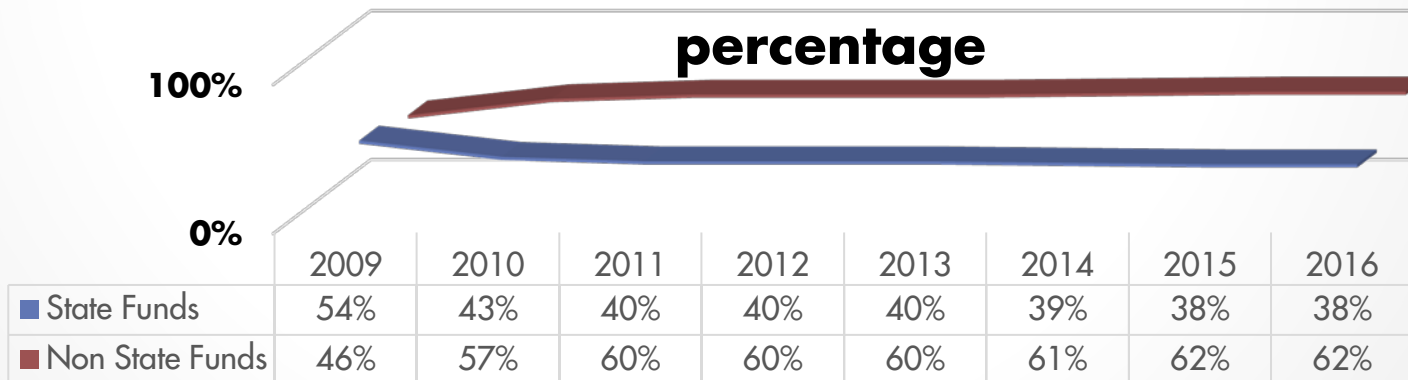


# REVENUE CATEGORIES/FUNDS

## Revenue Categories Millions of \$s



## State vs. Non State Funds percentage



# ECONOMIC IMPACT

- Athens State University is one of the larger employers in Limestone County, with **216 employees** (85 Faculty and 131 Staff), as well as 146 part time faculty and staff. The annual payroll is approximately **\$21.9 million**.
- Athens State employees spend much of their payroll earnings in Athens, Limestone County, and North Alabama on goods and services, which has a positive economic.
- The University's overall budget for the 2015-2016 academic year is just over **\$54 million** (\$38 million unrestricted, auxiliary and plant funds and \$26 million federal, state and local grants and contracts).
- These expenditures include salaries, operating expenses, maintenance costs, and construction of capital projects, renovations and auxiliary enterprises, as well as numerous purchases of goods and services that contribute directly to the local economy.



# ECONOMIC MULTIPLIERS

- The U.S. Department of Commerce's Bureau of Economic Analysis developed economic impact multipliers as a metric in identifying how an institution financially influences their local community. The theory of impact multipliers are based on two basic economic concepts:
  - Circular flow model of how money circulates through the economy
  - The idea that one person's spending becomes another person's
- When new funds are injected into an economy by an organization, this initial input of spending power is the "direct effect." This "money" will churn or recycle in the community, however a portion will "leak" out to pay for goods and services purchased beyond the local community area. Spending after the initial injection is the "indirect effect" and will continue until all of the newly injected money is lost through leakages.
- A similar employment multiplier can also be used to demonstrate the direct and indirect effect of a newly hired individual on the local economy.
- The U.S. Department of Commerce, Bureau of Economic Analysis (RIMS II) provides estimates of these multipliers based on location and industry specific data. In this study, the Huntsville metropolitan was used for the economic multiplier (2.0123) and the employment multiplier (2.3287)

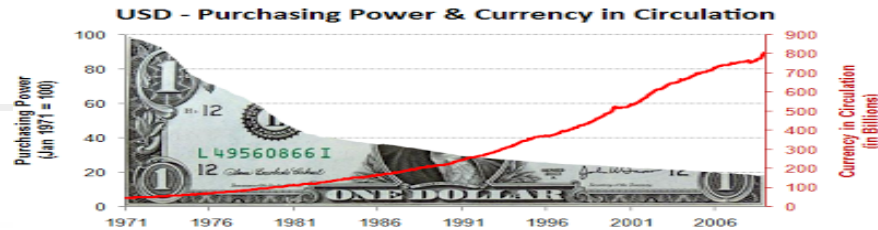
# ECONOMIC IMPACT MULTIPLIER

Direct effect

← Indirect Effect →

MULTIPLIER

LEAKAGE



\$1      \$0.6      \$0.30      \$0.12      \$0.04      \$0.01      \$0.00      \$2.0639

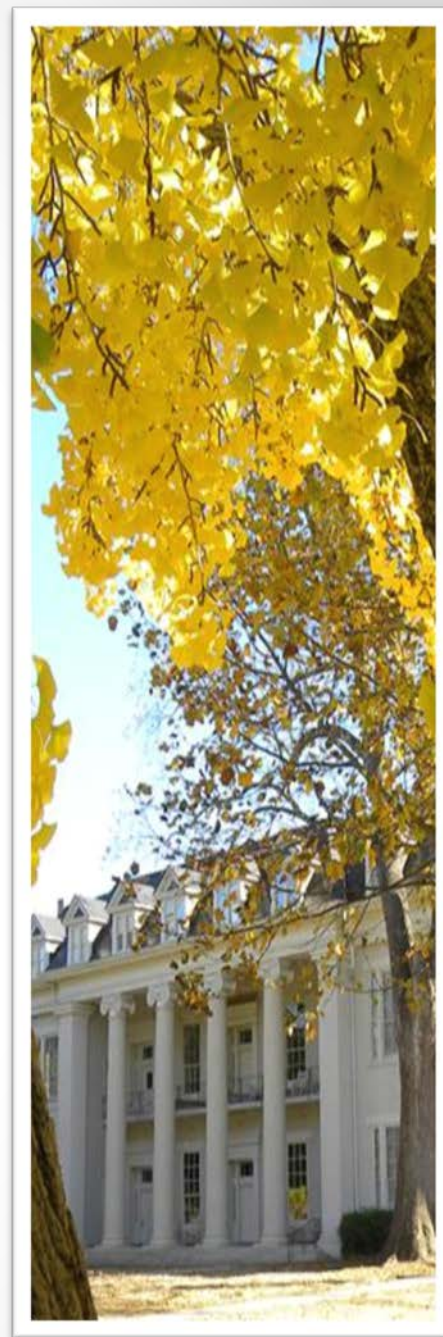
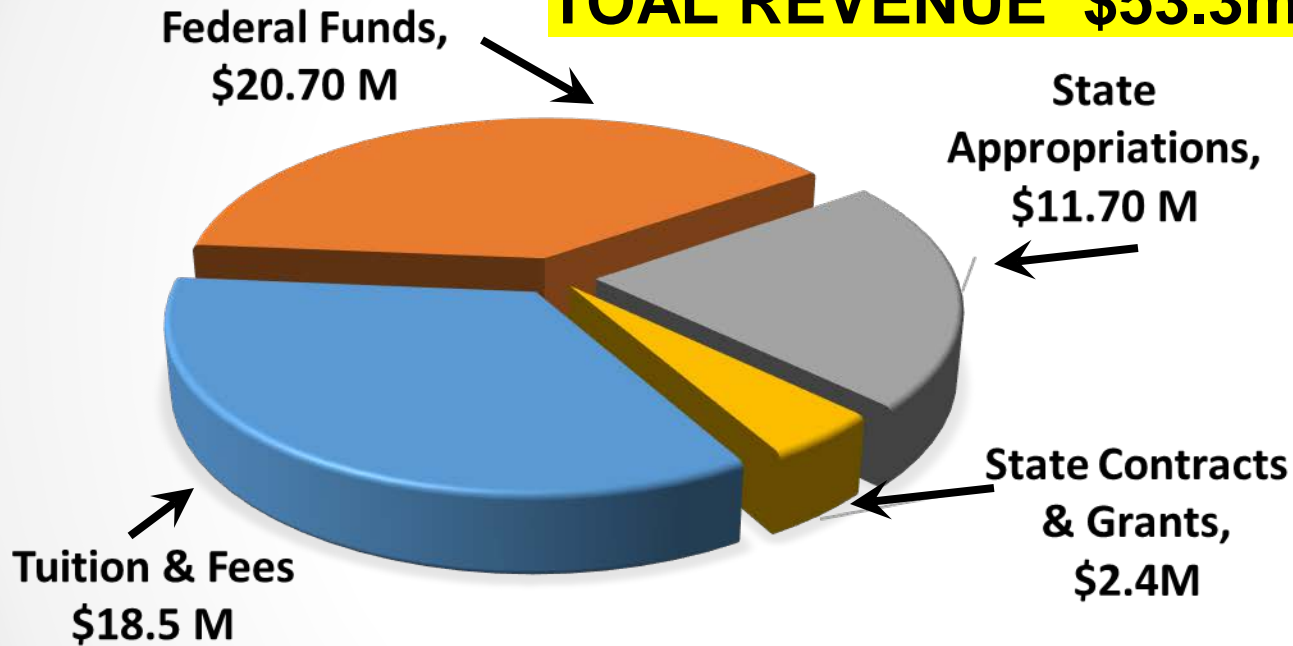
Example of a Multiplier Effect (2.0639), Leakage (\$1) and Turnover (6 Times), which is how many times the money turns over. Purely for illustrative purposes. Payne Consulting, LLC

# ECONOMIC IMPACT

## Sources of Revenue

### Athens State University Overall Budget

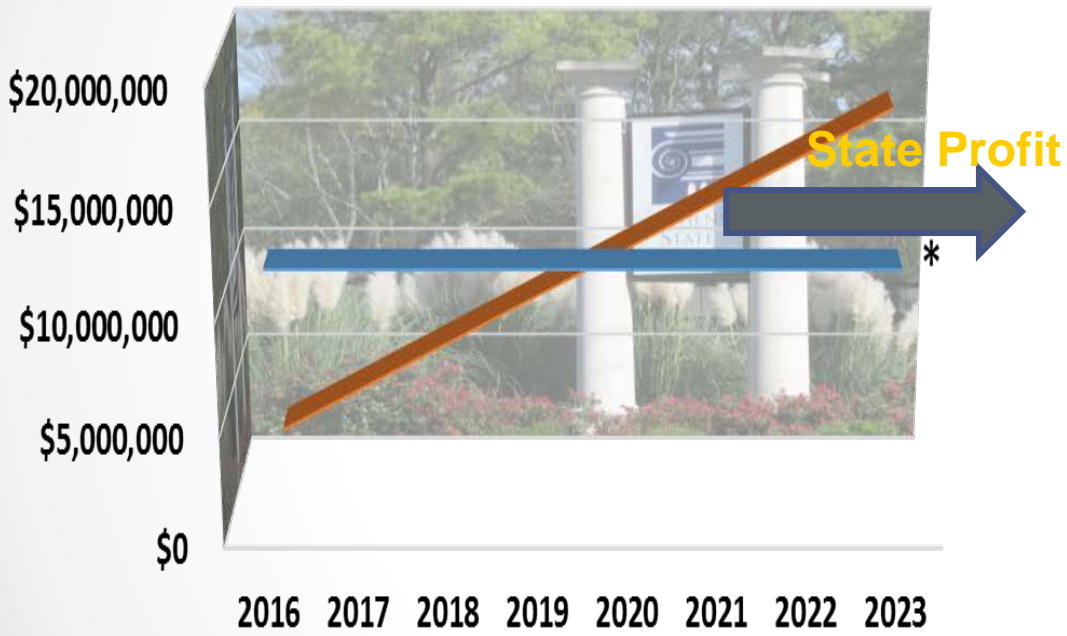
**TOAL REVENUE \$53.3m**





# STATE BREAK EVEN ON STUDENT FUNDING/APPROPRIATION

State of Alabama Break Even



■ State Funding    ■ Income/Sales Tax

Recoup state funding in (5) years.

- A graduating class will pay additional taxes in State income, sales and other taxes that they would not have without their Athens State degree.
- The graduating Class of 2015 will give back over \$16 million in their lifetime to the State of Alabama in property tax and over \$13 million dollars in sales tax for a total of \$29 million

# ECONOMIC IMPACT

- The total economic impact upon North Alabama from Athens State University annually totals **\$89 million** (\$38 million x a conservative financial multiplier of 2.01225).
- The Alabama Community College System estimates show Athens State student expenditures in their respective communities total about \$10 million a year, which would add to the multiplier in their respective areas.
- The total employment effect of Athens State is estimated to be **503 additional employees** (216 direct employees x 2.3287 employment multiplier)

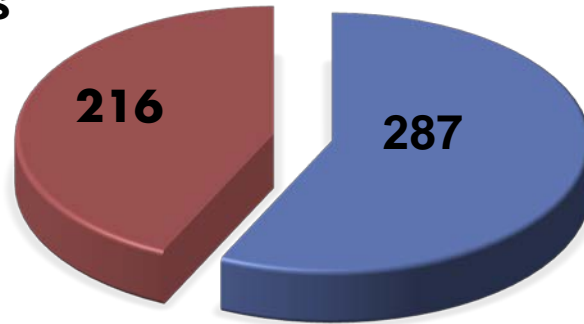


- This total economic impact amount does not include the various non-quantifiable activities provided by Athens State University to local and state economies. These will be discussed in later slides.

# ECONOMIC IMPACT

**TOTAL EMPLOYMENT -- 503**

**Athens  
State**

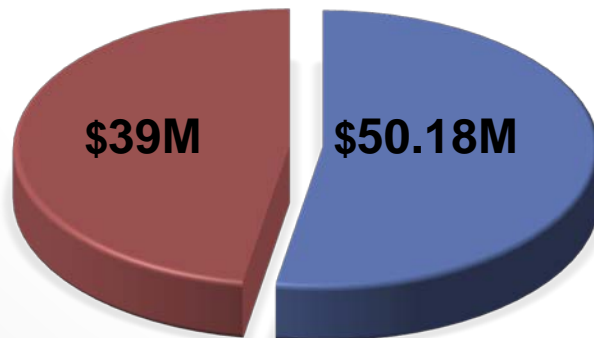


**Communit  
y**

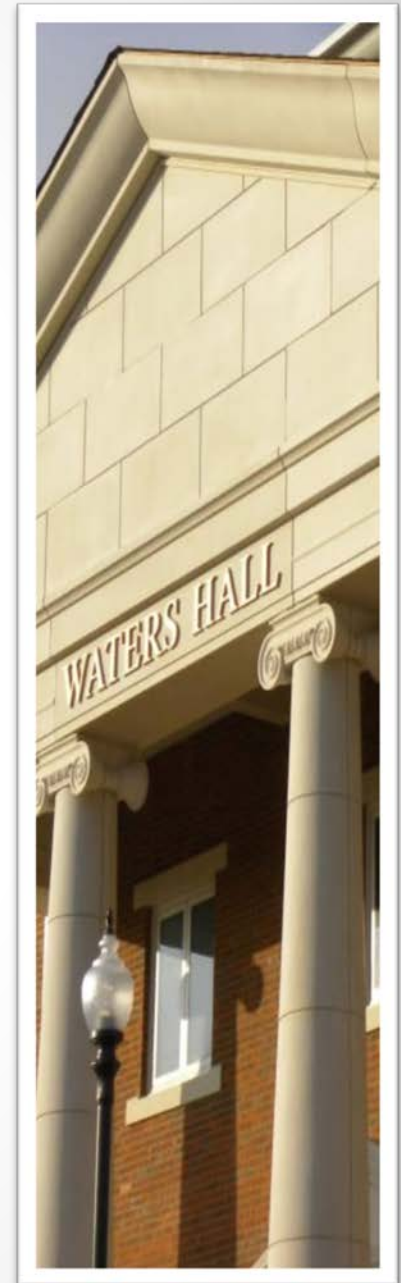


**FINANCIAL -- \$89.13 MILLION**

**Athens  
State**



**Communit  
y**



# ECONOMIC IMPACT

Source	Direct Spending	Multiplier	Indirect Impact	TOTAL IMPACT
<b><u>FISCAL EFFECT</u></b>				
<b>Athens State</b>	<b>\$ M</b>		<b>\$ M</b>	<b>\$ M</b>
Payroll	\$21.90	2.0115	\$22.15	\$44.05
Other	\$17.10	2.0115	\$17.30	\$34.40
Student Spending			\$9.73	\$9.73
Visitors			\$1.00	\$1.00
<b>TOTALS</b>	<b>\$39.00</b>		<b>\$50.18</b>	<b>\$89.18</b>
<b><u>EMPLOYMENT</u></b>				
	216 Jobs	2.3287	287 Jobs	503 New Jobs
<b>ANNUAL STATE FISCAL IMPACT</b>		<b>Impact</b>	<b>Multiplier</b>	<b>Tax Rate</b>
<b>(Additional State Income/Sales/property Tax)</b>				
• State Sales Tax		\$747,119	42.40%	4.00%
• State Income Tax		\$1,211,426	55.00%	5.00%
• Local Sales Tax		\$747,119	42.40%	4.00%
• Property Tax		\$160,423	64.00%	0.033%
	<b>TOTAL FISCAL IMPACT</b>	<b>\$2,866,088</b>		

# ECONOMIC IMPACT

## ATHENS STATE UNIVERSITY

### MULTIPLIER FOR ANNUAL ROI

TOTAL ANNUAL IMPACT	STATE APPROPRIATIONS	ALABAMA'S RATE OF RETURN IN ATHENS STATE	ANNUAL ROI TO STATE ON EACH DOLLAR
\$ M	\$ M		SEE E1 AND ROI: ALABAMA CCC SYSTEM
\$89.18	\$11.7	$\$89.18/\$11.7 =$ 8.62	\$7.62

This represents the return on Alabama's investment (ROI) in Athens State University

For every \$1 of State appropriations, Athens State University contributed \$7.62 of additional goods and services to Alabama's economy



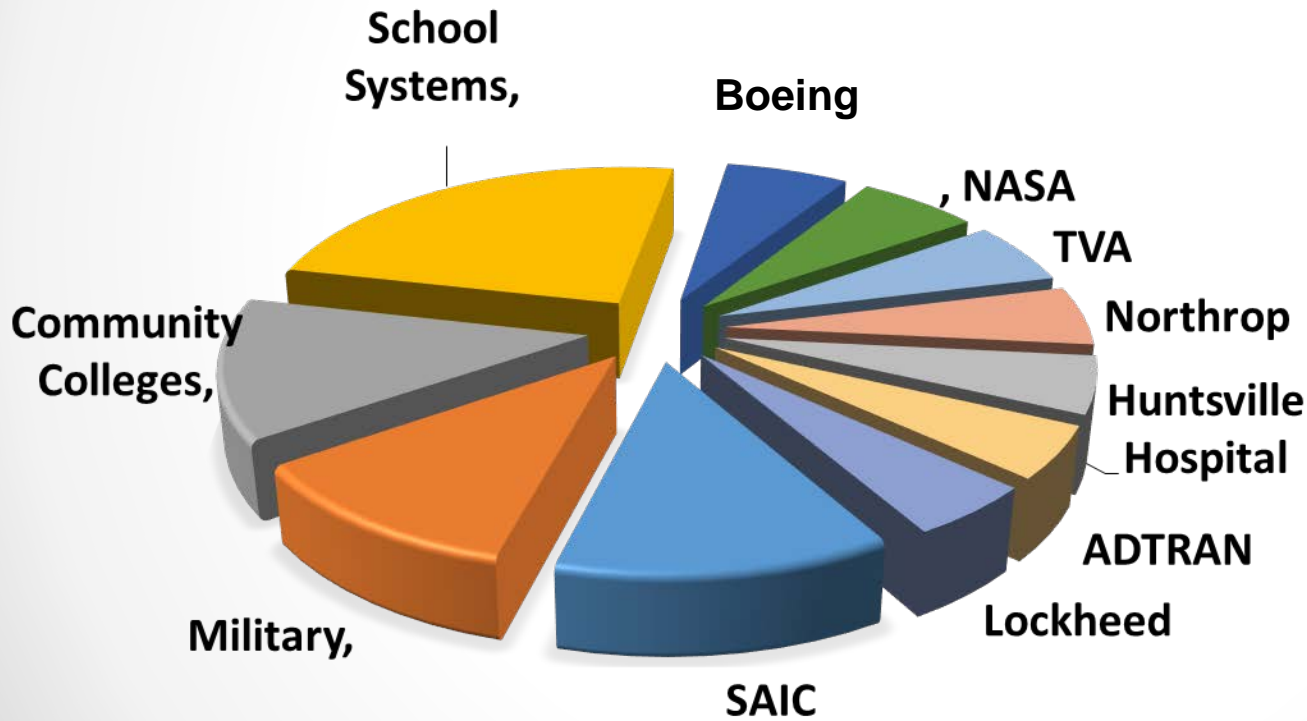
# ECONOMIC IMPACT--STUDENTS

## GRADUATE LIFETIME EARNINGS/ROI

	<b>Non High School</b>	<b>Limestone County High School</b>	<b>Athens State Bachelor's</b>	<b>Average Lifetime Employment</b>
<b>Starting Income</b>	<b>\$19,994</b>	<b>\$27,868</b>	<b>\$39,000</b>	
<b>Starting Income Difference</b>	<b>\$19,006</b>	<b>\$11,132</b>		
<b>Median Salary</b>	<b>\$19,994</b>	<b>\$27,868</b>	<b>\$50,515</b>	
<b>Graduate's Lifetime Earnings</b>	<b>\$879,736</b>	<b>\$1,226,192</b>	<b>\$2,222,660</b>	<b>44 Years</b>
<b>Lifetime Earnings Difference</b>	<b>\$1,342,924</b>	<b>\$996,468</b>		
<b>Estimate Tuition for Bachelor Degree - \$25,000</b>				<b>ROI-8.73%</b>

# ATHENS STATE LARGE EMPLOYERS

## Where our Graduates Work



# ECONOMIC IMPACT ON STUDENTS

Earning a degree from Athens State University is a very attractive investment for its graduates.

- Enrollment for Fall semester of academic year 2015-2016 was 3,042 students. Athens State graduates approximately 900 students per year
- For a full time student, the cost of attending the University in 2015-2016 is an affordable **\$6,270** for face-to-face education and **\$7,920** for online classes, **the lowest tuition of all four-year public baccalaureate institutions in the State of Alabama.**
- **Athens State University graduates realize the 9<sup>th</sup> highest average starting salary among Alabama universities.**
- The 2013 Athens State graduating class had an annual income of \$11,000 higher than the median salary of Limestone County residents with a high school degree.
- **Also higher than the “National Average” for Bachelor graduates.**





# ECONOMIC IMPACT ON STUDENTS



- Athens State was dubbed as an “Alabama 20-30 Club”, having an annual tuition of less than \$20,000 and boasting graduates with an entry-level salary average of more than \$30,000.
- The academic and professional expertise of our faculty supported by an excellent staff, makes the University a great academic institution and a good return on investment.

- Average Return on Investment (ROI) for a student earning an Athens State bachelor degree is 8.73%.
- Our graduates will exceed local high school graduate in earnings (using constant dollars) by approximately \$1 million in their lifetime.

# PRIVATE RETURN TO STUDENTS VERSUS SOCIAL RETURN TO THE COMMUNITY

- Calculated Average Return on Investment for a student earning an Athens State bachelor degree is 8.73%. The student's decision of seeking higher education degree is based on the perceived individual (private) costs/benefits and improving their future.
- Society also realizes a greater benefit as more individuals earn higher education degrees. This "positive externality" means the total benefit to society (private and social) of a larger educated population is greater than the sum of individual private gains.
- These additional benefits can be explained as follows:
  - Higher state tax receipts as a result of higher earning.
  - Lower unemployment and less under employment
  - Lower crime rate
  - Fewer social services needed
  - Enjoy a more active lifestyle and better health
  - Smoke less and lower drug dependency
  - Able to stay in the workforce longer due to lower physical and emotional stress
  - Better informed voters
  - Children of educated parents are more likely to also be college educated.



# MITIGATING STUDENT LOSS OF INCOME WHILE EARNING A BACHELOR DEGREE

- A University education is an investment by students who enroll a degree or certificate programs with the associated costs and benefits.
  - **Primary benefits:**
    - The student demonstrates the ability to learn and grow intellectually which are traits employers desire
    - It also greatly increases a graduate's earning potential and generally a more stable working environment.
  - **Principal costs:**
    - The direct financial costs associated with earning the degree
    - Also, the indirect finance cost, referred to as the "opportunity cost" of lost income while in the university.



# MITIGATING STUDENT LOSS OF INCOME WHILE EARNING A BACHELOR DEGREE

- A large percentage of Athens State University students are full or partially employed which reduces the opportunity cost of attending Athens State University
- A number of employers provide financial assistance to Athens State students while a earning a degree in higher education.
- The distance learning option of Athens State flexible programs allows them to continue working while going to school and not having to relocate which can be very expensive.
- These three points can greatly reduce the cost of earning a degree from Athens State University which can have a very large effect on the return on investment of the graduates.



# ECONOMIC IMPACT – NORTH ALABAMA AND THE STATE OF ALABAMA

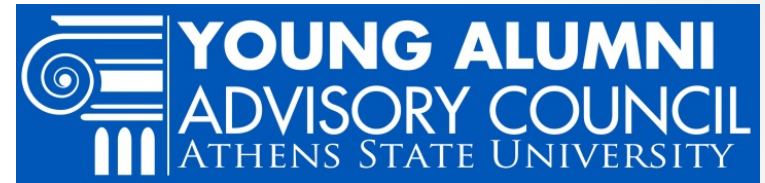
- Spending by Athens State **multiplies the economic impact and improves the economy of the local area.**
- Graduates influence economic growth through **increased personal income** that can be correlated with better levels of education.
- A degree prepares individuals to enter the labor force and upgrade their knowledge and skills.
- **A higher educated workforce attracts businesses by providing various support services and civic amenities to their communities.**
- The University promotes leadership, modern thought and innovation which contributes to entrepreneurship, research, business development and well prepared teaching professional.



# ALUMNI AFFAIRS



- The purpose of the Association is to develop a strong alliance with the University, encourage members to actively participate, develop resources for the University, and enhance the image of the institution.
- The Alumni Board of Directors is responsible for hosting several events that include:
  - Concerts
  - Awards Ceremony
  - Flag Day Ceremony and Cookout
  - Networking Receptions
  - Fiddlers Convention Hospitality Tent
  - Travel Program
  - Homecoming/Reunions
  - Golf Classic



The Alumni Association funds the Athenian Ambassadors and coordinates with the Young Alumni Advisory Council.



# UNIVERSITY FOUNDATION



The generous support of alumni and friends through the establishment of Endowed and Annual Scholarships makes an Athens State University education possible for many students each year. Endowed Scholarships are permanent funds that may be established through an investment of \$15,000, which may be contributed over a period of five years. Only a percent, usually 5% or less of the endowment depending on the earnings is awarded each year. For Annual Scholarships, the entire gift amount is awarded each year.

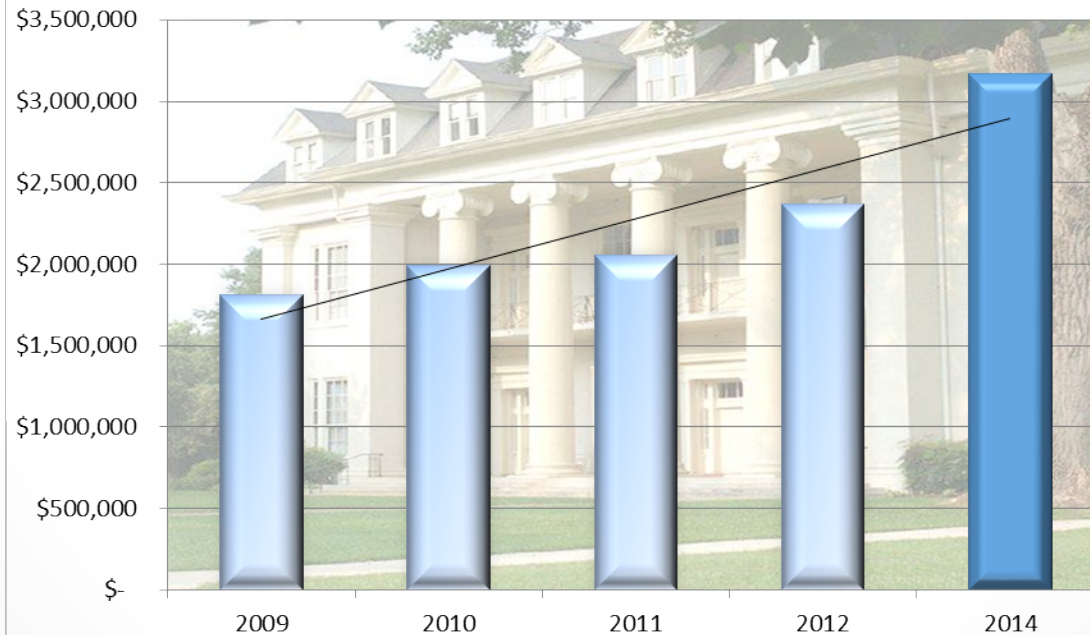
Foundation Scholarships Awarded for Academic Year:

**2014-15 Number of Scholarships Awarded:** 215  
**Number of Scholarship Applications Received:** 296  
**Total Amount of Scholarships Awarded:** \$202,935  
**Average Award:** \$944

# UNIVERSITY FOUNDATION



## Foundation Total Investments Summary





# COMMUNITY INVOLVEMENT

## ANNUAL FIDDLERS CONVENTION AND ANNUAL GOLF TOURNAMENT



Athens State's premier and largest event is the **annual Fiddler's Convention**. The convention brings in some 200 contestants, 150 vendors and approximately 15,000 people from more than 30 states. More than \$1 million dollars was added to the local economy during Fiddler's weekend in 2016

"Fiddle Man" carved with chain saw from dead tree stump on campus



The 25<sup>th</sup> Annual Athens State University Alumni Golf Classic was held in 2016 at Canebrake Club in Athens. Proceeds from the tournament fund scholarships for the following academic year. The proceed exceeded \$21,000

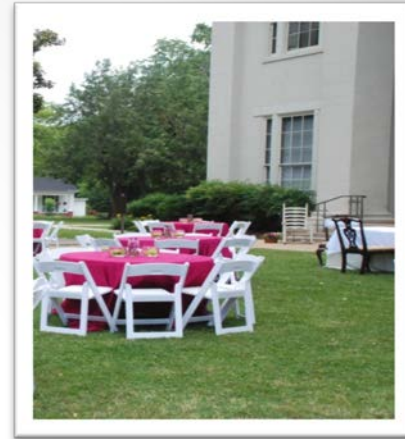
# COMMUNITY INVOLVEMENT

## OTHER EVENTS AND ACTIVITIES

- Many weddings are performed on the steps of historic Founders Hall and receptions held in its parlor.
- Other activities drawing people to the community include Alumni events, musical concerts, drama productions, reunions, proms, pageants, breakfasts, and ceremonies.

- The Livingston Concert Lecture Series at Athens State University hosts quality speakers covering a variety of topics.

- The Athens State Community Band, now comprised of 50 volunteer musicians, is completing its 13th year of providing music for many community events.



# ECONOMIC IMPACT OF STUDENTS

Earning a degree from Athens State University is a very attractive investment for its graduates. The average Athens State University graduate will make up the cost of tuition in about one year.

Enrollment for Fall semester of academic year 2015-2016 was 3,042 students. Athens State graduates approximately 1,000 students per year. This is the highest number of annual graduates of any other university in north Alabama.

With unrestricted, auxiliary and plant fund operating budgets for the 2015-2016 academic year of approximately \$38 million, the calculated cost of educating a student at Athens State University is \$12,491. For a student who takes 30 credit hours per year, the cost of attending the University in 2015-2016 is an affordable \$6,270 for face-to-face education and \$7,920 for online classes. This is the lowest tuition of all four-year public baccalaureate institutions in the State of Alabama.

Also, Athens State University graduates realize the 9<sup>th</sup> highest average starting salary among Alabama universities.



# STATE OF ALABAMA EARNINGS BY COLLEGE

National average of earnings at the 10 year mark is \$34,343,  
Athens State University ranked **#8** in State of Alabama for earnings.



1. University of Alabama in Huntsville - \$46,600
2. Samford University - \$45,800
3. Auburn University - \$45,400
4. Spring Hill College - \$43,800
5. University of Alabama - \$42,400
6. Birmingham-Southern College - \$41,900
7. University of Alabama at Birmingham - \$40,300
- 8. Athens State University - \$39,700**
9. University of South Alabama - \$38,300
10. Ambridge University - \$38,100
11. University of Mobile - \$37,800
12. Faulkner University - \$37,600
13. Tuskegee University - \$37,100
14. Huntingdon College - \$37,100
15. Troy University - \$36,600
16. University of North Alabama - \$36,300
17. University of Montevallo - \$35,100
18. Jacksonville State University - \$35,100
19. Auburn University at Montgomery - \$34,800
20. University of West Alabama - \$33,800



# ECONOMIC IMPACT--FACULTY AND STAFF LOCAL COMMUNITY AND NORTH ALABAMA

- In addition to the Social Returns (positive externality), faculty and staff have a similar positive impact on the University and area communities.
- Athens State boasts many graduates, to include state representatives, bankers, lawyers, educators and other professionals.
- The staff and faculty provide an economic and non-economic impact in programs, services and operations by facilitating economic and social activities of which students and residents of area communities can also enjoy.
- Faculty in turn heighten the reputation of the University, mentor the school's students and add to the academic and intellectual activities in the North Alabama area. Some of these activities include:
  - Business and industry interaction and Consulting
  - Advising student clubs and activities
  - Hosting keynote speakers
  - Sponsorship and participation of civic/cultural events
  - Community civic organizations



# COMMUTER/ONLINE STUDENT IMPACT

- **Students at Athens State University** generally commute to the campus and make expenditures that are significant for the local area.
- **Commuting students** make purchases of fuel at local gas stations and also make food and general retail purchases. The same can be said of faculty and staff commuter expenditures.
- **Online students** make little economic impact in this local area but do make a significant impact in the area they reside.
- **Alabama Community College data estimates student expenditures in their respective communities to total approximately \$9.73M a year**
- It is likely that local students do not leave their area for their education and hence reduce the “leakage” of income to other areas.

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