



# HBCUs Make America Strong:

## THE POSITIVE ECONOMIC IMPACT OF ALABAMA'S HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

The landmark study commissioned by UNCF—*HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities*—makes it clear: HBCUs are economic engines in their Alabama communities and beyond, generating substantial economic returns year after year.

HBCU faculty, employees and students produce—and consume—a wide range of goods and services, which spurs economic activity on and beyond campus. The result? More jobs, stronger growth and more vibrant communities. Meanwhile, Alabama's workforce is bolstered by a steady supply of highly trained and success-oriented HBCU graduates.

**The positive economic impact of Alabama's HBCUs is large and lasting. The numbers (based on 2014 data) tell the story.**

### Total Economic Impact: \$1.5 Billion

Together, Alabama's HBCUs generate \$1.5 billion in *total* economic impact. This estimate includes direct spending by HBCUs on faculty, employees, academic programs and operations and by students attending the institutions, as well as the follow-on effects of that spending.

Every dollar in *initial* spending by Alabama's HBCUs generates \$1.30 in initial and successive spending. This "multiplier effect" means that, on average, each dollar spent by the state's HBCUs and their students generates an additional 30 cents for their local and regional economies.

Many HBCUs are located in regions of the country where overall economic activity has been lagging, making their economic contributions to those communities all the more essential.

### Total Employment Impact: 15,062 Jobs

Alabama's HBCUs generate 15,062 jobs in total for their local and regional economies. Of this total, 6,421 are on-campus jobs, and 8,641 are off-campus jobs.

For each job created on an HBCU campus in Alabama, another 1.3 public- and private-sector jobs are created off campus because of HBCU-related spending.

Looked at in a different way: Each \$1 million initially spent by an Alabama HBCU and its students creates 13 jobs.

### Total Lifetime Earnings for Graduates: \$12.5 Billion

HBCUs play a major role in the economic success of their graduates by enhancing their education, training and leadership skills. In fact, the 5,682 Alabama HBCU graduates in 2014 can expect total earnings of \$12.5 billion over their lifetimes—that's 42 percent more than they could expect to earn without their college credentials.

Or, viewed on an individual basis: An Alabama HBCU graduate working full-time throughout his or her working life can expect to earn \$656,000 in *additional* income due to a college credential.<sup>1</sup>

<sup>1</sup>This estimate reflects incremental earnings averaged across degree and certificate programs.

### HBCUs in Alabama:

- Alabama A&M University
- Alabama State University
- Bishop State Community College
- Concordia College Alabama
- Gadsden State Community College
- H. Councill Trenholm State Technical College
- J.F. Drake State Community and Technical College
- Lawson State Community College Birmingham
- Miles College
- Oakwood University
- Selma University
- Shelton State Community College
- Stillman College
- Talladega College
- Tuskegee University