



# *The Economic Impacts of the State University of New York*

*June 1, 2011*



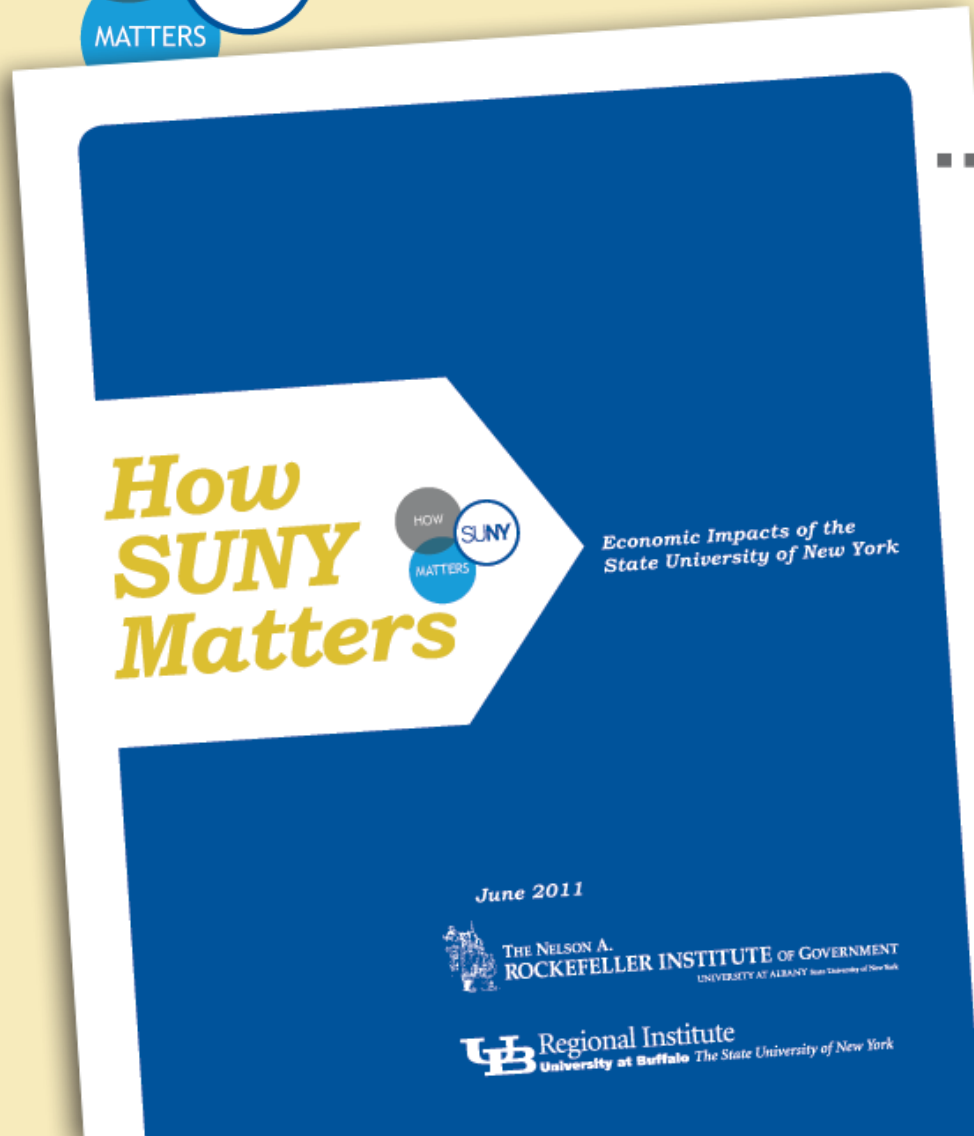
THE NELSON A.  
ROCKEFELLER INSTITUTE OF GOVERNMENT  
UNIVERSITY AT ALBANY State University of New York

**UB** Regional Institute  
University at Buffalo *The State University of New York*





# ***Data Sources***



***SUNY and the SUNY Research Foundation***

***Survey of campus directors of institutional analysis and alumni relations***

***National databases, including the American Community Survey and the Integrated Post-Secondary Data System (IPEDS) of the National Center for Education Statistics***



# 2,132,600



**463,800 Students**  **92%**  
*Who originated from...* **...within NYS** **4%** **4%**  
*...elsewhere in U.S.* *...elsewhere in world*

**83,000 Employees** 

**1,585,000 Alumni**   
*...who live in New York State*



***SUNY attracts...***

***\$10.3 billion***  
*in revenues*

***SUNY and affiliates*** *(students, visitors)* ***spend...***

***\$13.6 billion***  
*in expenditures*

***These dollars circulate...***

*generating and supporting...*

***\$19.8 billion***  
*in economic impact*

***173,000 jobs in NYS***

***\$460 million in taxes***



***SUNY's  
return on  
state  
investment***

***\$19.8 B***

***\$3.9 B***

***NYS  
appropriations***

***=***

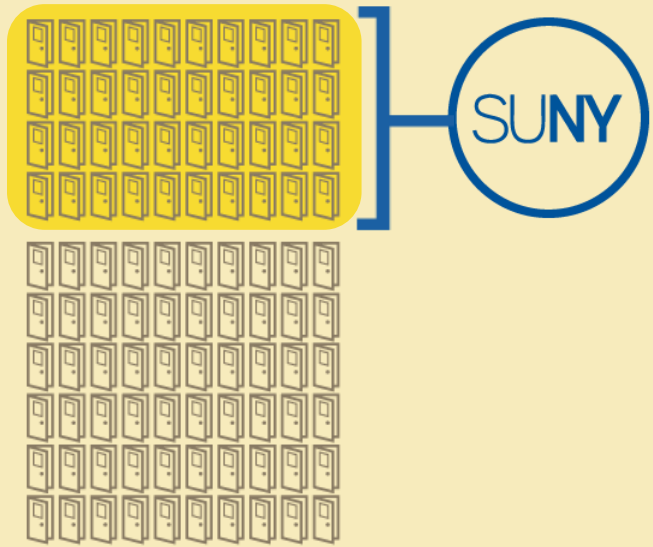
***\$5.10***

***return on investment  
for every dollar of  
state funding***



**1.6 million SUNY alumni in NYS...**

***Degree-requiring jobs in NYS***

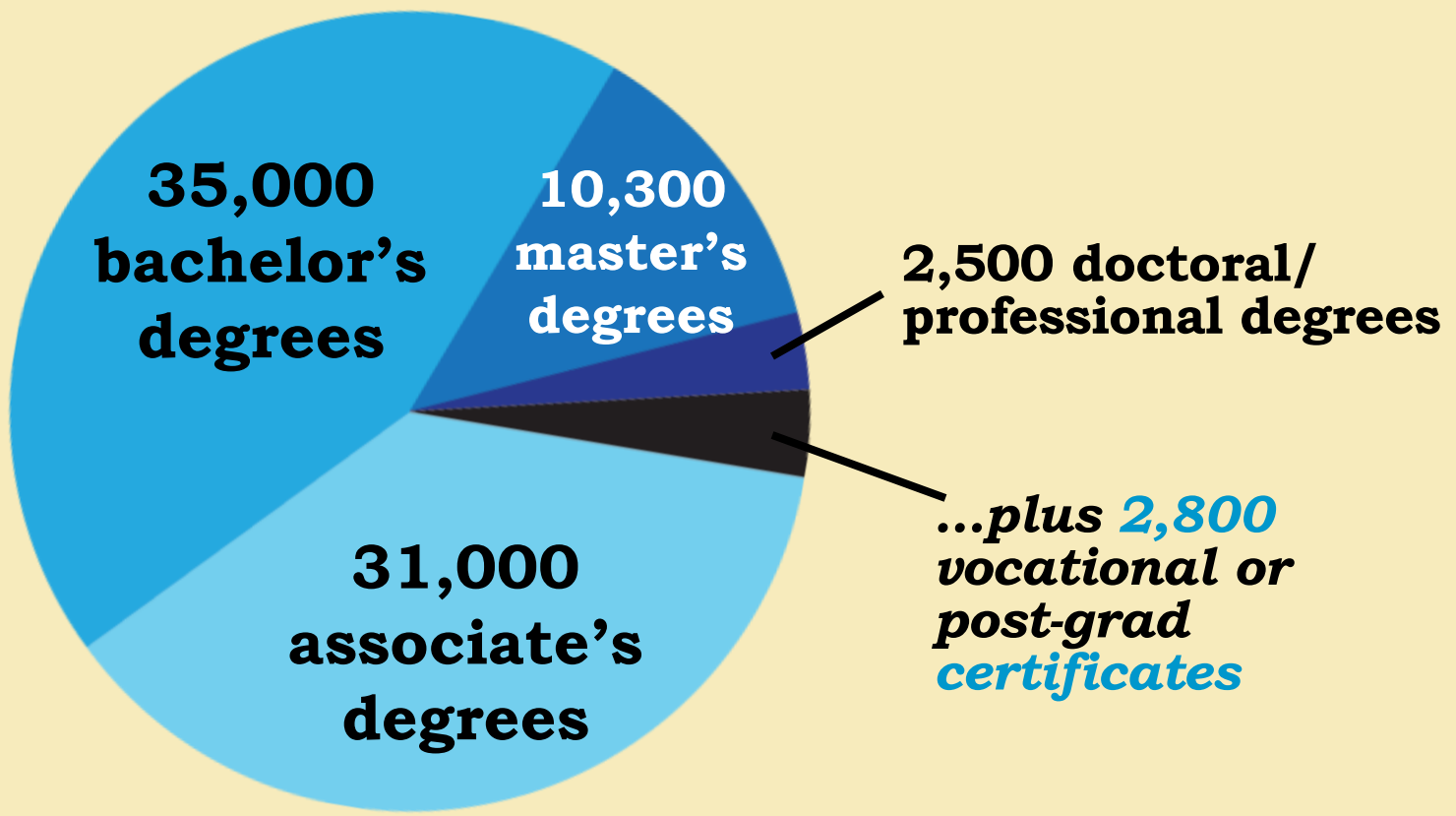


***...have credentials to fill 40% of all degree-requiring jobs in NYS...***

***...even though SUNY generates only 30% of all degrees granted in NYS.***

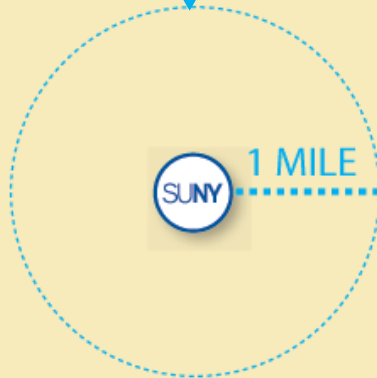


***In one year (2008-09):***  
***78,800 SUNY grads***





**20%** of all businesses in  
**NYS** are **within**  
**1 mile** of a **SUNY**





**Compared to the rest of their counties, these *nine SUNY Impact Communities* are...**

**...younger**

**...more diverse**

**...more educated**

**...more walkable**

**And have lower...**

**...housing vacancy rates**

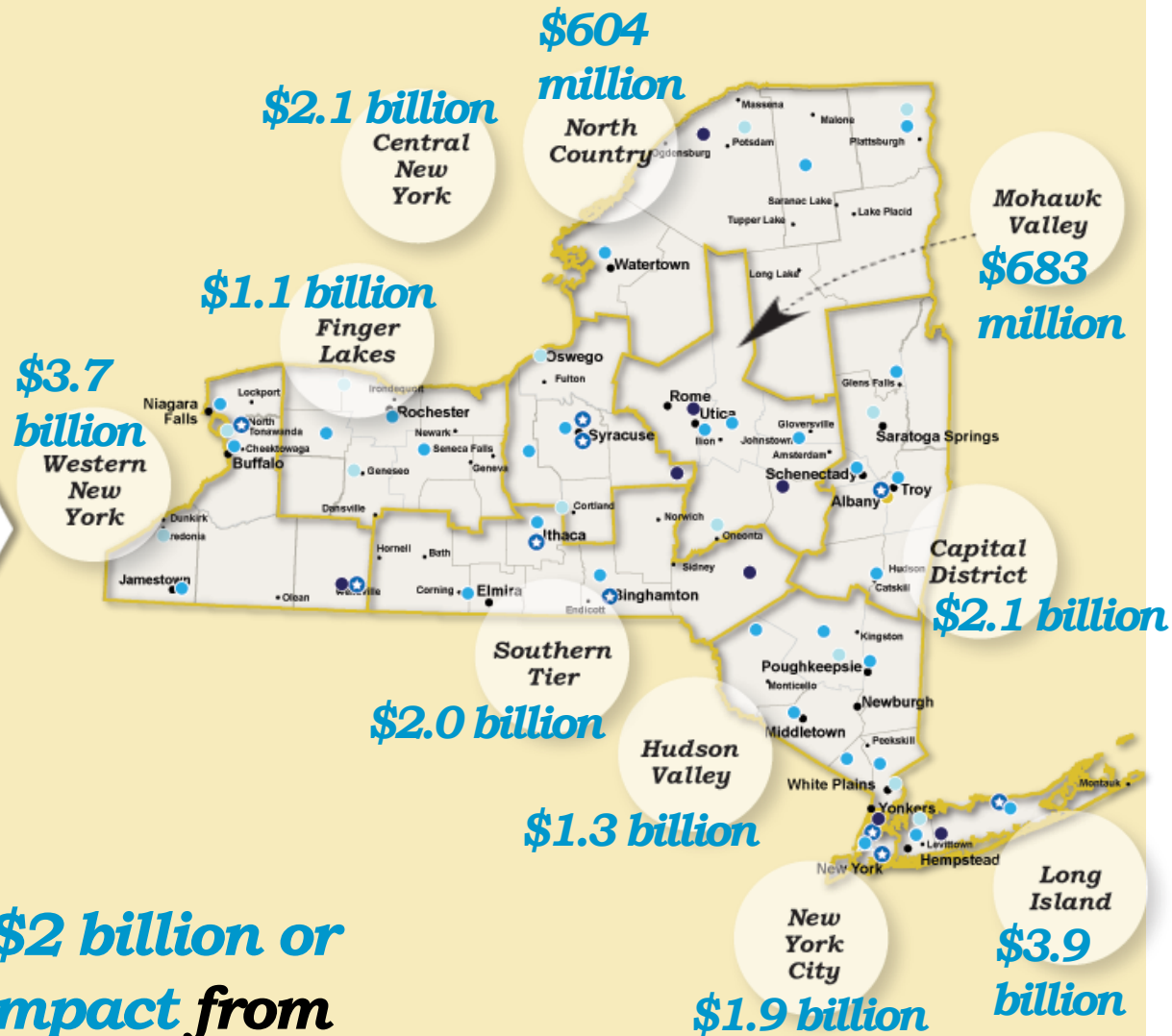
**...out of county commuting**





# SUNY and New York's Regional Economies

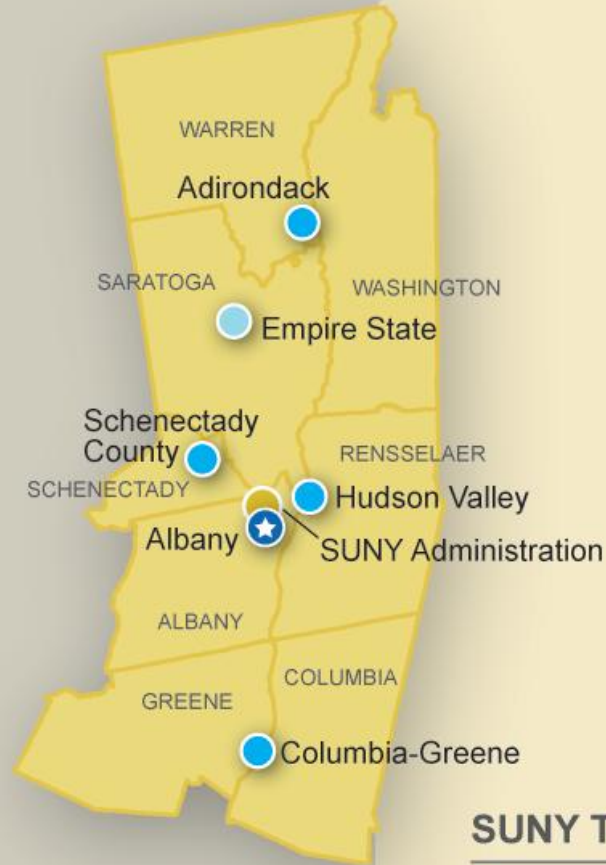
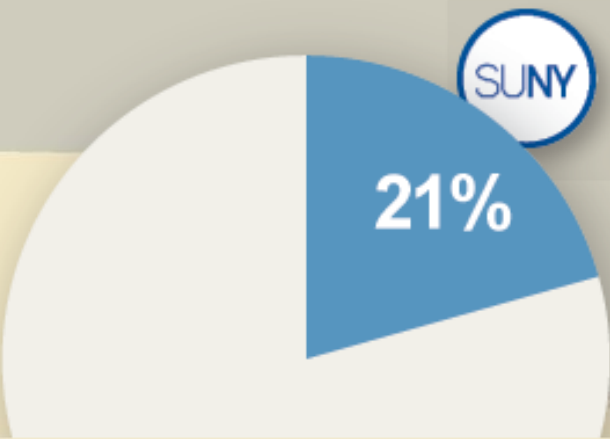
10 regions:  
...6 with nearly \$2 billion or more economic impact from their SUNYs



# Capital District



**219,000 SUNY students, alumni and employees**



**6**  
SUNYs

## SUNY TYPE

- University Centers/  
Doctoral Granting Institutions
- University Colleges
- Community Colleges

# Capital District

STUDENTS



# 44,200

students attended a Capital District SUNY school.

Where these students originated...

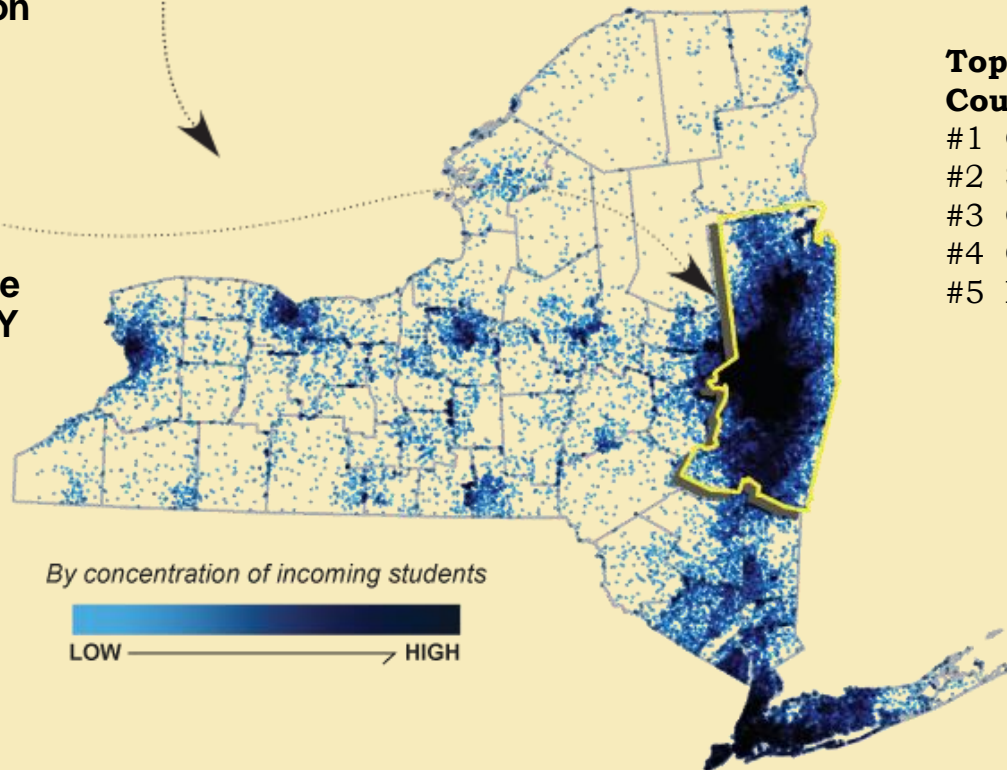
68% from within this region

26% from elsewhere in NYS

2% from elsewhere in U.S.

4% from elsewhere in world

Permanent home address of SUNY students by ZIP code, 2010



- Top 5 Countries:**
- #1 China
  - #2 S. Korea
  - #3 Czech Rep.
  - #4 Greece
  - #5 India

**Capital  
District**

STUDENTS



**44,200**

students attended a  
Capital District SUNY school.

SUNY

## DIVERSITY

**24%**

Minority students

**21%**

Students from a low-  
income ZIP code (*20%+*  
*children live below the*  
*poverty line*)

**18%**

Non-traditional  
students (*age 30+*)

# ***Capital District***

ALUMNI



# 166,000

**SUNY alumni live in the Capital District.**

# 103,000

**...graduated from a SUNY in this region and stayed in this region.**



# 63,000

**...graduated from a SUNY elsewhere in NYS and now live in this region.**

# Capital District

ALUMNI



Capital District SUNY alumni hold degrees to fill Capital District workforce needs across industries.

Business & Finance

Education

Social Services

Tech. Trades

Law & Public Service

Art

30%

40%

50%

60%

70%

80%

90%

100%

Computer & Mathematics

Health

Hospitality & Service

Science, Engineering & Environmental

Communications & Media

Agric.

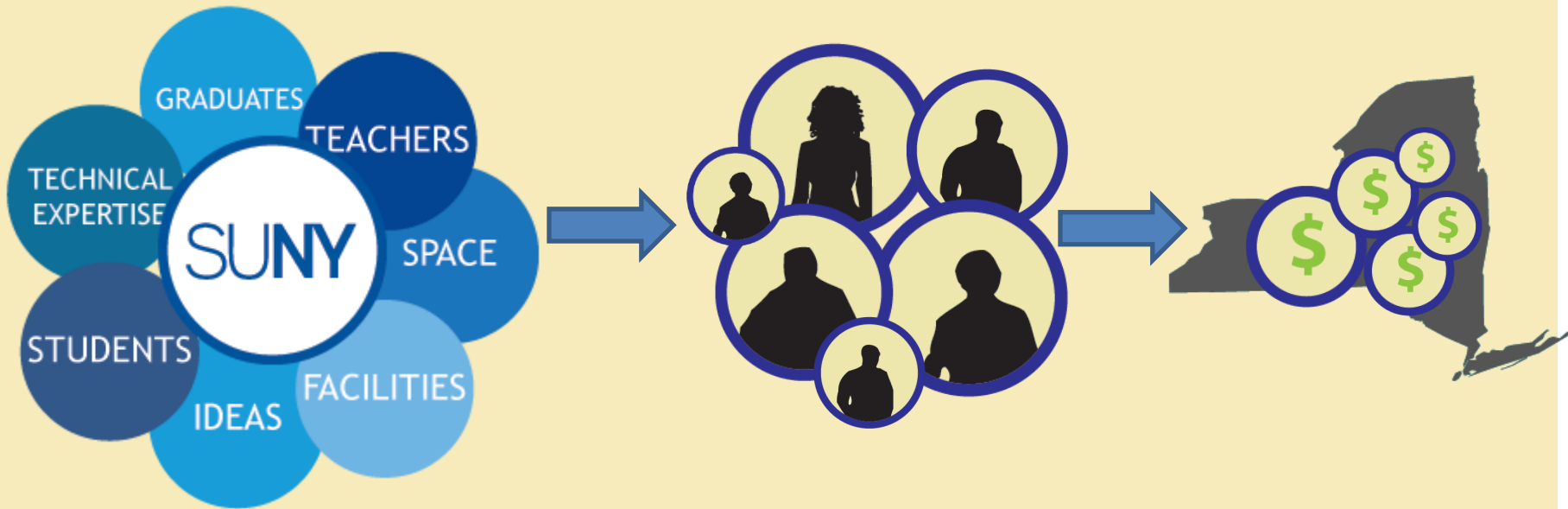


# ***A New Paradigm for Economic Development***

***Universities and colleges have enormous materials at hand...***

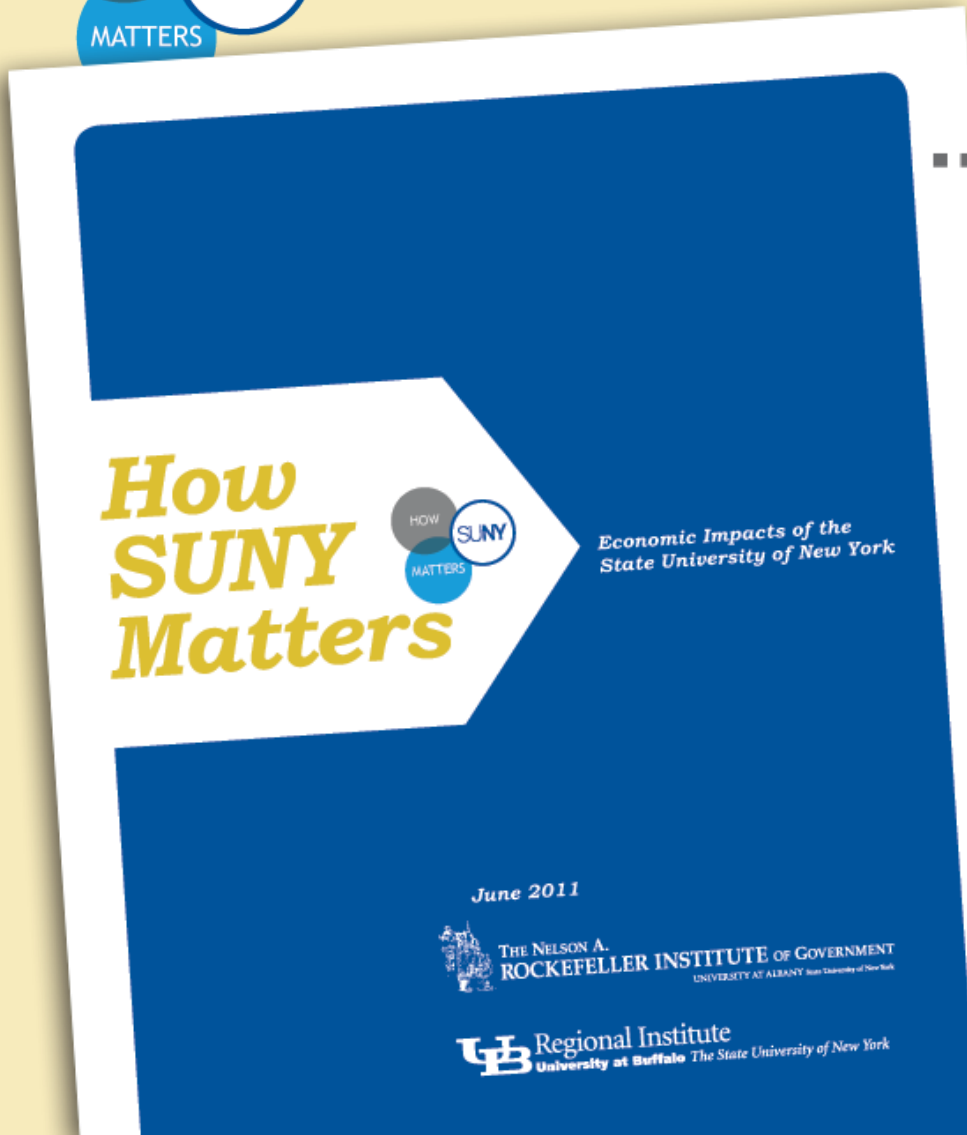
***...but it takes entrepreneurs to transform these materials into resources...***

***...for economic growth.***





# ***Data Sources***



***Survey of university & college presidents about initiatives***

***Survey of economic development officers about facilities, services, incentives, and other resources***

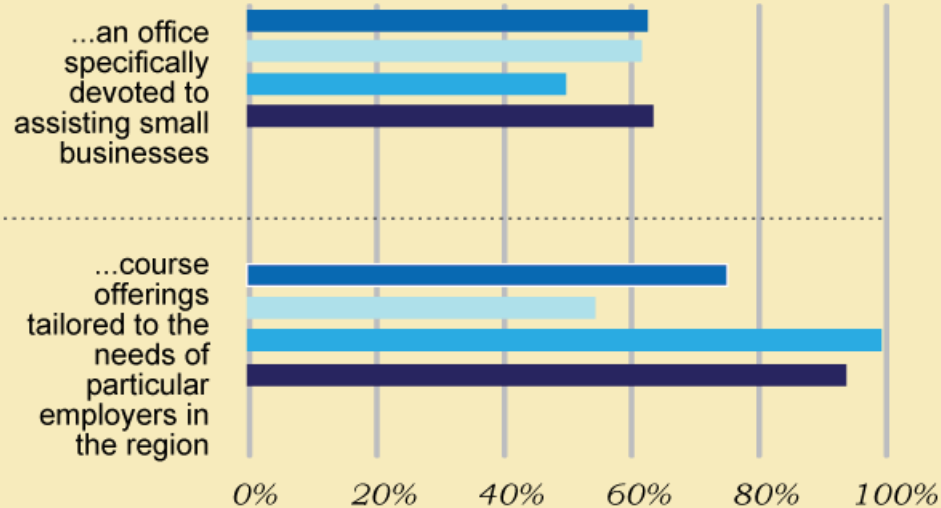
***Site visits, phone calls, and other data collection efforts to understand projects and activities***



## ***Summary Finding 1: Direct services to businesses***

***SUNY  
universities  
and colleges  
provide a great  
range of direct  
services to  
state and local  
businesses,  
typically  
tailored to  
specific needs  
and regions***

### ***Campus has...***



■ University Centers   ■ University Colleges   ■ Community Colleges   ■ Technology Colleges



## ***Summary Finding 2: Working with state agencies***

***Some SUNY campuses already have experience working with NYS and local government agencies in performing economic and workforce development functions***



**Cayuga  
Community  
College**



## Summary Finding 3: ***Supports for entrepreneurialism***

***SUNY university centers have developed extensive supports for entrepreneurial efforts to draw on new knowledge to produce commercial innovations***

**SUNY  
University  
Centers**

***Of SUNY doctorate-granting institutions:***

**8**

**support patent/copyright costs**

**8**

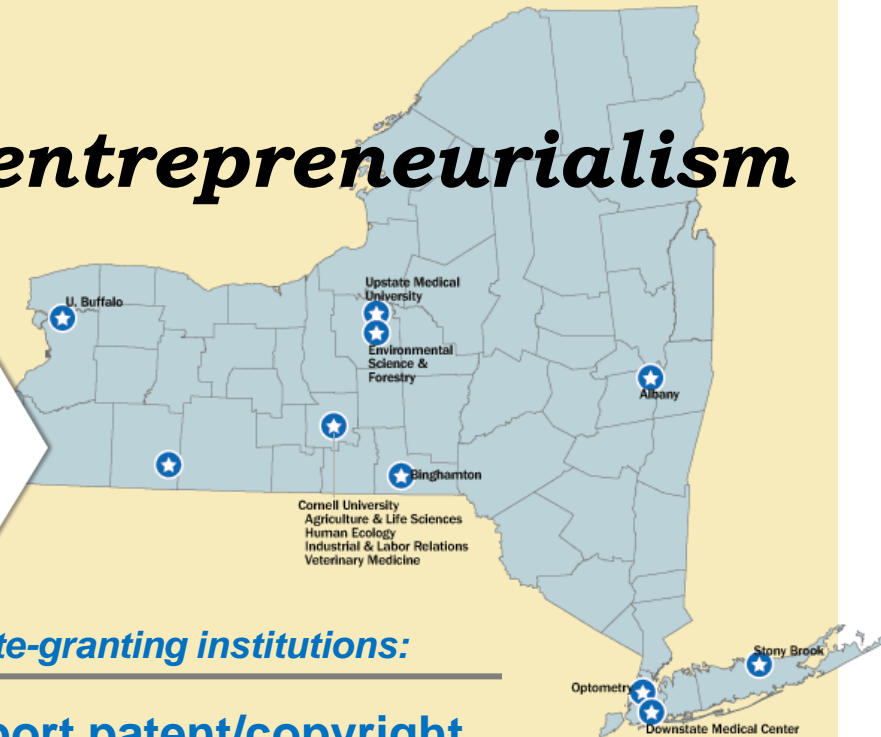
**offer lab or office space**

**7**

**have incubators**

**5**

**offer seed or bridge funds**





## ***Summary Finding 4: Innovation opportunities widespread***

***Opportunities for entrepreneurship not limited to technical innovations, “translational disciplines,” or university centers. Academic entrepreneurship can emerge and succeed under many circumstances.***





## ***Summary Finding 5: Innovative incrementalism***

***Building on innovations and their effects in successive steps may produce large economic effects.***

***May reach a tipping point, a sustainable ecology of organizations and people.***

***Highlights value of persistence, focus, and relentless search for new opportunities.***



**Brooklyn  
Army  
Terminal**



## ***Summary Finding 6: SUNY & collaborative projects***

***One of SUNY's special strengths is its capacity for joint projects across campuses.***

***Can multiply resources brought to bear on economic development efforts.***



**Clean Energy  
Technology  
Training  
Consortium**

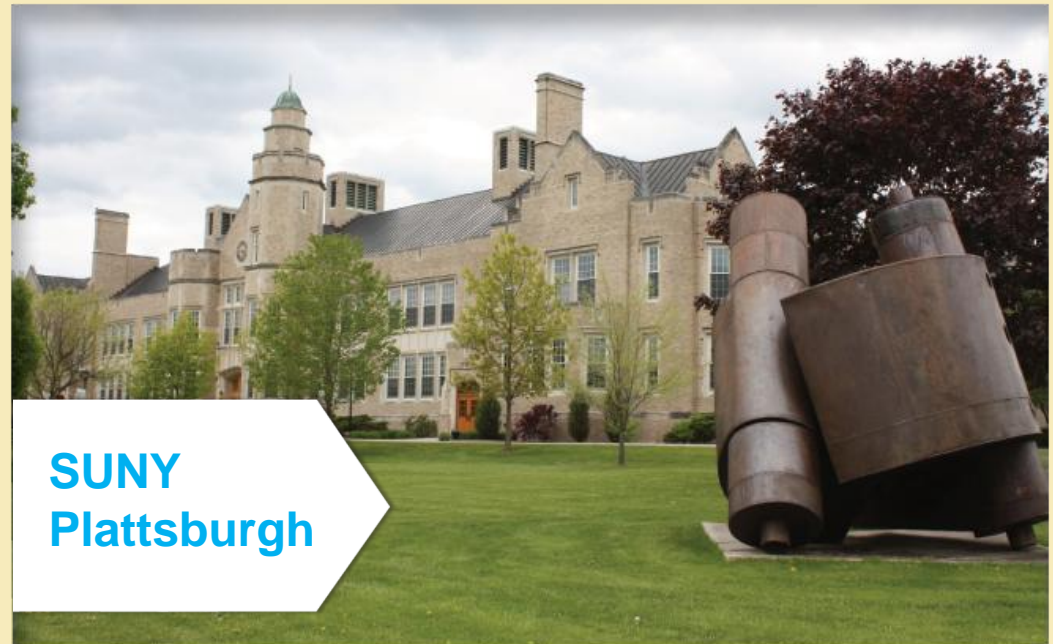


## ***Summary Finding 7: SUNY & multiple sources of leadership***

***Another great strength  
of SUNY is its pluralism  
and diversity***

***It offers multiple,  
independent potential  
sources of initiative  
and leadership—in  
different economic  
contexts***

***Opportunities are  
many—and can be  
exploited more fully***



**SUNY  
Plattsburgh**



## ***What is to be done?***

***Can we “find another Nano”?***

***Can we find,  
nurture,  
develop,  
and unleash  
many entrepreneurs  
and build on their successes?***



***Critical not only to provide resources but also  
“get the culture right”—to innovate and educate wherever possible.***



***“If entrepreneurial thinking can be introduced and integrated into the dialogue of the campuses of our great universities, these institutions can emerge as true engines of innovation – just what society expects of them.”***

**–Holden Thorp & Buck Goldstein, 2010**



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