



An Economic Catalyst for Colorado



Research and analysis by:



PARKER
STRATEGY
GROUP

Designed by:



ECONOMIC IMPACT REPORT JULY 2024



// Introduction

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How Impact is Calculated:



DIRECT

Impacts generated as a result of spending on operations, capital expenditures, pay and benefits, student spending and visitor spending.



INDIRECT

The increase in demand for goods and services in industry sectors that supply or support MSU Denver, its students, its faculty and staff and visitors. Often referred to as the supply chain.



INDUCED

The third wave of impact created as a result of household spending by MSU Denver employees, employees of suppliers and students. Induced impacts estimate the effect of increased household income.

MSU DENVER IMPACT BY THE NUMBERS



\$54.3M
in state and
local tax revenue
generated annually



\$953.8M
generated in annual
economic impact

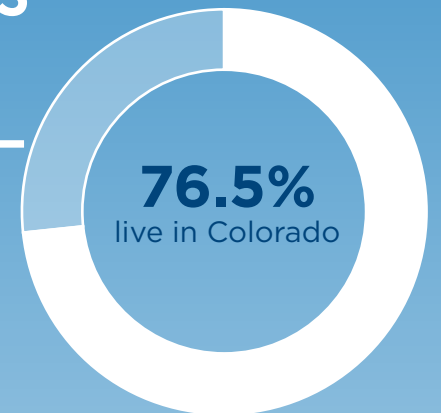


\$250.3M
increase in economic
impact from FY 19



\$11.52
is generated in impact
for every \$1 invested
by the state

108,333
alumni



4.2%
of Colorado's workforce is
supported by Roadrunner
alumni and their spending



7,233 jobs
supported and sustained:
2,573 jobs on campus and
4,660 jobs off campus



To read more about the methodology in this report,
go to: msudenver.edu/economic-impact

This economic contribution analysis, conducted by Parker Strategy Group, provides a comprehensive assessment of the economic, employment and tax impact of MSU Denver across Colorado.

MSU Denver, the state’s urban and comprehensive modified open-access university, offers bachelor’s and master’s degrees in over 100 majors, as well as flexible certificates and upskilling opportunities for students of all ages and backgrounds.



“With our focus on accessibility, diversity and affordability, MSU Denver is uniquely positioned to help accelerate Colorado’s economy, providing a talent pipeline that fuels the state’s workforce. Employers know our high-value, career-focused programs make Roadrunners ready to fill critical job openings on Day One. Despite Covid-19 disruptions, we’re proud to have grown MSU Denver’s economic impact, throughout Colorado and beyond!”

- Janine Davidson, Ph.D.
President, MSU Denver

MSU DENVER FAST FACTS



More than
17,000
students (16,345 undergraduate, 1,160 graduate)

\$2,594

average annual undergraduate **out-of-pocket** cost for full-time Colorado resident undergraduate students*



100%
of classes taught by **faculty**

Federally designated Hispanic-Serving Institution

55.2% of undergraduates are students of color

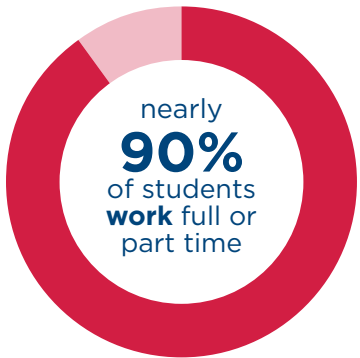
59.7% of undergraduates are first-generation college students



#1
transfer destination
for Coloradans with **49.7% transfer** students

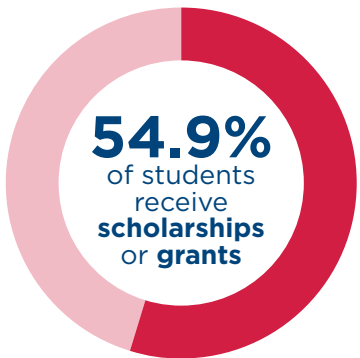
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average age (undergraduate students)



33%

of Roadrunners are federal **Pell Grant** eligible

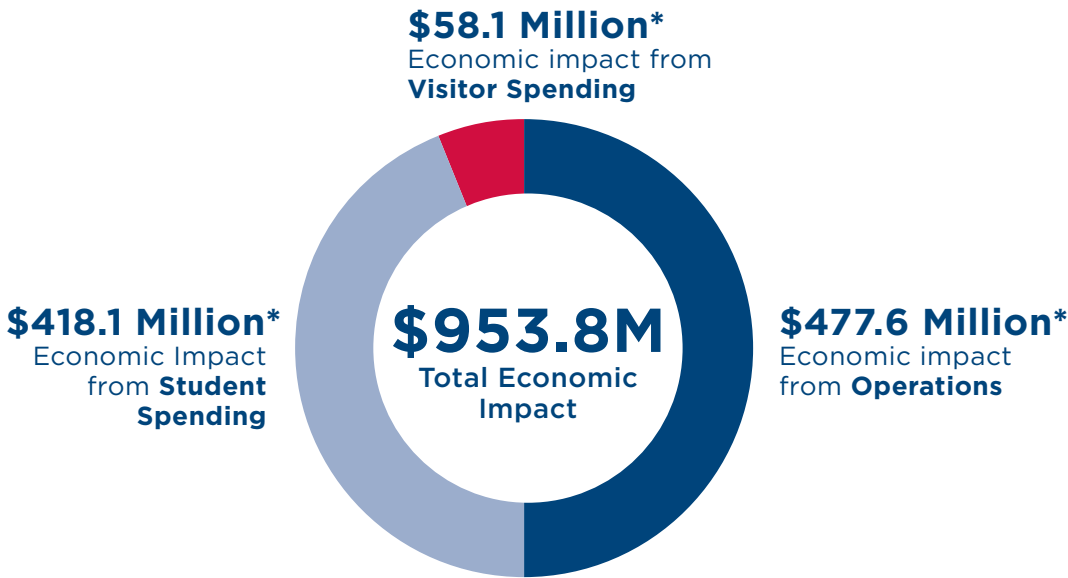


99 majors,
102 minors,
10 graduate degree programs,
48 certificate options

Source of financial data MSU Denver FY23 | Student data source: 2023-24 Fast Facts (Published December 2023)
*Source: MSU Denver 2024 Fact Sheet

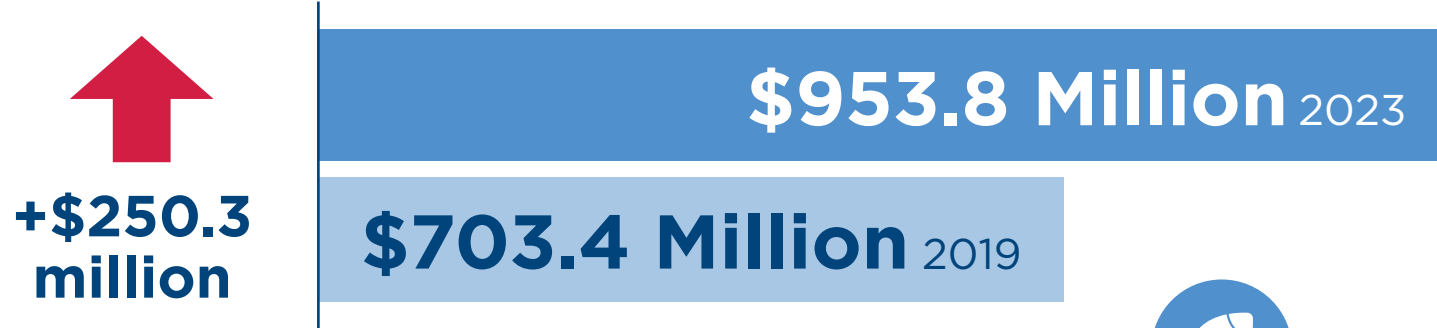
MSU DENVER'S IMPACT NEARS \$1 BILLION

In combined impact, MSU Denver contributes **\$953.8 million** annually in economic impact to Colorado through its expenditures on operations, capital projects, wages and campus spending (FY19-23).



Growing Economic Impact

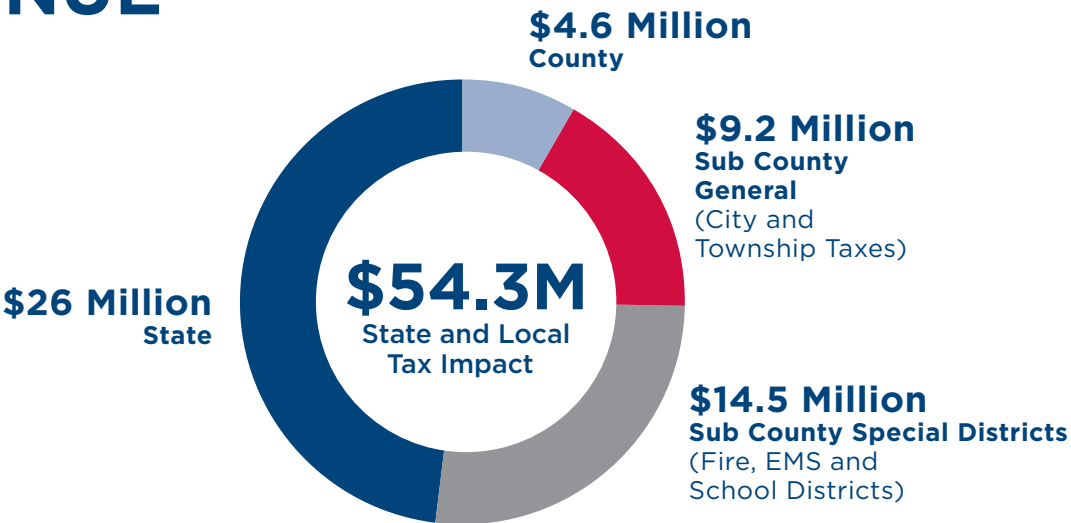
MSU Denver's economic impact grew by more than **\$250.3 million** from FY19 to FY23, a **36% increase to \$953.8 million**. This growth outpaced the nearly 19% inflation rate over that period by more than \$116.6 million, despite the challenges of the pandemic.



MSU Denver's **direct operational impact** annually is equivalent to **Super Bowl LVI** hosted in Los Angeles in 2022.

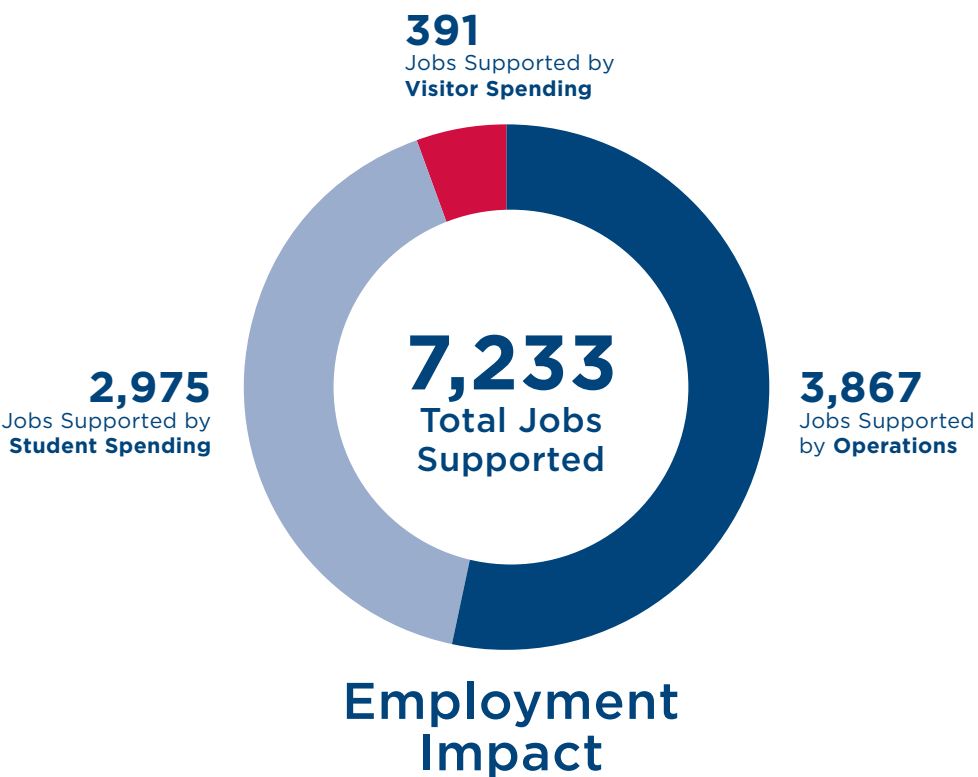
GENERATING LOCAL AND STATE TAX REVENUE

MSU Denver, its employees and suppliers **contribute \$54.3 million** annually, on average, to state and local tax bases through purchasing (FY19-23).



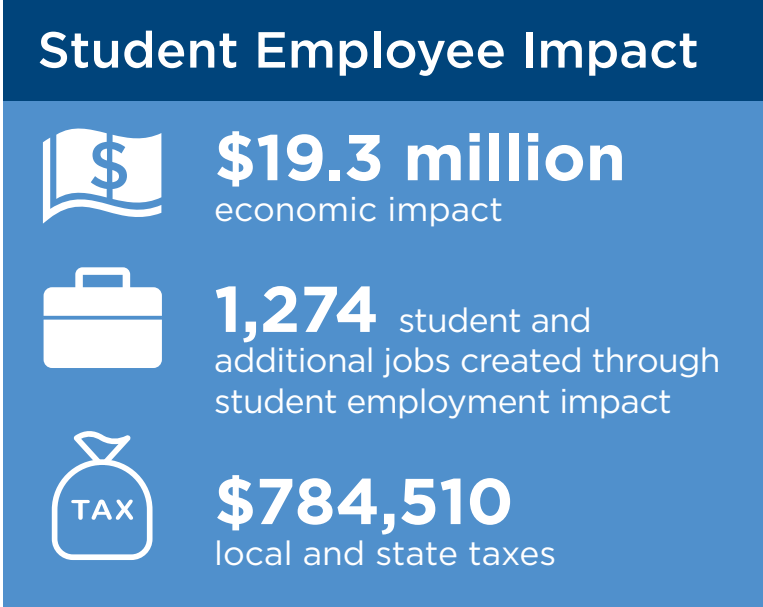
FUELING COLORADO’S WORKFORCE

MSU Denver supports and sustains **7,233 jobs in Colorado** as a result of operational, student and visitor spending. In FY23, MSU Denver had 2,573 direct employees, which is 606 fewer employees than in FY19. MSU Denver has grown its impact and reach while remaining lean on the staffing side **without compromising quality of education and student support.**

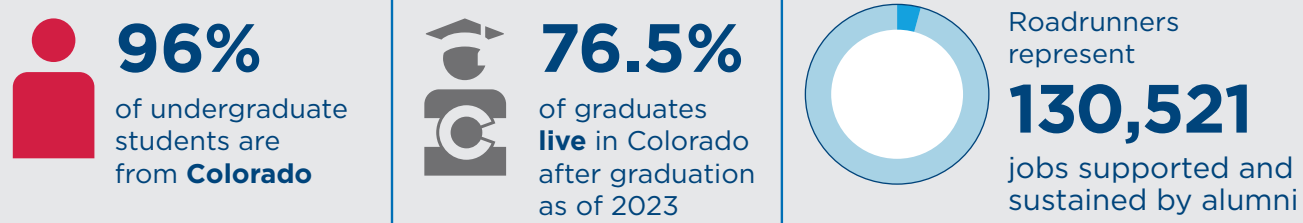


Students: Earning While Learning

MSU Denver equips students with the skills and experience needed to thrive in Colorado’s modern economy through on-campus employment, internships and work-based learning opportunities. This preparation not only ensures that Colorado has the talent pipeline it needs but also contributes significantly to the state’s economy. MSU Denver student employees alone **generate \$19.3 million** through their earnings and spending, which in turn **produces \$784,510 in tax revenue** for state and local governments.



COMMITTED TO COLORADO’S FUTURE



Source: 2023-24 Fast Facts (Published December 2023)

C2 Hub Connects Colorado’s Future

The Classroom to Career Hub (C2 Hub) tackles Colorado’s talent pipeline challenges and promotes economic mobility by linking employers, students and faculty. By integrating academic learning with hands-on experiences, internships and professional development, the C2 Hub ensures that students are career-ready while fostering collaboration that drives student success. The C2 Hub:

- * Has approximately **5,500 industry partners** recruiting and engaging with students, a number that has tripled over the past four years.
- * Serves a diverse array of students, with **67% being first-generation college attendees** and **65% students of color** in the 2022-23 academic year.

Roadrunner Alumni Help Colorado Rise

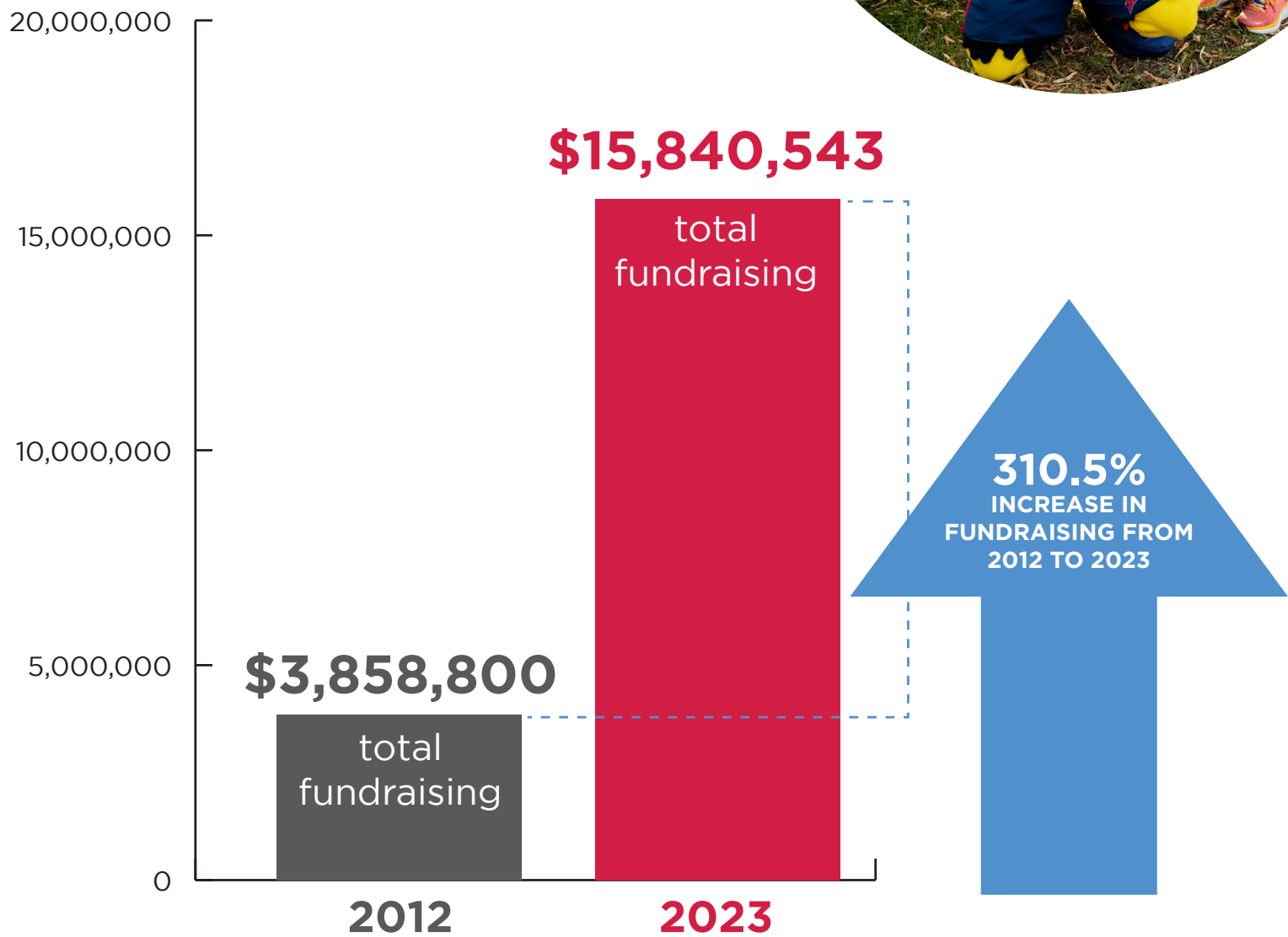
The 82,837 MSU Denver alumni living and working in the state generate enough economic activity to **support and sustain an additional 50,896 jobs** in Colorado. These alumni and their additional jobs impact represent 4.2% of Colorado’s workforce. MSU Denver is a vital part of Colorado’s labor force.



Source: Parker Strategy Group using IMPLAN with data from MSU Denver

FUNDRAISING AND FINANCIAL STEWARDSHIP

Diversifying the University’s portfolio is crucial to keeping an MSU Denver education affordable. Successful fundraising efforts have **increased annual giving by 310.5%** over the past 11 years. Enhanced donor and alumni engagement is strengthening MSU Denver’s financial stability.



Donor Dollars Have A Strong Return On Investment



For every **\$1** donated to MSU Denver, an additional **\$30.51** is generated based on operations for the Colorado economy.



MSU DENVER GIVES BACK

Through volunteering, voting, internships and community organizing, MSU Denver students learn beyond the classroom **while contributing to the community an estimated \$11.5 million in 2023.**

MSU Denver Annually Contributes
\$11.5 million in charitable giving and volunteer hours

 **\$3.1 million**
Charitable giving of faculty, staff and students

 **279,711 hours**
Volunteered by faculty, staff and students

 **\$8.4 million**
Value of hours volunteered by faculty, staff and students

Source: Parker Strategy Group using IMPLAN with data from MSU Denver



IMPACT ON AND OFF THE FIELD

MSU Denver Athletics supported and **sustained 148 jobs** and generated **an economic impact of over \$18.5 million in 2023.**

\$18.5M
in annual impact supporting
and sustaining 148 jobs

16 NCAA Division II
varsity sports

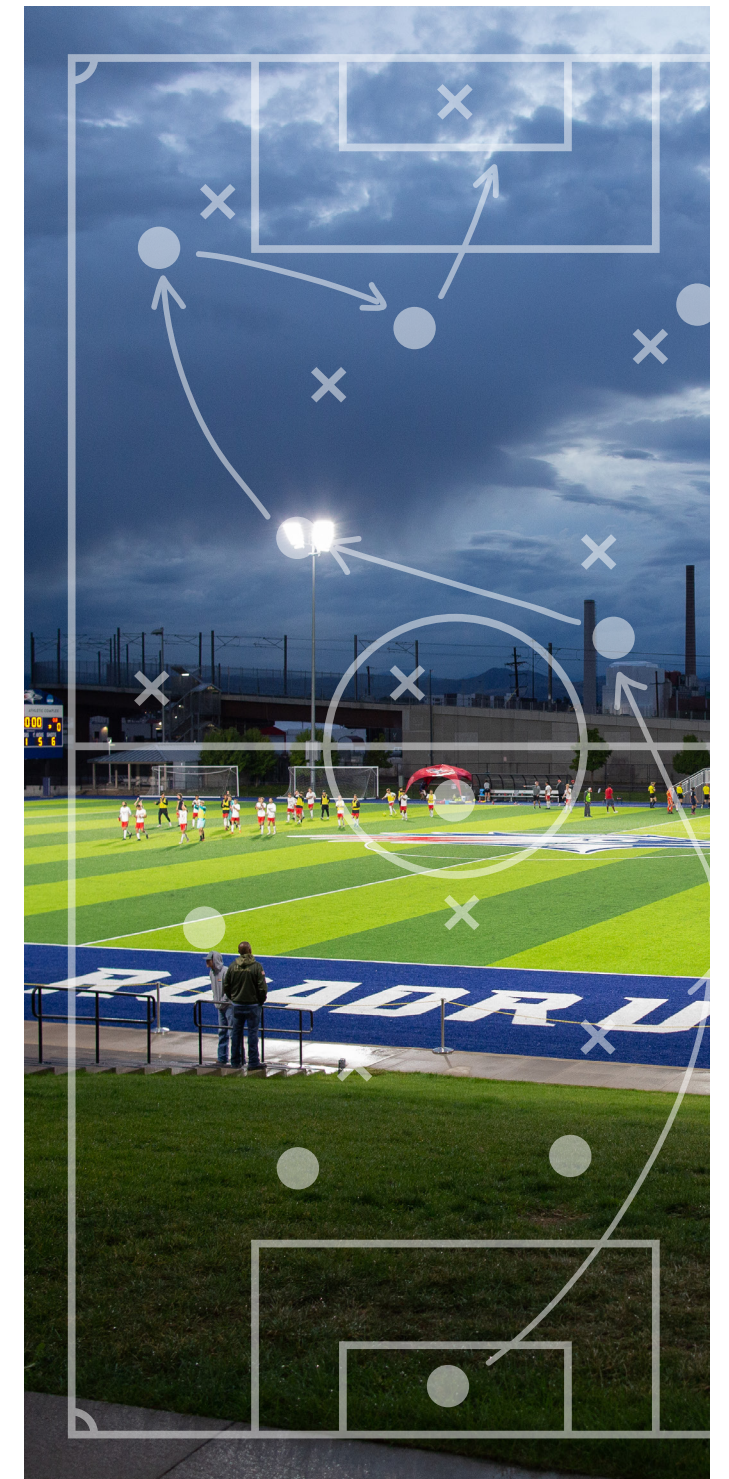
4 NCAA Division II national
championship teams

4 NCAA Division II individual
national champions

12 current professional
athletes

57 former professional
athletes

11 club sports teams



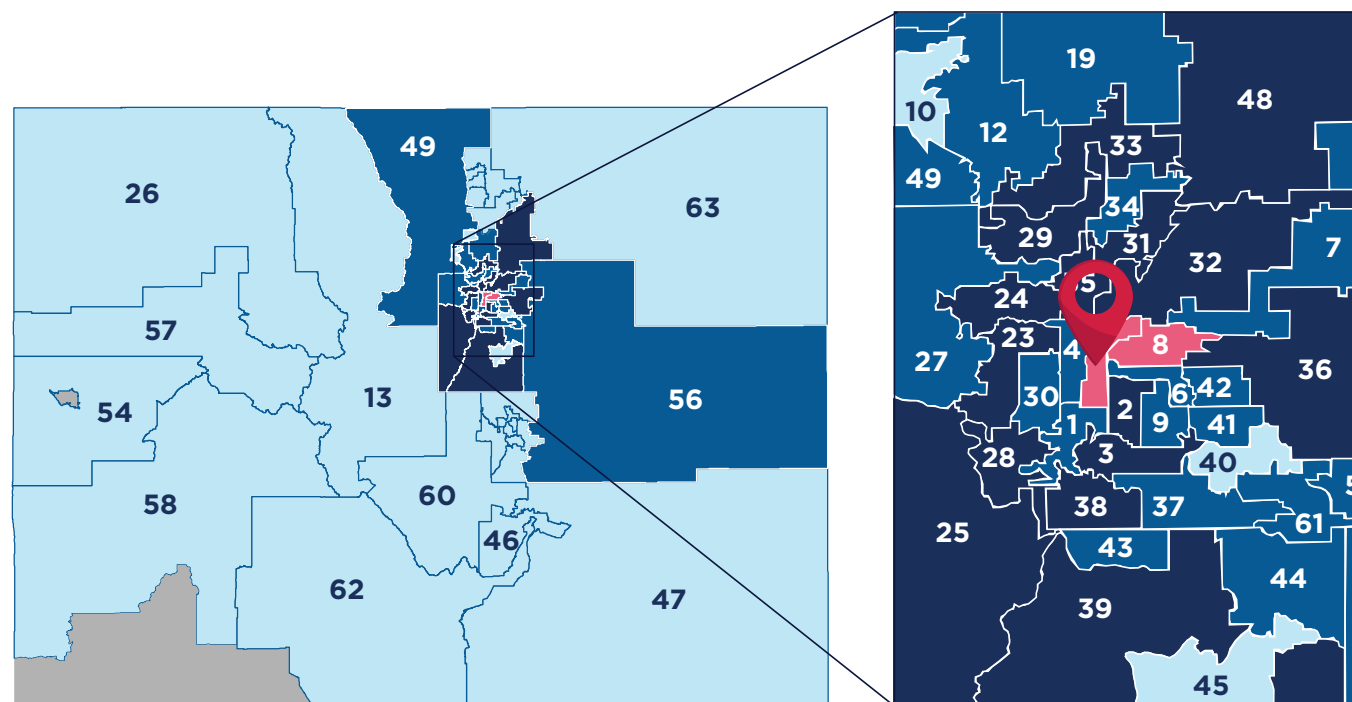
// Legislative Impact

URBAN INSTITUTION, STATEWIDE IMPACT

While MSU Denver is an urban institution, its impact extends far beyond Denver's city limits. The state's modified open-access institution generates an **annual economic impact of \$32 million in its home House District 5** and **over \$40 million each in Senate Districts 31 and 34**.

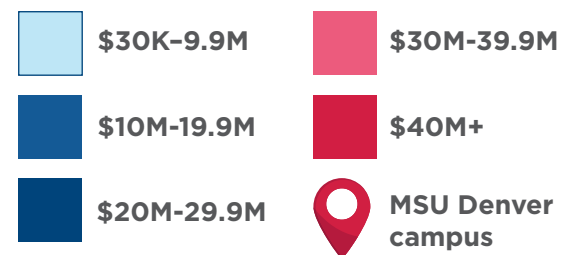
The localized impact is impressive, but the University's economic influence is statewide, spanning every legislative district. MSU Denver generates **economic impact in all 35 Senate and 65 House districts**.

CO State House Map

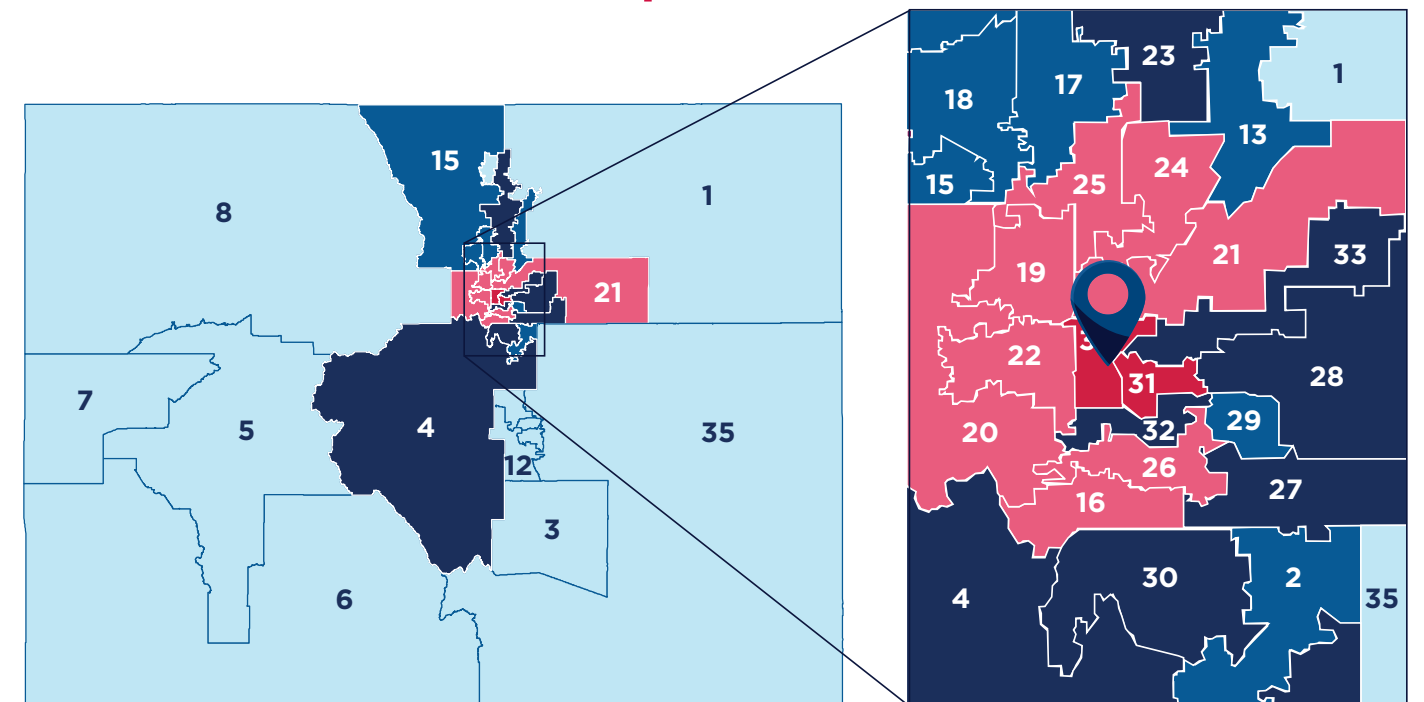


Source: www.cpr.org/2021/11/15/colorado-redistricting-state-house-senate-maps-approved/

Source: Parker Strategy Group using financial data from MSU Denver



CO State Senate Map



Source: www.cpr.org/2021/11/15/colorado-redistricting-state-house-senate-maps-approved/

Source: Parker Strategy Group using financial data from MSU Denver

