



# The University of Kansas

An engine of  
economic growth for  
Kansas

Presented by  
Chancellor Douglas A. Girod

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# Mission and vision

## Mission

- Educate leaders
- Build healthy communities
- Make discoveries that change the world

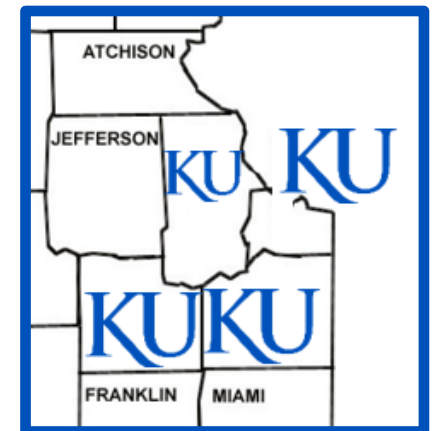
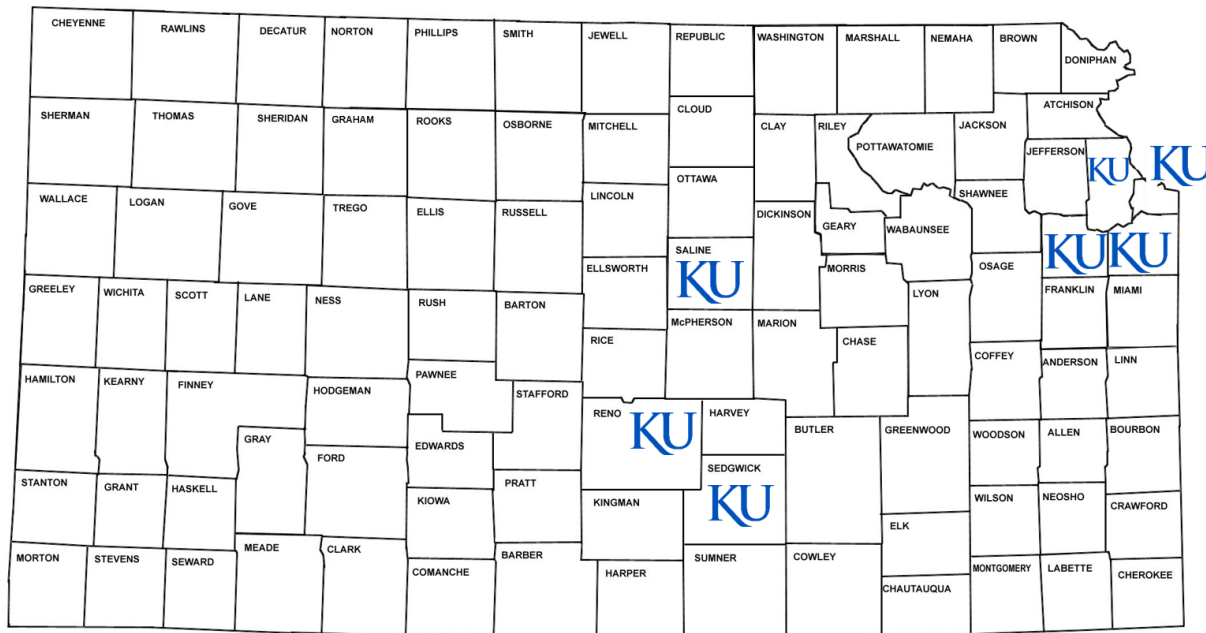
## Vision

- Be a talent magnet for scholars nationwide
- Be an engine of economic growth for Kansas
- Enhance our position as one of America's leading research universities

# Mission and vision

## Locations

- Lawrence, Edwards, Leavenworth
- KU Medical Center in Kansas City Metro, Wichita, Salina
- Kansas Law Enforcement Training Center in Yoder
- Medical outreach and training sites in all 105 counties





# How KU drives the Kansas economy

## **KU addresses Kansas' workforce needs**

- 7,200 degrees/certificates annually
- 70% of Kansas students stay in the region after graduation
- 35% out-of-state students stay in the region after graduation
- 3,000+ company partnerships on curriculum, research, internships

## **KU creates startup companies**

- 50+ active startup companies
- 100+ university inventions licensed for use by companies



# How KU drives the Kansas economy

## KU creates jobs

- New startups and corporate relocations bring new jobs
- KU Innovation Park (74 companies, 750 jobs, \$50M in payroll)

## KU brings research dollars into Kansas

- \$502M in research annually; 4,000 university jobs funded
- \$50M spent with KS vendors in 65 counties annually

## KU brings private dollars into Kansas

- 40% of donors and students from outside Kansas



# How KU drives the Kansas economy

## **KU creates travel and tourism expenditures**

- Lawrence and KU are the #1 tourist destination in Kansas
- KU attracts more out-of-state visitors (422,400) each year than the full capacity of eight NASCAR races at the Kansas Speedway
- Economic impact through hotels, dining, retail, sales tax

## **KU responds to major/sudden opportunities for the state**

- KU Cancer Center NCI initiative (\$2.5B impact since 2007)
- Panasonic (\$4B capital investment, 4,000 jobs)
- Hydrogen Hub and Tech Hub
- Gateway District

# How KU drives the Kansas economy

## Gateway District

- Once-in-a-generation opportunity to transform campus and drive regional economic development.
- Project entails new commercial, residential, parking facilities, as well as a hotel and convention center.





# How KU drives the Kansas economy

## Gateway District

- **\$1.4B** in new direct spending and **\$550M** in indirect/induced spending over 20 years through events, conferences, tourism.
- **\$418M** in new earnings supporting **430 jobs** over 20 years.
- **\$42M** incremental tax increase to city, county and state over 20 years.





# How KU serves Kansas communities

## KU Medical Center

- Campuses in KC Metro, Salina, Wichita; sites in 105 counties
- KU Health System locations in KC Metro, Great Bend, Topeka
- Half of all KS doctors graduated from KU
- Nationally designated Cancer Center, Alzheimer's Center
- School of Nursing partnerships with community colleges
- Center for Telemedicine and Telehealth



# How KU serves Kansas communities

## Kansas Law Enforcement Training Center

- 8,000 police officers trained annually

## Kansas Fire & Rescue Training Institute

- 8,200 firefighters and EMS trained annually

## Kansas Biological Survey

- 105 Kansas counties served with agricultural applications of remote sensing tech

## Kansas Geological Survey

- 1,400 water wells monitored

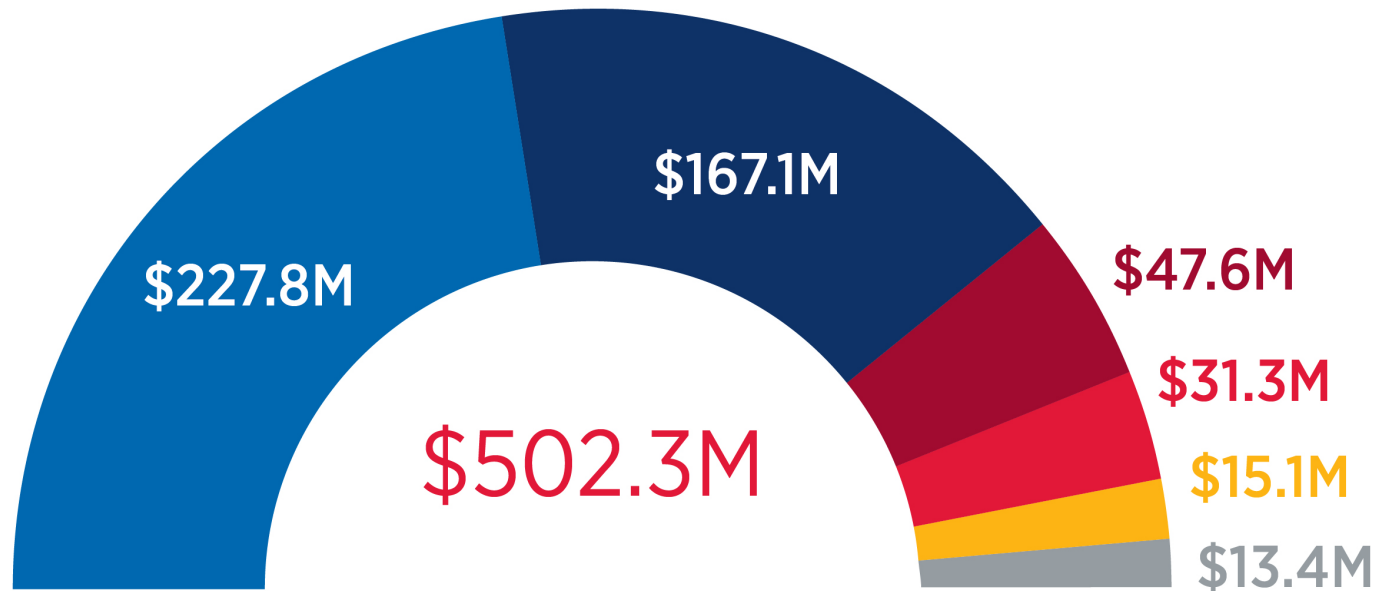
## Professional and Continuing Education

- 35,000 trained engineers, attorneys, architects, educators, social workers

# KU research

## Economic impact

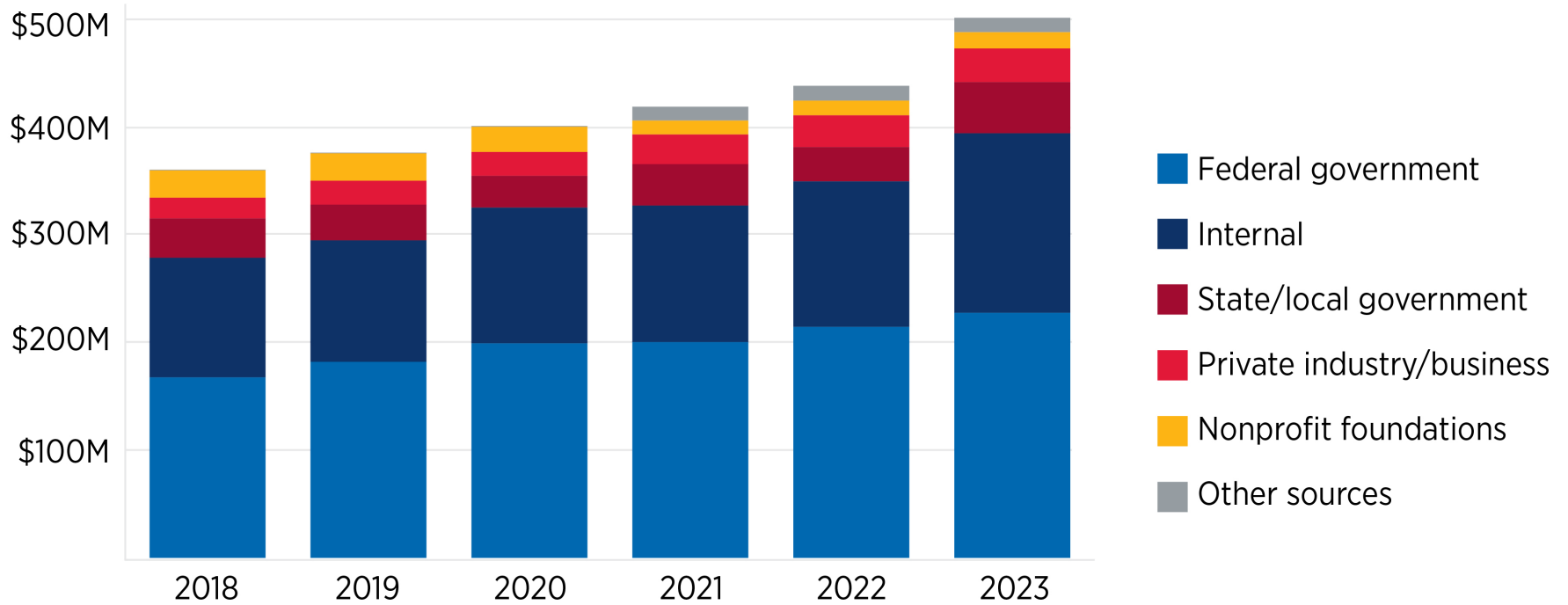
- \$502M in total research expenditures
- This funds 4,000 university jobs to do the research
- \$50M spent in 65 counties annually



■ Federal ■ Internal ■ State + local govt. ■ Industry ■ Nonprofit ■ Other

# KU research

## Economic impact



# KU research

## Human and societal impact

- Brain health
- Business
- Cancer
- Cybersecurity
- Drug discovery
- Earth, energy and environment
- Kidney disease
- Public administration
- Special education

# Kansas Athletics Inc.

## KAI is self-funded

- Receives no state dollars
- Receives no student fees

## KAI benefits the university

- Drives recruitment, branding, donor relations
- Provides financial assistance to students

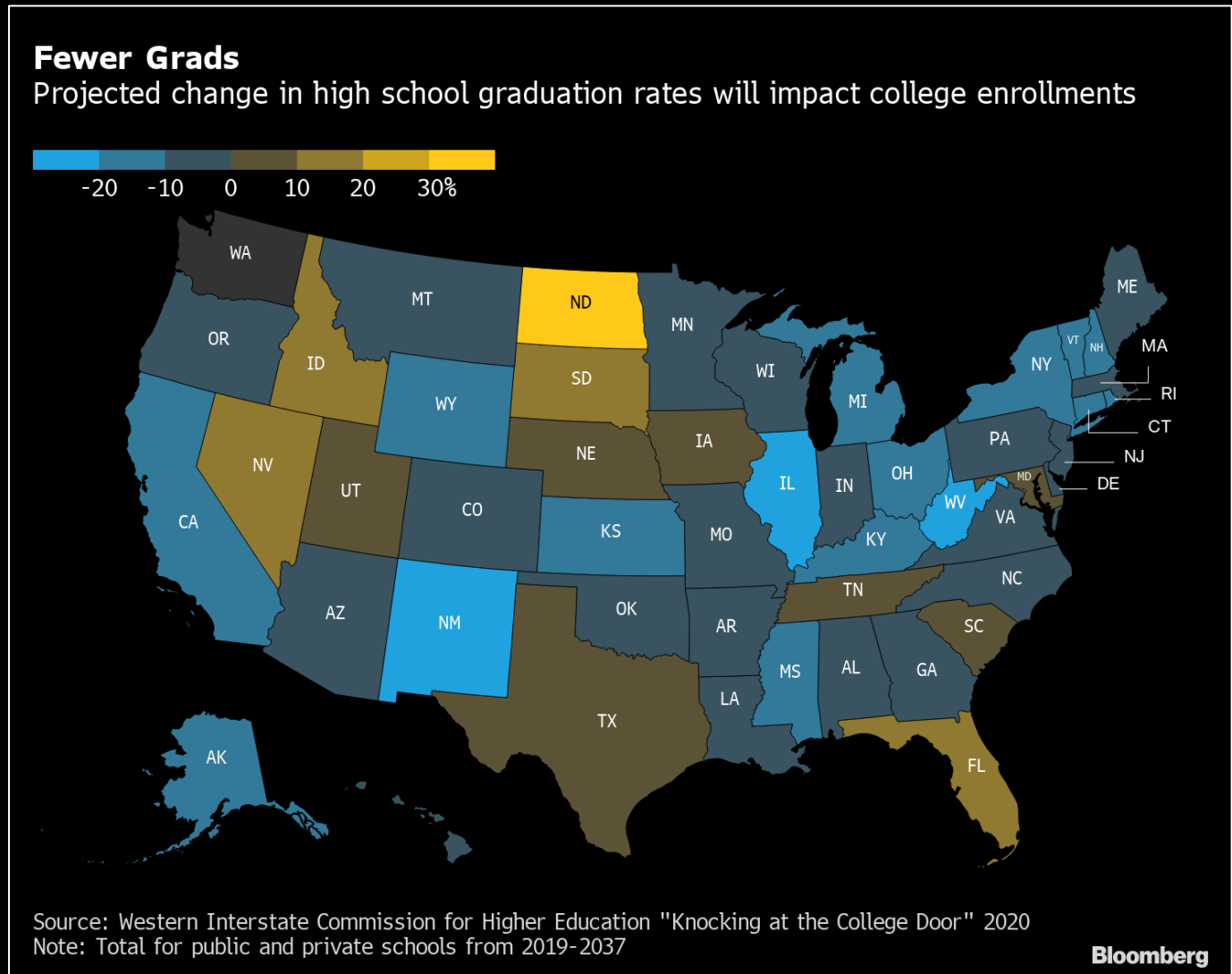
## KAI benefits the state

- Sustains jobs, drives hotel/restaurant/retail sales
- Brings Big 12 Conference revenue to Kansas



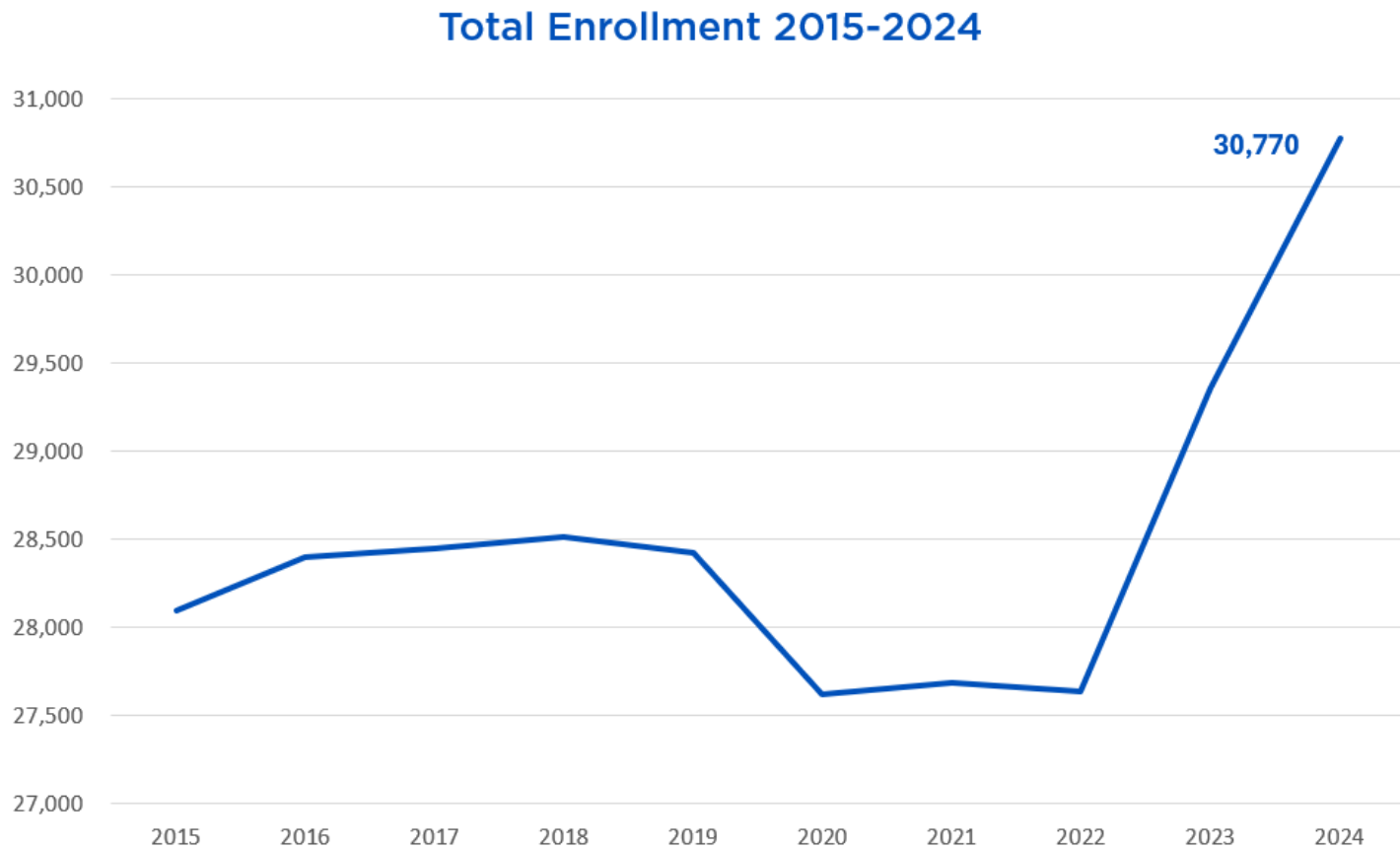
# National enrollment trends

- High school graduation rates continue to fall until 2037
- Midwest and Northeast greatest impact
- Higher ed is feeling the impact
- Enrollment “cliff” in 2026



# KU enrollment trends

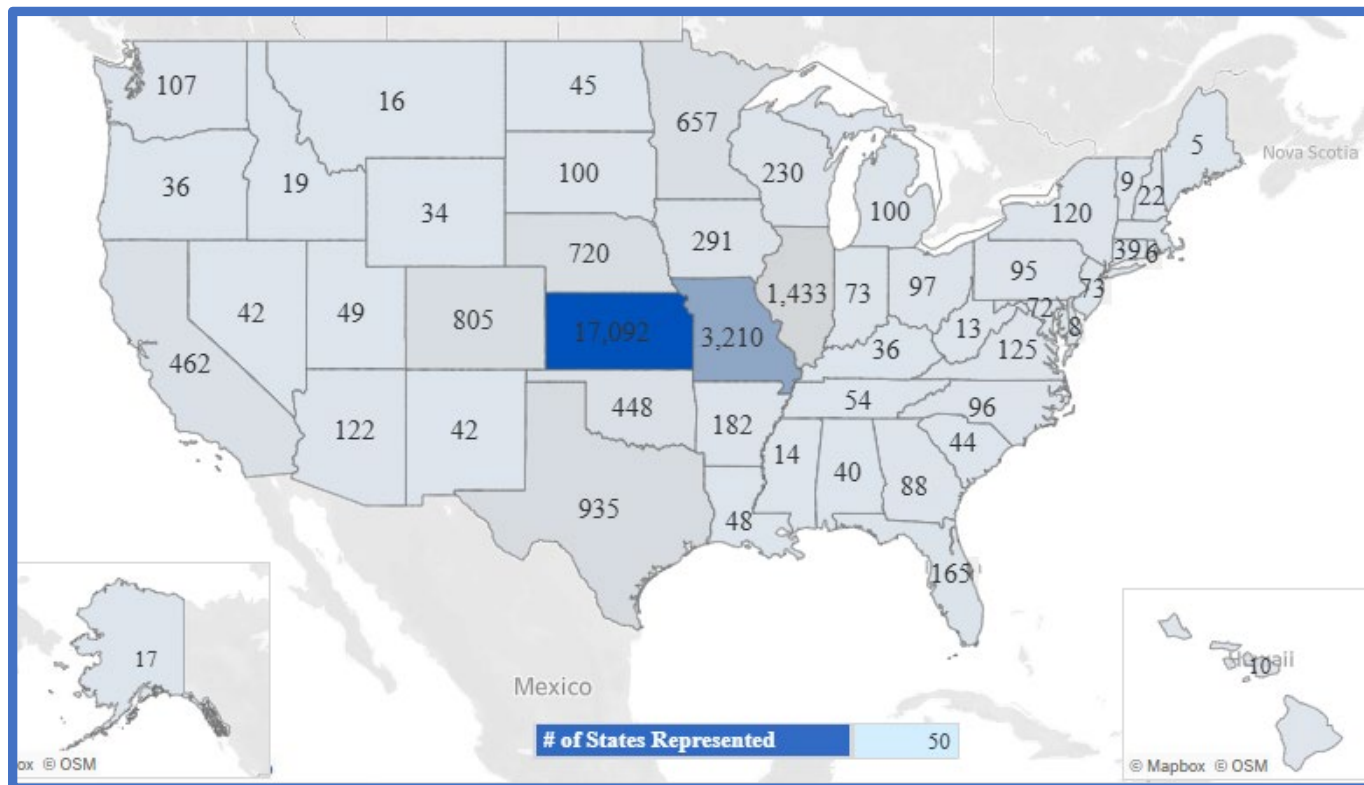
- Overall enrollment is at all-time high
- 2024 freshman class was the largest ever





# KU enrollment trends

- KU has more Kansas students than any other Kansas university.
- KU has more **out-of-state** students than any other Kansas university.
- KU has more **international** students than any other Kansas university.
- **Takeaway:** KU is the state's premier talent magnet.





# Responsible stewardship of public funds

*(Note: Inflation has increased 29% since 2017)*

## Lawrence campus self-imposed internal cuts:

- \$97M in budget cuts since 2017
- 12.4% reduction in tenure track faculty; 22% other faculty
- 95 underperforming academic programs closed since 2021



# Responsible stewardship of public funds

## Improvements to revenue-generating functions

- Student recruitment and retention
- Donor relations
- Monetization of facilities with rentals, camps, conferences, events
- Corporate partnerships

## Efforts to limit costs, increase efficiencies

- Revised budgeting, procurement, space utilization, technology
- Lawrence Campus Master Planning process



# **KU/KBOR asks for the 2025 session**

## **Primary ask: stable base funding for core operations**

- **Enables KU to stabilize tuition for students, families**

## **Additional asks:**

- **Expansion of the Kansas Medical Student Loan Program**
- **Enhancements to IT infrastructure and cybersecurity**
- **Recruitment/retention of researchers in areas that drive the Kansas economy**
- **Construction of a new School of Architecture & Design building**