



The University of Kansas

An engine of
economic growth for
Kansas

Presented to the Senate
Ways and Means Committee

February 26, 2025



Mission and vision

Mission

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

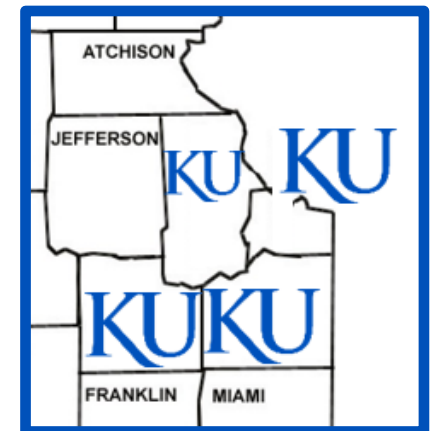
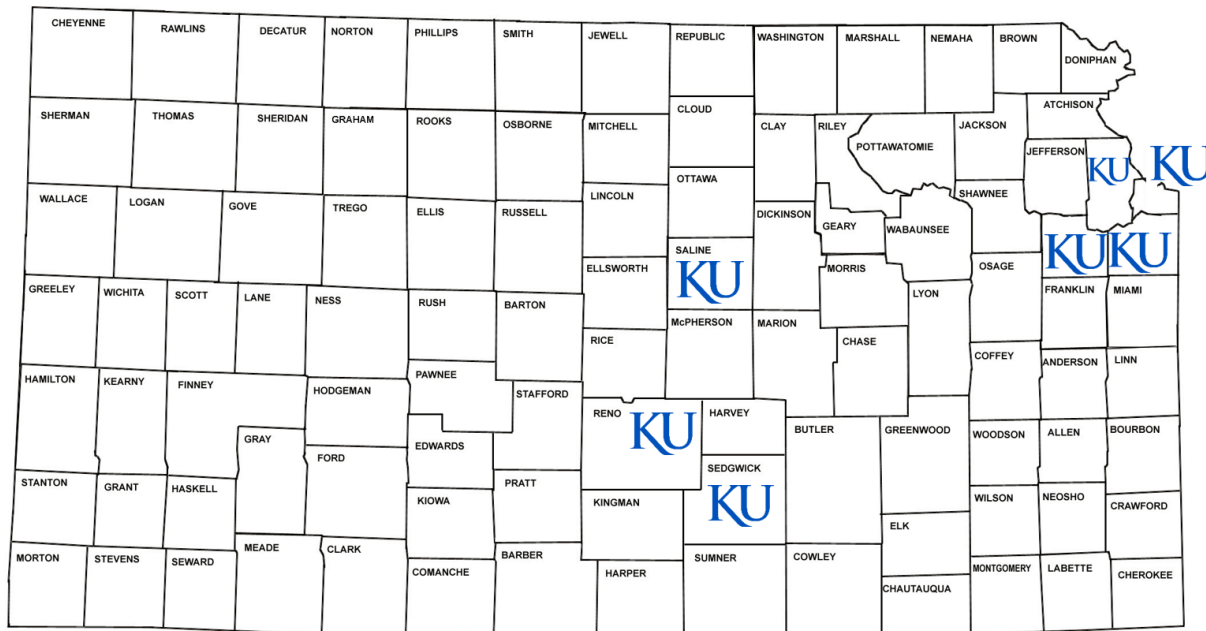
Vision

- Be a talent magnet for scholars nationwide
- Be an engine of economic growth for Kansas
- Enhance 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

Summary:

- KU generates **\$15 billion** in economic activity annually.
- This includes an **\$8 billion** net impact.
- This is more than the gross revenue of all but one Kansas company (Koch).
- If KU were its own economic sector, it would be the 9th largest in Kansas.



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
- Every federal dollar awarded to KU generates \$2 in activity in Kansas

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

- 12,000 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

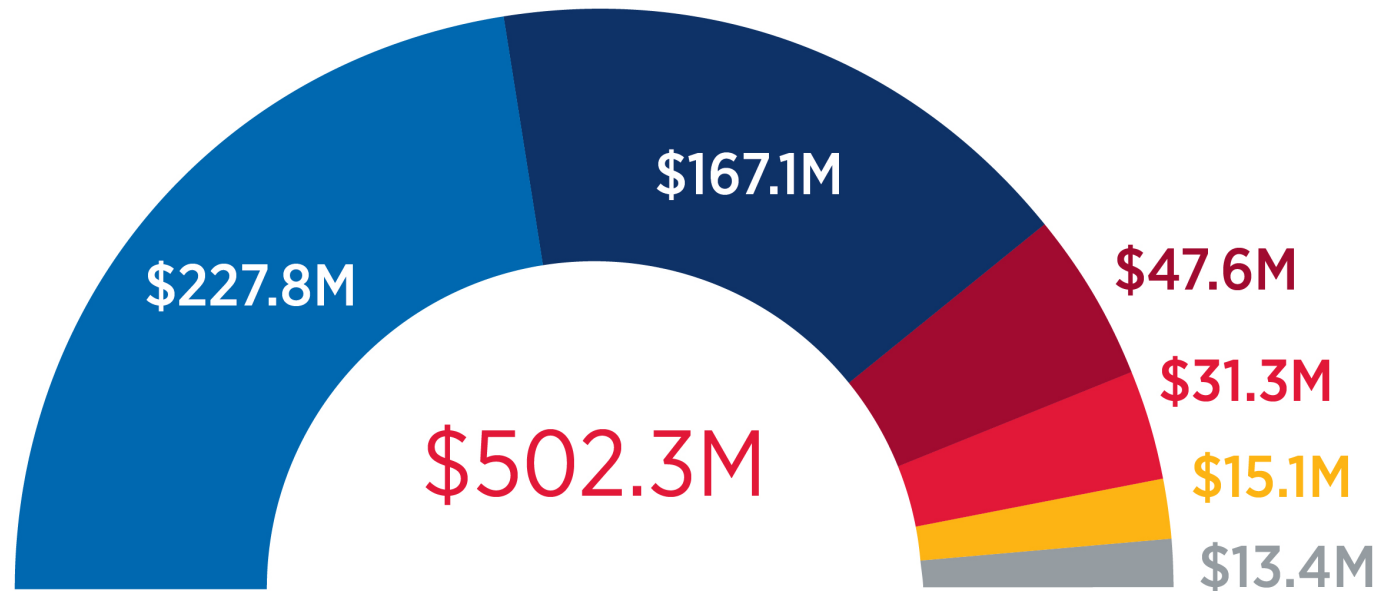
Professional and Continuing Education

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

KU research

Economic impact

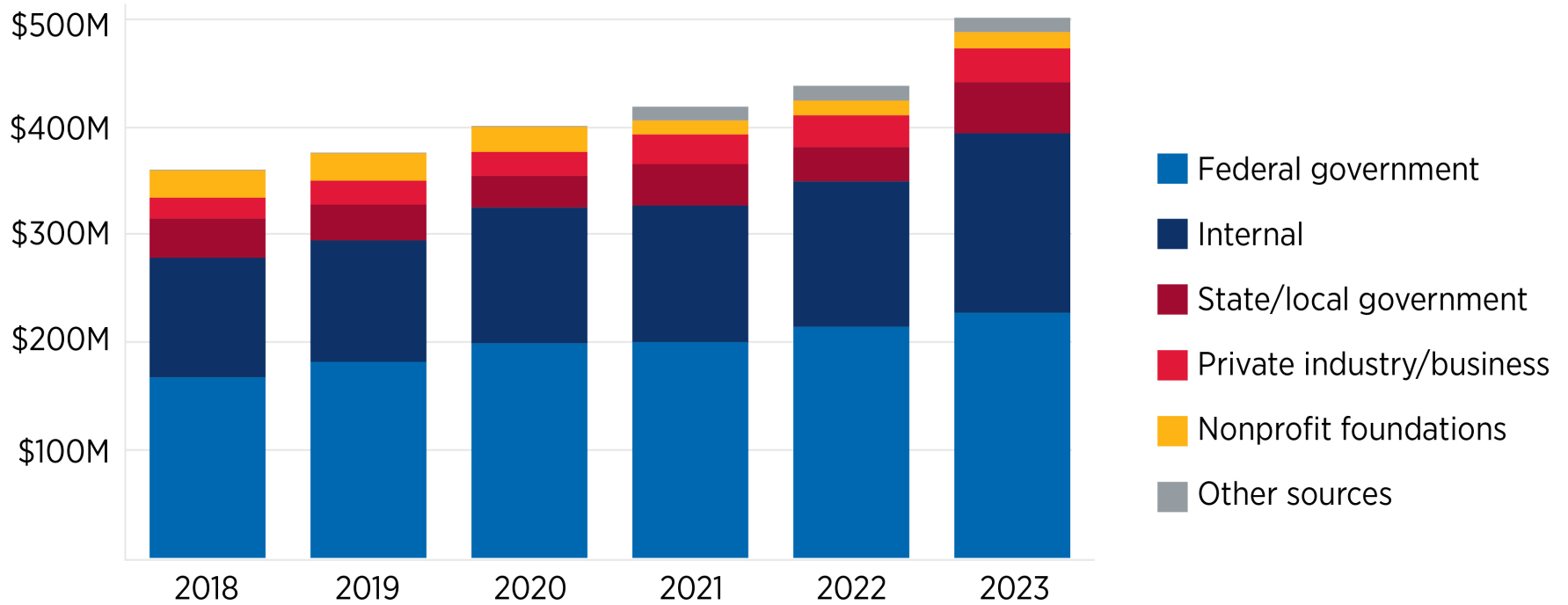
- \$502M in total research expenditures
- This funds 4,000 university jobs to do the research
- \$50M spent in 65 counties annually



■ 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

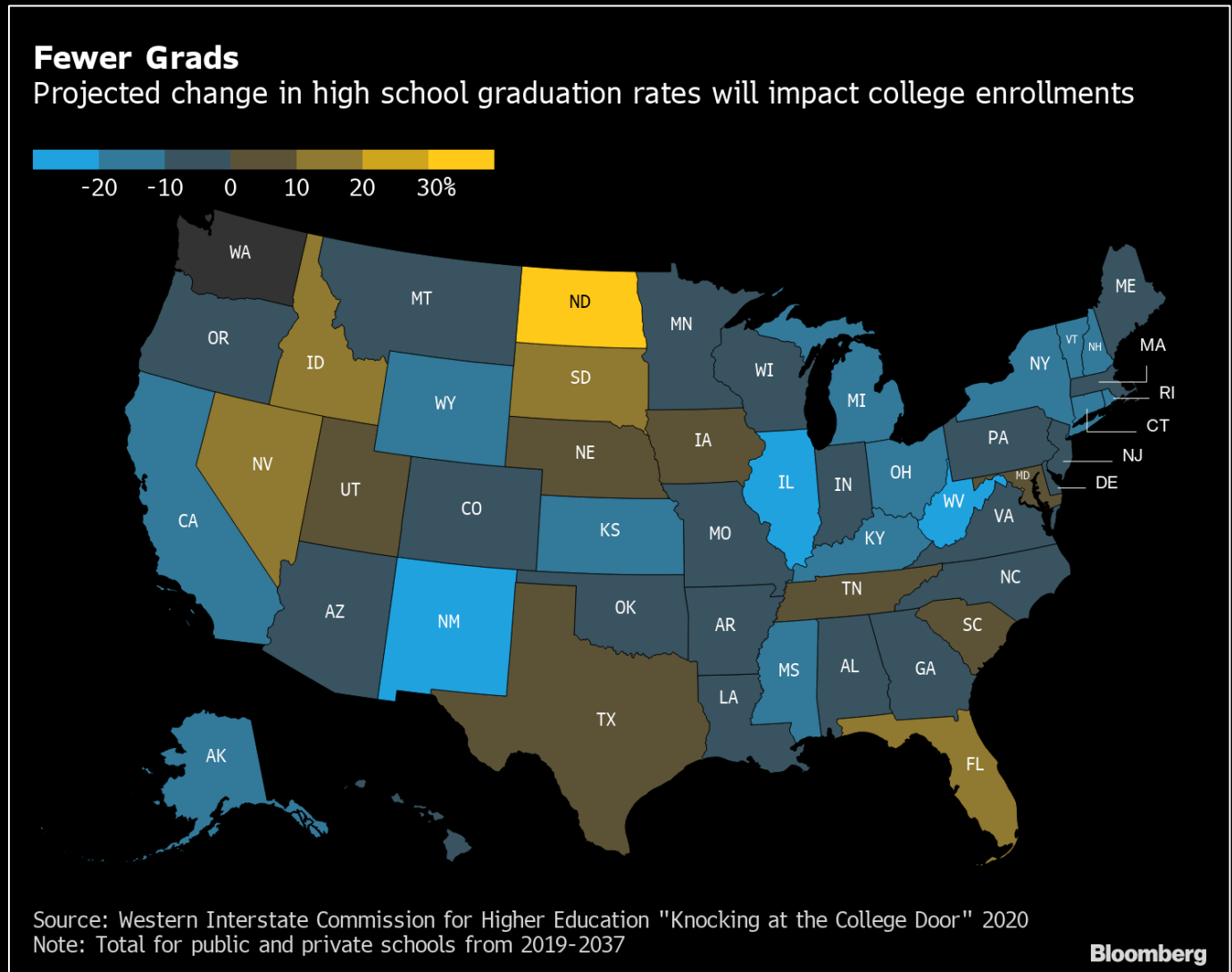
KAI benefits the state

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



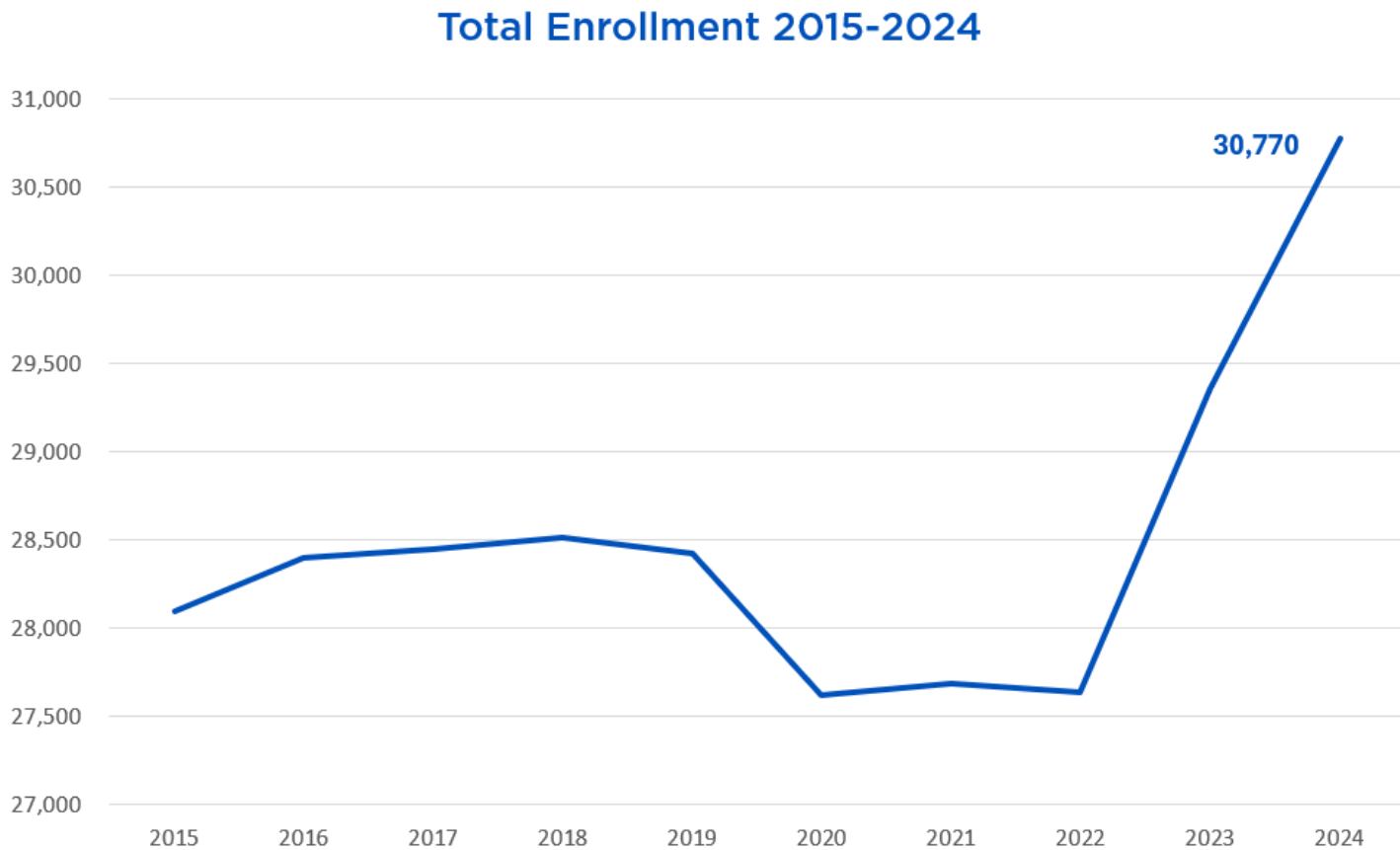
National enrollment trends

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



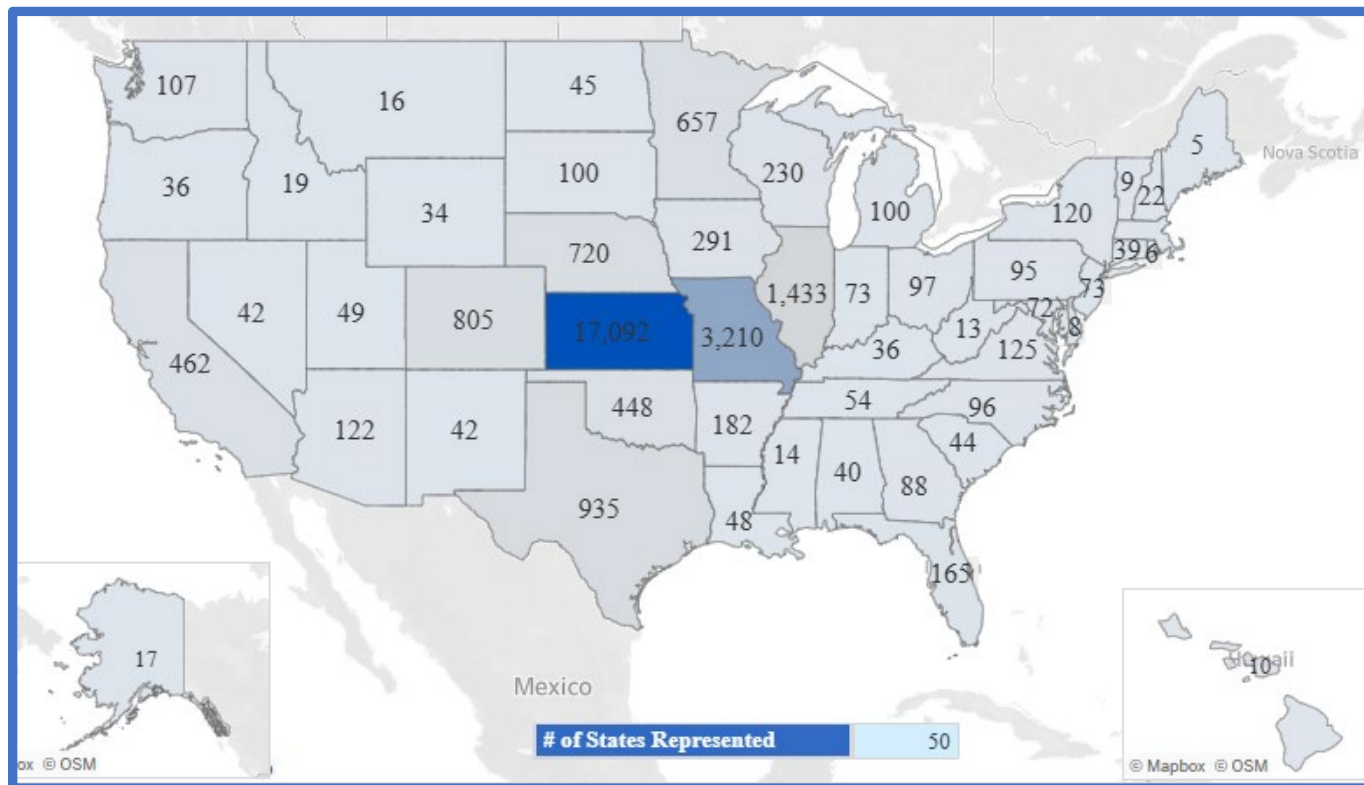
KU enrollment trends

- 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.



Per-student State support

Public Universities	FY 2024 SGF Actual Expend.*	FY 2024 FTE Students	FY 2024 SGF per FTE
University of Kansas	\$177,423,406	22,991	\$7,717
University of Kansas Medical Center	\$127,229,328	2,920	\$43,569
Kansas State University	\$151,155,433	16,647	\$9,080
KSU Veterinary Medical Center	\$17,803,006	872	\$20,428
Wichita State University	\$115,273,640	12,203	\$9,447
Emporia State University	\$52,964,004	3,980	\$13,306
Pittsburg State University	\$50,645,669	5,258	\$9,633
Fort Hays State University	\$56,106,593	8,734	\$6,424
Washburn University	\$15,037,700	4,382	\$3,195
Total - Public Universities	\$458,986,045	52,075	\$8,814
<i>* Excludes one-time appropriations, such as capital renewal and demolition; student success playbook funding is included.</i>			



State appropriations for specific initiatives in recent years

- KU Cancer Center building
- Cybersecurity
- Deferred maintenance and demolition
- Gateway District
- Need-based student financial aid
- National Institute for Student Success implementation
- Wichita Biomedical Campus
- Kansas Geological Survey
- Kansas Law Enforcement Training Center



How the 2025 Legislature can help

Stable base funding for core operations

- Enables KU to stabilize tuition for students, families

Funding for employee merit raises

- KU near the bottom of AAU peers in employee compensation

Expansion of the Kansas Medical Student Loan Program

- This will help us educate more doctors for rural communities

Maintain the Campus Restoration Fund

- Supports deferred maintenance



Thank you