

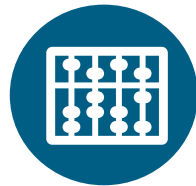
# The Economic Impact of CollegeReady on Brown County



CENTER FOR BUSINESS,  
ECONOMICS & ANALYSIS



# Overview



**Introduction**

**Methodology**

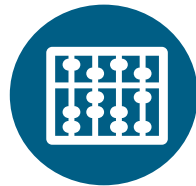
**Overview of Operations | Direct Effects**

**Total Economic Impact**

**Social Impact of NEW Scholars**

**Takeaways**

# Introduction



## **Economic Impact Study**

## **CollegeReady Impact**

Two-Pronged Approach: Operational (nonprofit) + Scholarships (higher ed)

## **Geographic Footprint**

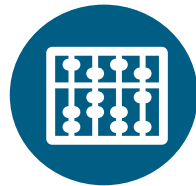
Brown County

## **Timeframe**

Two Approaches: five-year average (2018-2022) & 2022 only

# Introduction

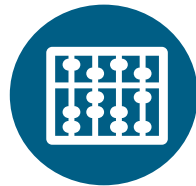
## Key Finding



“ In 2022 alone, CollegeReady was directly responsible for 8.2 jobs, \$490K in labor income, and \$713K in output, which in turn was responsible for a **total impact of 10.4 jobs, \$618K in labor income, and an estimated \$1.12 million in economic output** to Brown County.”

# The Methodology

## Input-Output Analysis



### Economic Impact Effects on Employment, Income, and Output

#### Direct Effect

Direct spending on new capital or industry change

#### Indirect Effect

Associated business or firms receiving the income from the direct spending

#### Induced Effect

Spending that occurs at the household level from employees' income

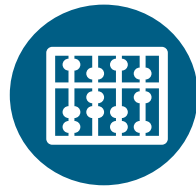
#### Multiplier Effects

**Direct Effect + Multiplier Effects = Total Effects**

# Overview of Operations

## Direct Effects

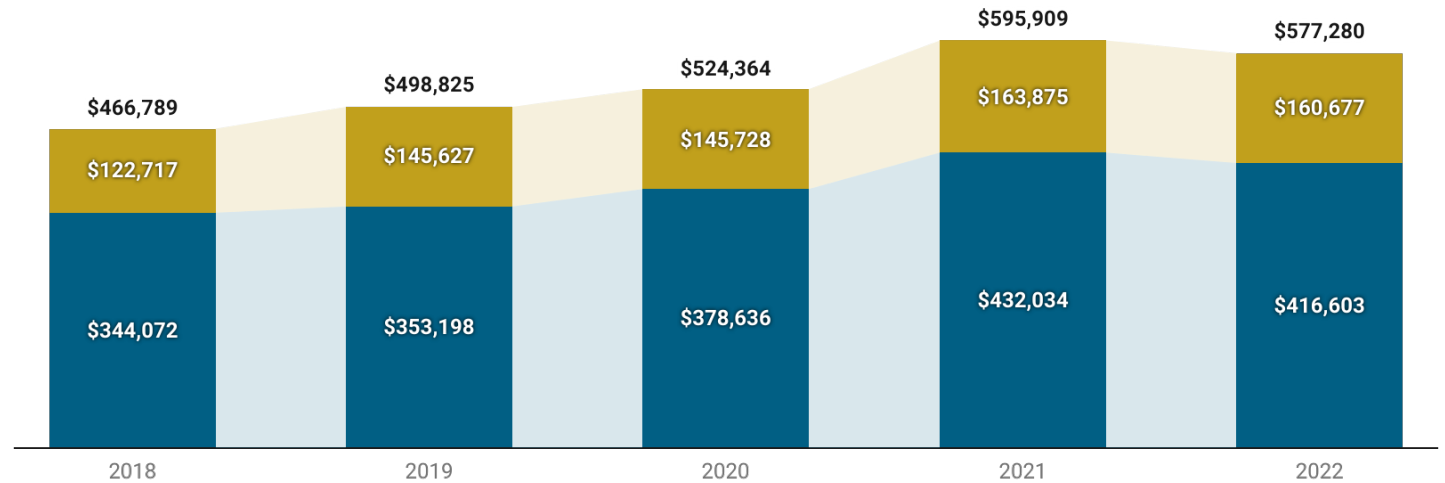
### Operational



### CollegeReady Operational Total Expenses

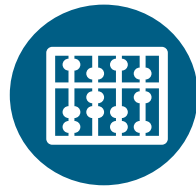
total operational expenses excluding scholarship award payments

■ compensation & employee benefits ■ other expenses



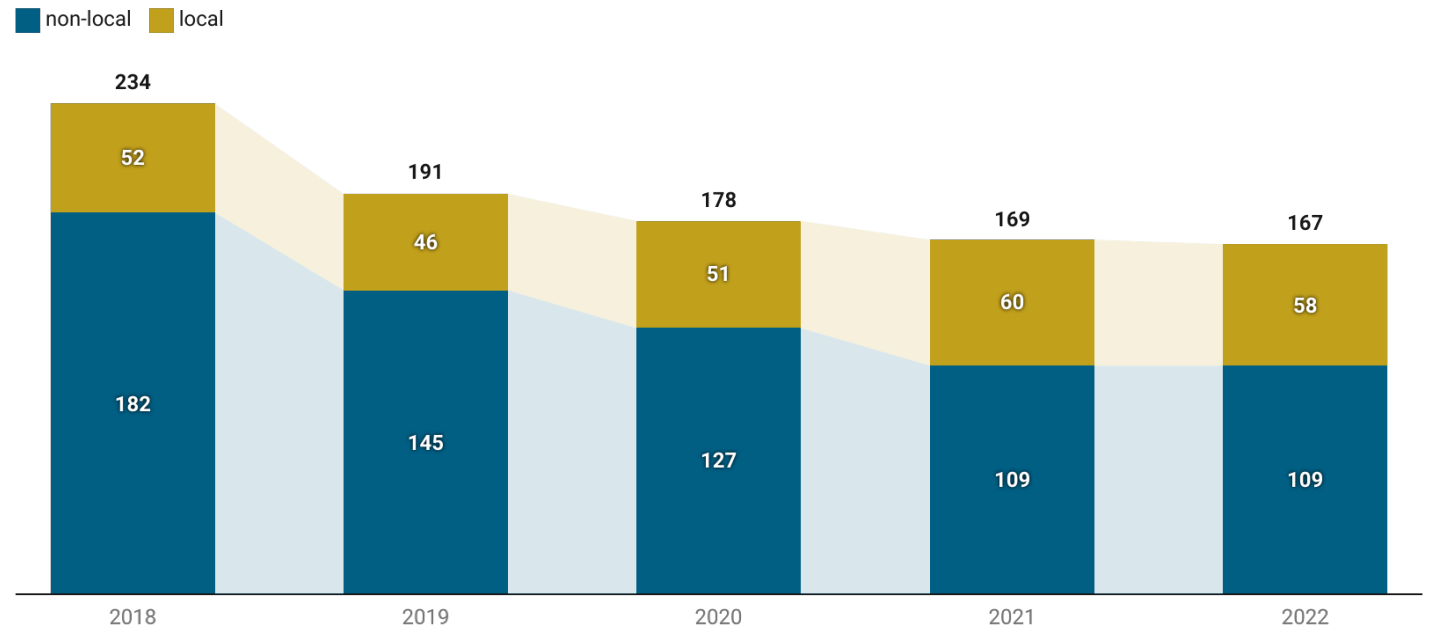
# Overview of Operations

## Direct Effects Scholarships



### CollegeReady Number of Scholarships Awarded

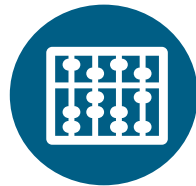
scholarships awarded to students attending local (Brown County) and non-local higher education institutions



# Overview of Operations

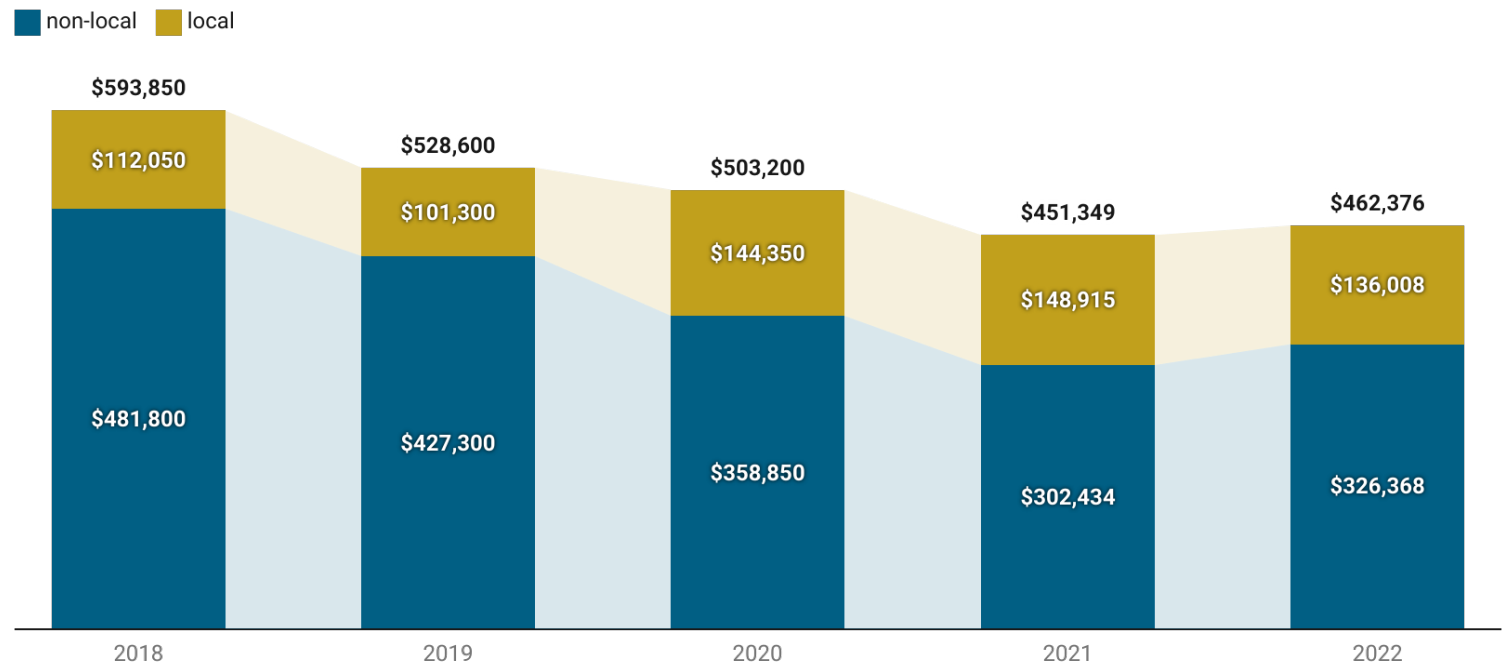
## Direct Effects

### Scholarships



### CollegeReady Scholarships Awarded

scholarships awarded (\$) to students attending local (Brown County) and non-local higher education institutions





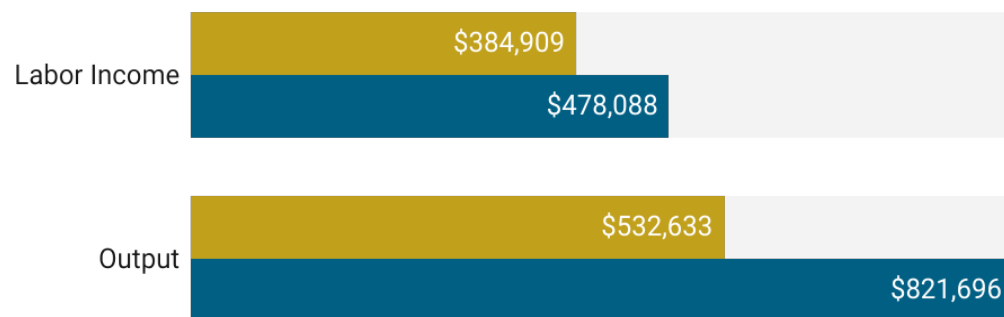


# Operational Economic Impact **Total Effects on Brown County**

## CollegeReady Economic Impact | 5-year Average

impact of operational expenses excluding scholarship awards

■ direct ■ total

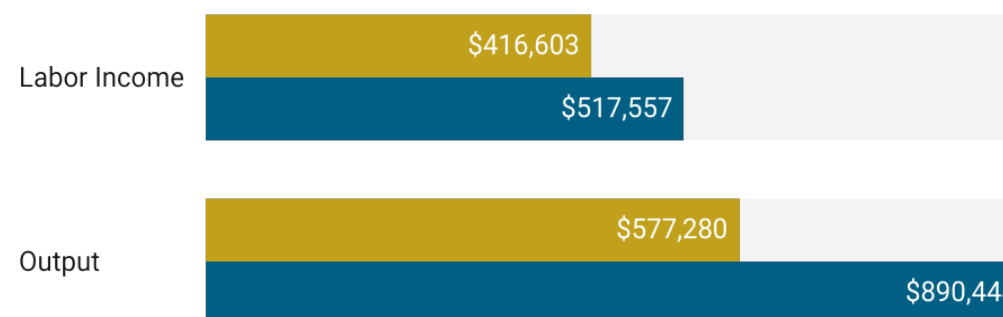


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## CollegeReady Operational Economic Impact | 2022 Data

impact of operational expenses excluding scholarship awards

■ direct ■ total



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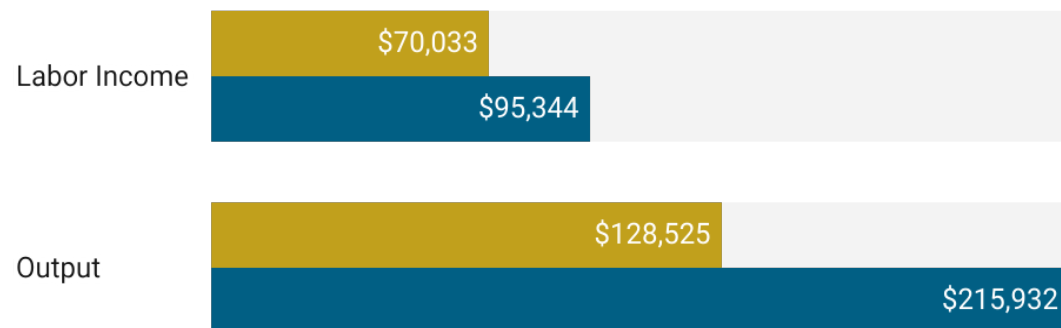


# Scholarship Economic Impact Total Effects on Brown County

## CollegeReady Scholarship Economic Impact | 5-year Average

impact of scholarship awards exclusive to Brown County Higher Education Institutions

■ direct ■ total

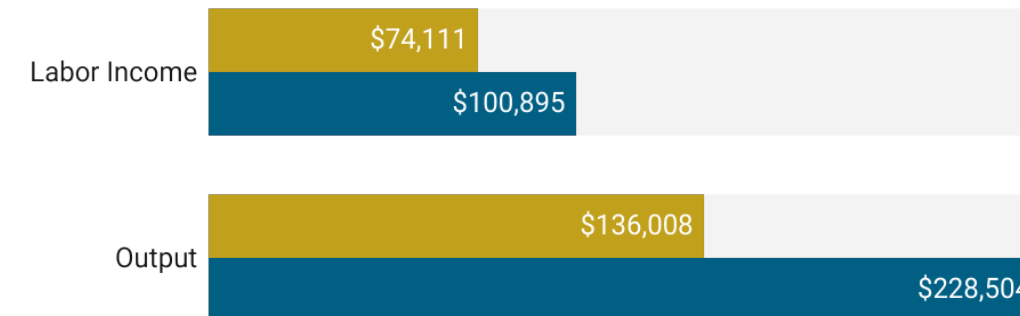


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## CollegeReady Scholarship Economic Impact | 2022 Data

impact of scholarship awards exclusive to Brown County higher education institutions

■ direct ■ total



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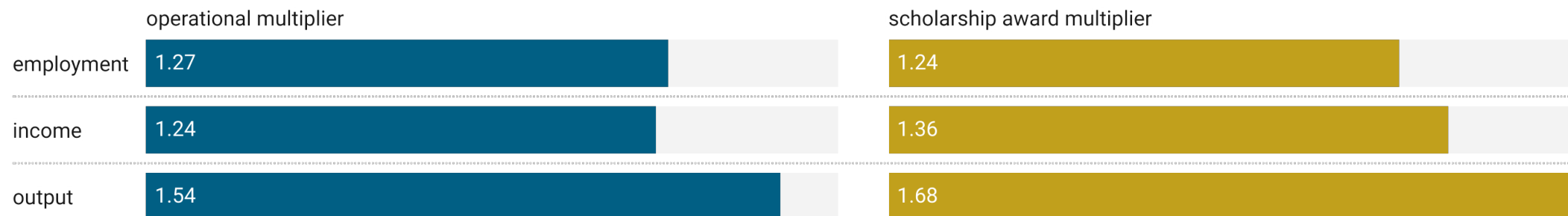


# Economic Impact Multipliers

## CollegeReady Economic Impact Multipliers

ratio of total effect to direct effect for each impact category

■ operational multiplier ■ scholarship award multiplier



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# Economic Impact Multipliers

## CollegeReady Economic Impact Multipliers

ratio of total effect to direct effect for each impact category

■ operational multiplier ■ scholarship award multiplier

“For every \$1 granted in scholarship aid to students attending Brown County higher education institutions, an additional \$0.68 is economic activity is generated in the region”

scholarship award multiplier

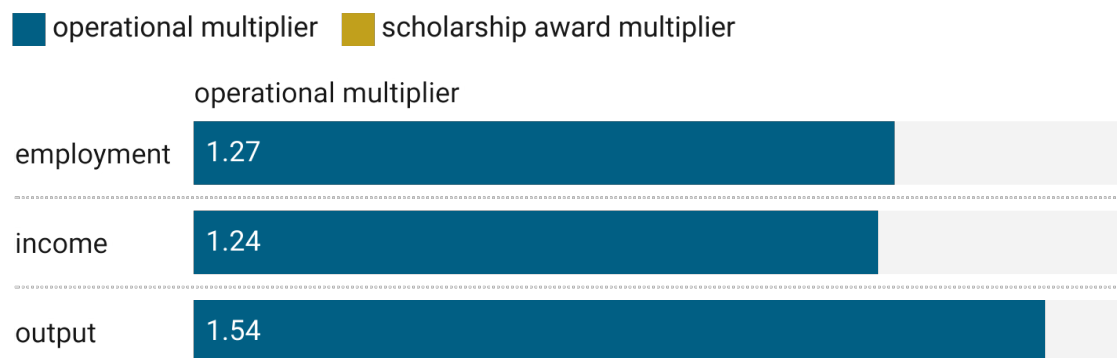




# Economic Impact Multipliers

## CollegeReady Economic Impact Multipliers

ratio of total effect to direct effect for each impact category



“For the operational impacts, for every \$1 spent by CollegeReady in the economy, another \$0.54 in economic activity is generated for Brown County.”

# Total Economic Impact on Brown County

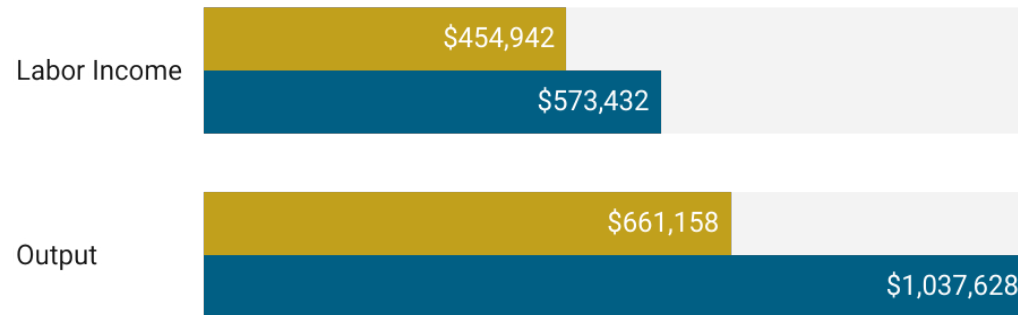
## Operational + Scholarship Effects



### CollegeReady Scholarship Total Economic Impact on Brown County

5-year average

■ direct ■ total

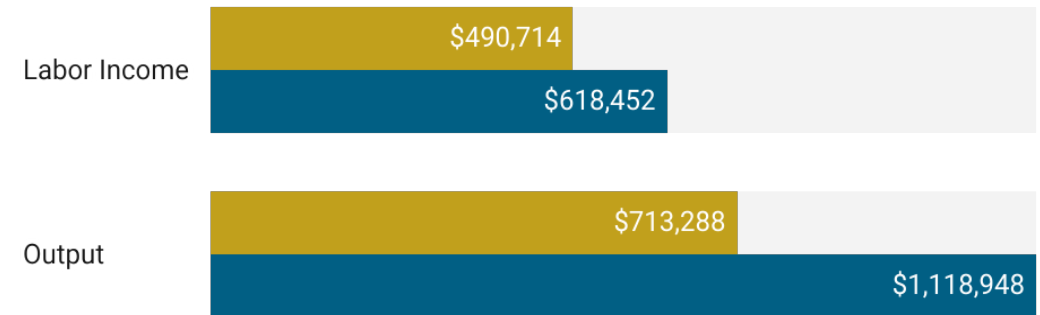


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### CollegeReady Scholarship Total Economic Impact on Brown County

2022 data

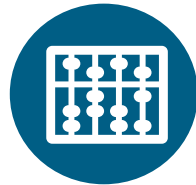
■ direct ■ total



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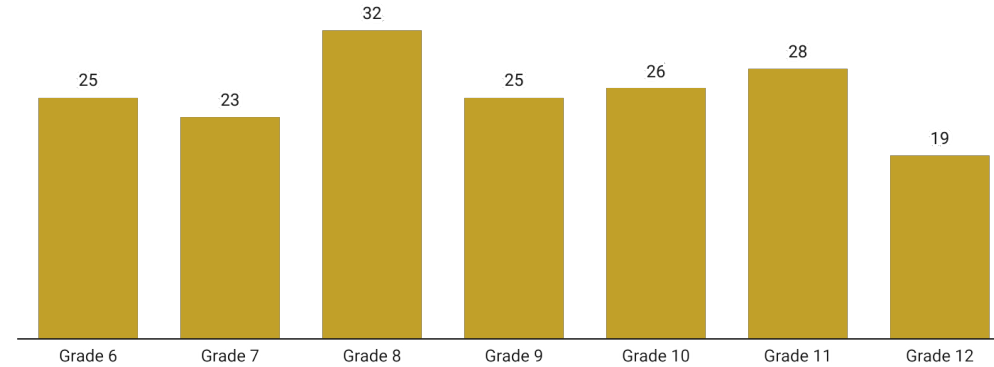
# NEW Scholars

## Social Impact



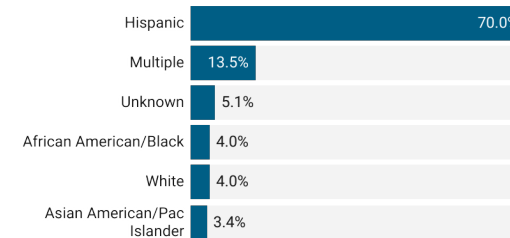
### NEW Scholars Student Enrollment by Grade Level

2022 Program Data



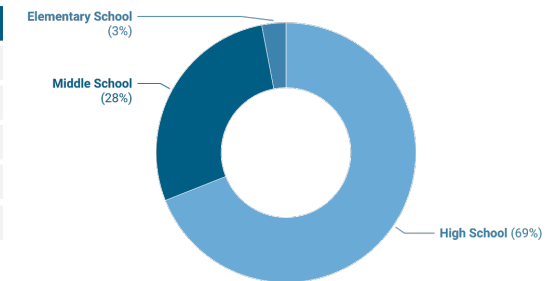
### NEW Scholars Student Demographics

2022 Program Data



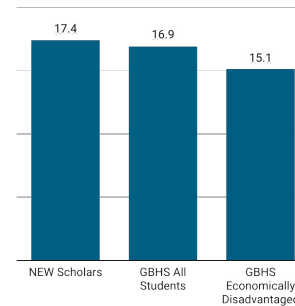
### NEW Scholars Parental Educational Attainment

2022 Program Data



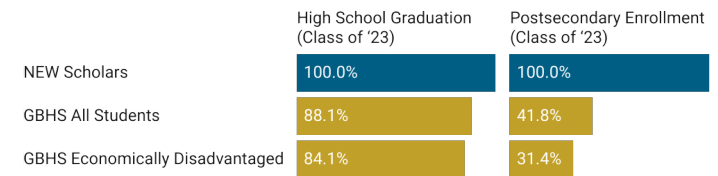
### NEW Scholars Outcomes

#### Average ACT Scores



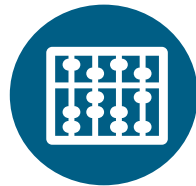
### NEW Scholars Outcomes

High School Graduation & Postsecondary Enrollment Rates compared to Green Bay Area Public High Schools



# Takeaways

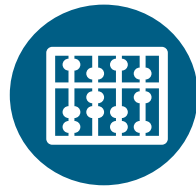
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# Takeaways disclaimer



It must be highlighted that this is a conservative estimate of the impact of CollegeReady given it's geographic focus on Brown County which only captures about third of the scholarship impact.