Business Perspective

UW-Stout Raises Consumer Spending

- UW-Stout employed 892 full-time and 79 part-time faculty and staff in the 2010-11 reporting year, with an annual payroll of $92.9 million (including monies paid to student workers).
- In addition to payroll, UW-Stout spent $120.3 million in FY 2010-11 for supplies and services, of which an estimated 52% was spent in the UW-Stout Service Area.
- UW-Stout estimates that approximately 9,420 of its students came from outside the UW-Stout Service Area in FY 2010-11. Non-local students who settle in the region support local businesses through their off-campus expenditures for room and board, entertainment, transportation, and other personal expenses.
- UW-Stout also drew 65,200 visitors in FY 2010-11. Of these, an estimated 36,694 were from outside the region and spent money at local businesses for food, lodging, and other expenses.

UW-Stout Generates New Income

- The net added income generated by UW-Stout operations ($104 million), student spending ($8.3 million), and visitor spending ($2.7 million) contributes a total of $115 million in income to the UW-Stout Service Area economy each year.
- The increased productivity of workers due to the accumulation of past and present UW-Stout skills in the UW-Stout Service Area workforce creates $178.7 million in added income each year.
- Altogether, the average annual added income due to the activities of UW-Stout and its students equals $293.7 million. This is approximately equal to 8,180 average-wage jobs.

EMPLOYMENT SUCCESS OF UW-STOUT GRADUATES A HALLMARK OF UNIVERSITY

Almost all UW-Stout graduates are hired in their first year post-college, and a large percentage of those find employment in a field related to their major. For well over a decade, the job placement rate of UW-Stout students has been 97% or higher.

Employers know that a UW-Stout graduate is ready for the rigors of a professional career. Part of this confidence is due to the university’s focus on technology and its constant engagement with employers.

UW-Stout also takes pride in ensuring its programs are in-demand and giving students the skills to flourish in their chosen fields.

“The four-year prep that our students receive and the problem-solving and critical thinking is different,” noted Amy Lane, Director of Employment Services at UW-Stout. “Students are prepared differently. We have four-year programs that prepare students for careers that are real, that are needed in society. It’s a unique experience to leave a four-year and be ready to work.”

ADDED INCOME IN UW-STOUT SERVICE AREA DUE TO UW-STOUT ($ MILLIONS)

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