

University Economic Impact

INPUT-OUTPUT ANALYSIS
AND OTHER WAYS
TO TELL YOUR STORY

FRIDAY MAY 3, 2013 • WASHINGTON, DC

ASSOCIATION OF
PUBLIC AND
LAND-GRANT
UNIVERSITIES



University Economic Impact

INPUT-OUTPUT ANALYSIS AND OTHER WAYS TO TELL YOUR STORY

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Cost to attend the workshop is \$75. Online registration information coming soon.

DRAFT AGENDA

as of February 15, 2013

OVERVIEW

This workshop, jointly sponsored by the Association of American Universities (AAU) and the Association of Public and Land-grant Universities (A•P•L•U), will provide guidance on how to properly use information from Bureau of Economic Analysis's Regional Input-Output Modeling System (RIMS II). It will discuss how to use the results of such analysis, alone and in the context of other measures, to wisely and effectively tell the story

of university economic impacts. Participants should include both those on campus who prepare such studies as well as those who use and communicate information on economic impacts to external audiences.

All participants will attend Session I. Participants will choose to attend either Session IIA or IIB based on their interest. Workshop attendance will be capped at 90 participants.

AGENDA

Session I: Making Sense of Economic Impact Studies

10:30 a.m. to 12:00 p.m.

Association of Public and Land-grant Universities
First Floor Multi-purpose Room
1307 New York Avenue, NW, Washington DC

This session introduces participants to the topic of how input-output models are used in university impact studies. Specific topics will include the terminology used in a university impact study, what to look out for when reading a university impact study, and what questions are best answered by an input-output model.

Lunch

12:00 p.m. to 1:00 p.m.

Association of Public and Land-grant Universities
First Floor Multi-purpose Room.
1307 New York Avenue, NW, Washington DC

Lunch will be provided.

Session IIA: Working With Regional Multipliers

1:15 p.m. to 4:30 p.m.

Association of Public and Land-grant Universities
First Floor Multi-purpose Room
1307 New York Avenue, NW, Washington DC

This session is geared towards practitioners who conduct economic impact studies. Topics for this session include accessing, interpreting, and using RIMS II multipliers; collecting appropriate budget data to use the model; calculating impacts using wholesale trade margins, and calculating impacts for investment expenditures. Participants will have the opportunity to follow along on their laptop computers and work in small groups on numerical examples. This session will be capped at 30 participants.

Session IIB: Economic Impact Analysis In Context

1:15 p.m. to 4:30 p.m.

Association of American Universities
1200 New York Avenue, NW, Suite 550, Washington DC
(AAU is approximately two blocks away from A•P•L•U—
a five-minute walk)

This session will gather institutional administrators with broad responsibility for or interest in university economic impact. The session will focus on the many and varied ways that institutions can talk about their contributions to regional economies, how these approaches complement economic impact studies, and how to best talk about them and integrate them with other efforts to show the benefits that universities provide. This session will be capped at 60 participants.

PANEL 1: Using Economic Impact Analysis Data Wisely and Effectively

1:15 p.m. to 2:00 p.m.

This panel will discuss the pitfalls associated with using economic impact analysis data based on multipliers. It will also focus on how to incorporate economic impact data with other data, as well as anecdote and narrative about impacts, to provide a more complete picture of university economic impact.

PANEL 2: Using STAR METRICS Data

2:00 p.m. to 2:45 p.m.

This panel will feature an update on the status of the STAR METRICS Initiative. It will also feature examples of how universities may use STAR METRICS data to communicate to various stakeholders.

PANEL 3: A•P•L•U CICEP Economic Impact Framework

3:00 p.m. to 3:45 p.m.

A•P•L•U's Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP) has worked to develop an "Economic Impact Framework." The framework includes new metrics, along with planning and assessment tools for universities to use to tell their stories with regional stakeholders. The Framework helps in implementing economic development efforts and communicating with stakeholders about contributions.

Break

2:45 p.m. to 3:00 p.m.

PANEL 4: Messaging of Economic Impact Analysis Studies

3:45 p.m. to 4:30 p.m.

This panel will discuss how economic impact studies can be used to get positive media coverage and to develop positive messages about the role of the university for policymakers and the public. It will also touch on pitfalls of communicating such information to outside audiences.

4:30—Adjourn

Cost to attend the workshop is \$75. Online registration information coming soon.