Bowling Green State University
ECONOMIC IMPACT ANALYSIS
2016
BOWLING GREEN STATE UNIVERSITY
Bowling Green, Ohio

Founded in 1910

176,020 Alumni worldwide

Named #1 in Student Engagement by the Wall Street Journal
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<th>Office of the Provost</th>
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<td>Finance and Administration Recreation and Wellness</td>
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EXECUTIVE SUMMARY

Institutions of higher education have a significant role in ensuring Ohio’s future economic success. Higher education conducts the core research that becomes the origin of commercial achievement. Universities provide the classical education that shapes the intellect and character of future economic leaders.

Universities also provide the practical education and training necessary to sharpen the skill sets of Ohio’s current workforce. The economic significance of institutions of higher education will become more important as Ohio transforms itself into the “knowledge-based” system that will define the economy of the 21st century. Universities have an incredibly quantifiable impact on Ohio’s current economy. Specifically, universities are significant economic engines in themselves. They are large employers of local labor and their spending supports a wide variety of local businesses. This is especially true of rural universities. Rural universities are not only the primary economic driver of the community they also provide the region’s social and cultural inspiration.

The purpose of this study is to identify and measure the significant economic impact that Bowling Green State University has at the local, regional and state levels of Ohio’s economy. The University’s audited financial statements are the foundation of this report. As a consequence, this study captures all financial activity conducted by Bowling Green State University and reported through its audited and compliance systems. This includes university expenditure items, such as purchases of tangible goods and related services, payroll for all staff, capital improvements and inventory purchases. Examples of university revenues include grants and state appropriations, tuition income, private gifts and sales by university auxiliary enterprises.

This study also includes estimates of the economic impact of BGSU’s student, and visitor spending. An attempt was made to estimate the value of non-tangible expenditure streams. Section II of this report presents BGSU’s non-economic successes such as athletic achievement and environmental stewardship. Through a community and environmental scope Section II focuses on how BGSU impacts its community in a variety of ways. This study does not attempt to measure the added value of student earning capacity; the economic impact of faculty earnings from private consulting, patent and book royalties; or the economic impact of faculty and staff expertise used by businesses and public sector organizations.¹

RESEARCH STATEMENT

The economic impacts contained in this report are based on the audited financial statements of Bowling Green State University for fiscal year 2014-2015. The financial information is taken as datum and no attempt was made to verify or audit the BGSU financial systems and procedures. This report does not include the economic value of intangible items such as the value of an undergraduate education or the potential valuation of technology transfers. Every attempt was made to accurately measure and spatially place the relevant, “real” economic impacts.²
SELECTED HIGHLIGHTS

- BGSU generates an overall $765.8 million dollar impact annually for the Ohio economy.
- BGSU economic activity creates over 7,700 full time equivalent jobs for Ohioans.
- BGSU generates more in tax revenue (federal, state & local) than it receives in state appropriations.
- BGSU generates close to $10 in economic activity for each dollar it receives in state appropriations.
- BGSU student spending generates $119 million in economic activity annually.
- BGSU visitors generate just over $12 million in economic activity annually.
- BGSU generates $30.1 million dollars in state and local tax revenues annually.
- BGSU’s operations generates nearly $300 million dollars annually for Ohio’s economy.

In 2014, over 800 employers posted 1,600 internship opportunities on the BGSU Career Center web portal.

The Student Green Fund boasts nearly 90% participation. Green Fund projects are responsible for diverting 14.22 tons of waste from landfills per year and saving BGSU over $8 million in lifetime energy savings from the installation of energy efficient lighting and HVAC systems.
SECTION I:

BGSU’S IMPACT ON THE ECONOMY
REPORT BACKGROUND

HOW IS ECONOMIC IMPACT CALCULATED?

Employment, revenue, and spending data were collected with the help of University staff across several administrative units and affiliated entities as well as from the audited financial statements of Bowling Green State University for fiscal year 2014-2015. Other data were obtained from outside sources, such as the National Center for Education Statistics, government databases including the U.S. Census Bureau, and original data collected for local hotel and attraction pricing. The data were used to calculate direct spending, and IMPLAN, an industry-standard economic modeling software, was used to estimate total economic impact.

Although the formula for economic impact is simple (direct spending + indirect spending + induced spending = total economic impact), numerous choices and assumptions must be made before modeling the impacts. The first was to decide how many University-related entities to include in the study. The second was to define the temporal and geographic scope of the study. Subsequent steps include identifying data needs, assessing the availability of data, and preparing the data for analysis. The latter is constrained by the requirements of IMPLAN, the economic impact modeling system selected for this study. The subsections that follow describe the methods employed for the analysis and the fundamental choices on which the findings are based.

DATA AND METHODOLOGY

IMPLAN is an input-output model that accounts for all dollar flows across different sectors of the economy of a region. Using this information, IMPLAN models the way a dollar injected into one sector (via output or payroll) is spent and re-spent in other sectors, generating waves of economic activity called multipliers. IMPLAN generates different multipliers that capture both indirect and induced impacts for employment, payroll, and output.

The size of these multipliers varies across each category and depends on four main factors:

- The overall size and economic diversity of the region’s economy
- The geographic extent of the region and its role within the broader region
- The nature of the economic sectors under consideration
- National economic trends during the year of examination

**IMPLAN GENERATED MULTIPLIERS ARE PRESENTED IN A RATIO:**

\[
\text{Multiplier} = \frac{\text{Direct} + \text{Indirect} + \text{Induced}}{\text{Direct}}
\]

Therefore, a multiplier of 1.5 would represent a total of indirect and induced impact that is 50 percent of the total direct impact.

**TWO TYPES OF MULTIPLIER EFFECTS:**

**INDIRECT IMPACTS** occur when businesses spend their revenue on business expenses such as payroll or equipment. For example, if a university purchases office furniture from a local distributor (the direct output) and the distributor purchases new equipment for their facility, that additional purchase is an indirect impact. Additionally, if a local hotel purchases food and drink for its bar, those expenses are indirect economic output.
INDUCED IMPACTS occur when employees spend their earnings on goods and services in the local economy. For example, if a university employee spends a portion of their wages on retail, restaurants, or professional services, those are included as induced impacts.

DEFINITION OF THE UNIVERSITY

In this study, Bowling Green State University is defined as the state-operated higher education institution and the following related entities.

**Bowling Green State University Foundation, Inc.**
The Foundation is a legally separate, Tax-exempt component unit of the University. The Foundation acts primarily as a fundraising organization to supplement the resources that are available to the University in support of its programs (State Auditor’s Report 34, 2015).

**Centennial Falcon Properties, Inc.**
The Corporation is a legal, separate component unit of the University formed in 2010 as a nonprofit corporation. The Corporation was organized for the benefit of the University for various purposes, including acquiring, developing and maintaining property to be used for University purposes.

**BG1 Card**
A centralized operation handling both revenue transactions and non-revenue transactions for such items as University Dining Services meal plans, a debit account to be used on campus in the Bookstore etc., and with off-campus participating merchants.

**Stroh Center**
The Stroh Center opened August 2011 as the home for the Falcon’s men and women’s basketball and volleyball programs. It also serves as a venue for concerts, commencement, lectures and numerous campus and community events.

**Farm Leases**
Approximately 250 acres of farm land farmed on a lease basis.

**Parking and Traffic**
Operated and maintains Bowling Green campus parking areas and the Visitor Information Center.

**University Bookstore**
The University Bookstore provides a full-range of books, supplies, BGSU apparel and notions and is located in the Bowen-Thompson Student Union.

**Falcon Landing**
Rental property owned and operated by BGSU beginning in FY 2012.

**Falcon Landing II**
Falcon Landing II is a small 5 unit apartment building located at 920 East Wooster Street which the university was able to acquire during FY 2014.
GEOGRAPHIC SCOPE

The data used in this study is from the academic and/or fiscal year 2014-2015, the most recent period for which all required data is currently available.

The economic impact analyses are conducted for three geographic areas, capturing where the University is located and the residential locations of many students, faculty and staff. The Bowling Green State University Area is referred to as the local area, encompassing part of northern Wood County, including the following zip codes: 43402 (Bowling Green), 43403 (Bowling Green State University), 43525 (Haskins), and 43551 (Perrysburg).

The second geographic area is Northwest, Ohio and is referred to as the regional area. The region captures where the concentration of student and employee spending occurs and is defined as the following counties: Wood County, Fulton County, Lucas County, and Ottawa County. The regional area is also the Toledo Metropolitan Statistical Area or MSA.

The final geographic area is the state of Ohio. This region captures economic impact of the university throughout the entire state, allowing Bowling Green State University to understand its impact on the state economy.

Figure 1. Total Economic Impact Graphic.
BOWLING GREEN STATE UNIVERSITY’S PLACE IN THE REGIONAL ECONOMY

INTRODUCTION

Bowling Green State University is located in Wood County, Ohio. The main campus is in the rural community of Bowling Green, Ohio approximately 25 miles south of Toledo. BGSU has approximately 16,554 students, with an additional 2,287 students at BGSU Firelands in Huron, Ohio and employs 3,399 faculty and staff and approximately 3,500 student employees (4,775 full time equivalent employees). With students hailing from all 50 states and representing 70 countries, BGSU fosters a cultural community and diverse learning environment in Bowling Green.

The University was founded in 1910 and offers students more than 252 majors, programs and experiential learning opportunities. Student life thrives with more than 325 student organizations, numerous service learning projects, 17 athletic teams, and nationally ranked first year programs.

![Figure 2. Top employers in Wood County.](image-url)
BGSU FIRELANDS

BGSU’s Firelands College, located in Huron, OH, is home to nearly 2,400 undergraduate and graduate students. Over 37% of BGSU Firelands students are non-traditional students (over 25 years old). BGSU Firelands offers nine bachelor’s degree programs, fifteen associate degrees, and five certificate programs. Additionally, BGSU Firelands provides the first two years of instruction toward the bachelor of science in nursing degree, serves as the satellite site for the Lorain County Community College associate of applied science in nursing program and, in consort with the University of Toledo Health Science Campus, offers the necessary coursework for RNs to complete the bachelor of science and master of science in nursing degrees. The associate of applied science in respiratory care technology degree is also offered as a satellite program at Lorain County Community College. Finally, BGSU Firelands is home to 57 full-time faculty members, most of whom have extensive job-related experience in their area of expertise.

PURPOSE

The purpose of this study is to document the full impact that Bowling Green State University has on the local, regional and statewide economy. As a whole, BGSU consists of two campuses (Main campus in Bowling Green, Ohio and BGSU Firelands in Huron, Ohio) for the purpose of this report only the Main Campus’s economic impact is calculated. These campuses significantly impact Ohio and Northwest Ohio. This report details the economic value university activities generate in their communities and in regional and statewide contexts. While generating the numerical value associated with BGSU’s economic impact, this report also attempts to detail BGSU’s contribution to community development, student success, and environmental stewardship in the following sections.

Talent and Workforce Development

Developing the 21st Century Workforce

Environment, Infrastructure, and Sustainability

BGSU Athletics
Economic impact is an organization’s influence in a specific geographic area as a result of its economic activity. The cycle begins with the University’s efforts to attract revenue from a variety of sources. It continues to spend those dollars to purchase goods and services, pay wages and salaries, deliver academic programs, and hold special events. Those dollars circulate throughout the economy as companies reinvest them in their businesses and as individuals spend their income on goods and services.

**DIRECT SPENDING**

- Students for books, supplies, and living expenses
- Visitors attending sporting events, cultural, and special events
- Student and Visitor Spending

**ADDITIONAL ECONOMIC ACTIVITY**

- Spin off activity (indirect and induced) results from direct spending

**TOTAL ECONOMIC IMPACT**

**ECONOMIC ACTIVITY EXAMPLE**

- **DIRECT ACTIVITY**
  - The University and its employees, students, and visitors spend dollars directly on goods and services.
  - Example: BGSU contracts with a local utility to provide electricity.

- **INDIRECT ACTIVITY**
  - Direct expenditures maintain and create business & employment for related businesses, which sell the goods and services used by the community.
  - Example: Utility buys a service truck.

- **INDUCED ACTIVITY**
  - Employees of those businesses supporting the university spend their wages within the local economy to create even more economic activity and employment.
  - Example: Utility worker pays for healthcare in local economy.

- **Spending by the University**
  - Investing in campus improvements and expansions

**REVENUE ATTRACTION**

- State Aid
- Tuition

**OPERATIONAL**

- Benefits, Contractual Services, Supplies, Equipment, Facilities
- Faculty/Staff Wages

**OTHER REVENUE**

- Research Grants
- Spending by the University

**UNIVERSITY RELATED SPENDING**

- Total spending related to the University

*Figure 3 BGSU’s Economic Impact Explained.*
**Population Characteristics**

- Employees: 4,775
- Visitors: 541,959
- Alumni: 176,020
- Students: 18,831

**Economic Activity**

**Local**
- $683.8 M

**Regional**
- $762.4 M
  - Students (off campus): $96.6 M
  - Campus Visitors: $12 M

**State**
- $765.8 M

**Total Economic Impact 2014-2015**
- $321.6 M
- State & Local Tax Revenues Generated: $30.1 M

Figure 4. BGSU’s Economic Impact Summary.
ECONOMIC IMPACT AND MULTIPLIERS

LOCAL
TOTAL IMPACT: $683.8 M
MULTIPLIER: 1.49

REGION
TOTAL IMPACT: $762.4 M
MULTIPLIER: 1.70

STATE
TOTAL IMPACT: $765.8 M
MULTIPLIER: 1.92

Figure 5. BGSU’s Economic Impact and Multipliers.
REVENUES

The University has classified its revenues as either operating or non-operating according to the following criteria:

**Operating revenues:** Operating revenues include activities that have the characteristics of exchange transactions, such as (1) student tuition and fees, net of scholarship discounts and allowances; (2) sales and services of auxiliary enterprises, net of agency payments; and (3) most federal, state, and local grants and contracts.

**Non-operating revenues:** Non-operating revenues include activities that have the characteristics of non-exchange transactions that are defined as non-operation revenues by GASB Statement No. 9, Reporting Cash Flows of Proprietary and Nonexpendable Trust Funds and Governmental Entities That Use Proprietary Fund Accounting, and GASB Statement No. 35, Basic Financial Statements and Management’s Discussion and Analysis for Public Colleges and Universities, such as state appropriations for instruction, state capital grants, Federal Pell grant revenue and investment income.

In 2014-2015 Bowling Green State University generated $280,817,763 million in total revenues. As with most state universities, appropriations from the State of Ohio are an important revenue source, accounting for about $64.1 million in fiscal year 2014-2015. These dollars from the state are more than matched by revenue generated from tuition and fees and auxiliary enterprises such as student housing and dining services, together representing 92 percent of BGSU’s total revenue picture, or a combined $258,521,416 million.

Revenues from its own endowment and investment strategies, as well as other sources, account for a relatively small percentage of total revenues that are brought into the local area because of programs and operations at the University.

The revenues described here do not include additional dollars that flow into the University and community directly from the state, through funds which support additional spending in the Bowling Green community, as well as in the broader region and beyond.

**Figure 6. BGSU’s Revenue Pie Graph.**
EXPENDITURES

UNIVERSITY RELATED EXPENDITURES

Total University-related spending or expenses in 2014-2015 was $321,564,660. This is economic activity that would not exist but for the existence of Bowling Green State University. It includes spending by (or on behalf of) the University and its employees, students and visitors, all of which pump dollars into the economy in support of various purchases of goods and services. The sections that follow describe this spending, with University operations being the largest category, accounting for nearly half ($80.4 million) of the $320 million total. BGSU has spent an additional $47,498,676 on capital investments in the last fiscal year alone.iii

OPERATIONAL EXPENDITURES

In 2014-2015, the University spent $38,196,562 million on employee benefits and $122,664,783 on salaries and wages. In addition, the university spent over $80 million on auxiliary enterprises and other operational expenses including outlays for building rental, leases, maintenance, utility charges, equipment and supplies, fees for a wide variety of services, transportation services, and travel expenses.

Employee benefits (employee wages are reported separately as impacts of faculty and staff spending) constitute the largest spending category. Supplies and equipment in support of daily operations, academic programs, and student services constitute the second largest spending category. Purchases by the University that fall within the other spending categories shown in the chart each account for a comparatively smaller percentage of total spending.

Figure 7. BGSU’s Operational Expenditures Pie Graph.
CAPITAL INVESTMENT & CONSTRUCTION

Bowling Green State University is embarking on the second phase of the largest building and renovation effort in its history. This exciting, complex undertaking will define BGSU for the next century. The cornerstone of this next phase of the BGSU Master Plan is a $200 million-plus investment in our academic facilities. BGSU completed an initial phase of its Master Plan in 2011.iv

Work included building two new residence halls (Centennial Hall and Falcon Heights), two new dining centers (The Oaks and Carillon Place), the Stroh Center, the Wolfe Center for the Arts, a central chiller plant, and many other smaller projects. Since 2011 BGSU has created state-of-the-art learning spaces to support teaching methods and better align the university’s facilities to meet the needs of programs.

Renovations of several academic buildings on campus including Olscamp and the newly opened $24 million Kuhlin Center, home to the School of Media and Communication. BGSU has also unveiled the $37.2 million Greek Village, home to all Greek life on campus. In order to fund its Master Plan, BGSU has partnered with community members, generous donors and alumni.

In 2014-2015 BGSU spent $47,498,676 on capital investments. It should be noted the economic activity generated by the construction of the $24 million Kuhlin Center and the new Greek Village are not entirely captured in this report since both projects were completed in 2016.

Capital Improvements that were completed in fiscal year 2014-2015 are included in this report, such as the completion of the renovated Student Recreation Center. Completed in August 2014, the Student Recreation Center underwent a $14.8 million renovation project approved by the BGSU Board of Trustees one year previously. Recently, the Student Recreation Center was awarded a 2016 “Best of BG Award” for the best place to “work out” in Bowling Green.
FACULTY AND STAFF

In 2014-2015, the University employed nearly 6,899 full and part time employees: 3,399 faculty and staff and approximately 3,500 students. In terms of full time equivalent employees the university employs 4,775.

At $160,861,345 million, total wages (including benefits) paid by the University in 2014-2015 represents a large influx of dollars to the region where faculty and staff live. Over half of University employees (excluding 81 percent of student employees) live in the immediate vicinity of the Bowling Green local area, fueling the economy through their spending on housing, transportation, food, child care, education, and other goods and services, including public goods and services that University employees support via local tax bases.

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<th>FULL TIME</th>
<th>PART TIME</th>
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<td><strong>Instructional Faculty</strong></td>
<td>1,414</td>
<td>696</td>
</tr>
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<td><strong>Administrative Staff</strong></td>
<td>1,238</td>
<td>51</td>
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<tr>
<td><strong>Student Employees</strong></td>
<td>0</td>
<td>2,800</td>
</tr>
<tr>
<td><strong>Graduate Assistants</strong></td>
<td>0</td>
<td>700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,652</td>
<td>4,247</td>
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*Figure 8 Faculty Staff Table.*
STUDENTS

BGSU is home to 18,831 students between its main campus in Bowling Green and its Firelands campus in Huron. BGSU is home to students from 70 countries around the world. The map on page 22 shows the origin of students from within the state of Ohio. Students at BGSU come from 87 of the 88 counties in Ohio, with the highest number of students coming from Wood (1,883) and Lucas counties (1,563). BGSU Firelands serves a significant number of students in Erie (1,402) and Huron counties (802). Additionally, BGSU has been successful in recruiting a significant number of students from the Cleveland area including Cuyahoga (1,198) and Lorain (577) counties. BGSU also draws heavily from other urban centers in Ohio including Cincinnati (Hamilton County), Dayton (Montgomery County), Akron (Summit County), and Columbus (Franklin County).
Bowling Green State University Student Enrollment By County in 2015

Legend

- Student Enrollment
- 0 - 84
- 85 - 263
- 264 - 475
- 476 - 802
- 803 - 1883

Author: Center For Regional Development
STUDENT SPENDING BREAKDOWN

Students that attend BGSU have a great economic impact on the local businesses. Student spending was calculated for three distinct categories, on-campus undergraduate, off-campus undergraduate and off-campus graduate. The on-campus undergraduate students spend $3,604 per year on miscellaneous personal expenses which does not include the cost of educational supplies such as books. Since many of these types of items are available on campus at university-operated stores, the spending associated with this group of students was not included in the calculation of the impact of student spending to eliminate any possibility of double counting the dollars. The second category is undergraduate students residing in off-campus housing. Their spending is estimated at $12,275, thus providing a much greater impact on the local economy. The final group of students, graduate students living in off-campus housing, has an expected spending budget of $14,403. This group of students has the largest impact based on many of the students receiving graduate student stipends and the potential additional income from a locally employed spouse or significant other.

BGSU’s Office of Institutional Research has conducted surveys of students to determine the amount of annual spending for each type of student. The results of these survey findings were used to allocate an annual spending budget for each of the three groups. The spending amounts were allocated into spending categories based on the BLS Consumer Expenditure Survey. The survey estimates the typical household spending patterns by region and household income size. Additionally, the averages from other comparable university impact studies (see Carroll 2015, Carroll et al. 2004 and Appleseed 2012) were used to allocate the student spending budgets. Additionally, it is assumed that only students coming from outside the analysis region can be considered to be new impact on the economy. So, for the three distinct geographical areas of analysis, totals for the student categories were reduced based on the geographical origin of the student. For example, for the statewide analysis, only students from outside of Ohio were used to calculate the student spending impact.

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<th>Out of State Students</th>
<th>Out of State Student Spending</th>
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<tr>
<td>Off-Campus Undergraduate</td>
<td>$12,275</td>
<td>1,162</td>
<td>$14,263,550</td>
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<tr>
<td>Off-Campus Graduate</td>
<td>$14,403</td>
<td>895</td>
<td>$12,890,685</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2,057</strong></td>
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<td><strong>$24,154,235</strong></td>
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<td>Spending Per Student</td>
<td>Out of Region Students</td>
<td>Out of MSA Student Spending</td>
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<td>Off-Campus Undergraduate</td>
<td>$12,275</td>
<td>4,536</td>
<td>$55,679,400</td>
</tr>
<tr>
<td>Off-Campus Graduate</td>
<td>$14,403</td>
<td>1,856</td>
<td>$26,731,968</td>
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<td><strong>6,392</strong></td>
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<td>Spending Per Student</td>
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<td>Out of Wood County Student Spending</td>
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<td>$12,275</td>
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<td>$14,403</td>
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<td>$31,340,928</td>
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<td><strong>Total</strong></td>
<td><strong>7,494</strong></td>
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<td><strong>$96,619,378</strong></td>
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**STUDENT SPENDING**

*Figure 10. BGSU Student Spending and Economic Impact.*
CAMPUS VISITORS

By hosting a variety of events, the University attracts a multitude of visitors that spend money locally on meals, transportation, lodging, attractions and shopping. Visitor spending is therefore an additional and important measure of the University’s economic impact. In 2014-2015, over 540,500 people visited Bowling Green State University to attend one or more of its many academic, cultural, sporting and other events.

Over one third of this total included individuals other than University students, faculty and staff that came from the community as prospective students, alumni, theatre attendees, gallery goers, guests of students, conference attendees, children attending summer camps and more. BGSU athletic events, in addition to a variety of concerts and performances taking place in the Wolfe Center for Arts and Moore Musical Arts Center, attracted over 50 percent of total visitors – 243,644.

The Office of Admissions reported that 37,689 people took campus tours, 12,212 of which attended one of the three university preview days. The total number of campus tours from July 2015-June 2016 was 1,739.

Visitor Profiles

How much a campus visitor spends in the community depends on a number of factors, including how far they traveled to get to BGSU, their length of stay, the number of travel companions and the purpose of their visit.

For instance, families traveling to BGSU for Move-In Day tend to travel in larger groups, stay longer, and spend more in the community on accommodations, food, travel and shopping than, say, a life-long learner from the vicinity who attends a two-hour conference at the school and stops for a bite to eat at a nearby restaurant on the way home from the conference.

In addition, an analysis of visitor spending can only consider visitors from outside the geographic area. Therefore, we only analyze the impact of visitors to BGSU who spend either one or more nights away from their home. Specifically, we categorize these visitors into two groups:

To develop visitor spending estimates, this study categorizes visitors into one of two profiles:

Overnight Visitors traveling over 5 hours to get to campus.

Weekend Visitors typically attending an event such as Family Weekend, Sibs & Kids Weekend, or Homecoming.
Visitor Spending

Altogether, overnight and weekend visitors to Bowling Green State University generated $6,293,589 in direct spending in the economy from 2014-2015, reflecting spending on transportation, lodging, dining, shopping and sightseeing and/or entertainment. This economic activity supports local restaurants, hotels, shops and attractions, primarily in the Bowling Green local area.

Expenditures on transportation and lodging accounted for over half of visitor spending, reflecting the cost of gasoline for travel by car, as well as the cost to stay overnight in the Bowling Green local area. This study assumes an average of $91.33 per night for accommodations, based on prices at eighteen local establishments (hotels, motels and inns) during selected months of the year. vi

Spending on food at restaurants accounted for more than a quarter of total visitor spending. Spending on food was calculated according to the U.S. General Services Administration (GSA) 2015 Per Diem Rates for meals and incidentals. Separate amounts for breakfast, lunch and dinner are listed for federal employee meal vouchers. The same estimations were used when calculating visitor meal spending for this report.vii

Together, sightseeing, entertainment, and local shopping accounted for the smallest percentage of total visitor spending. This spending, reflecting that of overnight visitors, only includes spending on souvenirs and personal shopping while in town and spending on admission at area attractions such as Woodville Mall, Wood County Historical Center and Museum, Fort Meigs, and Levis Commons in Perrysburg. Entertainment and shopping cost estimations were calculated using economic impact reports from similar universities.

---

**EVENT ATTENDANCE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletic Events</td>
<td>243,644</td>
</tr>
<tr>
<td>Stroh Center &amp; Ice Arena</td>
<td>240,626</td>
</tr>
<tr>
<td>Admissions Tours (Short Day)</td>
<td>25,477</td>
</tr>
<tr>
<td>Admissions Preview Day (Overnight)</td>
<td>6,106</td>
</tr>
<tr>
<td>Admissions Preview Short Day</td>
<td>6,106</td>
</tr>
<tr>
<td>BG Soccer Challenge (Long Day)</td>
<td>10,000</td>
</tr>
<tr>
<td>BG Soccer Challenge (Overnight)</td>
<td>5,000</td>
</tr>
<tr>
<td>BG Soccer Challenge (Weekend)</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>541,959</strong></td>
</tr>
</tbody>
</table>

*Figure 11. BGSU Event Spending.*
**Visitor Spending Impact**

During the study period, BGSU contributed approximately 12,000 overnight and 7,300 weekend visitor trips to the local area. Visitors contributed over $1.2 million to local restaurants, $2.4 million to local hotels, $600,000 to entertainment venues including museums, theatres, and golf courses, and approximately $2 million in travel related expenses. The total direct economic impact from visitors who spend one night or a weekend in the local area is over $6.2 million.

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Visitors</th>
<th>Meals</th>
<th>Hotel</th>
<th>Travel</th>
<th>Entertainment/Shopping</th>
<th>Total</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overnight</td>
<td>11,956</td>
<td>$46</td>
<td>$91</td>
<td>$75</td>
<td>$8</td>
<td>$221</td>
<td>$2,636,537</td>
</tr>
<tr>
<td>Weekend</td>
<td>7,385</td>
<td>$92</td>
<td>$183</td>
<td>$142</td>
<td>$78</td>
<td>$495</td>
<td>$3,657,052</td>
</tr>
<tr>
<td>Total (Direct Impact)</td>
<td>19,341</td>
<td>$1,229,396</td>
<td>$2,440,886</td>
<td>$1,951,630</td>
<td>$671,678</td>
<td>6,293,589</td>
<td>6,293,589</td>
</tr>
</tbody>
</table>
Not all University-related economic activity is captured by this study due to insufficient data available to effectively quantify impacts. This section draws on limited data to describe a portion of this activity. A fuller assessment of these impacts could potentially be included in future impact assessments if the necessary data are collected and maintained by the University.

ALUMNI

Since 1910, alumni of Bowling Green State University have gone on to live and work in nearly all corners of the country and the globe, according to an analysis of data provided by the University. There are 176,020 living BGSU alumni worldwide. 107,490 alumni are living in Ohio and 68,530 in the United States.

In 2015, 15,353 alumni gifts were made to the university totaling $6,585,858. Gifts were made to over 2,000 different funds ranging from student scholarships to clean energy initiatives on campus. These numbers demonstrate the substantial contribution BGSU makes in preparing a workforce for area employers that require workers with a college degree. Its contribution to the labor force statewide is notable, too.

This concentration of alumni in the local community and region contributes to higher household incomes and spending impacts, with college graduates in the region earning $15,000 to $27,000 more per year, per person than those with only a high school diploma.

RETIREES

University retirees make substantial contributions to the local and regional community. They own homes, contribute to the tax base, generate a steady flow of dollars to the area through retirement income and support jobs at businesses throughout the region through their spending on goods and services. The average state retiree in Wood County earns a pension of $44,043 per year.

While the University maintains a database of a small subset of its retirees - emeriti, or faculty holding an honorary title following their retirement - it does not currently have a way of tracking other staff and faculty retirees who make substantial contributions to the local and regional economy. Therefore, retirees were not accounted for in this report.
CONCLUSION

In conclusion, Bowling Green State University’s economic impact for the 2014-2015 fiscal year has increased since the university’s economic impact was last calculated over a decade ago. University spending including capital investments, operational spending, faculty and staff spending, student spending, and visitor spending all contribute greatly to the direct economic impact measured at all three levels of analysis. BGSU’s annual economic impact at the local level is $683.8 million. At the regional level, also referred to as the Toledo MSA, the economic impact is $762.4 million. Finally, at the state level, BGSU’s annual economic impact is $765.8 million.

CAPITAL SPENDING

In fiscal year 2014-2015, Bowling Green State University spent $47,498,676 on capital projects. Capital projects included renovations to the Student Recreation Center, the Ohio Bureau of Criminal Investigation Crime Lab, and breaking ground on several large construction projects such as the new Greek Village Housing project. A new phase of large capital improvements started in 2011 and will continue until 2018, referred to as BGSU’s Master Plan. The Master Plan is a $200 million-plus investment in academic facilities. BGSU will create state-of-the-art learning spaces to support modern teaching methods and better align facilities to meet the needs of university programs. Overall, university capital spending in 2014-2015 has an economic impact of $42,794,720.

STUDENT SPENDING

Student spending proved to be a major source of economic impact for Bowling Green State University. With 18,831 students, Bowling Green State University significantly impacts local, regional and statewide economic growth. IMPLAN modeling concludes that BGSU’s students have the most impact on regional economic growth. The region is defined as Wood, Lucas, Ottawa and Fulton County. With an impact valued at $115,590,471 BGSU students truly are a positive influence on the community. Locally, BGSU students generate $119,539,933 in economic activity. The local area is defined as four zip codes in Wood County: 43402 (Bowling Green), 43403 (Bowling Green State University), 43525 (Haskins), and 43551 (Perrysburg). At a state level, BGSU students generate $42,339,862 in economic activity. At this level Bowling Green State University has the second largest impact of the three geographic levels. University operations yields the highest monetary value in this category, contributing $621,182,359 to the state economy.

VISITOR SPENDING

Visitor spending also proved to be another major source of economic impact for Bowling Green State University. By hosting a variety of events, the University attracts a multitude of visitors that spend money locally on meals, transportation, lodging, attractions and shopping. Visitor spending is therefore an additional and important measure of the University’s economic impact. In 2014-2015, over 541,959 people visited Bowling Green State University to attend one or more of its many academic, cultural, sporting and other events. How much a campus visitor spends in the community depends on a number of factors, including how far they traveled to get to BGSU, their length of stay, and the number of travel companions and the purpose of their visit. Overall visitor spending contributed to the university’s economic impact with a total effect of $12,004,942 in 2014-2015.
SECTION II: BGSU’S IMPACT ON THE COMMUNITY AND THE ENVIRONMENT
INTRODUCTION

In addition to measuring the economic impact of Bowling Green State University, this report attempts to assess BGSU’s impact on the community in a diverse array of areas including workforce development, experiential learning, leadership, environmental stewardship, athletic achievement and student engagement.

This section aggregates Bowling Green State University’s numerous academic and community development success stories to demonstrate how BGSU contributes more than monetary gain to the region and the state.

Additionally, this section explores how BGSU’s rigorous preparation of students translates to the success of our community and physical environment. For example, BGSU is a leader nationwide in environmental stewardship and sustainability. BGSU’s attention to decreasing carbon emissions and recycling benefits the region as a whole and sets a prime example for other state universities.

TALENT AND WORKFORCE DEVELOPMENT

Bowling Green State University is the largest institution of higher education in Northwest Ohio, with 18,831 students. It also is the largest employer in Wood County with approximately 6,900 full-time and part-time employees, including over 3,500 student employees and more than 1,400 full-time faculty.¹

Bowling Green State University offers a variety of degrees, ranging from associate to doctorate. Academic programs encompass approximately 252 undergraduate degrees through nine colleges. The 2014-2015 academic school year BGSU awarded 2,893 degrees. BGSU’s approach engages students in experiential learning, where knowledge is formulated in the classroom and steeped in the community and workplace. Its educational offerings, coupled with the practical experience that various outreach efforts provide students, are helping prepare the state’s future workforce with the skills necessary to succeed in today’s—and tomorrow’s—global marketplace.²

BGSU also provides educational experiences inside and outside the classroom that enhance the lives of students, faculty and staff. Students are prepared for lifelong career growth and lives of engaged citizenship and leadership in a global society. Within the University learning community, BGSU builds a welcoming, safe and diverse environment where the creative ideas and achievements of all can benefit others throughout Ohio.

BGSU’S LEARNING OUTCOMES

Each of the major areas of study at Bowling Green State University holds high and explicit expectations for student learning; these expectations are embodied in learning outcomes for each of the majors. Even though the learning outcomes are different from major to major, all share fundamental educational values, which are described by the University Learning Outcomes. Through achieving and fostering BGSU’s learning outcomes, the university recognizes and nurtures talent – students.

<table>
<thead>
<tr>
<th>INTELLECTUAL AND PRACTICAL SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRITICAL AND CONSTRUCTIVE THINKING</td>
</tr>
<tr>
<td>COMMUNICATION</td>
</tr>
<tr>
<td>ENGAGING OTHERS IN ACTION</td>
</tr>
<tr>
<td>PERSONAL AND SOCIAL RESPONSIBILITY</td>
</tr>
<tr>
<td>INTEGRATE, APPLY AND REFLECT</td>
</tr>
</tbody>
</table>
ACCESS AND OPPORTUNITIES FOR STUDENTS

Bowling Green State University’s enrollment in the 2014-2015 school year totaled 18,831. BGSU is proud to offer a college education to many first generation students and make higher education assessable and affordable through the following initiatives.

Scholarships and Assistantships

Developing a pool of talent requires helping students achieve their educational dreams. BGSU does this with a wide range of scholarships and fellowships for undergraduate and graduate students. BGSU awards more than $30 million in scholarships annually. This includes four-year, renewable freshman scholarships for incoming freshmen, transfer scholarships for transfer students, and general scholarships for new and current students. Departmental scholarships are also awarded each year to new and current students by the various colleges and schools on campus. In addition, external scholarships are applied directly to students’ university billing accounts by the University Scholarships Office. xi

WORLD-CLASS FACULTY AND STAFF

One of the strongest contributors to the development of student talent is the skills and expertise of BGSU faculty and staff. The University has nearly 6,900 full-time and part-time employees, including 3,500 student employees and over 1,400 full-time faculty. To enhance their experiences at the University, BGSU provides support to new faculty and staff as well as an array of continuing education opportunities. In addition, faculty and staff give back to their local and regional communities both professionally and personally.

Support and Professional Development

The Center for Faculty Excellence (CFE) is the University’s lead resource for teaching and learning support for faculty, staff and graduate students. The CFE provides professional development workshops, consultations, web resources, learning communities and more – all designed to help those involved in teaching to create an engaging and articulate learning experience for all BGSU students.

The CFE offers a broad range of services directly aligned with the University’s strategic goals to support student success. The CFE helps faculty and instructional personnel to:

- Articulate clear and challenging expectations for students
- Develop and use pedagogical strategies that engage students in learning and academic success
- Create supportive environments for students both inside and outside the classroom
- Develop, use, and analyze assessment methods and strategies that help increase student academic performance xii
REGIONAL COMMUNITY ENGAGEMENT

Bowling Green State University’s faculty and staff give back to their local and regional communities through research and as engaged residents. Research developed at the University fosters better educated students and creates tangible outcomes for Northwest, Ohio residents especially in areas of education, physical sciences, engineering and mathematics. This education extends BGSU’s reach well beyond the state’s borders through national and international knowledge exchange. Faculty and staff also support the community by donating their knowledge and expertise to a variety of local and regional efforts. This expertise can include serving on local nonprofit boards, volunteering with community agencies, joining community organizations, serving as county/city mediators, and engaging with local elementary, middle and high schools. To facilitate volunteerism, University organizations and departments maintain updated lists of volunteer opportunities within the local and regional community.

ENGAGING IN EXPERIENTIAL LEARNING

The impact of education comes not only through courses or colleges, but also through experiences that forever change a student. Experiential learning opportunities such as cooperative education, internships, project-based learning, and interactive classroom environments give students real-world experience in their fields, enhancing their educational experience and better preparing them for their careers.

Bowling Green State University engages students in experiential learning, where knowledge is formulated in the classroom and steeped in the community and workplace. During the 2014–2015 academic year, 100 percent of general education courses foster experiential learning and implement student achievement plans per the learning guidelines established by the Office of Academic Assessment. The thousands of hours that BGSU students spend participating through volunteer opportunities, internships, practicums, and capstone projects is indefinite. The economic impact of these activities at local, regional and state levels should be highly valued and praised.

Experiential learning also benefits businesses and other partnering agencies. Student support and engagement enables local and regional businesses and entities to do more with less. Student engagement allows students to transfer the knowledge gained in the classroom into the community—and take their real-world experiences back onto campus. Experiential learning allows employers to train and invest in potential employees, usually at a reduced cost. These training opportunities are especially important for small businesses, because the addition of new skilled employees is essential for business growth and success. Experiential learning is embedded in BGSU programs and departments, both on the Main Campus and at BGSU Firelands. BGSU is a national leader in providing opportunities in service learning and experiential education. For example, Dr. Moira van Staaden, asks students to play active roles in a range of projects that focus on understanding the sensory and ecological forces underlying evolutionary change by looking at fish and grasshoppers.
EXPERIENTIAL LEARNING IN BGSU COLLEGES

BGSU’s nine degree-granting colleges provide extensive experiential learning opportunities for students. Undergraduate degrees often require an internship, independent study, or capstone project, all of which engage students in high levels of experiential learning. In addition to internships, independent studies and capstone projects, BGSU’s colleges also feature learning communities. Learning communities further a students’ experiential learning by fostering a learning environment that utilizes the community of resources to co-create a unique educational experience.

The College of Arts and Sciences has several learning communities ranging from the arts to global entrepreneurship. The Global Village offers any undergraduate student with a sincere interest in meeting and learning about people from other countries and culture with an opportunity to enhance their education. All Global Village students are required to partake in a service learning project together, which helps students bond and get out into the community the City of Bowling Green offers. Most recently, the Global Village has worked on a project gleaning leftover food from area farms to be delivered to regional food banks. \(^{xiv}\)

EXPERIENTIAL LEARNING THROUGH INTERNSHIPS

BGSU is a regional and statewide leader in providing experiential learning opportunities to its students through internships and co-ops. BGSU offers the Falcon Internship Guarantee that is the first of its kind in Ohio aimed at helping students find internships and successfully transition into a professional working environment through a life and career skills course. BGSU guarantees students who complete the Falcon Internship Preparation Program and meet the identified criteria, the opportunity to participate in an internship or other experiential learning activity during their undergraduate career. In 2014, over 800 employers posted 1,600 internships opportunities on the BGSU Career Center web portal.

BGSU’s innovation and dedication to providing internships is also evident through its leadership of the Ohio Means Internships and Co-ops (OMIC) grant from the State of Ohio. OMIC provides subsidies to employers in JobsOhio targeted industries who offer new internships to students. Additionally, BGSU’s Career Center and the Center for Regional Development conducted research and analysis using geographic information systems (GIS) to assist both students and employers in locating opportunities with one another in the region.
EXPERIENTIAL LEARNING IN BGSU CENTERS AND INSTITUTES

Bowling Green State University has numerous recognized academic centers, which focus on research and study in diverse areas ranging from ecology to local development. Many colleges and departments have their own internal centers as well. Each center provides a formal organization for faculty and students to work together and address a range of issues.

Bowling Green State University has identified five interdisciplinary areas of education and research as Centers of Excellence. These Centers of Excellence provide prime opportunities for student engagement and learning.

The Center of Excellence in the Arts provides board partnerships with regional and national organizations that gives BGSU students access to professional arts resources. The arts at BGSU are an important part of the Northwest Ohio creative economy. As reported by BGSU’s Center for Regional Development in Measuring Ohio’s Creative Economy, the arts at BGSU are a dynamic force that generates more than $2.4 billion in economic activities, sustains 30,000 jobs, many with above average salaries, and contributes $250 million in tax revenue annually.

BGSU AND BUSINESS OPPORTUNITIES

BGSU is a critical partner and facilitator of economic development in the region and across the state of Ohio. As an Economic Development Administration (EDA) University Center, BGSU’s Center for Regional Development (CRD) partners with Ohio University to provide technical assistance and applied research to companies and local economic development officials across the state of Ohio. Recently, CRD assisted the Village of Pioneer and the Maumee Valley Planning Organization (MVPO) in securing over $2 million in federal and state funds for an industrial connector project to support the expansion of Reifel Industries. Additionally, CRD collaborated with Fulton County Economic Development and MVPO to secure over $1.6 million in federal and state funding to construct a raw water supply line for Nature Fresh Farms’ greenhouse facility near the Village of Delta. Finally, CRD will examine the conditions and factors that lead foreign-owned companies to invest or “reshore” previously outsourced jobs to the United States. This work will assist both the efforts of the Regional Growth Partnership and JobsOhio to encourage foreign direct investment in northwest Ohio.

In addition, BGSU’s College of Business is an active partner in fostering entrepreneurship and training the next generation of private sector leaders. The Hamilton Center for Entrepreneurship Leadership in the College of Business hosts both the Sebo Series in Entrepreneurship as well as the Hatch-BGSU’s signature entrepreneurship competition. In addition, the College’s Business Career Accelerator partners with several local companies including Cooper Tire, Owens-Illinois, Owens Corning and Marathon to connect students to internships, co-ops and employment opportunities.
DEVELOPING THE 21ST CENTURY WORKFORCE

Bowling Green State University is helping state policy makers and the business community by addressing skills gaps that threaten the sustainability of businesses not only in Ohio, but also around the world. By 2018, it is projected that the state of Ohio will have a total of 1.7 million job openings through job creation and retirements. Of these new jobs, 57 percent will require some form of post-secondary training; the challenge lies in filling these openings with qualified employees.

BGSU addresses this challenge by collaborating with other organizations to engage individuals throughout the learning spectrum—from preschool through professionals—in education and applied learning while pursuing innovative opportunities to further regional education and teacher training. BGSU’s educational offerings, coupled with the practical experience that various outreach efforts provide students, are helping prepare the state’s future workforce with the skills necessary to succeed in today’s—and tomorrow’s—global marketplace.xvi

YOUTH EDUCATION PROGRAMS

BGSU offers a wide array of youth educational programs, often in the form of summer camps. In the summer of 2015 BGSU offered more than 40 different camps. Camps offer students from every background an opportunity to learn and develop leadership skills, from football to art. In 2014-2015 Bowling Green State University hosted more than 20,000 youth soccer players at the BG Soccer Challenge.

In addition to summer camps, BGSU’s Childhood Development Center provides education majors a place to learn about growth, development, and behavior of young children through observation and participation with children, families and the community. BGSU also hosts literacy opportunity programs through the University Library assisting students from kindergarten through high school. While BGSU is supporting community education, it also supports healthy lifestyles by facilitating recreational programs through multiple athletic camps and physical fitness camps throughout the summer.
HIGH SCHOOL EDUCATION PROGRAMS

Bowling Green State University also partners with local, regional, and national organizations to further educational opportunities for the community, broadening its impact while strengthening and supporting its partner organizations. For example, BGSU offers college credit to high school students through the Dual Enrollment College Credit Plus Program. College level courses are offered at area high schools in order to provide higher education to high achieving high school students across Northwest, Ohio.

In addition to the Dual Enrollment College Credit Plus Program, BGSU has recently partnered with area high schools to discuss how first year college students are adapting to college courses. In the summer of 2016 BGSU invited seven Northwest, Ohio high schools - Toledo School for the Arts, Perrysburg, Maumee, Springfield, Otsego, Fostoria and Bowling Green — to a data summit in Bowling Green. Data was shared with those partnership schools to demonstrate how students from their schools performed at BGSU. The primary point of the data summit was to give the administrators english and math placement scores, overall GPAs and the majors of their former students so they could see their strengths and weaknesses at BGSU.

The Data Summit is a prime example of how BGSU works with community high schools to further the education of students and expand higher education in the region. The Summit gives school administrators, on both ends, the opportunity to start asking critical questions about how students are prepared for college in high school.

EDUCATIONAL OPPORTUNITIES FOR OHIO COMMUNITIES

STEM in the Park offers children in Northwest Ohio a free community event to engage children of all ages in STEM (Science, Technology, Engineering, and Mathematics). Bowling Green State University has partnered with the Northwest Ohio Center for Excellence in STEM Education for the past six years to facilitate STEM in the Park. In 2015, STEM in the Park had 4,373 participants, 144 activities, 101 volunteers, and 35 event sponsors.

The ultimate goals of STEM in the Park are to improve attendees' knowledge and interest in STEM and STEM careers and to increase attendees' awareness of STEM-related organizations and events in the community. STEM in the Park features more than 100 interactive STEM activities facilitated by higher education institutions, pre-K-12 educational agencies, community non-profit organizations, and local businesses. People attending the event enjoy free lunch and nutritious snacks and can visit as many STEM activity stations as they desire. The event operates based on the generosity and talent of STEM professionals, businesses and organizations in Northwest, Ohio. STEM in the Park seeks to contribute to STEM education by providing opportunities for children and adults to explore the many aspects and applications of STEM in their lives.
In addition to promoting STEM education, BGSU’s faculty and staff, colleges, departments, students and student organizations dedicate numerous volunteer work hours to the local communities and beyond. For example, every February for the past 10 years hundreds of students volunteer on Martin Luther King Jr. Day. Each BGSU volunteer works as a team to accomplish a service “challenge” at a local non-profit agency in Northwest Ohio. The team challenges remain a mystery until the day of the event. Each team is required to utilize their unique talents and skills to complete the challenge. This is a great way to apply problem-solving skills, meet new people, and contribute to the Bowling Green and Northwest, Ohio communities. In 2015, 721 students spent their day in local communities doing community service at 45 different sites and completed 2,648 hours of service.xxi

BGSU’S ALUMNI SETTING A PRIME EXAMPLE

More than 107,000 of BGSU’s 176,020 alumni worldwide currently reside in the state of Ohio, forming a pool of talent to meet the needs of the state’s economy. BGSU’s alumni fill critical needs in the state’s economy. In 2014-2015, BGSU awarded 811 degrees related to education at bachelors, masters, doctoral, and postgraduate certification levels – the highest of any degree type. BGSU’s College of Education and Human Development is ranked by U.S. News & World Report as one of the top programs for education. The College is committed to developing a dynamic community of lifelong learners and leaders who celebrate the interconnections among individuals and disciplines in pursuit of improving society and the human condition. Graduates of the college of Education and Human Development are just one prime example of how BGSU Alumni are positively contributing to State of Ohio. All BGSU alumni are global leaders in various professions and industry. xiii
GLOBAL LEADERS

Engaged in professions ranging from broadcast news to biochemistry to politics, BGSU’s alumni—both at home and abroad—drive innovation, collaboration and community engagement. Among our most notable alumni are:

- Daniel Ayalon ‘83
  Former Israel Ambassador to the U.S.
- Jodi Berg ‘88
  President and CEO, Vitamix Corporation
- Gregory Charbeneau ‘86
  Vice president and general manager of Wild Adventures Water & Theme Park
- Jay Crawford ‘87
  Sports Center Anchor, ESPN
- Anthony Doerr ‘99
  New York Times Pulitzer Prize-winning author
- Steve Demos ‘70
  Founder and former president of White Wave Inc. (Silk brand)
- Everett Gallagher ‘83
  Senior Vice President and Treasurer, Abercrombie & Fitch
- Otara Chandiram Gunewardane ‘85
  Founder and CEO of Odel, a leading fashion and retail store chain in Sri Lanka and Asia
- Steve Hartman ‘85
  Award-winning CBS news reporter
- Jan Heppe ‘74
  President of the Americas Burberry
- Jennifer Higdon ‘86
  Grammy Award-winning composer
- Chris Jones ‘16
  Professional football player and 2015 Super Bowl Champion
- Shantanu Narayen ‘86
  President and CEO of Adobe Systems Inc.
- Eileen O’Neill ‘90
  Former Group president, Discovery and TLC Networks
- Jeff Shore ‘75
  Executive producer-creator of E!’s “True Hollywood Story”
- Mizell Stewart ‘94
  Vice president of content for E.W. Scripps newspaper division
- Maryrose Sylvester ‘87
  President and CEO of GE Lighting
- Seshadri Tangutur ‘87
  Engineering Executive of SnapChat
- Nate Thurmond ‘63
  Former NBA player named to the Basketball Hall of Fame
- Bob Sebo ‘53
  Former Senior Vice President of PayChex, Inc.

ALUMNI SUPPORTING STUDENTS

Bowling Green State University alumni continuously support the University’s mission, giving back to their alma mater as mentors, philanthropists and supporters of BGSU’s colleges. Their donations of time, expertise and money enhance the student experience, support the work of faculty and staff, and enrich local and regional communities. BGSU alumni also provide financial support to the University. For example, Women in Philanthropy of Bowling Green State University maintains a powerful tradition of giving and support for the University and its departments, activities and facilities. By providing advocacy on women’s philanthropic issues, WIP actively engages women and alumnae to make a significant impact on educational excellence at Bowling Green State University.

Alumni engage directly with their alma mater through regional networks and affinity groups, academic and social societies that promote and facilitate their involvement in BGSU’s colleges, schools and departments. These societies actively promote the missions of their respective colleges, schools and departments by hosting conferences, events and awards, and by fostering relationships with faculty and students. Currently there are 45 alumni networks nationwide connecting alumni to career opportunities.
THE ENVIRONMENT AND SUSTAINABILITY

As Wood County’s largest employer, Bowling Green State University leads the way in responsible investment in education and the environment, reducing the footprint not only for the university, but of the entire region. BGSU’s work in environmental restoration, downtown revitalization, and similar efforts fosters a healthy and vibrant regional community. The University actively engages and collaborates with communities, providing valuable leadership, resources and expertise.

Sustainability is infused into BGSU’s programs, curriculum and everyday actions. These innovative and environmentally and socially responsible initiatives help change the mindsets and perspectives in the University and the region.

INVESTING IN EDUCATIONAL RESPONSIBILITY

Bowling Green State University is committed to carrying out its mission to provide students with highly impactful, experiential education – and doing so responsibly. To this end, the University invests in education in a sustainable way than enhances students’ learning experience while providing significant benefits to the community, the region and society.

FORWARD-THINKING CAPITAL PLANNING

BGSU has committed significant funds to improving infrastructure on its campus. In 2011, the BGSU board of trustees approved a capital investment master plan for the main campus. The Master Plan commits over $200 million, over the course of seven years, to capital infrastructure improvements. Since 2011 several buildings on campus have been renovated to great success including the Student Recreation Center, Greek Village, Falcon Health Center, a state-of-the-art crime lab for the Ohio Bureau of Criminal Investigation, and several academic buildings.

South Hall, newly renamed the Michael and Sara Kuhlin Center, is the new home to the School of Media and Communication. Signature spaces in the renovated building include a first floor media convergence lab, conference facilities, media effects lab, high-tech active learning classrooms, collaboration spaces, and improved facilities for BGSU’s student media with cutting-edge audio and visual production facilities - renovations totaling over $6 million.

BGSU’s focus on creating dynamic and modern academic infrastructure demonstrates the university’s commitment to higher education and superior student life. “Traditions to Tomorrow” represents the single largest investment in academic buildings and learning spaces in the history of Bowling Green State University. Over the next seven years, the University will reimagine learning spaces throughout its Bowling Green campus. The academic core will be revitalized through the renovation, construction or demolition of more than a dozen buildings.

The primary goals of the program include:

- Creating next-generation teaching and learning spaces that support evolving teaching pedagogies
- Better aligning facilities to meet the needs of the University’s academic programs
- Locating complementary academic disciplines in campus "neighborhoods" to allow closer collaboration
In addition to creating next-generation teaching and learning spaces the University has also made a commitment to sustainable building on campus. In 2015, BGSU published its Climate Action Plan detailing the university’s sustainability efforts and its commitment to protecting our natural world. The plan lists four tangible sustainability goals:

1. Participate in the Waste Management category of the national “recyclemania” competition and adopting 3 or more associate measures to reduce waste.

2. Encourage the use of and providing access to public transportation for all faculty, staff, students and visitors at BGSU.

3. Establishment of a policy that all new campus construction is to be built at least to the U.S. Green Building Council’s LEED Silver standard, or the equivalent.

4. Adopting an energy efficient appliance purchasing policy requiring the purchase of Energy Star certified products in all areas where such ratings exist. xxiv

In 2012, President Mary Ellen Mazey signed the American College and University Presidents Climate Commitment (ACUPCC) which pledges university support and compliance to sustainable initiatives university wide. Over 650 schools have joined the ACUPCC. This breakthrough program is reshaping institutions and communities while training the future political, business and scientific leaders who will help solve climate change. By signing the ACUPCC, BGSU has agreed to carbon neutrality by 2040, much sooner than most signatories. In order to reach carbon neutrality by 2040 BGSU has committed to an average annual reduction of 4 percent.

As of 2016 BGSU has four LEED certified buildings on campus. However, many buildings such as Centennial Hall, Falcon Heights and Paul J. Olscamp Hall while not being LEED certified still encompass many environmentally-friendly characteristics. The Oaks Dining Center and the Stroh Center are LEED Gold, while Carillon Place and the Wolfe Center are LEED Silver. The newly renovated Student Recreation Center is currently seeking LEED Silver classification as well as the Ohio Bureau of Criminal Investigation Lab. xxv

ENVIRONMENTAL AND ECONOMIC STEWARDSHIP

Bowling Green State University is currently engaged in contracting efforts to increase both the University’s overall efficiency and jobs for the local and regional workforce. Beginning in 2012, BGSU began an energy performance contract to significantly improve the energy efficiency profile of its buildings.

BGSU received a $911,658 block grant from the Ohio Department of Development for energy efficiency and conservation in order to upgrade lighting, heating, ventilation and air condition systems in Hayes Hall. A second phase of the same grant is to upgrade lighting in 20 university buildings, ultimately saving BGSU approximately $5 million over the next 3 to 4 years. xxvi

In addition, the University also places a strong emphasis on the need to hire locally for construction and capital projects. These contracts with local vendors and contractors will help stimulate growth and opportunities within the region, increasing available jobs and income.
RENEWING AND SUSTAINING THE ENVIRONMENT

Through collaborative efforts in environmental research and outreach, BGSU engages students, faculty, staff and the community in restoring the region’s natural environment. Numerous collaborative, multidisciplinary and innovative initiatives fuel BGSU’s goal to continually and positively enhance the health and vitality of the environment in Northwest Ohio.

Prominent among these initiatives is the Office of Campus Sustainability. The Office of Campus Sustainability is not only committed to environmental issues, but the education of students, faculty and staff, university wide. The Office of Campus Sustainability offers volunteer opportunities to students as well as valuable internship opportunities. The Office also is in charge of several cutting edge environmental programs, such as the University’s single stream recycling. In 2014-2015, the Office of Campus Sustainability reported 1,088.33 tons of recycling. Materials include single stream, mulch waste, wood waste, cardboard, electronics and scrap metal.

While the Northwest Ohio region and the state as a whole benefit from Bowling Green State University’s presence, it is equally true that the University depends on the community it serves. A sound, vibrant community helps the University attract and retain top students, faculty and staff; thus, BGSU actively seeks collaborations with local governments and strives to be a good corporate citizen. These mutually beneficial partnerships strengthen both the University and the region.

LEADERSHIP IN REGIONAL ENVIRONMENTAL RESTORATION

From its leadership in regional water restoration to collaborating on reducing food waste with Dining Services, BGSU is restoring the environment while creating jobs and providing opportunities for its students to apply their knowledge in the real world.

Lake Erie Restoration Efforts

Lake Erie is a dynamic force in Ohio’s tourism industry, accounting for more than $10.7 billion in revenue and employing 119,100 residents. Birding is an increasingly important tourism component that generated $26 million in revenue in 2012. Conversely, ongoing threats from invasive species, toxins and pollution pose serious threats to the lake, its delicate ecosystem and local economies.

Teams of BGSU faculty and students are undertaking the complex problems facing Lake Erie and in doing so have created a living laboratory for scientific inquiry and investigation. In the process, they not only are making discoveries with potential global implications, but are also infusing classroom and laboratory lessons with the kind of energy that only exists when passion, resources and knowledge intersect.

With Lake Erie just a short drive from BGSU campuses, students can read about invasive species or water toxins and then explore these environmental phenomena firsthand. Students gain mastery of complex scientific and technical skills as well as a lifelong enthusiasm for asking questions and seeking answers. The research projects are also excellent examples of multidisciplinary science at work. Cooperation among its academic
departments strengthens the University’s research capabilities and scope while teaching students the importance of collaboration as they unravel problems that require more than one scientific discipline to solve.

GREEN FUND

The Student Green Fund is a pool of money which is available to fund BGSU students on green and environmental projects on campus. Spring semester, 2009, interested BGSU students met and determined there was an interest on the part of the student community here to create a fund from an opt-out $5.00 per semester fee that would be used to finance environmental/green projects to help BGSU become more of a leader in the area of environmental sustainability. Currently, the Student Green Fund has over a quarter of a million dollars that is solely devoted to funding environmental projects on campus. In 2016, a remarkable 88.8 percent of the overall student body contributed to the Student Green Fund, and in the spring of 2016 93.5 percent of students participated – the highest ever for a single semester.

Student Green Fund initiatives include financing the purchase of university hybrid vehicles, LED lighting, water bottle refill stations, pre-consumer composting programs, native plant landscaping, and campus renewable energy and sustainability studies.

MODELING SUSTAINABILITY FOR THE REGION

As a regional leader, Bowling Green State University has a duty to profoundly influence the mindsets and perspectives of students and community members. Through its initiatives, actions and curriculum, BGSU sets the expectation of what it means to live sustainably and responsibly. The University models these expectations through operational and curricular decisions.

COST AND EMISSION SAVINGS ON ENERGY AND HEAT

The university heating plant provides heat to all buildings on BGSU’s main campus – more than 200 buildings in all – by burning natural gas. The heating plant uses approximately 400 million cubic feet of natural gas annually to provide steam across campus. The heating plant was converted from a coal burn apparatus almost twenty years ago. The conversion from coal to natural gas is extremely important for the health of local, regional, and global communities. Compared to burning coal, burning natural gas emits half as much carbon dioxide, less than one-third the nitrogen oxides, and significantly lower levels of sulfur oxides and mercury. These reductions lessen the University’s overall impact on local communities and help to improve overall health and wellness.

Figure 14. Solar Panels on top of the Oaks Dining Hall.
Starting in the fall of 2011 BGSU’s energy savings project has updated heating, ventilation, air conditioning systems and lighting across campus to new energy efficient fixtures and systems. Over 50 projects in various academic and administrative buildings have been completed and have saved the university 7,061,320 KWH in annual savings and lifetime savings of $8,378,246.

**LEADERSHIP IN COMPOSTING AND RECYCLING**

BGSU invests in and actively promotes involvement of students, faculty, staff and the community in best practices for living sustainably, such as composting and recycling. Both composting (the process of recycling organic materials such as food into a nutrient-rich soil amendment) and recycling are critical to reducing landfill waste, decreasing methane gas emissions, preserving natural resources and saving energy.

BGSU was one of the first public universities in Ohio to establish a university wide recycling program in the 1970s and has been at the forefront ever since. In 2014, the university switched to a state of the art single stream recycling program. The new program allows for more convenient recycling and the recycling of more types of waste. In 2013, BGSU produced over 100,000 pounds of waste per week (not including waste/debris from construction, demolition, or special projects), which was a significant increase in waste from the prior fiscal year. Waste sent to the landfill is responsible for the production of methane, a greenhouse gas which has thirteen times more heat trapping ability than carbon dioxide. The switch to single stream recycling enables the university to divert more waste from landfills, ultimately reducing carbon emissions and saving money on garbage removal.

In addition to recycling, BGSU has partnered with Dining Services to compost pre-consumer (only produced not yet served to customers, i.e. melon rinds, stems, etc.) organic produce waste from both all you care to eat dining facilities on campus. All compost material is taken to a local composting farm, Hirzel Farms, which is a class two certified composting facility in Pemberville, Ohio. In 2014, this process diverted over 14.33 tons of waste from landfills.

**14.33 TONS OF WASTE DIVERTED FROM LANDFILLS IN 2014**
UNIVERSITY ATHLETICS

Bowling Green State University Athletics (BGSU Athletics) generated $19,303,808 in revenue in fiscal year 2014-2015. This impact is a result of BGSU Athletics spending on operations, capital investments, and compensation and benefits of University employees who work for BGSU Athletics, spending by student-athletes, student compensation associated with undergraduate or graduate student employees of BGSU Athletics’ administration, and BGSU Athletics visitor spending.

BGSU Athletics significantly contributes to the state in a host of other ways that are less quantifiable, yet equally meaningful:

- Strengthening academic opportunities at Bowling Green State University through collaboration and connectivity with entities across the campus.
- Improving the overall quality of life and place in Bowling Green and Northwest, Ohio through sporting events, conferences, and camps.
- Serving the Bowling Green and Northwest Ohio communities through the service and civic engagement of teams, student-athletes, coaches, and staff.
- Bringing publicity to the University through athletic promotion and successes, strengthening the Bowling Green State University brand.
- Cultivating an environment of BGSU pride among students, alumni, and fans.
PROMOTING LEARNING AND COLLABORATIONS

At the individual, team, and organizational levels, BGSU Athletics is closely connected with the rest of the campus, joining with students and academic programs to use resources in a mutually beneficial way.

ENHANCED STUDENT EDUCATIONAL EXPERIENCES

BGSU is home to several nationally recognized athletics related academic programs, and the University’s strong Division I athletics program offers students in those fields unique, quality educational experiences. BGSU Athletics and the University’s renowned academic programs cultivate a reciprocal relationship; the high quality of education allows BGSU Athletics to include students as an integral part of its operations, while the strength and success of BGSU Athletics gives students high-profile experiences that enhance their education and future careers. BGSU Athletics’ presence is also an advantage for several specific academic programs—such as the highly regarded Department of Sports Management—in recruiting students who know that they will have access to these unparalleled educational opportunities.

Over 261 students each year support Athletics or individual sports teams in areas such as facilities, marketing, media and community relations, multimedia, sports medicine, strength and conditioning, ticket sales, and academic services. These students gain hands-on learning experiences where they explore real-life situations and challenges. As a result, BGSU students who work in Athletics have resume-building experiences comparable to those of professionals in their first or second job, giving these students a leg up in the competitive job market.xxxi

EMPHASIS ON THE STUDENT IN “STUDENT–ATHLETE”

BGSU Athletics places a strong emphasis on the academic success of its student-athletes, providing a wide range of support to ensure that academic preparation is kept on par with athletic preparation. Student-athletes have access to study halls, tutoring, and meetings with a student-athlete success coordinator—all of which are mandatory for freshmen and students who do not meet a department-determined GPA.

The BGSU Athletics staff communicates with coaches and professors, providing mid-term progress and status reports to ensure that student-athletes are on track to graduate. This level of support has proven to be successful among BGSU student-athletes. In the 2014-2015 school year, the average GPA of BGSU student-athletes was 3.187 in 2014-2015. Combined, BGSU’s 411 student-athletes posted an all-time best 3.187 cumulative grade point average through the 2015 fall semester. Among our student-athletes are 37 who boast a cumulative grade point average of 4.0 and 82 who recorded a perfect 4.0 during the 2015 fall semester. Approximately 64 percent of all student-athletes hold a 3.0 cumulative GPA or better. The Graduation Success Rate (GSR) of the 18 BGSU athletic programs improved to 85 percent, with seven teams posting a perfect 100 percent.xxxii

These statistics place BGSU student-athletes at or near the top of multiple categories for the 2014–15 season compared to the other 12 institutions in the Mid-American Conference (MAC). Academic Progress Rates (APRs) are a measure used by the National Collegiate Athletic Association to track student-athlete chances of graduation. The perfect APR score is 1,000 and BGSU has three teams scoring a perfect score—Women’s Golf, Women’s Gymnastics, and Men’s Cross Country. Across all sports, BGSU’s average APR rating is 981 with 43 percent of teams scoring above 980. xxxiii
OUTSTANDING FACILITIES, OPEN TO ALL

BGSU Athletics operates 14 venues and facilities on the Main Campus: the Doyt Perry Stadium, the BGSU Ice Arena, the Stroh Center, Cochrane Field, Anderson Arena, the Whittaker Track, the Sebo Athletic Center, Steller Field, Perrysburg Tennis Center, Keefe Courts, Cooper Pool, Meserve Field, Stone Ridge Golf Club, and the Perry Field House. These facilities are used not only by student-athletes and teams, but also are available to other campus entities and often to community members.

The Stroh Center is host to Falcon volleyball and men and women’s basketball as well as many BGSU Athletics offices; however, it is also used for non-BGSU Athletics events, such as freshman orientation, concerts, resource fairs, blood drives and many other activities that draw a large number of students, community members and visitors. Most notably, the Stroh Center hosts Bowling Green State University’s Commencement Ceremonies, welcoming thousands of family and friends of graduates from all over the country.

Other BGSU Athletics venues and resources are often available for use by campus entities. Club sports have some access to athletic facilities and often benefit from the use of equipment or uniforms that have been replaced among BGSU Athletics teams. The BGSU Ice Arena, home of BGSU’s hockey team, is used by community partners such as schools for children’s ice skating and hockey.

All of BGSU Athletics’ collaborative efforts across the University and campus community create mutually beneficial partnerships, maximize the use of resources, and enhance the unique network of academic and athletic opportunities that are available at BGSU. Through this collaboration, all parties are able to extend their economic, academic and community impact beyond that which they could have on their own.
ENGAGING WITH AND SUPPORTING THE COMMUNITY

BGSU Athletics is an integral part of the Bowling Green State University and local communities, creating an economic impact locally, as well as regionally and state-wide. By hosting events that bring visitors to Bowling Green, BGSU Athletics stimulates economic activity in the area through hotel stays and local spending. Student-athletes, coaches, and staff also give back to the community through volunteering, community service, fundraising and raising awareness of important issues.

A SOURCE OF COMMUNITY ENTERTAINMENT AND PRIDE

At the most basic level, BGSU Athletics provides a variety of entertainment options for University students and employees as well as community members. As a result, BGSU Athletics creates a significant economic impact on Bowling Green and the surrounding community, drawing visitors to the area. In 2014–2015, BGSU Athletics hosted more than 150 home athletic events, with attendance of over 243,644 at ticketed sporting events. In 2014–2015, Bowling Green State University generated over $1.9 million in ticket revenue. The BGSU football team draws the largest number of Falcon fans: During the 2015 season, the team played five home games, hosting more than 98,042 attendees, an average of nearly 20,000 per game. During the 2014–15 season, the men’s basketball team played 17 games at the Stroh Center with nearly 33,928 attendees, an average of almost 2,000 per game.

A VENUE FOR COMMUNITY AND STATE EVENTS

In addition to hosting BGSU teams, BGSU Athletics facilities provide space for community and state organizations to host events, bringing more visitors to Bowling Green and introducing them to the BGSU brand. These events welcome area youth and families to campus, many of whom might not otherwise visit a large university. This allows attendees to become comfortable in a college setting, which often leads young students to consider future academic possibilities. A major partner in bringing outside events to Bowling Green State University is the Bowling Green Youth Sport Program, which uses BGSU athletic facilities to host youth basketball, wrestling, soccer and baseball tournaments. 90,000 attendees and participants used BGSU athletics facilities in 2015 for youth sporting events contributing greatly to visitor spending in Bowling Green.

BGSU’s athletic facilities, as well as its coaches and players, draw thousands of youth to campus each summer for the popular Falcon sports camps. Each camp provides an opportunity for youth of all ages to practice their sport with BGSU student-athletes and coaches. Thousands of youth participated in 25 camps during the summer of 2016.

The Stroh Center also hosts numerous events ranging from convocations, summer camps, exhibition events and concerts. Such events not only provide direct benefits to their organizers, but also yield a significant economic impact for the City of Bowling Green and the surrounding area. Whether they are intended for entertainment, outreach and awareness, or recognition, outside events held in BGSU Athletics facilities bring large numbers of visitors to Bowling Green, leading to increased economic activity as visitors stay at hotels and patronize local businesses.

PROMOTING THE BGSU BRAND

BGSU Athletics plays a pivotal role in building a brand for Bowling Green State University. Students, alumni, and community members rally around sports teams to demonstrate their allegiance and ties to the University. The high levels of publicity that come to a strong Division I (FBS) athletic program contribute greatly to BGSU’s public image. This strengthened brand engages fans and alumni, promotes school pride among students and community members, and introduces BGSU to potential students, faculty and staff around the nation.
THE PUBLIC FACE OF BGSU

The success of various Falcon teams have propelled the University into the public eye through various media, including television, radio, and print. Since 2003 BGSU has made 43 appearances on national television. On October 25, 2003, ESPN’s College Gameday made a stop on campus when #23 BGSU beat #12 Northern Illinois. That visit stands as the only time the network has broadcast from a MAC stadium. BGSU athletic events are also broadcast on 8 different radio stations across Northwest, Ohio. Broadcasts include football, basketball and baseball game commentary, as well as coach’s shows for football and men’s and women’s basketball. Teams have also received national recognition in print publications with features in USA Today and Sports Illustrated.xxxvii

BGSU Athletics’ local advertising on billboards, on the radio, in newspapers, and on television promotes the University to the surrounding community in Ohio. The University is also promoted through the licensing and retail sales of BGSU Athletics merchandise. Currently, BGSU Athletics receives royalties from more than 201 companies that are licensed to sell merchandise branded with Bowling Green State University Athletics. Revenue from licensing deals for 2014 were just under $160,000. Buyers of BGSU Athletics merchandise become walking advertisements for the University, providing a level and extent of exposure that is immeasurable.

PARTNERSHIPS AND SPONSORSHIPS

As the BGSU brand becomes more visible through athletic success and advertising, companies and organizations are recognizing the increasing value of exposure through BGSU Athletics events. In the last two years, more major brands have begun signing on as partners, including Nike and Huntington Bank. Partners also are becoming more aggressive in using their relationship with BGSU, increasing the use of official logos and branding that provides significant free publicity for Bowling Green State University. Sponsorship partnerships also provide significant in kind benefits to BGSU Athletics that help to offset hard costs. Examples of these benefits include complimentary hotel rooms, food provided in premium seating sections at BGSU football games and reduced-cost housing for BGSU Athletics interns.

The publicity associated with BGSU Athletics presents a positive image of the University to diverse audiences. The increased attention makes the University more attractive to prospective students, creates more BGSU fans, brings more visitors to campus and entices more alumni to become University donors. These effects are essential to allowing BGSU Athletics and the University to extend their impact even further in the local community and the state of Ohio.
**EQUATING BGSU WITH SUCCESS**

The value of the BGSU brand is increased significantly as individual student-athletes and teams experience greater success, which has been the case in recent years for the Falcons. Multiple events have seen notable growth and improvement, with teams and individuals receiving national recognition through post-season play and All-American designations. The Bowling Green State University Falcons are the only football team in the Mid-American Conference (MAC) to appear at three straight MAC championships, winning in 2013 and 2015.

The athletic success of the Bowling Green State University Falcon’s does more than contribute to the impressive statistics of the athletic program. In addition to the advertising and sponsorship benefits described above, athletic teams’ success contributes to the University and community in many other, sometimes less tangible, ways. One of the most visible of these effects is an increase in school pride among students, faculty and staff, community members, and alumni. This enhanced sense of pride, along with the athletic successes, leads to many positive benefits—increased attendance at events, more visitors to Bowling Green, boosted alumni involvement resulting in a strong network, more fundraising opportunities for the University, and an increase in applications and enrollment.

**ENGAGING ALUMNI**

BGSU Athletics plays a pivotal role in keeping alumni and community members engaged. Athletic events are a common way for graduates to stay involved in the University, uniting them in pride for the Falcons and BGSU’s brand. The Falcon Club, the official fundraising organization for BGSU Athletics, raises funds to support student-athletes academically, provide necessary equipment for 18 intercollegiate athletic teams, and aid in the construction of athletics facilities. Investments in the Falcon Club have one overarching purpose: to provide our student-athletes with the maximum amount of scholarship support allowed by the NCAA in every sport we sponsor. These scholarships allow BGSU to recruit, retain and field the outstanding student-athletes needed to compete in the MAC and WCHA.

The great success of athletic teams in recent years has correlated with increased success of development efforts. In 2014-2015, the Falcon Club celebrated its 50th Anniversary and was given one its largest gifts in history—$1 million to Falcon Baseball. In the same year $6.4 million was raised by the Falcon Club.
CONCLUSION

In conclusion, Bowling Green State University’s contemporized economic impact is vast and multifaceted. Success ranging from thousands of community volunteer hours to winning football championships all contribute to the Bowling Green community as well as to the region and the State of Ohio. While the University’s many success stories may not be economically tangible, they are important factors when considering the impact BGSU has on the local area, region and state. Without BGSU’s high educational standards and committed faculty and staff the region would simply not be the economic contributor it is today.

BGSU contributes momentously in preparing a 21st century workforce. Nearly two-thirds of BGSU’s alumni remain in Ohio furthering industry and the development of a competent, innovative workforce. Developing a pool of talent requires helping students achieve their educational dreams. BGSU does this with a wide range of scholarships and fellowships for undergraduate and graduate students. BGSU awards more than $30 million in scholarships annually. In addition to providing ample scholarship opportunities for students, BGSU was named the number one public university for student engagement by The Wall Street Journal in the fall of 2016.

BGSU also leads the region in environmental stewardship and sustainability. Sustainability is infused into BGSU’s programs, curriculum and everyday actions. These innovative and environmentally and socially responsible initiatives help change the mindsets and perspectives in the University and the region. University President Mary Ellen Mazey signed the American College and University Presidents Climate Commitment in 2012 which pledges university support and compliance to sustainability initiatives university wide. By signing this commitment, President Mazey has established BGSU as an environmental leader in the region.

BGSU Athletics significantly contribute to the state in a host of other ways that are less quantifiable, yet equally meaningful: Strengthening academic opportunities at Bowling Green State University through collaboration and connectivity with entities across the campus. Improving the overall quality of life and place in Bowling Green and Northwest, Ohio through sporting events, conferences and camps. Serving the Bowling Green and Northwest, Ohio communities through the service and civic engagement of teams, student-athletes, coaches and staff. Bringing publicity to the University through athletic promotion and successes, strengthening the Bowling Green State University brand. Cultivating an environment of BGSU pride among students, alumni and fans.

While all these areas may seem impossible to calculate a quantifiable economic impact, this report maintains that every university success contributes greatly to the economic health and vibrancy of the City of Bowling Green, Northwest, Ohio and the state.
ABOUT THE CENTER FOR REGIONAL DEVELOPMENT

The Center for Regional Development (CRD) at Bowling Green State University is an interdisciplinary research and technical assistance center with expertise in regional economics and community development. Our mission is to design and implement innovative and pragmatic solutions to a wide variety of regional challenges. We engage a wide-range of public, non-profit, and private sector partners and rely on data-driven analysis to identify opportunities for economic and community growth in our region. As an Economic Development Administration (EDA) University Center, CRD provides applied research, data, and technical assistance to the business community to facilitate the growth and retention of jobs in the region. CRD strives to play an active role in the community, including serving as the Administrator for Northwest Ohio Regional Economic Development (NORED).

In order to fulfill our mission, CRD offers the following services:

- Public Meeting and Focus Group Facilitation
- Data Analytics
- Economic Impact Analysis
- Economic Development Strategies
- Transportation Analysis
- Project Financing Development
- GIS Mapping Projects
- Laborshed Analysis
- Targeted Industry Analysis
- Economic Cluster Analysis
- Workforce Gap Analysis
- Survey Research

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## Appendix: Data Sources

### University Profile

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<tr>
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### BGSU’s Place in the Regional Economy

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### University Revenue

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<td>Office of Capital Planning, BGSU master plan; BGSU Audited Financial Statement 2015</td>
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### Off-Campus Student Spending

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<td>Campus Visitor Spending</td>
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END NOTES

iii Educational, General Budgets (Bowling Green, & Firelands Campus).BGSU FY 2018 proposed budget
vi Bowling Green and Perrysburg hotel, motel, and Inn data
xii Bowling Green State University. (2016b). Center for faculty excellence; Retrieved from http://www.bgsu.edu/center-for-faculty-excellence.html
xvi BGSU College of Business http://www.bgsu.edu/business/

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