



# BUILDING LOCAL ECONOMIES OF SCALE:

## THE IMPACT OF TRIBAL COLLEGES & UNIVERSITIES IN RURAL AMERICA

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AMERICAN INDIAN HIGHER EDUCATION CONSORTIUM



# WISCONSIN TRIBAL COLLEGES & UNIVERSITIES

## ECONOMIC IMPACT STUDY

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# AT-A-GLANCE: WISCONSIN TCUs ECONOMIC IMPACT

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## Impact of Wisconsin TCUs

Wisconsin Tribal Colleges & Universities (TCUs) generate more benefits for national taxpayers than the TCUs cost to support. (FY2022-2023 Data)



## Wisconsin TCUs

There are two (2) Tribal Colleges located in the state of Wisconsin out of 35 total Tribal Colleges & Universities across the nation. Those two colleges include: College of Menominee and Lac Courte Oreilles Ojibwe University.



## Return on Investment

For every dollar of public money invested in Wisconsin TCUs, national taxpayers will receive a cumulative value of \$6.10 over the course of the students' working lives. (FY2022-2023 Data)



## \$58.3 Million & 972 Jobs

Wisconsin TCUs added \$58.3 million in income to the Wisconsin economy during the analysis year, equal to the sum of operations and construction spending impacts; the student spending impact; and the alumni impact. The \$58.3 million impact supported 972 state jobs, using the jobs-to-sales ratios specific to each industry in the state. (FY2022-2023 Data)

# EXECUTIVE SUMMARY

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Wisconsin Tribal Colleges and Universities (Wisconsin TCUs) create value in many ways. The institutions play a key role in helping students increase their employability and achieve their individual potential. The institutions retain students in the state, generating new dollars and opportunities for Wisconsin.

The institutions provide students with the education, training, and skills they need to have fulfilling and prosperous careers. Their student and employee volunteers support the state economy through the output and employment generated by state businesses and organizations. Furthermore, the institutions are places for students to meet new people, increase their self-confidence, and promote their overall health and well-being.

Wisconsin TCUs influence both the lives of their students and the state economy. The institutions support a variety of industries in Wisconsin, serve state businesses, and benefit society as a whole from an expanded economy and improved quality of life. Additionally, the benefits created by Wisconsin TCUs extend to the local, state, and federal government through increased tax revenues and public sector savings.

This study measures the economic impacts created by Wisconsin TCUs on the business community and the benefits the institutions generate in return for the investments made by their key stakeholder groups—students, taxpayers, and society. The following two analyses are presented:

- Economic impact analysis
- Investment analysis

All results reflect employee, student, and financial data, provided by the institutions, for fiscal year (FY) 2022-23.<sup>2</sup> Impacts on the Wisconsin economy are reported under the economic impact analysis and are measured in terms of added income. The returns on investment to students, taxpayers, and society are reported under the investment analysis.

<sup>1</sup> Wisconsin TCUs consist of College of Menominee Nation and Lac Courte Oreilles Ojibwe University.

<sup>2</sup> Data for Lac Courte Oreilles Ojibwe University reflect FY 2021-22.

# WISCONSIN TCUs ECONOMIC IMPACT SUMMARY

Wisconsin TCUs promote economic growth in Wisconsin through their direct expenditures and the resulting expenditures of students and state businesses. The institutions serve as employers and buyers of goods and services for their day-to-day and construction operations. The institutions’ activities retain students in Wisconsin, whose expenditures benefit state vendors. Wisconsin TCUs encourage their students and employees to volunteer in the community, helping businesses and organizations grow. In addition, the institutions are important sources of higher education to Wisconsin residents and suppliers of trained workers to state industries, enhancing overall productivity in the state workforce.

## TCU OPERATIONS SPENDING IMPACT

Wisconsin TCUs add economic value to Wisconsin as employers of state residents and large-scale buyers of goods and services. In FY 2022-23, payroll at Wisconsin TCUs was \$10.9 million, much of which was spent in the state on groceries, mortgage and rent payments, dining out, and other household expenses. In addition, the institutions spent \$8.7 million on expenses related to facilities, supplies, and professional services (excluding construction).

The operations spending of Wisconsin TCUs added \$14.5 million in income to the state during the analysis year. This figure represents the institutions’ payroll, the multiplier effects generated by the in-state spending of the institutions and their employees, and a downward adjustment to account for funding that the institutions received from state sources. The \$14.5 million in added income is equivalent to supporting 233 jobs in the state.operations-related jobs in the state.

### IMPACTS CREATED BY WISCONSIN TCUs

(FY2022-23)

\$14.5 million

Operations Spending Impact

\$1.8 million

Construction Spending Impact

\$157.1 thousand

Student Spending Impact

\$23.7 thousand

Volunteerism Impact

\$41.8 million

Alumni Impact

\$58.3 million

Total Impact

972

Total Jobs Supported

# WISCONSIN TCUs ECONOMIC IMPACT SUMMARY

## CONSTRUCTION SPENDING IMPACT

The institutions invest in capital projects each year to maintain facilities, create additional capacities, and meet their growing educational demands. While the amount varies from year to year, these quick infusions of income and jobs have a substantial impact on the state economy. In FY 2022-23, the institutions' construction spending generated \$1.8 million in added income, which is equivalent to supporting 25 jobs.

## STUDENT SPENDING IMPACT

Some in-state students, referred to as retained students, would have left Wisconsin if not for the existence of Wisconsin TCUs. While attending the institutions, these retained students spent money on groceries, accommodation, transportation, and other household expenses. This spending generated \$157.1 thousand in added income for the state economy in FY 2022-23, which supported four jobs in Wisconsin.

## VOLUNTEERISM IMPACT

Wisconsin TCUs encourage students and employees to volunteer in Wisconsin, where they can work with businesses and organizations to help meet their goals. The work of these student and employee volunteers allows businesses and organizations to grow, increasing their output and impacting the economy at large. The work of the institutions' student and employee volunteers is equivalent to \$31.2 thousand in earnings. In terms of actual impact to the Wisconsin economy, Wisconsin TCU student and employee volunteers generated an impact of \$23.7 thousand in added income for the state in FY 2022-23, equivalent to supporting one job.



*Photos courtesy of College of Menominee Nation.*



# WISCONSIN TCUs ECONOMIC IMPACT SUMMARY

## ALUMNI IMPACT

The education and training the institutions provide for state residents has the greatest impact. Since the institutions were established, students have studied at Wisconsin TCUs and entered the state workforce with greater knowledge and new skills. Today, thousands of former Wisconsin TCU students are employed in Wisconsin. As a result of their education from Wisconsin TCUs, the students receive higher earnings and increase the productivity of the businesses that employ them. In FY 2022-23, Wisconsin TCU alumni generated \$41.8 million in added income for the state economy, which is equivalent to supporting 709 jobs.



## TOTAL TCU ECONOMIC IMPACT IN WISCONSIN

Wisconsin TCUs added \$58.3 million in income to the Wisconsin economy during the analysis year, equal to the sum of the operations and construction spending impacts; the student spending impact; the volunteerism impact; and the alumni impact. The total impact of Wisconsin TCUs can also be expressed in terms of jobs supported. The \$58.3 million impact supported 972 state jobs, using the jobs-to-sales ratios specific to each industry in the state. In addition, the \$58.3 million, or 972 supported jobs, stemmed from different industry sectors. For instance, among non-education industry sectors, the activities of the institutions and their alumni in the Health Care & Social Assistance industry sector supported 237 jobs in FY 2022-23. If the institutions did not exist, these impacts would not have been generated in Wisconsin.



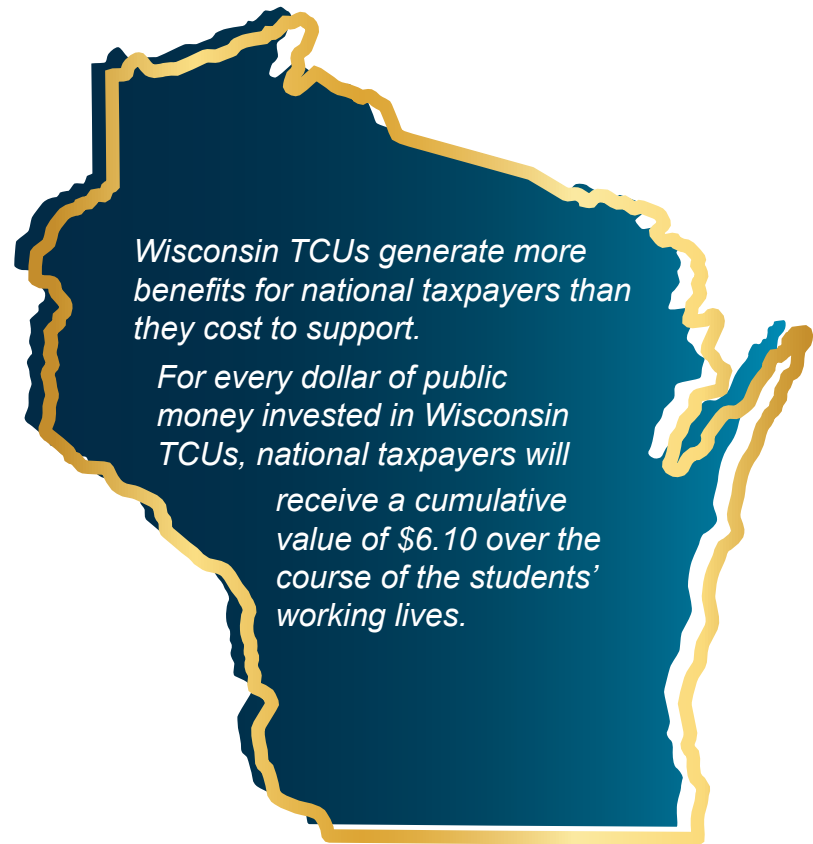
# INVESTMENT ANALYSIS

*An investment analysis evaluates the costs associated with a proposed venture against its expected benefits. The analysis presented here evaluates Wisconsin TCUs as an investment from the perspectives of students, taxpayers, and society. As with the economic impact analysis, this analysis considers only FY 2022-23 activities.*

## TAXPAYER PERSPECTIVE

Wisconsin TCUs generate substantial benefits for taxpayers in the U.S. and Wisconsin. These benefits to taxpayers consist primarily of taxes that the government will collect from the added revenue created in the nation and state. As Wisconsin TCU students will earn more, they will make higher tax payments throughout their working lives. Students' employers will also make higher tax payments as they increase their output and purchases of goods and services. At the national level, the government will have collected a present value of \$15.3 million in added taxes by the end of the FY 2022-23 students' working lives. At the state level, Wisconsin will have collected a present value of \$4.6 million in added taxes.

Benefits to taxpayers will also consist of savings generated by the improved lifestyles of Wisconsin TCU students and the corresponding reduced government services. Education is statistically correlated with a variety of lifestyle changes. The education that Wisconsin TCU students receive will generate savings in three main categories: 1) health care, 2) justice system, and 3) income assistance. Improved health will lower students' demand for national health care services. In addition, costs related to the justice system will decrease. Wisconsin TCU students will be more employable, so their reduced demand for income assistance such as welfare and unemployment benefits will benefit taxpayers. Altogether, the present value of the benefits associated with an education from the Wisconsin TCUs will generate \$1.7 million in savings to national taxpayers. Taxpayers in Wisconsin will experience \$923.9 thousand in government savings.



Total national taxpayer benefits amount to \$17.0 million, the present value sum of the added tax revenue and public sector savings. From the state perspective, Wisconsin taxpayer benefits amount to \$5.5 million, which will accrue in the future as long as the FY 2022-23 student population of Wisconsin TCUs remains in the state workforce. Taxpayers in Wisconsin provided Wisconsin TCUs \$902.5 thousand of funding in FY 2022-23. For every dollar of public money invested in the institutions, Wisconsin taxpayers will receive \$6.10 in return over the course of FY 2022-23 students' working lives.



# INVESTMENT ANALYSIS

## STUDENT PERSPECTIVE

In FY 2022-23, Wisconsin TCUs served 677 credit and 274 non-credit students. In order to attend the institutions, the students paid for tuition, fees, books, and supplies. They also gave up money they would have otherwise earned had they been working instead of attending college. The total investment made by Wisconsin TCU students in FY 2022-23 amounted to a present value of \$1.6 million, equal to \$314.0 thousand in out-of-pocket expenses and \$1.3 million in forgone time and money.

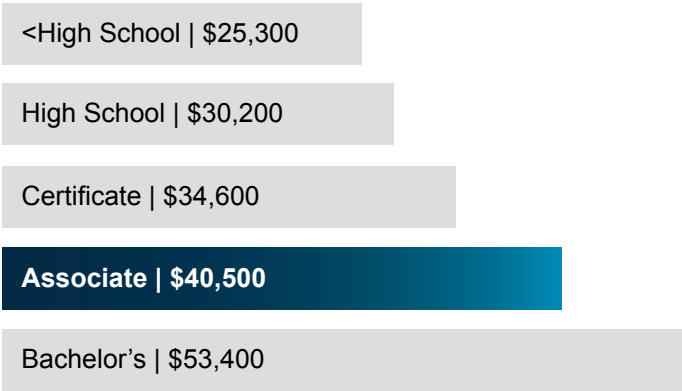
In return for their investment, Wisconsin TCU students will receive a stream of higher future earnings that will continue to grow throughout their working lives. For example, the average Wisconsin TCU associate degree graduate from FY 2022-23 will see annual earnings that are \$10,300 higher than a person with a high school diploma or equivalent working in Wisconsin. Over a working lifetime, the benefits of the associate degree over a high school diploma will amount to an undiscounted value of \$360,500 in higher earnings per graduate. The present value of the cumulative higher future earnings that Wisconsin TCU FY 2022-23 students will receive over their working careers is \$13.0 million.

The students' benefit-cost ratio is 8.2. In other words, for every dollar students invest in Wisconsin TCUs in the form of out-of-pocket

expenses and forgone time and money, they will receive a cumulative value of \$8.20 in higher future earnings. Annually, the students' investment in Wisconsin TCUs has an average annual internal rate of return of 29.3%, which is impressive compared to the U.S. stock market's 30-year average rate of return of 10.1%.

### Average earnings by education level at career midpoint

The average associate degree graduate from Wisconsin TCUs will see an increase in earnings of \$10,300 each year compared to a person with a high school diploma or equivalent working in Wisconsin.



# INVESTMENT ANALYSIS

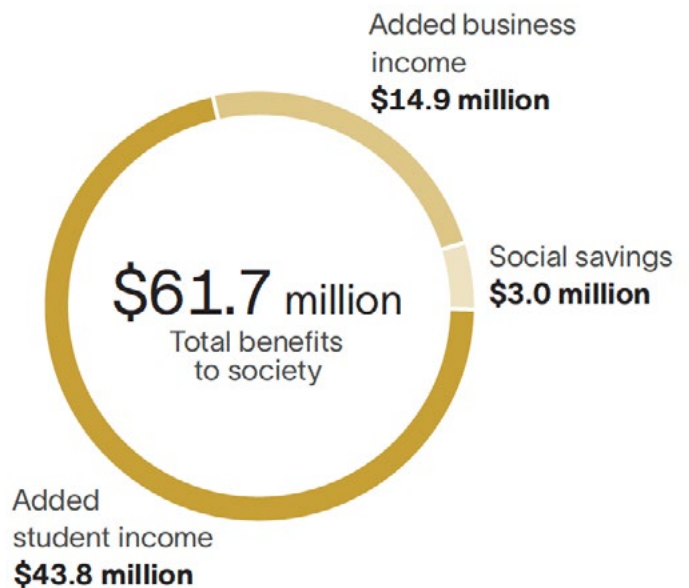
## SOCIAL PERSPECTIVE

Society as a whole benefits from the presence of Wisconsin TCUs in two major ways. Primarily, society benefits from an increased economic base in the nation. This is attributed to the added income from students' increased lifetime earnings (added student income) and increased business output (added business income), which raise economic prosperity in the U.S. Benefits to society also consist of the savings generated by the improved lifestyles of Wisconsin TCU students. As discussed in the previous section, education is statistically correlated with a variety of lifestyle changes that generate social savings. Note that these costs are avoided by the consumers but are distinct from the costs avoided by the taxpayers outlined above. Health care savings include avoided medical costs associated with smoking, obesity, substance abuse, and depression. Justice system savings include avoided costs to the government and society due to less judicial activity. Income assistance savings include reduced welfare and unemployment claims.

Altogether, the social benefits of Wisconsin TCUs equal a present value of \$61.7 million. These benefits include \$43.8 million in added student income, \$14.9 million in added business income, as well as \$3.0 million in social savings related to health, the justice system, and income assistance in the U.S. People in the U.S. invested a present value total of \$26.1 million in Wisconsin TCUs in FY 2022-23. The cost includes all government funding and student costs. The benefit-cost ratio for society is 2.4, equal to the \$61.7 million in benefits divided by the \$26.1 million in costs. In other words, for every dollar invested in Wisconsin TCUs, people in the U.S. will receive a cumulative value of \$2.40 in benefits. The benefits of this investment will occur for as long as Wisconsin TCU FY 2022-23 students remain employed in the workforce.

## SOCIAL BENEFITS FROM WISCONSIN TCUs NATIONWIDE

### Social benefits from Wisconsin TCUs nationwide



# INVESTMENT ANALYSIS

## SUMMARY OF INVESTMENT ANALYSIS RESULTS

The results of the analysis demonstrate that Wisconsin TCUs are a strong investment for all major stakeholder groups—students, Wisconsin taxpayers, and society. As shown, students receive a great return for their investments in an education from Wisconsin TCUs. In addition, the institutions generate substantial benefits for national taxpayers and create a wide range of social benefits throughout the nation.



### Taxpayer perspective

#### National taxpayers

Present value benefits  
**\$17.0 million**

#### State taxpayers

Present value benefits  
**\$5.5 million**  
Present value costs  
**\$0.9 million**  
Net present value  
**\$4.6 million**

Benefit-cost ratio

**6.1**

Rate of return

**n/a<sup>\*</sup>**



### Student perspective

Present value benefits  
**\$13.0 million**

Present value costs  
**\$1.6 million**

Net present value  
**\$11.4 million**

Benefit-cost ratio

**8.2**

Rate of return

**29.3%**



### Social perspective

Present value benefits  
**\$61.7 million**

Present value costs  
**\$26.1 million**

Net present value  
**\$35.6 million**

Benefit-cost ratio

**2.4**

Rate of return

**n/a<sup>\*\*</sup>**



## CONCLUSION

The results of this study demonstrate that Wisconsin TCUs create value from multiple perspectives. The institutions benefit state businesses by increasing consumer spending in the state and supplying a steady flow of qualified, trained workers to the workforce. Wisconsin TCUs enrich the lives of students by raising their lifetime earnings and helping them achieve their individual potential. The institutions benefit taxpayers through increased tax receipts and a reduced demand for government-supported social services. Finally, Wisconsin TCUs benefit society as a whole by creating a more prosperous economy and generating a variety of savings through the improved lifestyles of students.



## ABOUT THE STUDY

This study is part of a series of Economic Impact Studies conducted in partnership with the American Indian Higher Education Consortium (AIHEC) and Lightcast. Lightcast provides colleges and universities with labor market data that helps create better outcomes for students, businesses, and communities. Our data, which cover more than 99% of the U.S. workforce, are compiled from a wide variety of government sources, job postings, and online profiles and resumes. Visit [lightcast.io/solutions/education](https://lightcast.io/solutions/education) to learn more or connect with us.

Data and assumptions used in the study are based on several sources, including the FY 2022-23

academic and financial reports from Wisconsin TCUs, industry and employment data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau, outputs of Lightcast's Multi-Regional Social Accounting Matrix model, and a variety of studies and surveys relating education to social behavior. The study applies a conservative methodology and follows standard practice using only the most recognized indicators of economic impact and investment effectiveness.

For a full description of the data and approach used in the study, please contact the American Indian Higher Education Consortium for a copy of the main report.

# WISCONSIN TRIBAL COLLEGES & UNIVERSITIES ECONOMIC IMPACT STUDY



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