

The NHHEAF Network Organizations



The NHHEAF Network Organizations (formerly, the New Hampshire Higher Education Assistance Foundation) are pleased to sponsor "Higher Education: The Cornerstone to New Hampshire's Prosperity," the 2005 report on the economic impact of higher education in New Hampshire. This report, published by the New Hampshire Forum on Higher Education, describes the "industry" of higher education in our state and the contributions higher education makes to our economy, to our quality of life and to the lives of our citizens. The role of higher education is increasingly important in building a strong economy and in supporting and enhancing those core values that represent the best in New Hampshire.

Higher education contributes more than \$3.5 billion to our economy in the form of jobs, capital investment, R&D investment, student and family spending, and volunteer hours. Higher education employs more than 18,000 people in New Hampshire. Almost 70,000 students attend our colleges and universities. In this report, you'll find more information about the significant contributions that higher education makes both to our economy and to our communities. You'll read examples of exciting and important partnerships between higher education and business, non-profit and community organizations - partnerships that strengthen our communities and enhance our talented workforce.

"Measuring Up 2004," a national "report card" on higher education, gives New Hampshire good grades in some areas of performance. A large percentage of our 11th and 12th grade students take college entrance exams and score well on those exams. We are also a top performing state in the percentage of students completing a bachelor's degree within six years. However, we receive low grades for Affordability ("F") and in the percentage of working adults who are participating in college level training ("C" and declining.) Clearly, in order to build the workforce for New Hampshire's future, we have more to do. We must increase access to higher education for New Hampshire students and we must make college more affordable.

I urge you to read this report and consider how you and your organization can help strengthen our future by supporting higher education in New Hampshire. For our part, the NHHEAF Network Organizations will continue to provide affordable financing to students and their parents, free outreach services on planning and funding higher education, and charitable programs that support higher education. The NHHEAF Network Organizations were instrumental in creating the NH Forum on Higher Education and we continue to provide significant financial and in-kind support to the Forum. Join us along with other business, public policy and higher education leaders in building a strong New Hampshire for future generations.

Sincerely,

René A. Drouin
President, CEO



Higher Education

In This Report

Contributing \$3.5 Billion to New Hampshire's Economy

Investing in New Hampshire's Quality of Life

Developing Human Capital

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The New Hampshire Forum on Higher Education Board of Directors

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Commissioner, NH Department of Resources and Economic Development



Higher Education

Contributing \$3.5 Billion to NH's Economy

“An education advantage is more important than a tax advantage to a strong economy.”

Ross Gittell, Professor, University of New Hampshire, The Union Leader, November 23, 2004

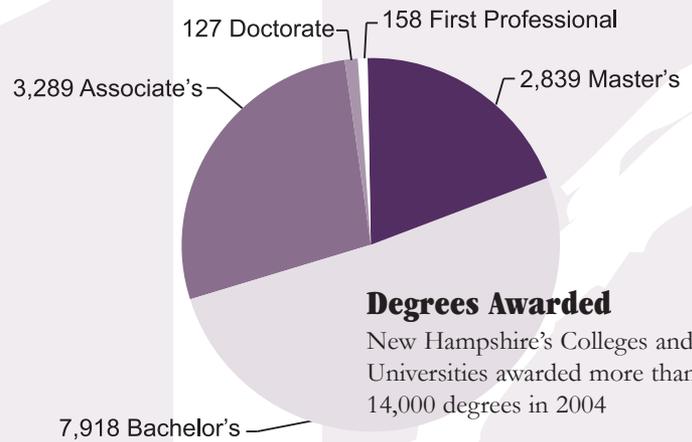
\$194,846,410 Capital Investment, supporting **5,070** related new jobs in New Hampshire

\$200,715,996 Research & Development Funding

\$1,426,848,321 Total Operating Budgets

\$810,827,715 Total Salaries, Wages, and Benefits, covering **18,489** jobs in higher education institutions

\$148,991,500 Spending in Local Economies by Students and Their Visiting Families

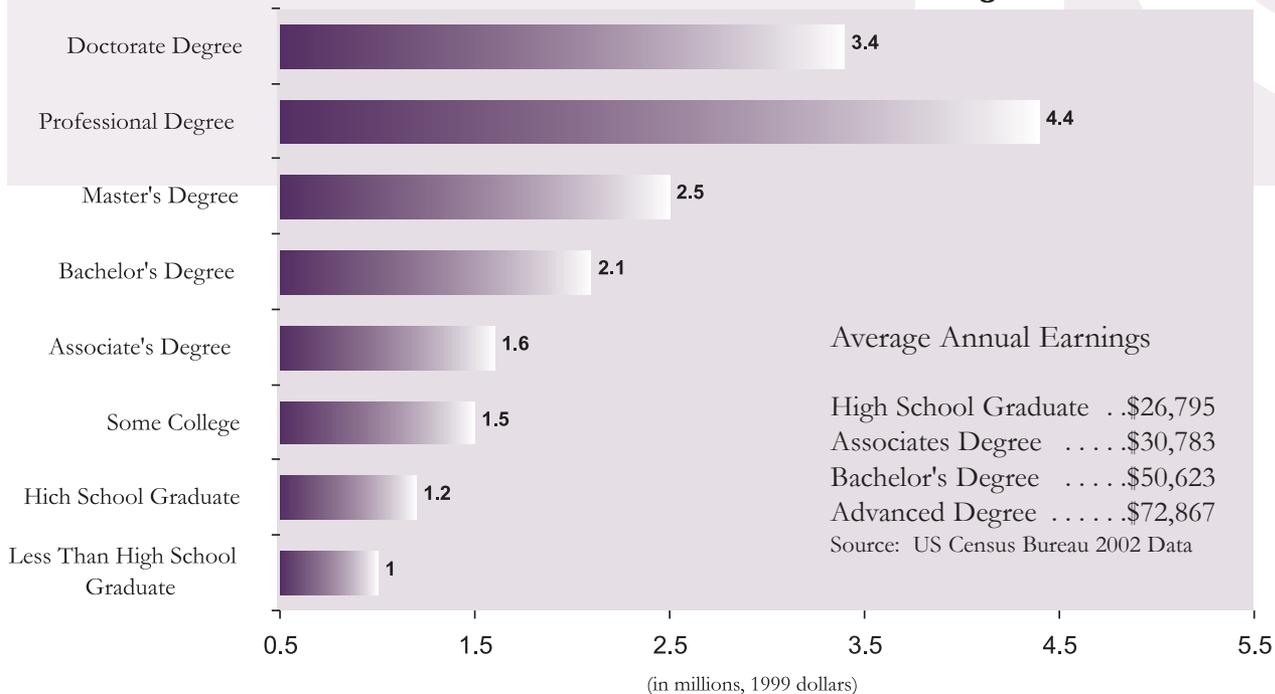


Degrees Awarded

New Hampshire's Colleges and Universities awarded more than 14,000 degrees in 2004

Note: \$3.5 Billion impact is calculated based on a conservative multiplier of 2 times direct expenditures (Operating Budgets, Capital Investments and Student/Family Spending.) New job estimate is based on 26 jobs created for every \$1 Million in construction activity, according to US Department of Commerce data.

Potential Lifetime Earnings



Average Annual Earnings

High School Graduate . . \$26,795
 Associates Degree \$30,783
 Bachelor's Degree \$50,623
 Advanced Degree \$72,867
 Source: US Census Bureau 2002 Data

Higher Education

Investing in New Hampshire's Quality of Life

Community Volunteering

Students and faculty at New Hampshire's colleges and universities contributed more than **700,000 volunteer hours** to our communities in 2004. Of these volunteer hours, more than 600,000 hours were contributed by students. Based on the estimated value of \$17.19 for volunteer hours (Association of Volunteer Administrators) students and faculty contribute more than **\$12,000,000** annually to New Hampshire's communities.

Cultural Contributions

New Hampshire's colleges and universities are an integral part of the cultural and artistic life of our state. Higher education employs a wide range of artists as faculty, both for cultural degree programs and as part of community-based arts organizations. Higher education facilities are used for performances and exhibits as well as rehearsal space for a significant number of art and performance groups. Last year, **more than 2,133 cultural events** were held on NH's campuses, with more than 160,000 citizens attending.

“New Hampshire’s cultural community and our higher education community are intricately interwoven. This natural connection between culture, the arts and higher education makes our state a better place to live.”

Van MacLeod, Commissioner, Department of Cultural Resources

Partnerships

Businesses

Southern New Hampshire University, working with the City of Manchester, hosts the Small Business Incubator, which provides a supportive, entrepreneurial environment that stimulates the growth of businesses, adding to economic vitality and job creation. Support for these new and growing businesses comes in the form of affordable office space and technical assistance to start-up companies. This project has been in operation since 1997.

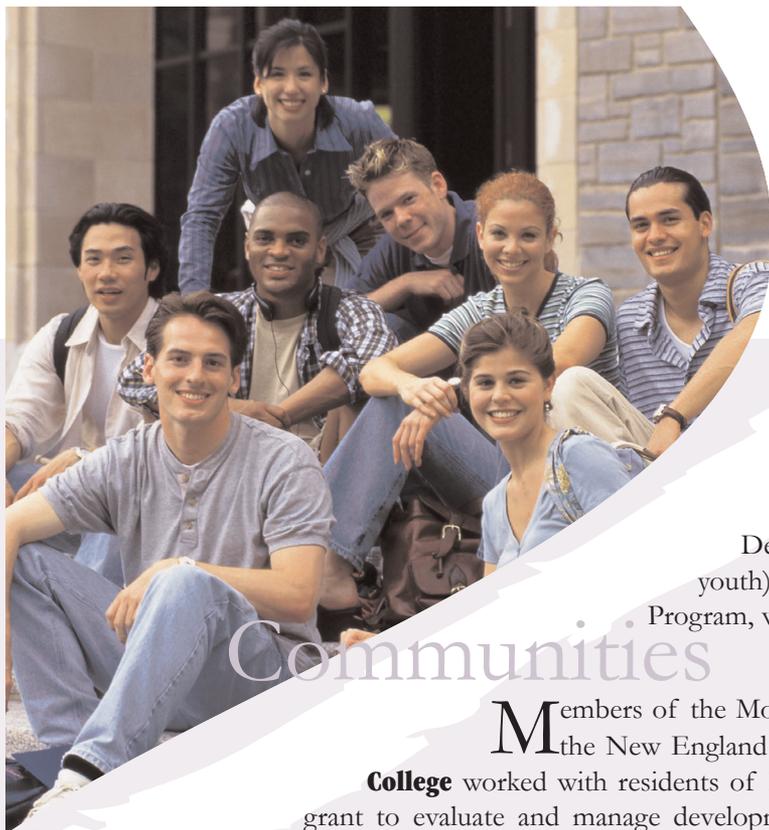
EPSCoR is a statewide partnership, begun in 2003, which seeks to strengthen the state's research infrastructure, leading to increased competitiveness, commercialization and long-term economic impact. Representatives from the **University of New Hampshire, Dartmouth College**, leaders from the legislative and executive branches of state government, and leaders from the business community are developing a Research Infrastructure Improvement Grant proposal to the National Science Foundation. This grant will help New Hampshire address both the need for more students in science, engineering and technology, as well as the quality and commercialization potential of research conducted at NH's colleges and universities.

New England College in Henniker brings its Master's of Science in Management Healthcare Administration on-site to sixteen hospitals in New Hampshire, enabling hospital employees to pursue this advanced degree on a part-time basis at their place of employment.

The New Hampshire Community Technical College System partners with the NH Automobile Dealers Association to coordinate a "Career Day," which in 2004 was held at the NH International Speedway in Loudon. More than 1,100 high school students participated in the event, designed to inform students about college programs and career opportunities in the automotive field.

The NH Community Technical Colleges at Berlin and Laconia have partnered with Ski New Hampshire to offer a ski lift maintenance training program, designed to improve safety, efficiency and ski area profitability.

Non-Profit Organizations



Communities

At **Keene State College**, students carry out research projects for many local agencies. The demand for this assistance led to the development of the KSC Community Research Center, which handles more than a dozen research projects each year.

The Meelia Center at **Saint Anselm College** manages partnerships and supportive relationships with more than 40 community agencies and non-profit organizations, placing more than 325 volunteers who donate over 17,000 hours of service every year. Examples of some of the assistance provided include outreach to homeless teens; tutors, coaches and mentors to the Youth Development Center (locked facility for delinquent youth); and tutoring in the English for New Americans Program, which teaches English to immigrants and refugees.

Members of the Monadnock Institute of Nature Place and Culture and the New England Center for Civic Life at **Franklin Pierce College** worked with residents of Rindge on a two-year federally funded grant to evaluate and manage development and growth in the town. The Rindge 2020 Project conducted a community survey which indicated that residents place the highest priority on the natural environment. The 2020 Project also sponsored speakers on a variety of issues surrounding growth. In the fall of 2003, members of the New England Center for Civic Life at Franklin Pierce College moderated four community forums in which nearly 200 residents of Rindge gathered to express their ideas and concerns.

The Latino Initiative is a collaboration among the **NH College and University Council**, the Manchester and Nashua school districts and grassroots Latino organizations, focusing on the five high schools in these cities, where 50% of our Latino population resides. This initiative works to increase the number of Latino SAT test takers in NH, to encourage financial planning and savings for college, and to facilitate students' application to and enrollment in a NH college or university. Since the initiative began in 2002, there has been a 25% increase in Latino SAT test takers.

Plymouth State University's Center for the Environment serves as a facilitator and focal point for innovative research and training with a "sustainability ethic," reaching out to a variety of partners, including towns and the business community. The Center focuses on a wide range of applied research on such issues as acid rain impact on NH lakes; effectiveness of the Clean Air Act in reducing pollution; controlling milfoil; trends in loon populations over time; and distribution of mercury in the environment. An essential role of the Center is to translate research results into easily understood information and formats for decision makers and community members.

Daniel Webster College in Nashua hosts the local Boys & Girls Club Los Amigos Regional Conference. More than 200 young people stay in the dorms and use the college's facilities for breakout sessions and workshops on preparing to go to college.

Students at **Colby-Sawyer College's** Environmental Studies Program are working on a regional land conservation project in cooperation with the Ausbon Sargent Land Preservation Trust (ASLPT.) Students identify conservation priorities in the region through global information systems analysis and meetings with representatives of ASLPT, and present their findings and recommendations to ASLPT and to representatives of the 12 New Hampshire towns in the study area.

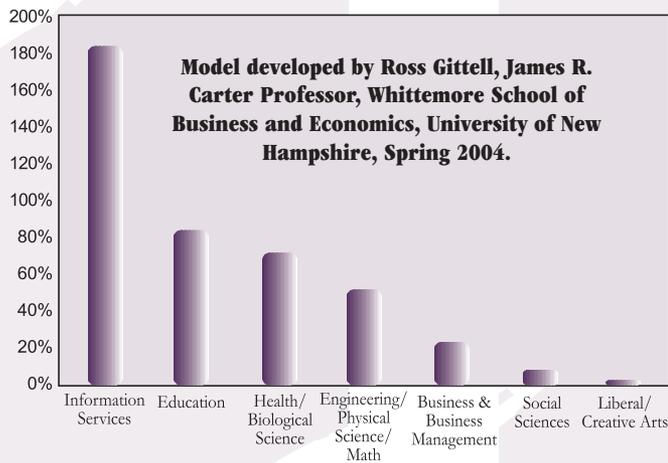
Higher Education

Developing Human Capital

“There are not enough graduates to meet the needs of the economy. We can't rely on in-migration - what drives jobs and economic development is education.”

Governor John Lynch, The Union Leader, December 10, 2004

Annual Percentage Increase of Bachelor's Degrees Needed from NH Institutions to fill Anticipated Job Openings During Years 2000 through 2010

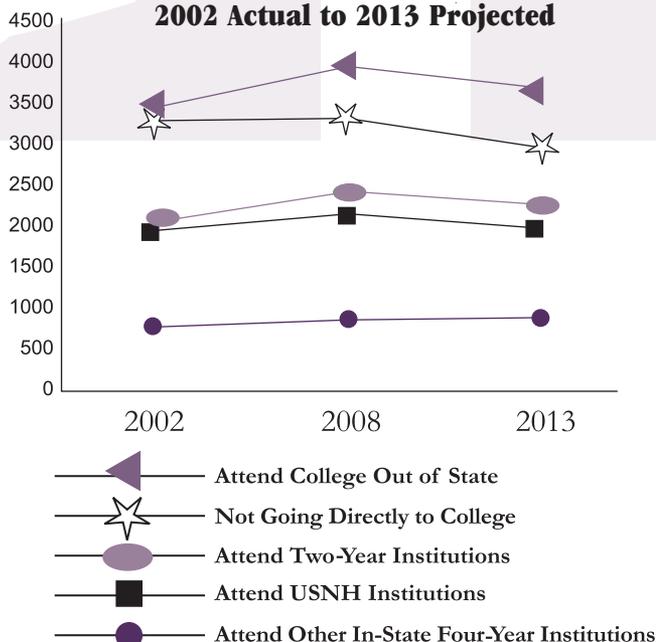


New Hampshire's businesses and non-profit employers require an educated workforce to sustain and grow their organizations. The economic vitality of our state depends on our ability to attract new businesses which will find in New Hampshire the educated employees they need. More of New Hampshire's jobs in the near future will require a bachelor's degree. Nationally, nearly two of every three new jobs will require some college education. Yet no county in New Hampshire has two-thirds of their high school graduates attending college.

Fewer than 25% of adults aged 30 and younger in New Hampshire hold a college degree. **Most of our highly educated workers today are closer to ending their careers than they are to starting them.** In-migration trends show that people who are moving to New Hampshire are older, closer to retirement age. At the same time, a large number of younger adults continue to leave New Hampshire for college, (see line graph.) In a given year, approximately 50% of New Hampshire's new college bound students leave the state to pursue higher education, compared to the national average of 18% and a New England average of 39% (Postsecondary Education Opportunity, October 2004.)

We need to enable more of New Hampshire's high school graduates to attend college in-state and complete degree programs in order to build and keep the workforce that our businesses and nonprofit organizations require. At our current pace, a significant gap will exist in the near future in terms of jobs requiring a bachelor's degree and the availability of New Hampshire graduates to fill those jobs (see bar graph).

New Hampshire High School Graduates Who Pursue Postsecondary Education 2002 Actual to 2013 Projected



Higher Education

Addressing College Affordability

For many students, the affordability of attending college here in New Hampshire is a serious issue. More than 42% of New Hampshire state residents seeking financial aid cannot even cover the costs of full-time tuition and fees to attend our Community Technical Colleges, without assistance. The level of scholarship funding in New Hampshire is significantly lower than the national average. In 2002, New Hampshire provided \$2.96 per capita in total state-funded grant aid, compared to a national average of \$19.89 per capita; the state provided \$68.25 in need-based aid per undergraduate, compared to the national average of \$354.32 (NH Postsecondary Education Commission). Federal grant aid to students has declined significantly as well.

What New Hampshire is Doing Today

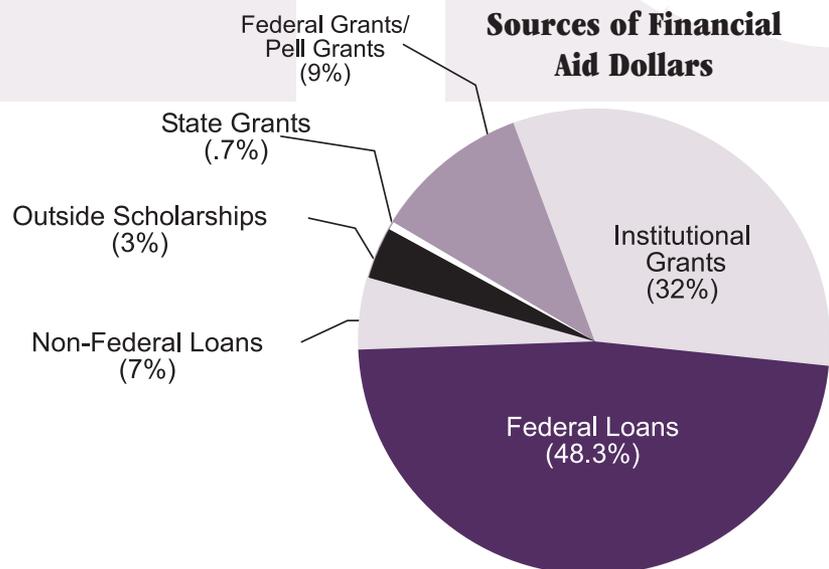
\$183.2 million represents 43,975 loans to students and parents, guaranteed by the **NHHEAF Network Organizations** the state-designated guarantor for the Federal Family Education Loan Program (FFELP) in FY 2004.

\$120 million in **institutional-funded grants** and loans were made to New Hampshire students in FY 2004.

\$3.1 million in **state-funded financial aid grants** were made to 4,399 students in FY 2004.

\$3.1 million in scholarships were made to 1,859 students attending schools in and out of the state in FY 2004 by the **New Hampshire Charitable Foundation**.

Affordability of higher education in New Hampshire is an increasing concern to students, parents, educators and the business community



Higher Education

The Challenges We Face

If we are to meet the anticipated needs of the business and non-profit communities in NH in the coming years, New Hampshire must do more to support higher education in our state, and eliminate some of the unique obstacles that our colleges and universities face. We must do more to help our students and their parents choose New Hampshire as the place to pursue a college degree. Both the state's demographic trends and the impact of our low level of support for higher education must be reversed if we are to sustain and grow a strong economy and healthy communities.

NH ranks 3rd in the nation in the percentage of residents leaving the state to attend college (50% leave NH as compared to 18% nationally and 39% in New England.)

NH ranks 3rd highest in tuition and fees at comprehensive state colleges and universities and has the highest fees in the country for our community technical colleges.

NH ranks 49th in the country in state-funded scholarship aid.

NH ranks 49th in the nation in state funding of higher education as a percent of state budget.

NH is the only state in the nation that assesses a property tax on private colleges.

The percentage of working-age adults in NH who are enrolled part-time in college-level education or training has declined 20% over the past decade, compared with a nationwide decline of 11% ("Measuring Up 2004.")

New Hampshire has had the 5th highest rate of decline in the United States in college participation rates for students from low-income families.

The net costs for low-and middle-income students to attend public four-year colleges and universities has increased steadily over the past decade, and now represents nearly 50% of their annual family income. In the 2004 "Measuring Up" report, NH received an "F" in affordability, with the note that **"New Hampshire has made no notable progress in providing affordable higher education opportunities over the past decade."**

If we are to build a healthy future for our state and its citizens, New Hampshire must strengthen its commitment to higher education. Today, we are not doing enough to build that future - a future which will rely increasingly on an educated workforce. We must create an environment where NH students can choose to stay in New Hampshire to further their education, to begin their careers and to build our communities.

Higher Education

What We Can Achieve Together, for New Hampshire

Working together, the higher education community, business and non-profit organizations, and public policy leaders can strengthen the economic future of our state. Our continued economic growth will depend on an educated workforce, on the ability of New Hampshire high school students to pursue their college education in their home state, and on the continuing education of those graduates as they pursue their careers in New Hampshire.

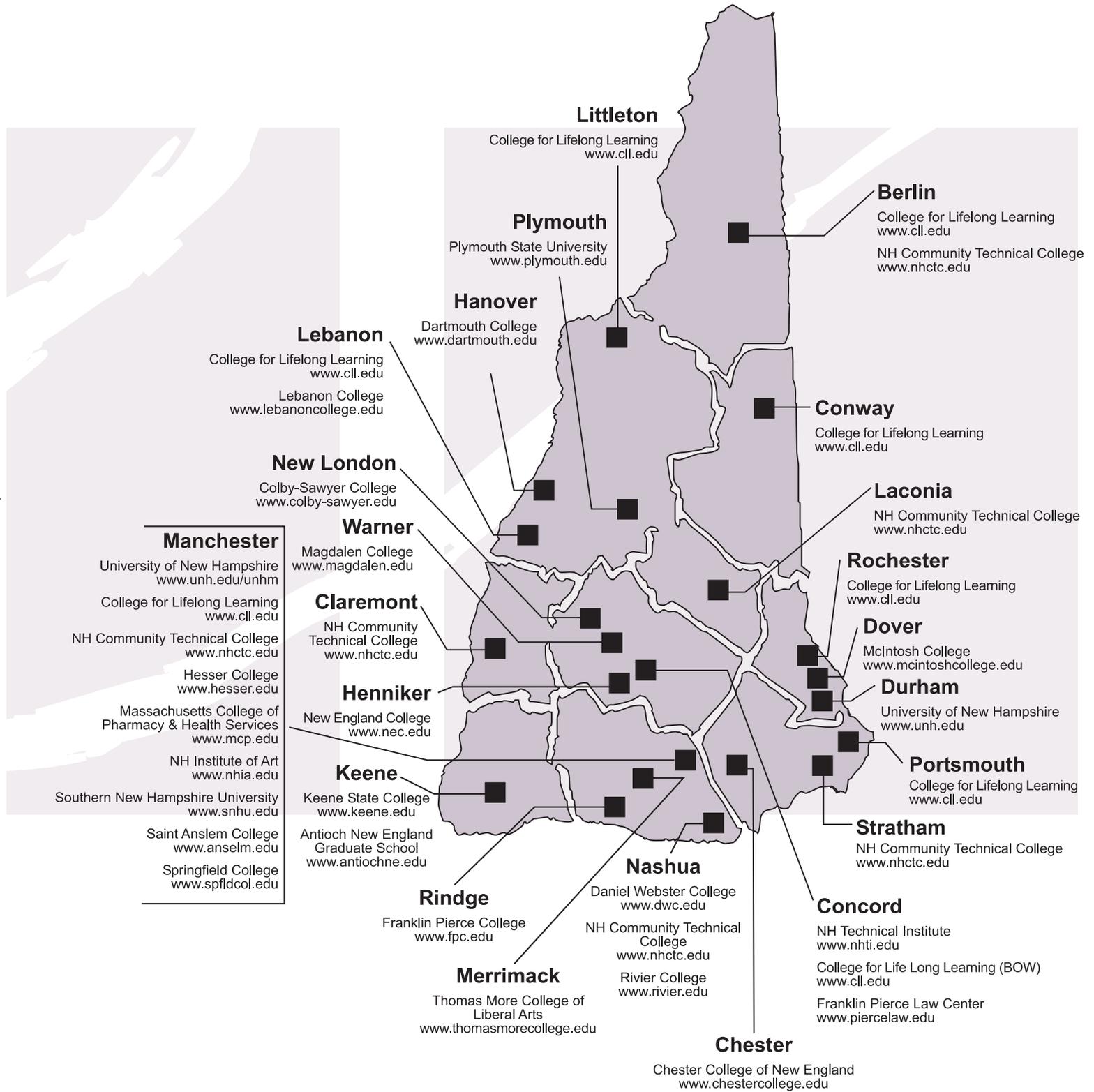
Economic strength will be based on economic diversity and on strong, healthy businesses in a broad range of sectors. These diverse businesses will need a talented and educated workforce if they are to thrive in New Hampshire. Higher Education will work closely with these business sectors to ensure that the required workforce is developed and educated here in New Hampshire.

Support is needed for changes in public policy and funding of HIGHER EDUCATION, so that New Hampshire's students can attend a New Hampshire-based college or university and can build their careers in New Hampshire.

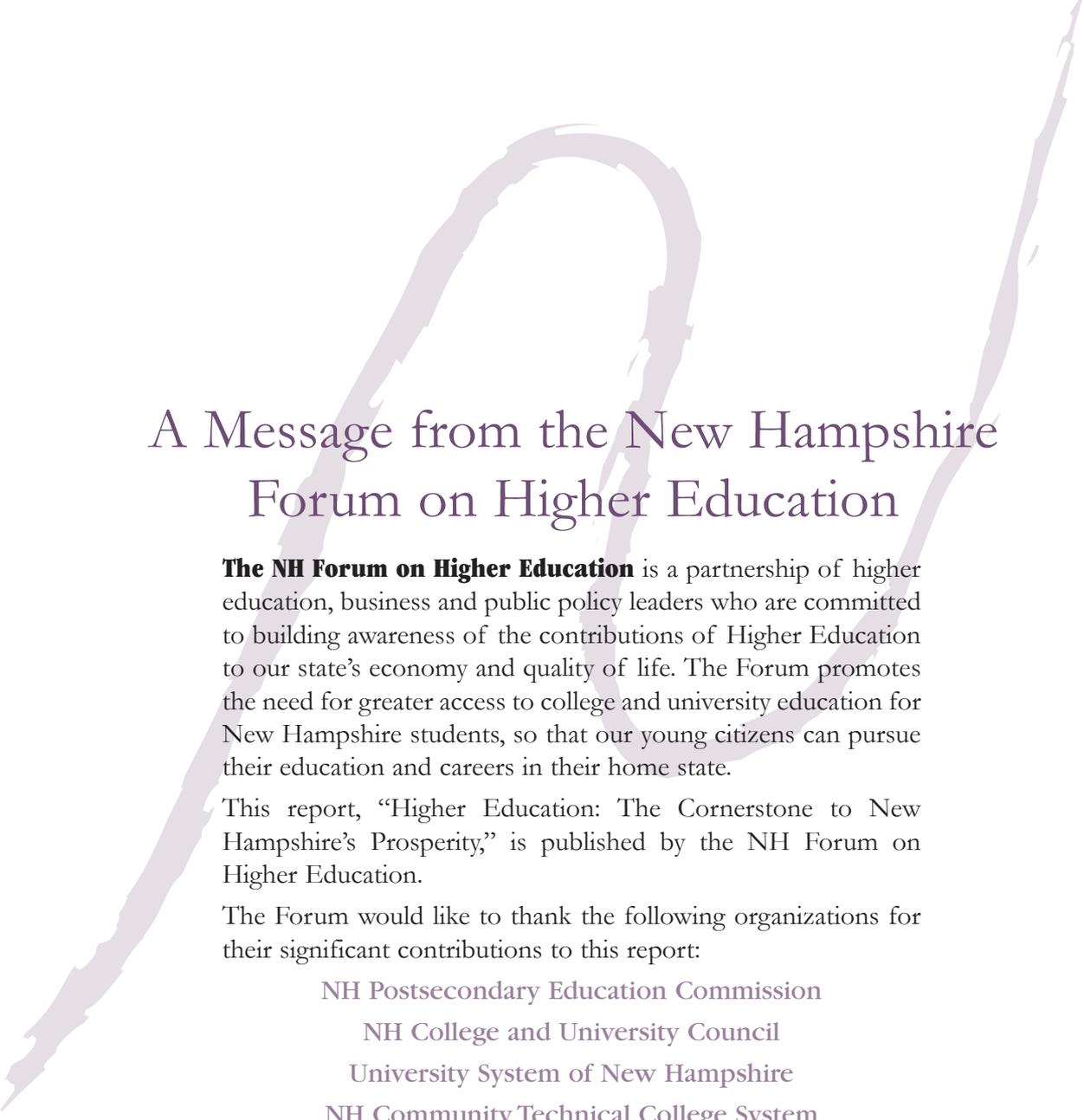


Higher Education

New Hampshire Colleges & Universities



The more than 40 Satellites and Learning Center locations are not reflected on this map.



A Message from the New Hampshire Forum on Higher Education

The NH Forum on Higher Education is a partnership of higher education, business and public policy leaders who are committed to building awareness of the contributions of Higher Education to our state's economy and quality of life. The Forum promotes the need for greater access to college and university education for New Hampshire students, so that our young citizens can pursue their education and careers in their home state.

This report, "Higher Education: The Cornerstone to New Hampshire's Prosperity," is published by the NH Forum on Higher Education.

The Forum would like to thank the following organizations for their significant contributions to this report:

NH Postsecondary Education Commission

NH College and University Council

University System of New Hampshire

NH Community Technical College System

Campus Compact of New Hampshire

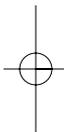
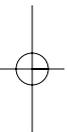
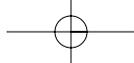
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The NHHEAF Network Organizations

To learn more about the NH Forum on Higher Education, please check our website www.nhhigheredforum.org or contact **Ann McArdle at 603.227.5315.**

The Hon. Jane O'Hearn
Chair of the Board of Directors
NH Forum on Higher Education

Ann McArdle
Executive Director
NH Forum on Higher Education



higher education:

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Prosperity 2005

