



Fort Valley State University (FVSU) is land-grant university and one of Georgia's three public historically black colleges and universities (HBCUs). FVSU's mission is to advance education with an emphasis on fulfilling the needs of its community. The institution achieves this vision through "communiversity," an approach that focuses on the interdependence between community and university.

## THE HANOVER PARTNERSHIP

Lisa Wilson, Director of Sponsored Programs in FVSU's External Affairs Division, established FVSU's partnership with Hanover Research in early 2014. When making this decision, she conducted a cost-benefit analysis of the partnership's value to the institution – concluding that Hanover would serve as an effective extension of her staff as well as a time-saving tool. She stated: **"With Hanover, our institution has the support we need to move our initiatives forward."**

In addition to the Office of Sponsored Programs, the President's office and other FVSU departments rely on Hanover's team for research and grants support.

## THE RESEARCH

Administrators at FVSU needed to document the institution's economic impact for the purpose of better promoting FVSU's value as an HBCU to the University System of Georgia, Peach County, community members, university stakeholders, and state legislators.

While the University System of Georgia (USG) already conducts annual economic impact reports on its 31 constituent institutions, FVSU desired a more detailed analysis focused on its specific economic and social impacts. To quantify FVSU's influence on local, regional, and statewide economic development efforts, Wilson commissioned Hanover Research to perform both quantitative and qualitative economic impact analyses.

Hanover's institution-specific evaluation provided the following insights to supplement the USG report:

- **Expense-based analysis** in addition to budget-based evaluation;
- **Long-term economic benefits** (e.g., contributions to workforce development, increased lifetime earning power associated with the degrees achieved by its graduates); and
- **Long-term social benefits** (e.g., FVSU-hosted student community service and volunteer work, cultural programs, athletic events).

Hanover's methodology assessed not only demand-side inputs, but also intangible benefits to local residents. This analysis incorporated the following elements:



### SUPPLY-SIDE

- Institutional History
- Graduate Earnings
- Community Service
- Research Contributions

### DEMAND-SIDE

- Operating Expenses
- Capital Spending
- Payroll Totals
- Student Expenditures



### ECONOMIC IMPACT

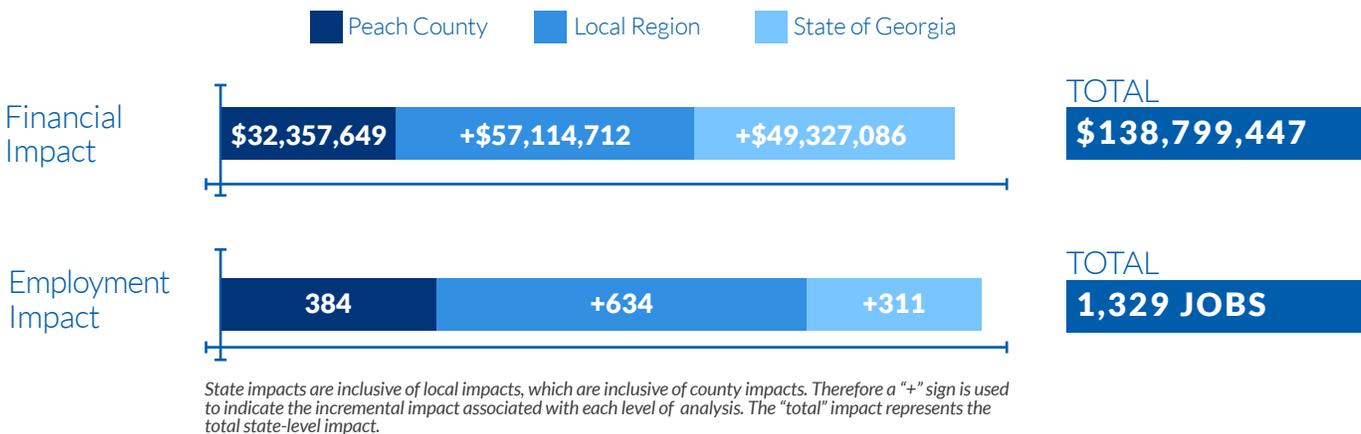


## THE VALUE

Hanover's report validated that in fiscal year (FY) 2013, FVSU's operating, capital, payroll, and student spending supported over 1,300 jobs and contributed nearly \$139 million to the Georgia economy. Further, based on the estimated earning potential in the state of Georgia, FVSU's graduating class of 2012 will earn nearly \$9.5 million more per year than state residents lacking comparable education credentials.

An invested member of the Fort Valley community, FVSU operates programs now proven to support a diverse cross-section of local residents. FVSU's impact on the local economy totaled nearly \$90 million in FY 2013, and supported 1,000 jobs within a six-county region surrounding the institution. The output amount was fueled by \$43 million in local spending within the region by FVSU and \$25 million in spending by university students.

### TOTAL IMPACT



***"The Hanover report provides more powerful evidence that our university is not only an influential educational enterprise, but also a formidable economic enterprise. We are benefiting the surrounding communities in general, and businesses and other vendors, in particular,"*** said FVSU president Dr. Ivelaw Lloyd Griffith.

FVSU is sharing Hanover's findings with the media, in key stakeholder meetings, and throughout the University System of Georgia. Stated Lisa Wilson, ***"Our institution is now spreading the word to show how our business of education directly benefits the businesses of our community."***

This data is immediately applicable not only to FVSU, but also to local enterprises and community leaders. Since the report's release in August 2014, FVSU has briefed the Peach County Chamber of Commerce and Development Authority on the findings. Subsequently, the Chamber of Commerce has integrated the economic impact data into its marketing efforts to engage new business.

Fort Valley State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's and educational specialist degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Fort Valley State University. Fort Valley State University is an affirmative action, equal opportunity institution and does not discriminate against applicants, students or employees on the basis of race, gender, ethnicity, national origin, sexual orientation, religion, age, disability or marital or veteran status.

\*Hanover Research is a global information services firm providing knowledge support to both for-profit and non-profit organizations. FVSU's FY 2013 Supply-Side and Demand-Side Economic Impact Analyses composed a multi-project research initiative within FVSU's year-long research partnership. All services are delivered on a fixed-fee, annual contract basis, where partners receive support on an unlimited number of projects within a sequential research queue across the contract term.

For more information regarding this case study, contact [info@hanoverresearch.com](mailto:info@hanoverresearch.com)

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