

Educating and Enhancing Maryland's Economy



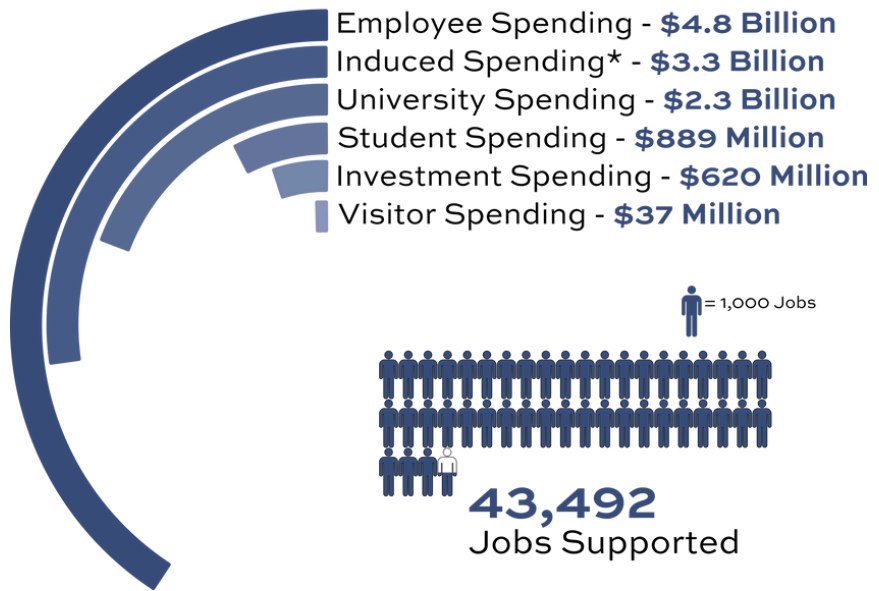
GOUCHER
—college—



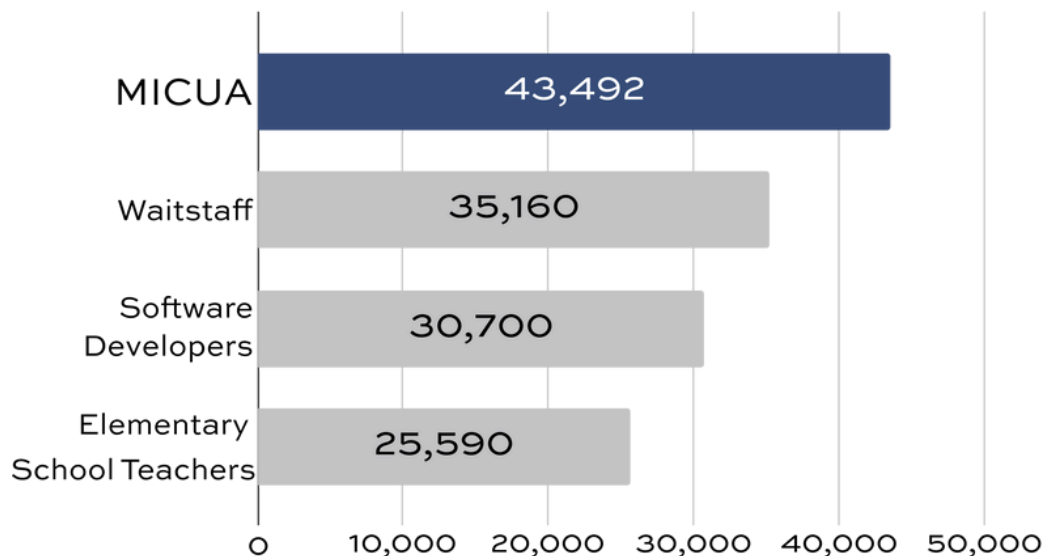
\$11.8 Billion

Total Economic Impact

The total economic impact of a college can be measured in terms of the direct and induced spending of a college's activity on the local economy.



Statewide Employees



Source: Maryland Department of Labor OEWS 2024



For additional information on the study's methodology please visit www.micua.org.

Prepared for the Maryland Independent College and University Association by Quinnipiac University
**Induced Spending:* The additional employment and expenditures of local industries that result from direct spending.