



CHAPMAN UNIVERSITY

# CHAPMAN UNIVERSITY

**ECONOMIC, FISCAL, AND  
SOCIAL IMPACT ANALYSIS**



# ACKNOWLEDGMENTS

## PREPARED BY

Beacon Economics, LLC

## COMMISSIONED BY

Chapman University

Chapman University was founded in 1861 and is located primarily in the City of Orange, California. It is a nationally ranked accredited institution that provides some of the finest

higher education programs in the country. In nurturing the best and brightest talent, Chapman University plays an active role in improving the workforce at both the local and global levels.

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# ABOUT BEACON ECONOMICS

Founded in 2007, Beacon Economics, an LLC and certified Small Business Enterprise with the state of California, is an independent research and consulting firm dedicated to delivering accurate, insightful, and objectively based economic analysis. Employing unique proprietary models, vast databases, and sophisticated data processing, the company's specialized practice areas include sustainable growth and development,

real estate market analysis, economic forecasting, industry analysis, economic policy analysis, and economic impact studies. Beacon Economics equips its clients with the data and analysis they need to understand the significance of on-the-ground realities and to make informed business and policy decisions.

## PRACTICE AREAS

- Economic, Fiscal, and Social Impact Analysis
- Economic and Revenue Forecasting
- Sustainable Growth and Development
- Regional and Sub-Regional Analysis
- Housing, Land Use, and Real Estate Advisory
- Litigation Support and Expert Testimony

## EXPERTISE IN ECONOMIC IMPACT ANALYSIS

Since 2011, Beacon Economics has conducted multiple comprehensive analyses that have provided reliable and quantifiable data on the economic impact of various industries and organizations, including universities and higher education institutions such as USC, UCLA, Cal State Pomona, and Loyola Marymount. Analyses evaluate major economic impacts associated with these entities and their fiscal impact on national, state, and local governments. They also incorporate a comprehensive assessment of the social and qualitative impacts associated with these institutions. By

combining sampling methods, financial data, surveys, and other available economic resources with current frameworks for studying economic impacts, Beacon Economics estimates the amount of economic activity generated in the local and broader economy by calculating the spending of entities and other participants in the affected region.

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# KEY TERMS

## Direct Effect

The output of goods or services resulting from immediate spending by Chapman’s entities, its employees, its retirees, and/or its students. These expenditures include construction spending, operations spending (including employee and retiree compensation), and non-tuition-related student spending on goods and services in the region.

## Indirect Effect

The additional output of goods or services generated by Chapman’s supply chain. The indirect effect supports the outputs produced by the direct effect.

## Induced Effect

As businesses increase productivity from the direct and indirect effects, their payroll expenditures grow through more hiring or increased salaries. As a result, household spending expands. These new personal market transactions, generating additional outputs of goods and/or services, are the induced effect.

## Secondary Effects

Sum of indirect and induced effects.

## Total Impact

The sum of the direct, indirect, and induced effects.

Source: Beacon Economics, IMPLAN

## Employment

The number of jobs supported through spending by Chapman’s entities, employees, retirees, and students (Chapman spending).

## Labor Income

The value of all forms of employment income paid through Chapman’s spending, including health care, retirement, and other employee benefits.

## Output

The total value of production generated through Chapman’s spending, including the value of intermediate inputs – the goods and services used in the production of equipment, raw materials, energy, and other production inputs.

## Value Added

Chapman’s contribution to GDP, which is equal to output minus the value of intermediate inputs. Value added represents the total market value of final goods and services produced.

## Tax Revenue

Money collected to support federal, state, and local governments.

## EXECUTIVE SUMMARY

Chapman University (Chapman, or the University) is a world-class education and research university located in Orange County, California, offering bachelor's, master's, doctoral and other professional degrees in a wide array of fields. In academic year 2020-21, Chapman enrolled nearly 10,000 students across its campuses in Orange and Irvine: 7,400 as undergraduate students, 1,200 as master's students, and 1,150 as professional doctoral students.

Chapman University takes pride in offering its students an education that will not only ready them to face global challenges, but also to solve them. The University's efforts

have been rewarded, with Chapman ranked consistently high in many fields of study. The University's Dodge College of Film and Media Arts ranked fourth in an assessment of the Top American Film Schools.<sup>1</sup> The Princeton Review placed Chapman's Fowler School of Law on its prestigious list of top law schools due to its education and the quality of life that its students enjoy. Other fields of study that Chapman excels in are business, physical therapy, and teaching.<sup>2</sup> Based on its consistent innovation and improvements to curriculum, faculty, campus life, and more, the University also ranks in the top 60 nationally as one of the country's most "Innovative Schools".<sup>3</sup>



1 Galuppo, Mia. "2021's Top 25 American Film Schools, Ranked." The Hollywood Reporter. The Hollywood Reporter, August 13, 2021. <https://www.hollywoodreporter.com/movies/movie-news/the-top-25-american-film-schools-covid-sidelined-much-of-the-2020-21-academic-year-but-these-premier-programs-are-ready-for-a-return-to-normal-with-a-few-new-wrinkles-edited-by-mia-galuppo-1234995134/>

2 "Chapman University Overall Rankings | US News Best Colleges," n.d.

3 Ibid

Aside from providing a world-class education, one of Chapman's most important roles is strengthening the relationship between the University and the local community, specifically the City of Orange. The University provides a pipeline of talent to the local community, with upwards of 40% of students reported to have stayed in the local area (City and broader Orange County) after graduation. Furthermore, the University developed the Office of Community Relations to continuously improve its relationship with the community by listening to the needs of its residents. The University is committed to being a good neighbor by providing guidance to its students on how to live respectfully in the neighborhoods surrounding its campus. Additionally, Chapman provides critical funds and services to various community-based organizations, including mentorship for local schools, aid to struggling families, and setting up grants for students to improve public grounds and infrastructure throughout the city.

Chapman University is an open campus, where residents from Old Towne can explore numerous free outdoor art installations, play with their dogs on the expansive green space, and even grab a cup of coffee at the Rotunda at the Leatherby Libraries.

Between 2018 and 2019, Chapman's university-related spending in California was approximately \$394.0 million. This figure included wages, university operations (vendors and other necessary goods and services), student spending, and visitor spending. Of the \$394.0 million spent statewide, approximately 38% was spent in the City of Orange. Because of the large role that student and visitor spending plays in Chapman's economic impact, the City of Orange benefits greatly from the University's presence. That is especially true since the onset of the COVID-19 pandemic. Since February 2020, the millions of dollars spent by students and visitors on food, retail, and recreation has been essential revenue for local businesses that have struggled during the pandemic.

This report estimates Chapman University's economic, fiscal, and social impacts in the City of Orange, in Orange County, and in California. In 2018-19, the University generated roughly \$1.1 billion in economic impacts across California, with over \$213 million in the City of Orange alone. The University's economic activities have also supported thousands of jobs locally and generated millions of dollars in wages. Of equal importance are the University's social outreach services which are designed to improve and aid the nearby community and helps enhance the lives of students and non-students alike. This report will evaluate the social impacts that Chapman University generates, including community engagement, philanthropy, research, workforce benefits, and more.

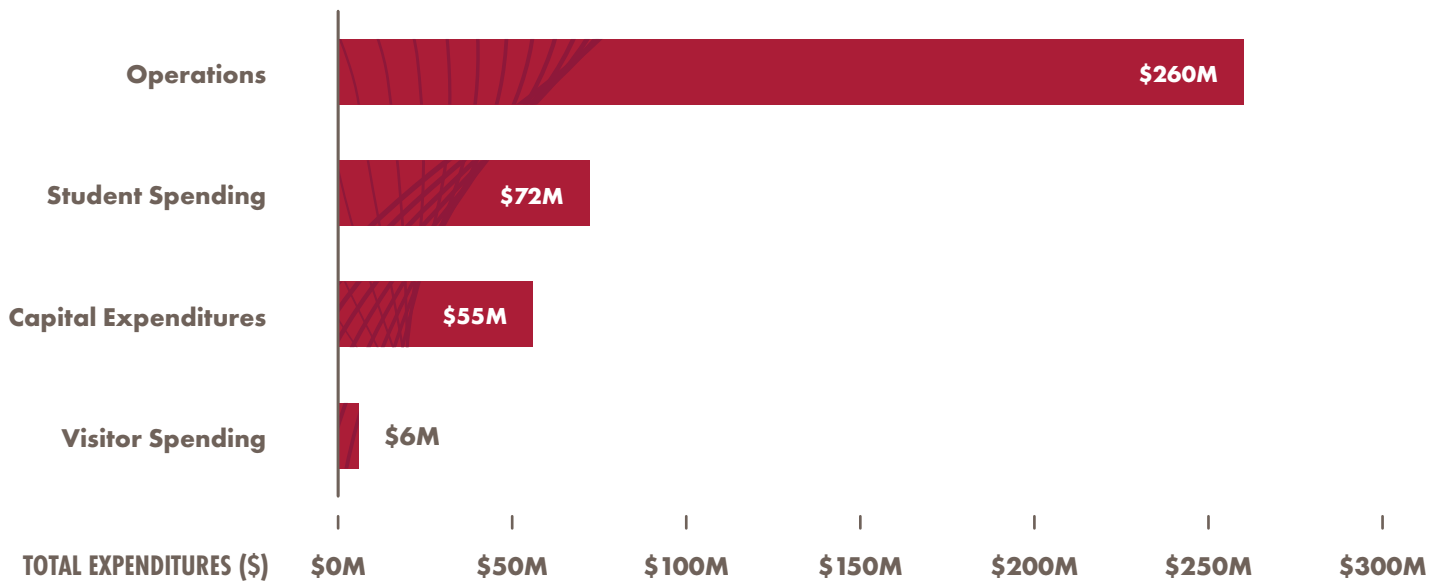


## KEY FINDINGS

### Expenditures

Throughout the 2018-2019 fiscal year, Chapman’s expenditures totaled roughly \$394.0 million, with university-related spending allocated to capital expenditures, operational costs (including employee compensation, vendor payments, other non-wage expenses, etc.) in addition to student and visitor spending across the state of California. By far the largest source of expenditures for Chapman in 2018-19 was operational spending at \$260.1 million, or 66% of the total. Student spending was the second largest category at over \$72 million, or 18.3%. The City of Orange absorbed a significant portion of Chapman University’s statewide expenditures, with roughly \$149.4 million (approximately 37.9% of the University’s spending in California as a whole) being spent in the city. The largest source of expenditures in the City of Orange was student spending, with considerable amounts going to housing (excluding on-campus housing), food, retail, personal expenses, and more.

FIGURE A.1: TOTAL STATEWIDE EXPENDITURES BY SOURCE (2018-19), CHAPMAN UNIVERSITY



Source: Chapman University. Analysis by Beacon Economics.

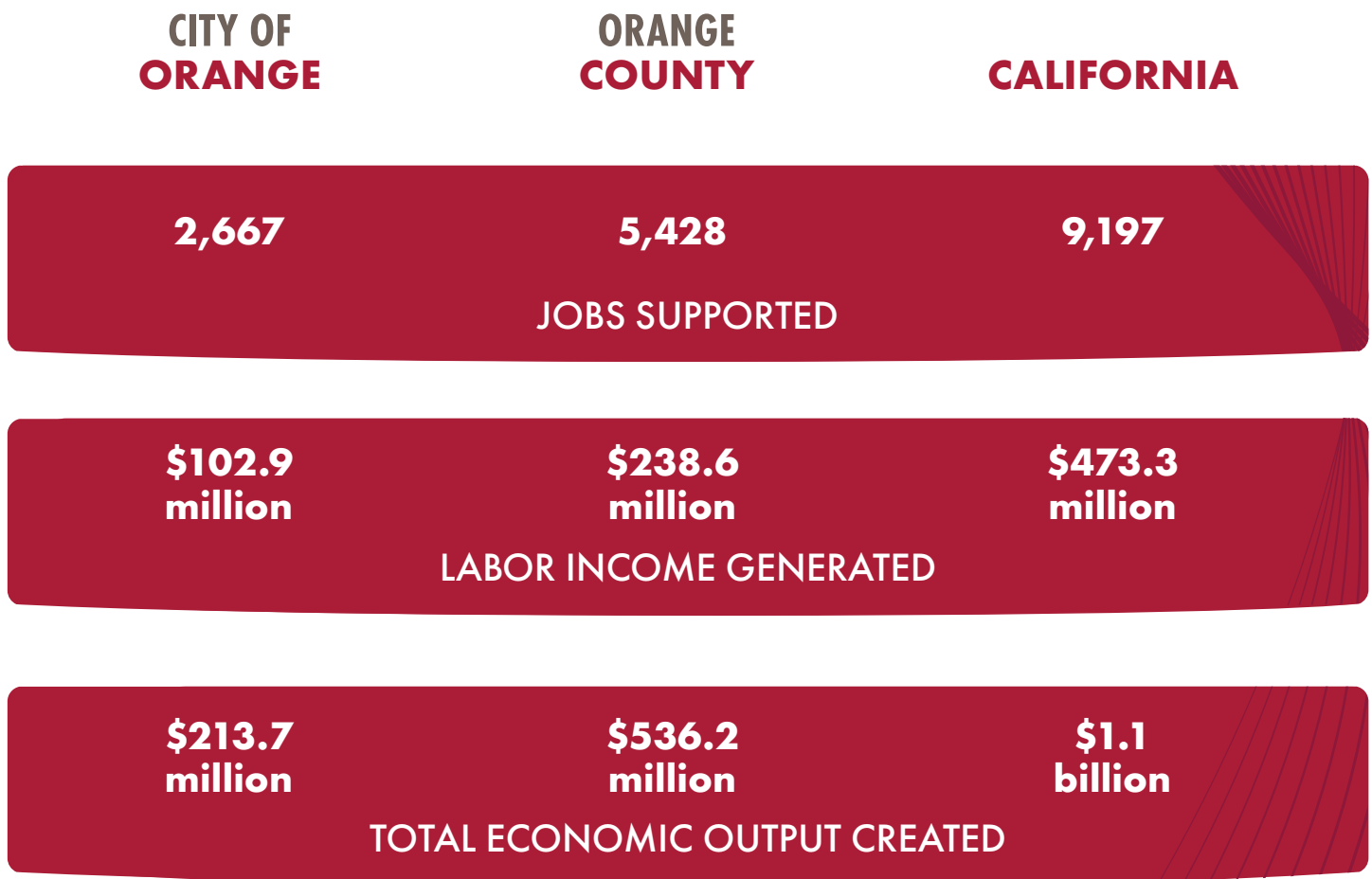


## Economic Impact

Chapman University's economic impact was significant in 2018-19, both locally and statewide. In total, Chapman generated \$1.1 billion in economic output across California, of which \$213.7 million was generated in the City of Orange,

and \$536.2 million in Orange County. Chapman University's expenditures help support 2,667 jobs in the City of Orange alone. The university also supports 5,428 jobs in Orange County, and over 9,197 jobs statewide.

FIGURE A.2: TOTAL IMPACTS OF CHAPMAN UNIVERSITY BY TYPE AND REGION



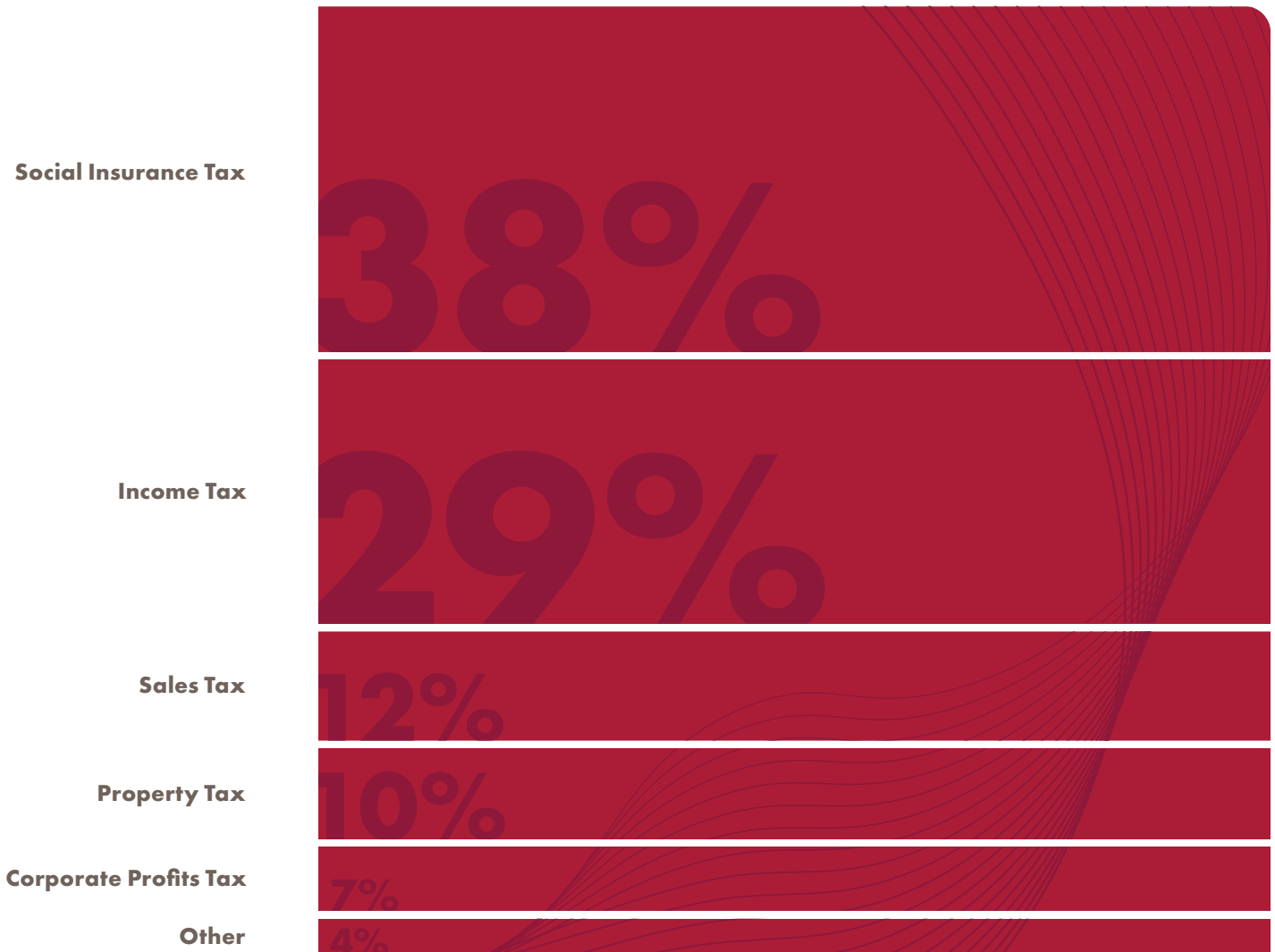
Source: IMPLAN. Analysis by Beacon Economics.

## Fiscal Impact

The total amount of tax revenue generated by Chapman's various expenditures was roughly \$144.3 million, with \$52.6 million in state and local tax revenue, and \$91.7 million in federal tax revenue. Sources of revenue vary by government agency, with most state and local taxes being collected

through sales and property taxes (33% and 27% respectively in statewide fiscal impacts), while most federal taxes come from social insurance tax and income tax (57% and 32% in statewide fiscal impacts).

FIGURE A.3: STATEWIDE TAX REVENUE COLLECTED (FEDERAL, STATE AND LOCAL) BY TYPE



Source: IMPLAN. Analysis by Beacon Economics.

## Social Impact

### COVID-19

Chapman University has invested significant resources in testing and vaccination for students, staff, and members of the local community.

Online resources have been made available regarding cases, vaccinations, and other important health metrics.

### Diversity and Inclusion

Chapman University heavily promotes and encourages first generation students to apply for higher education, offering scholarships and financial aid to help ease the financial burden.

Chapman University is involved with several programs aimed at improving and evolving its diversity and inclusion efforts, including Chapman Diversity Project and the 2017 Strategic Plan for Diversity and Inclusion.

### Research

Research has become an important part of Chapman University, with publications increasing by 400% in the last decade.

In 2019-20, Chapman University had over 500 publications, and over 10,000 citations alone. A key component of this is the mentorship facilitated by a 12:1 student to professor ratio. Up to 70% of students are able to work directly with faculty on an array of research projects.

### Community Engagement

The Office of Community Relations helps promote a strong partnership between the University and the local community through committees aimed at bettering the relationship between Chapman and its neighbors and ensuring University students are adhering to community standards.

Chapman University provides vital assistance to local businesses and organizations through services and funds that promote local establishments to University students, staff and faculty.

### Academics

Chapman University prides itself on its world-class education, with several of its programs and areas of studies renowned for their academic rigour. Chapman's Film School, Law School, Physical Therapy programs, and more have been listed among the best in the country.

Around \$167 million is allocated annually to help support the cost of education for Chapman students, with 86% of undergraduates receiving some form of aid.



# INTRODUCTION

Originally known as Hesperian College, Chapman University was founded over 160 years ago on the principle that higher education should be available to all, regardless of race or gender. In 1920, Hesperian College was absorbed by California Christian College, which, in 1934, became Chapman College, and then, in 1991, Chapman University, a private research college offering bachelor's, master's, doctoral and professional degrees. The University is home to eleven schools and colleges, including the Dodge College of Film and Media Arts, the Fowler School of Law, and the Schmid College of Science and Technology.

Chapman University's influence and outreach is broad, with over 50,000 alumni around the world. Approximately 5.0% of Chapman University's latest enrollment was made up of international students from 66 countries.

The University is located in the City of Orange, California, just 15 miles from the beach. The campus is located within Old Towne Orange and has numerous publicly accessible free amenities such as the Leatherby Libraries and the Hilbert Museum. Beyond its appealing location, Chapman offers a stellar educational experience to its students. It was ranked in the top 15% of American higher education institutions by Princeton Review, was named one of the two "Most Innovative" universities on the West Coast by U.S. News and World Report, and has produced many Fulbright scholars.<sup>4</sup> Chapman also operates the Rinker Health Science campus in Irvine, California. Home to the School of Pharmacy and the

Crean College of Health and Behavioral Sciences, the Rinker Campus offers master's and doctorate degrees in a variety of health sciences programs, and is designed as a state-of-the-art facility for graduate studies.

Chapman enjoys a close relationship with the City of Orange. From the annual May Parade to the weekly farmers market, Chapman invests both time and money into nurturing a meaningful connection between the university and the surrounding community. The bond between the University and the local community has grown over the past few years. With Chapman's recognition and resources, the local community has benefited from the University's resources, which include business opportunities and campus facilities such as the Musco Center for the Arts. Also, Chapman University's students have access to internships and networking opportunities that allow them to not only develop professionally, but also contribute to the future workforce of the city. The University continues to partner with local schools to ensure students in surrounding areas have mentors, resources, and even potential scholarships to Chapman.

Chapman's alumni are valued members of the Orange County community and beyond. The school maintains a meticulous list of all alumni-run businesses and startups to encourage alumni to support each other in their entrepreneurial ventures. The University also encourages its students and alumni to act in ways that benefit their community, be it starting a business or performing volunteer work.

<sup>4</sup> About Chapman. Chapman University n.d. <https://www.chapman.edu/about/index.aspx>.

# ECONOMIC AND FISCAL IMPACTS

## METHODOLOGY

To analyze the total economic and fiscal impacts of Chapman University, Beacon Economics assessed the University's spending categories. This includes Chapman University operations (wages, vendor payments, services, etc.), construction and capital expenditures, and student and visitor spending for the 2018-19 fiscal year. The 2018-19 fiscal year was chosen as it was the most recent full year prior to the COVID-19 pandemic, and as such, the economic activity generated that year represents the full impact of the university.

Data for the analysis was provided by Chapman University for the 2018-2019 fiscal year. Beacon Economics uses IMPLAN, a state-of-the-art input-output modeling system that estimates how certain expenditures correlate and affect other industries in the economy to generate the total economic and fiscal impact.

This study assumes that any change in spending generates a direct, indirect, and induced effect. The indirect and induced effects are also known as 'ripple' or 'multiplier' effects, and in combination are referred to as 'secondary' impacts. The initial direct expenditures lead to sequential spending in the respective economy. Together, the direct, indirect, and induced effects add up to the total impact.



The direct impact is the additional goods or services generated from immediate spending related to Chapman University (i.e., purchasing new goods, paying wages, or students spending money on food, etc.). The indirect impact is the subsequent output generated through supply chain, or business-to-business transactions with suppliers of Chapman University's direct purchases or spending (i.e., restaurants restocking goods due to student expenditures, logistics and transportation firms spending money to deliver goods to the University,

etc.). The induced impact is the spending that will occur through the employees that either receive wages directly from Chapman University or the subsequent supply chain workers who benefit from the money paid by Chapman (i.e., spending by the worker's households on rent, goods and services, etc. through the direct expenditures paid by the University). The total economic impact is the combination of direct, indirect, and induced impacts.

The study measures economic impacts using three key economic indicators: employment, labor income, and output.

- Employment represents the number (headcount) of part-time, full-time, and temporary jobs supported through spending associated with Chapman (i.e., spending on operations and construction/capital expenditures, student spending, and visitor spending). Jobs "supported" is inclusive of jobs generated and existing jobs that have now been expanded in scope by Chapman-related spending, which helps keep workers employed.
- Labor Income represents the value of all employment income paid through Chapman University spending, including fringe benefits such as health care, retirement, etc.
- Output refers to the total value of production generated through University-related spending, including the value of intermediate inputs – the goods and services used in the production of equipment, raw materials, energy, and other production inputs.

Using IMPLAN's Multi-Regional Input-Output (MRIO) analysis, Beacon Economics estimates the impact that Chapman University has on the City of Orange, on Orange County, and on California overall. Each larger region also encompasses the impacts from the smaller regions (for example, California Impacts = Orange County Impacts + Other California Impacts). For more information on the IMPLAN MRIO modeling system, please see the Appendix.

## EXPENDITURES

Higher education institutions require significant funding not only to maintain day-to-day operations, but also to grow their programs and enhance the experiences offer to their students and surrounding communities. Universities and colleges spend millions on capital alterations and construction, on operations to maintain goods and services, and on wages for staff and faculty. Students and visitors both spend money on food, room

and board, public transport, merchandise, and sundry other goods and services. Visitor data was aggregated based on estimates of non-local visitor spending on events or locations including commencements, admission tours, Discover Chapman Day, Musco Center, and more. Beacon Economics has considered the key expenditures below in examining Chapman's total spending.

## ALL EXPENDITURES

### Construction & Capital Expenditures

Spending on construction, building maintenance, facilities, and infrastructure

### Student Spending

Non-tuition related spending by students on food, housing, supplies, transportation, personal expenses, etc.

### Operations

Employee Compensation: Chapman's salaries and benefits. Other Operations: non-salary spending on goods and services including vendors, supplies, etc.

### Visitor Spending

Spending on accommodation, food, entertainment, transportation, etc. during events such as graduation or sports fixtures

Total expenditures for Chapman University in 2018-19 reached just under \$394 million, driven primarily by operations (\$260.1 million) and student spending (\$72.1 million). Capital expenditures and visitor spending accounted for \$55.8 million and \$5.9 million respectively in statewide expenditures.

Approximately 38% of Chapman University's statewide expenditures occurred in the City of Orange, while Orange County absorbed over 64% of total expenditures. Smaller regions such as the City of Orange are limited in supply chain availabilities due to the limited number of businesses that can operate in a given area. The City of Orange is comprised of approximately 12 zip codes, so naturally the University must acquire some of the goods and services it needs from other regions in California. Nonetheless, spending by Chapman University in the City of Orange is substantial, and that spending ripples out through the local economy, benefiting other industries and subsectors via indirect and induced impacts, as can be seen in the next section.



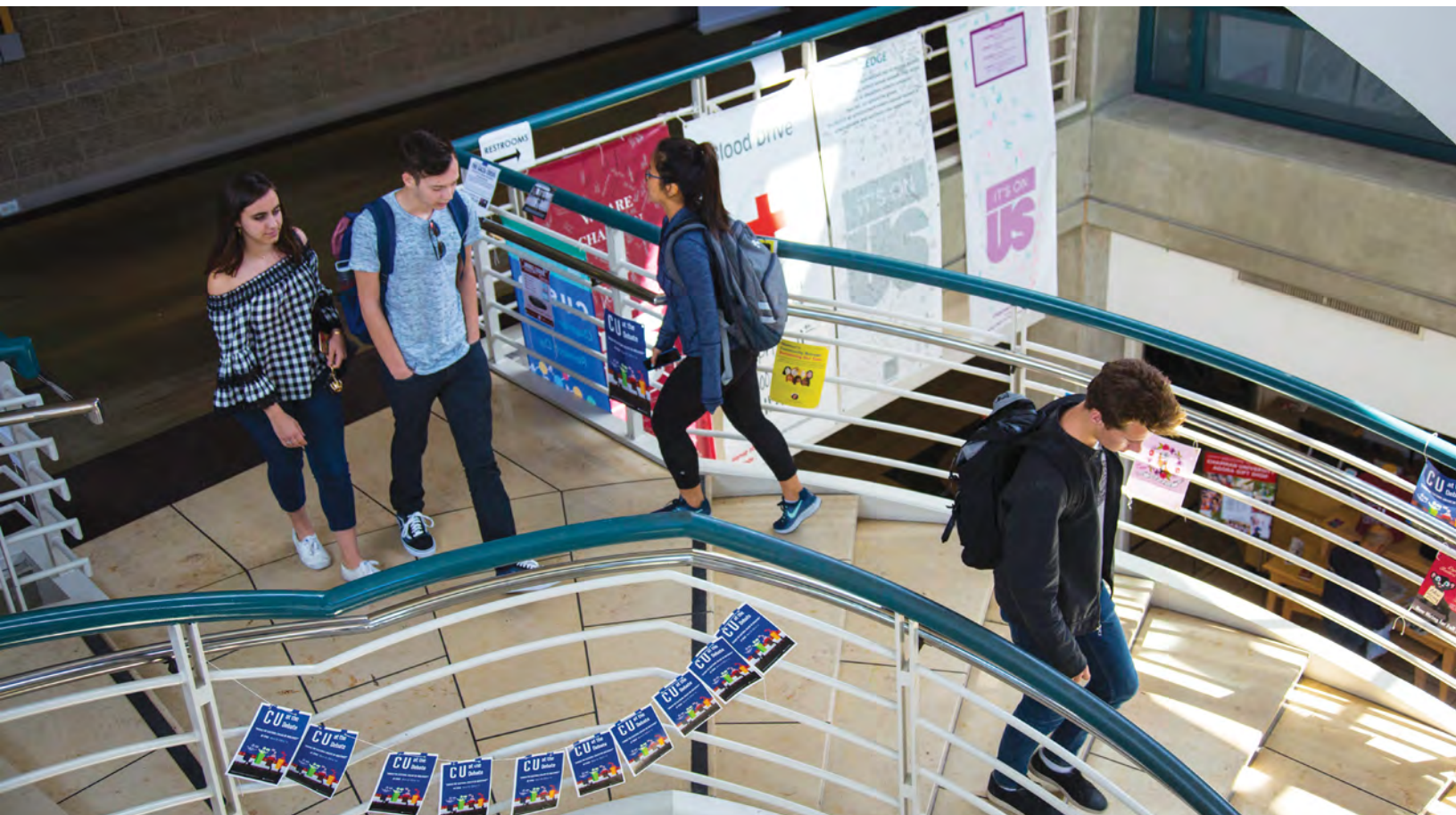
**FIGURE 2A.1: CHAPMAN UNIVERSITY EXPENDITURES BY SOURCE AND REGION (\$, MILLIONS)**

<b>Expenditure Category</b>	<b>City of Orange</b>	<b>Orange County</b>	<b>California</b>
Construction	33.5	55.8	55.8
Operations (total)	49.2	119.0	260.1
<i>Employee Compensation</i>	42.1	93.7	207.9
<i>Other Operations</i>	45.4	48.1	68.6
Student Spending	64.4	72.1	72.1
Visitor Spending	2.2	5.9	5.9
<b>Total Expenditures</b>	<b>149.4</b>	<b>252.8</b>	<b>394.0</b>

Source: Chapman University. Analysis by Beacon Economics

Note: The larger regions encompass the expenditures of the smaller areas (i.e. California = Orange County Expenditures + Rest of California Expenditures)

(Totals may not be exact due to rounding)



## ECONOMIC IMPACTS

In the 2018-19 fiscal year, Chapman supported around 9,197 jobs in California, with 29% of them specific to the City of Orange. Of the 2,667 jobs supported in Orange, 97% were categorized as direct effects, with businesses supported in sectors such as education, leisure and hospitality, arts and recreation, transportation, and more.

### Did you know?

Chapman University is the fourth largest employer in the City of Orange.

With thousands of jobs supported in multiple industries, Chapman University's labor income impacts on both the local and broader region were significant. Statewide labor income generated was approximately \$473 million, with roughly half of the impacts in Orange County, and 22% of labor income remaining in the City of Orange.

FIGURE 2B.1: EMPLOYMENT IMPACTS BY REGION

Effect Type	City of Orange	Orange County	California
Direct Effect	2,598	4,566	6,986
Indirect Effect	45	390	802
Induced Effect	25	471	1,409
<b>Total</b>	<b>2,667</b>	<b>5,428</b>	<b>9,197</b>

Source: IMPLAN. Analysis by Beacon Economics

(Totals may not be exact due to rounding)

FIGURE 2B.2: LABOR INCOME IMPACTS BY REGION (\$, MILLIONS)

Effect Type	City of Orange	Orange County	California
Direct Effect	98.4	183.3	328.4
Indirect Effect	2.9	26.5	55.7
Induced Effect	1.6	28.8	89.1
<b>Total</b>	<b>102.9</b>	<b>238.6</b>	<b>473.3</b>

Source: IMPLAN. Analysis by Beacon Economics

(Totals may not be exact due to rounding)

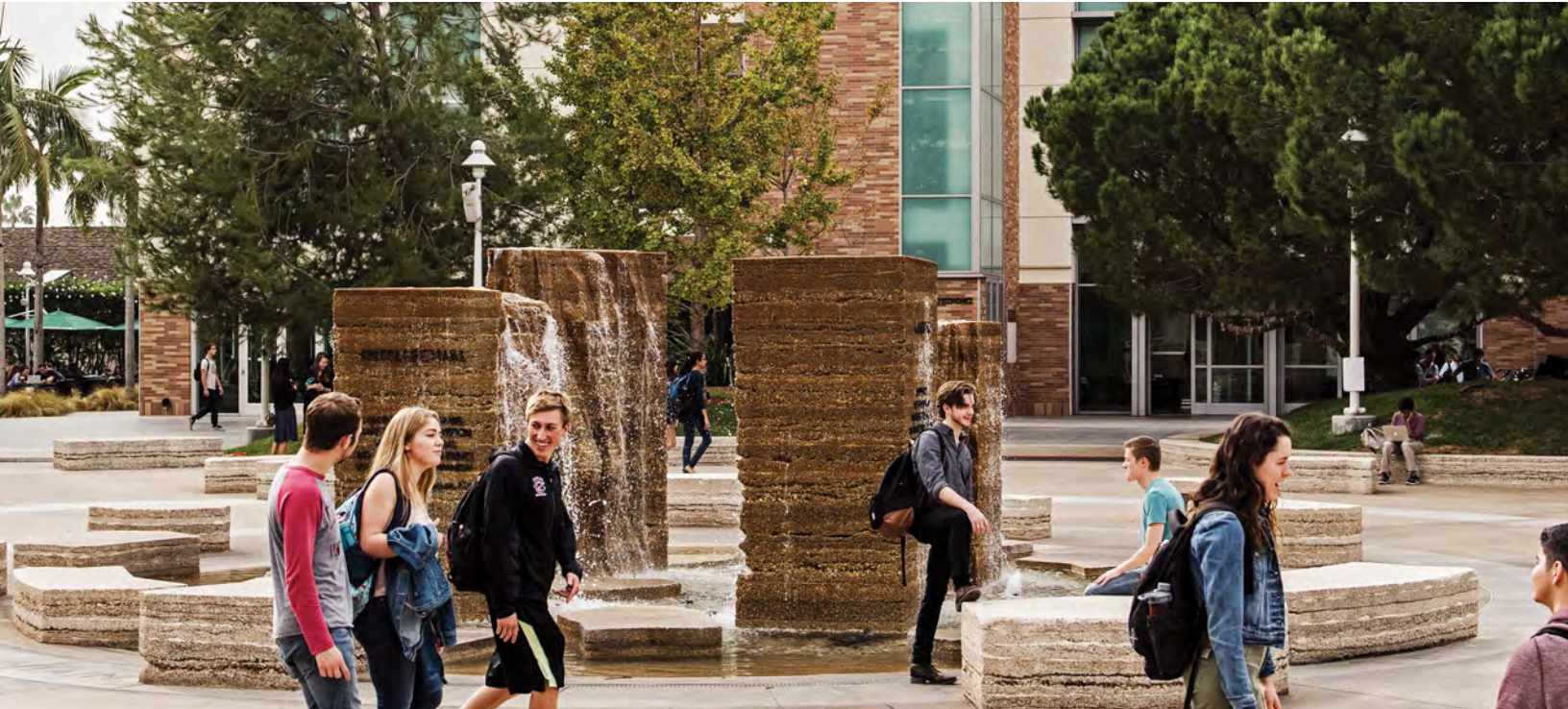
Chapman’s total economic output (essentially the ‘value add’ the University brings to the local and broader community as well as secondary economic activity or intermediate inputs) totaled \$1.1 billion across California. A significant portion of this was generated in the City of Orange, with roughly \$213.7 million in economic output created across the city. The direct impacts account for a much larger role in the City of Orange compared to the larger regions. This is not surprising. The City of Orange is composed of just under a dozen zip codes, and as such, much of the economic output created will be concentrated under direct impacts. Conversely, Orange

County and California are significantly larger, absorbing a lot more of the supply chain interactions and induced spending. Across California, roughly \$454.6 million was created in secondary impacts, accounting for roughly a third of total impacts. In Orange County, induced impacts were the second largest sources of economic output after direct impacts. This is to be expected given that a significant portion of Chapman University staff, faculty and associated vendor workers live and spend their wages in the surrounding area – with roughly 22% of faculty and staff living in the City of Orange alone.

**FIGURE 2B.3: ECONOMIC OUTPUT IMPACTS BY REGION (\$, MILLIONS)**

<b>Effect Type</b>	<b>City of Orange</b>	<b>Orange County</b>	<b>California</b>
Direct Effect	201.5	365.3	612.1
Indirect Effect	8.0	85.2	187.1
Induced Effect	4.1	85.7	267.5
<b>Total</b>	<b>213.7</b>	<b>536.2</b>	<b>1066.7</b>

Source: IMPLAN. Analysis by Beacon Economics  
 (Totals may not be exact due to rounding)



Chapman’s largest source of impact across California was unsurprisingly a result of Operations spending, with an economic impact of \$844.7 million across the state. Driven in large part by millions in wages, Operations spending helped support 7,181 jobs (78% of total) and generated \$381.8 million in labor income, accounting for almost 81% of total

labor income generated by Chapman University. Student spending was also a vital component of Chapman’s impacts across the local and broader economy, with student activity supporting 1,376 jobs, and generating a total of \$112.4 million in economic output.

**FIGURE 2B.4: STATEWIDE IMPACTS BY EXPENDITURE TYPE**

<b>Impact (Total)</b>	<b>Operations</b>	<b>Construction</b>	<b>Student Spending</b>	<b>Visitor Spending</b>	<b>Total</b>
Jobs Supported	7,181	540	1,376	100	<b>9,197</b>
Labor Income (\$, Millions)	381.8	44.9	42.1	4.5	<b>473.3</b>
Economic Output (\$, Millions)	844.7	98.6	112.4	11.0	<b>1,066.7</b>

Source: IMPLAN. Analysis by Beacon Economics  
 (Totals may not be exact due to rounding)

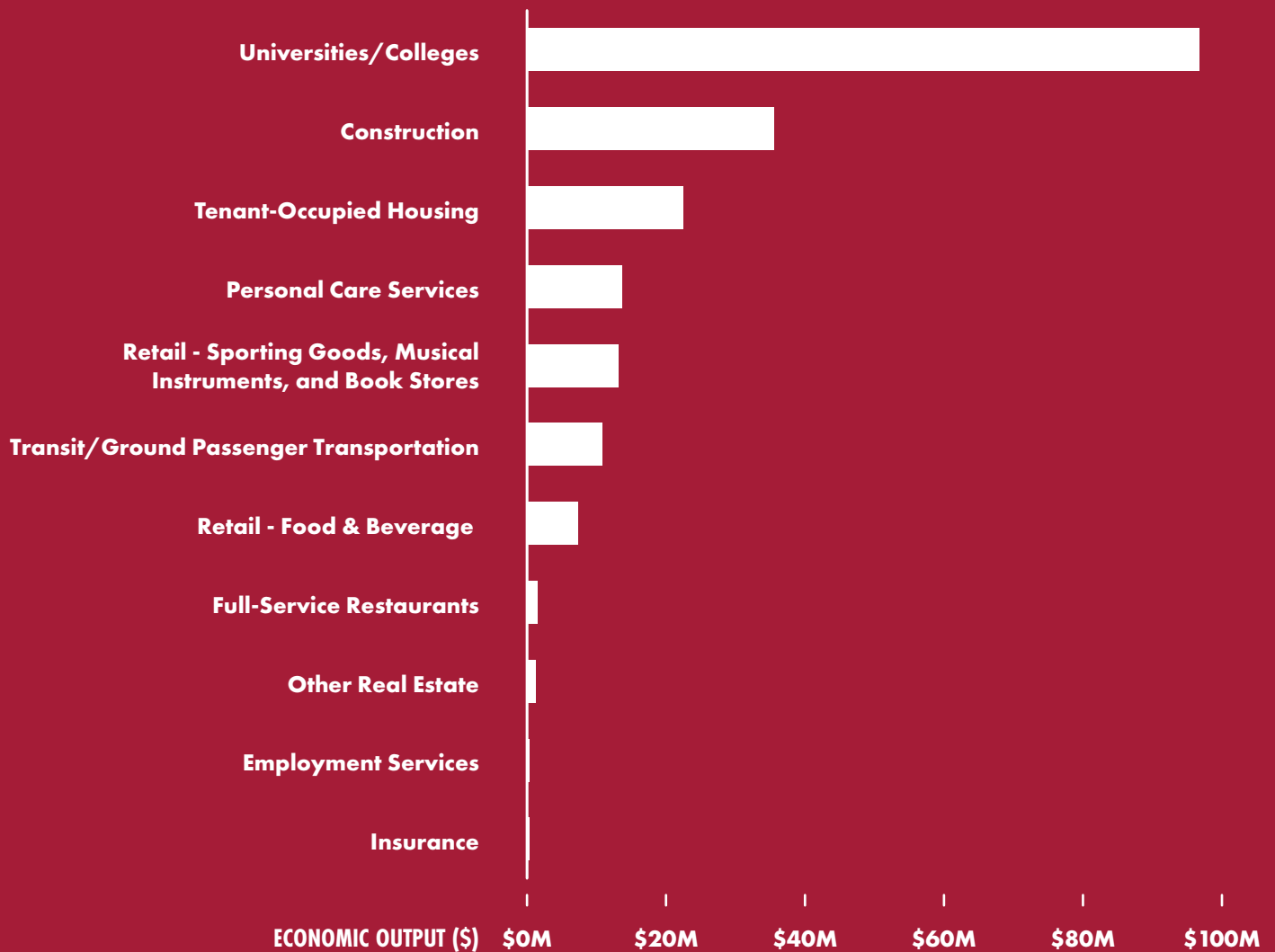


## Spotlight: What Industries Does Chapman University Help Support Locally?

With a total of 2,667 jobs supported in the City of Orange, Chapman plays a vital role in the local economy. Aside from those employed directly by the University, there are over 1,370 jobs in other industries that benefit from the University's annual expenditures. These industries include transportation, restaurants, personal care, retail, and construction. In total, Chapman University's economic activity generated over

\$111.5 million in output for industries outside of higher education (University/Colleges). For higher education impacts, Chapman University generated \$96.7 million in impacts in the University/Colleges subsector. Chapman's impacts in University/Colleges subsector accounts for approximately half of the total impacts generated in the subsector annually in the City of Orange.

FIGURE 2B.5: ECONOMIC OUTPUT GENERATED BY INDUSTRY (\$, MILLIONS)



Source: IMPLAN. Analysis by Beacon Economics

Sectors that benefit significantly from Chapman University's expenditures include construction, housing (specifically for students and workers off-campus), personal care services (businesses such as hair salons, barbershops, and beauty parlors), transportation, and retail. These establishments would likely lose a significant portion of their revenue and business if it weren't for the University, and have benefited from Chapman even during times of economic uncertainty.

## FISCAL IMPACT

The economic activity generated by Chapman University results in the collection of significant fiscal revenue. In 2018-19, Chapman generated a total of \$144.3 million in state, local, and federal taxes. Of that, \$24.8 million was generated in the City of Orange, and \$67.5 million in Orange County. Chapman University generates approximately \$9.2 million in state and local taxes in the City of Orange, a significant portion of which goes to improving infrastructure and

providing services to the community. Sales tax is the largest source of state and local revenue, thanks to spending by students, visitors, and workers. In 2018-19, total sales tax generated in the City of Orange was roughly \$3.8 million. Statewide, the spending is compounded at a much higher rate, with roughly \$17.2 million collected in sales tax for a total of \$52.6 million in state and local taxes.

**FIGURE 2C.1: STATE AND LOCAL TAXES GENERATED BY REGION (\$, MILLION)**

<b>Tax Type</b>	<b>City of Orange</b>	<b>Orange County</b>	<b>California</b>
Corporate Tax	0.8	1.7	3.2
Income Tax	0.3	3.7	11.6
Other	0.6	1.7	3.7
Property Tax	3.1	7.6	14.5
Sales Tax	3.8	9.3	17.2
Social Insurance Tax	0.6	1.2	2.4
<b>Total</b>	<b>9.2</b>	<b>25.3</b>	<b>52.6</b>

Source: IMPLAN. Analysis by Beacon Economics

(Totals may not be exact due to rounding)

Federal taxes are generated and collected from different sources of revenue. Social insurance taxes made up most of the tax revenue for the City of Orange, for Orange County, and for California with an incredible 79%, 65%, and 57% share of the total, respectively. Chapman paid approximately \$91.7 million in federal taxes in 2018-19 with close to half coming from Orange County and just under 17% coming from the City of Orange.

**Did you know?**  
 Chapman University's economic activity generates \$3.1 million in property taxes for the City of Orange alone.

**FIGURE 2C.2: FEDERAL TAX REVENUE BY REGION (\$, MILLIONS)**

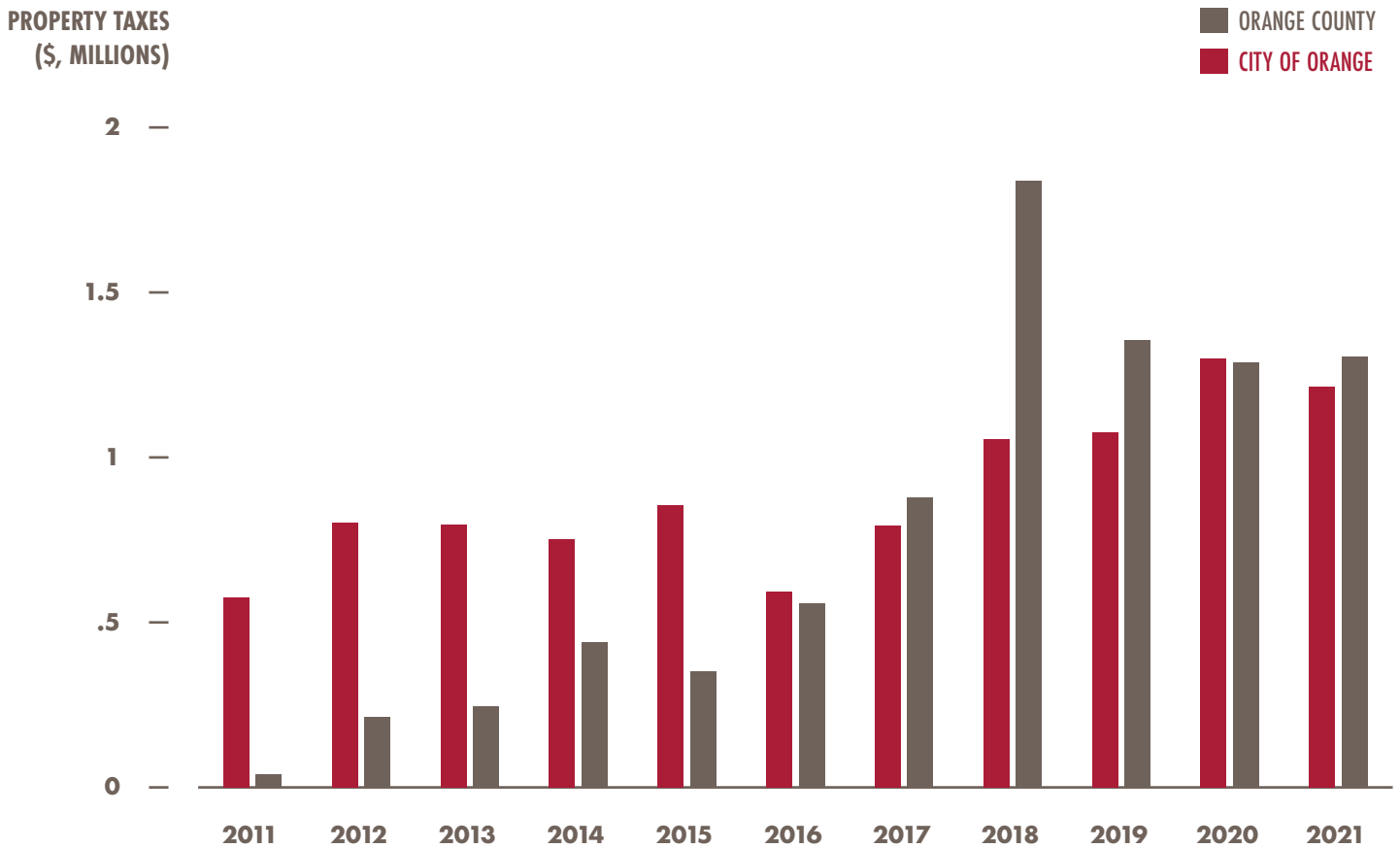
<b>Tax Type</b>	<b>City of Orange</b>	<b>Orange County</b>	<b>California</b>
Corporate Profits Tax	1.8	3.8	7.2
Income Tax	0.8	9.5	29.7
Other	0.6	1.5	2.9
Social Insurance Tax	12.3	27.3	51.9
<b>Total</b>	<b>15.6</b>	<b>42.2</b>	<b>91.7</b>

Source: IMPLAN. Analysis by Beacon Economics  
 (Totals may not be exact due to rounding)

In addition to the fiscal impacts generated by Chapman’s economic activities in the local and broader region, the University also provides direct fiscal payments to state and local governments. Upon purchase of Panther Village, Chapman University converted a hotel into a residence hall. Chapman offsets the lost transient occupancy taxes by paying \$500,000 annually to the City of Orange. As of March 2022, the University has paid over \$4.3 million in taxes to counter-balance any loss in public revenues caused by the purchase of the hotel.

Chapman University provides considerable direct property taxes to both city and county agencies. Between 2011 and 2021, Chapman University paid more than \$9.8 million to the City of Orange in property taxes, and more than \$8.5 million to Orange County. In total, Chapman University has paid \$18.5 million in property taxes to city and county agencies between 2011 and 2021.

**FIGURE 2C.3: CHAPMAN UNIVERSITY DIRECT PROPERTY TAXES**



Source: Chapman University. Analysis by Beacon Economics





# CHAPMAN UNIVERSITY SOCIAL IMPACTS

Aside from considerable economic and fiscal benefits, Chapman University also generates social and community impacts at both the state and local level. The significance of the University to the city and county is notable in the University's support for local businesses, its provision of local workforce talent, support for marginalized communities, and much more.

Chapman University offers an exceptional experience, encouraging students to play an active role in both the campus and broader local communities. The University's internal academic programs have a stellar reputation. Nationally, Chapman is ranked 37th for Best Undergraduate Teaching (U.S. News & World Report), fourth in top American Film Schools (Hollywood Reporter), and is listed as one of the top 10 law schools (Princeton Review).<sup>5</sup> Its external programs donate thousands of dollars to the community and connect Chapman students with people all over Orange for mentorship, volunteer opportunities, and more.

## CHAPMAN AND COVID-19

By the end of 2019, the world was optimistic that the turn of the decade would bring better luck and good fortune. The emergence of the COVID-19 pandemic in the first quarter of 2020 quickly dispelled that optimism. While many businesses were effectively shut down by public health mandates, educational establishments made every effort to ensure that student learning could resume as quickly as possible. Chapman University responded with speed and intent to protect its students, faculty, and staff. The immediate reaction to the pandemic was to move as many classes, events, and campus activities as possible online. Equally as important was to ensure that Chapman University jobs were preserved over the course of the pandemic, an effort that has been a singular success

This section highlights the significance of Chapman University's role in building relationships between its staff, faculty and students and the local community. The University and the city both benefit greatly from these relationships, which range from providing local businesses with promotional and sales opportunities, to expanding and enhancing the city's talent pipeline. The section will detail the University's efforts to confront the COVID-19 pandemic while maintaining its academic rigor, the services and benefits that the University offers to the local community, and the major partnerships and engagements that exist between University departments and the Orange County community.

given that no job has been eliminated since the onset of the crisis in February 2020. Chapman faculty and staff members have also been involved on a statewide level in helping to tackle the many policy and other issues surrounding COVID-19. For example, Dr. Jeff Goad, the Associate Dean of Academic Affairs and Professor at Chapman University was appointed by the California Department of Public Health (CDPH) to the COVID-19 Vaccine Drafting Guidelines Workgroup to help create recommendations regarding the prioritization of COVID-19 vaccines on behalf of the COVID-19 Community Vaccine Advisory Committee.

5 Facts and Rankings. Chapman University n.d. [www.chapman.edu/about/facts-and-rankings/index.aspx](http://www.chapman.edu/about/facts-and-rankings/index.aspx)

## Spotlight: Online Resources

Chapman's COVID-19 response involves a myriad of online resources which are freely available to all. These include pandemic-related support and advice in such areas as mental health, spiritual wellbeing, finances, and physical, social, intellectual, environmental, and occupational health. Chapman has also created an online dashboard and resource center specifically for students, staff, and faculty called CU Safely Back, which offers a wealth of COVID-19 information, resources, and health guidelines. The dashboard keeps interested persons up to date with positive cases on campus and the number of people quarantining both on and off campus. There are also notices of potential exposure and low-exposure which keep the Chapman community informed on where COVID-19 exposure either did happen or may have happened, allowing people to get tested as quickly as possible.

To ensure the safe return of students, faculty, and staff to the physical campus, Chapman University campaigned vigorously for vaccinations (including booster shots). At the time of writing, 97.96% of faculty, 92.07% of staff, and 94.04% of students were vaccinated against COVID-19.<sup>6</sup> Students and staff who are not fully vaccinated (including the booster shot) are required to submit an exemption and must be tested twice a week. The school also provides personal protective equipment and COVID-19 tests free of charge and performs daily health screenings which are mandatory for staff, students, and visitors. These precautions have proven highly successful as the school has seen low rates of positivity since reopening for in-person classes.<sup>7</sup> By having an on-campus testing location, the University also helped alleviate strain from other local COVID-19 testing locations.

6 As of January 2022

7 Chapman University COVID-19 Dashboard. Chapman University n.d. <https://cusafelyback.chapman.edu/dashboard/>



The school transitioned to remote operations extremely effectively with online classes and the COVID-19 dashboard up and running in short order. Chapman's library also went online, with virtual tours and exhibits available to the public. Among these is a medical exhibit which the University has highlighted throughout the pandemic. These measures were intended to maintain a sense of community, and, as far as possible, to give students access to the same resources they would have had if the school was in-person.

During the height of the pandemic, the University also provided free temporary housing for first responders. Members of the Orange Police Department and Orange Fire Department in need were offered private rooms with kitchens that helped protect them, their families, and our surrounding community.

Chapman has proved its dedication to the safety and wellbeing of its community throughout the pandemic, making decisions on COVID-19 procedures with both its student body and the City of Orange in mind. Roughly 800 city residents have been

vaccinated at clinics held on campus, some administered by Chapman's own School of Pharmacy students. These students have also worked hard to vaccinate the community against the flu. A highly community-oriented school, Chapman has focused on keeping people safe by setting up community health clinics and by ensuring essential COVID-19 information is freely available to the public on its dashboard. In the initial stages of vaccine rollouts, over 100 Chapman students and faculty participated in five COVID vaccination events held at Disneyland and the Anaheim Convention Center to boost vaccination rates in the local community. In total, Chapman helped administer between 1,000 and 2,000 COVID vaccinations per day.

The school does an excellent job of detailing their COVID-19 protocols on their CU Safely Back dashboard. The COVID-19 task force at Chapman carefully monitors the ongoing spread of the virus to ensure the utmost caution when making decisions related to public health.<sup>8</sup>



Dr. Karl Hess, Pharm.D., associate professor in Chapman's School of Pharmacy and director of Community Pharmacy Practice Innovations, vaccinates a local resident during the City of Anaheim's Mobile Family Resource Center Project.

## COMMUNITY ENGAGEMENT AND OUTREACH

### Office of Community Relations

Chapman University is dedicated to forging long-lasting, meaningful relationships with its local community. To help build and maintain these relationships, Chapman established the Office of Community Relations in 2016. This office acts as a liaison between community members, officials, organizations, and the University. Its goal is to serve as a single point of contact for people living, working, and serving in the communities Chapman calls home. The team nurtures community relations and involves itself in projects and local institutions such as the Orange Chamber of Commerce, Orange Public Library Foundation, and the Friendly Center. In 2015, the University established the Neighborhood Advisory Committee, a body of around 15 members of the community who come together to give feedback to Chapman on important initiatives, discuss solutions for neighborhood issues that may arise, and strategize long-term engagement plans.

The Office of Community Relations' vision for maintaining a strong partnership with the local community rests on six essential values: communication, advocacy, respect, transparency, teamwork, and service. To stay true to these values, Chapman University has devoted considerable time and resources to establishing programs aimed at improving engagement between the University and members of the community, as well as providing services that will better help the community overall. These include a liaison program involving the Orange Police Department (OPD), the Department of Public Safety (P-Safe), and the Office of Community Relations. As part of the program, OPD officers pay friendly visits to Chapman students living off-campus to give them guidance on how to be good neighbors. The Community Relations team also provides students with information on local entertainment and other businesses to patronize. As part of their off-campus student guide, the Office of Community Relations receives and constantly updates feedback from members of the local community.



Chapman's Office of Community Relations is located within the neighborhood surrounding campus at 332 N. Olive St.

## Film and Performing Arts

Undergraduates at the Dodge College of Film and Media Arts work with young adults to teach them how to make and edit their own projects. Through the nonprofit organization Higher Ground Youth and Family Service, students from Chapman University Dodge College of Film and Media Arts collaborate and mentor sixth-graders as part of an afterschool program that teaches them about different aspects of filming and production. With the assistance of Chapman's students, Higher Ground is able to maintain a 1:4 instructor-to-student ratio in its workshops, allowing the sixth-grade participants to receive the best possible mentorship and education.

The College of Performing Arts provides summer music camps for local high school students, which are directed by GRAMMY Music Educator of the Year, Keith Hancock.



## Mental and Physical Health

Through Crean College, the Frances Smith Center offers free and low-cost counseling sessions for local community members. Intensified by the pandemic, mental health support has been a serious concern over the last few years, specifically in relation to colleges and universities where individuals can feel stressed, anxious, or overwhelmed. Chapman University has taken the initiative to provide as many mental health resources as possible, not only to their students, but

also to the community at large. When the pandemic first emerged, Chapman University began offering free telehealth services to members of the community through the Frances Smith Center. Many of the Center's clients would not have been able to afford or access mental health services if not for Chapman's initiative. In 2021, the Center provided a total of 7,180 mental health service sessions to 384 clients.



DPT student Keith Young works with Stroke Boot Camp participant Jim Eklund under the supervision of Dorcas Tominaga, DPT, assistant professor and director of clinical education.

Chapman University Physical Therapy students also offer the Stroke Boot Camp, which provides pro bono rehabilitation services to individuals who have suffered a stroke and lack access to care. Many of the people receiving care through Stroke Boot Camp come from under-represented and/or marginalized communities. Stroke Boot Camp has grown since its establishment in 2010 to become a staple of the University's Doctor of Physical Therapy (DPT), with Chapman's faculty and staff providing key services including: 1) designing and implementing treatment programs, 2) assisting in collecting data and analyzing results, and 3) providing hands-on intervention. Annually, services are provided to roughly 30-40 individuals, with approximately 80-100 students participating across various disciplines. Chapman's model has been so successful it has been adopted in other Physical Therapy university programs around the world.

## Training Teachers and School Psychologists

Attallah College of Educational Studies is at the forefront of training the next generation of educators in our communities. From 2015 to 2020, Chapman awarded education degrees to over 1,000 students. Chapman education students conduct over 110,075 hours of fieldwork per year in local schools, while Counseling and School Psychology graduates contribute another 60,000 post-grad hours. Students hold placements in schools, community centers, and hospitals, with 100% of students enrolled in the Master's in Curriculum and Instruction program performing their fieldwork within the Orange Unified School District.

Through Attallah College of Educational Studies, students at Santiago Charter Middle School are mentored by Chapman students on how to improve their reading and writing skills.

## Work-Study Community Service

Chapman University work-study students can earn financial aid by working at local nonprofit organizations and educational institutions. In return for hosting a work-study student, these institutions do not pay a salary for work-study employees, which is an incredible benefit to organizations that are often short-staffed and limited on resources. Current Chapman students can be found doing a variety of tasks that benefit the surrounding community at several local organizations, including Friendly Center, Orange Chamber of Commerce, Youth Centers of Orange, Blind Children's Learning Center, StandUp For Kids, and TLC Public Charter School.



## Pro Bono Legal Clinics

Chapman University's Fowler School of Law offers its students multiple opportunities to attain real-world experience through programs that allow students to work on actual cases under the mentorship and supervision of clinical specialists and practitioners. Several of these programs provide pro-bono legal services to members of the community under a variety of law practices. In 2018-19, over 110 law students were enrolled in Fowler School of Law legal clinics, logging more than 1,000 hours in pro-bono services for the community. One of the most important clinics is the Bette and Wylie Aitken Family Protection Clinic, which provides free legal advice and services to low-income and unhoused survivors of domestic violence, sexual assault, and other related crimes. The clinic also teaches upper-level law students how to interview trauma survivors, including the value and importance of ethics in providing legal services. In 2019, 12 students delivered legal education and advice to over 100 low-income individuals. The students also trained 40 Orange County legal services providers in trauma-informed client interviewing.

Other popular law centers include the Alona Cortese Elder Law Center, which provides legal services to underserved members of the local community while delivering second- and third-year law students an educational program that teaches them how to conduct interviews, conduct hearings, and represent their clients. The Mediation Clinic provides educational programs to Chapman law students who want to become certified mediators, allowing them to provide services in real-world cases regarding harassment restraining orders, collections, unlawful detainers, certain civil cases, and more. Students participating in the Clinic help mediate up to 700 real cases in any given year. The oldest clinical program at the Fowler School of Law is the Tax Law Clinic, established in 1997. This Clinic has provided tax related legal advice to thousands of taxpayers, saving them millions of dollars.



## Chapman and Local Nonprofits

In collaboration with Orange Home Grown, a 501C3 nonprofit founded in 2009, Chapman University hosts a farmer's market on campus every Saturday. The market was established in 2011 and has become a key component of Chapman's close relationship with Orange Home Grown. The market is open to the public and hosts a variety of local vendors. Chapman University provides portable restrooms, closes streets, and allows access to on-campus parking lots to ensure that the market is a huge success every week. A food bank run by the market also works to address food insecurity among students and community members. In 2021, Orange Home Grown (OHG) and Chapman University celebrated the 10-year anniversary of their highly successful partnership.<sup>9</sup> Chapman University provides a lot rent-free to OHG to manage an educational farm dedicated to teaching the values and technical instruction on how to produce locally grown food.<sup>10</sup>

Chapman students are extremely active in the community. The school places an emphasis on volunteer work and contributions through academics. For example, several majors at Chapman have final projects that require hands-on work with local businesses and nonprofits. Students often mentor children from local schools in a variety of subjects. Chapman University Physician Assistant students participate in local programs such as the Special Olympics Summer Games in Southern California, Run Seal Beach, Clinic in the Park, and MedFest. Communication Science and Disorders students work with local groups such as Ritecare Childhood Language Center of Orange County, Down Syndrome Association of Orange County, and the Illumination Foundation. The school itself has partnered with organizations such as the Orange High School Literacy Partnership and HomeAid Family Care Center.<sup>11</sup> These are only a few examples of the partnerships Chapman has made with its community. Approximately 8% of students engaged in internships throughout 2020 and 2021 were working at a non-profit organization and an estimated 100,000 hours of service were provided to the community.

The Orange Home Grown Education Farm on North Lemon Street in Old Towne Orange opened in 2016. Chapman University provides the lot rent-free, and Orange Home Grown offers classes and workshops about urban farming and local food systems.



9 OHG Certified Farmer's Market. Orange Home Grown. <https://orangehomegrown.org/farmers-market>

10 Dawn Bonker. "A Farm Grows in Orange - Orange Home Grown and Chapman Plant the Seeds of Healthy Foods with Community Farm Project." Neighbors of Chapman, May 16, 2016. <https://blogs.chapman.edu/community-relations/2016/05/16/a-farm-grows-in-orange/>.

11 Community Engagement. Chapman University n.d. <https://www.chapman.edu/admission/undergraduate/student-life/community-engagement.aspx>

## Charitable Contributions by Chapman University

- Abound Food Care
- Casa Teresa
- City of Orange Community Foundation
- Dayle McIntosh Center
- Friendly Center
- Grandma's House of Hope
- Mariposa Women & Family Center
- Orange Chamber of Commerce
- Orange Home Grown
- Orange Public Library Foundation
- OUSD Elementary Schools
- Project Hope Alliance
- Ronald McDonald House of Orange County
- Youth Centers of Orange

\*Not an exhaustive list

Chapman University proudly donates thousands of dollars to the community every year. In the 2020-2021 academic year, Chapman gave \$12,000 to nine different organizations as part of the Panther Experiential Philanthropy Project (PEPP). This is a program where students are connected to organizations to solve problems and become grant-makers who have the power to fund nonprofits in the community. Chapman's Greek Life is also heavily involved in giving back to the community. Between Fall of 2018 and Spring of 2020, around \$559,700 were collected and donated by members of Chapman's fraternities and sororities. In the same period, over 34,000 volunteer hours were accumulated by fraternity and sorority members. (It should be noted that the COVID-19 pandemic has almost certainly affected both monetary donations and volunteer hours.) A longstanding supporter of the City of Orange, Chapman has given thousands of dollars to local nonprofit organizations working to make the communities surrounding its campuses a better place.



Incoming first-year students meet with members of the Orange Barrio Historical Society at the Cypress Street Schoolhouse

## Chapman’s Public Resources

Chapman University has a robust arts program that offers museum visits, seasonal exhibits, and special events to the public. One of these museums is the Hilbert Museum of California Art which opened five years ago and boasts a collection of over 3,000 pieces dating from the 1890s to the present day. Its three principal branches are fine art, American illustration, and movie and animation art. Attracting over 30,000 visitors in 2019 alone, the Hilbert is free to the public and focuses on educating the community on the importance of art in the world. Museum donors are also extremely active; Mark Hilbert himself, who together with his wife Janet founded the museum with a gift of \$10 million, gives tours several times per month. The museum encourages education and involvement in many ways. There is even a fund to help schools pay for transport to the museum for field trips. The Hilbert Museum was named 2018’s Best Museum in OC Weekly’s annual “Best of Orange County” awards and has been named Most Popular Museum in Orange County on the L.A. Times Best of the Southland list.

The Musco Center for the Arts has become an iconic staple of Chapman University. Ranked as one of the best places to see a concert in Orange County,<sup>12</sup> the 88,000 square-foot

state-of-the-art venue, capable of seating 1,044 people, has become the primary space in the City of Orange for artists to perform, students to hone their crafts, and for the community to enjoy the arts. In 2018-19, over 38,910 people attended a total of 67 Musco Center performances – including 20 from the College of Performing Arts.

The Musco Center strives to create a memorable and immersive experience for both artists and audiences, whether through its live shows where members of the community can enjoy an in-person creative performance, or through its virtual programs, including virtual field trips where local school students are virtually immersed in art. Virtual performances were especially beneficial during the pandemic, offering a glimpse of art and performance at a time when the creative industry was closed to in-person interaction. The Musco Center’s successes have been recognized by Pacific Symphony, receiving their Crescendo Award in both 2019 and 2021. Furthermore, the Musco Center has won two awards from the Consulate of Mexico for its engagement in the Heartbeat of Mexico festivals, which showcased Mexican-American art and culture.



<sup>12</sup> Bonker, Dawn, Michelle Anguka, and Staci Dumoski. “Hilbert Museum and Musco Center Named to LA Times’ ‘Best of the Southland’ List.” Chapman Newsroom, September 9, 2021. <https://news.chapman.edu/2021/09/07/hilbert-museum-and-musco-center-named-to-la-times-best-of-the-southland-list/>.

## Spotlight: Museum and Disney

The Hilbert Museum has presented many wonderful exhibitions, showcasing a broad spectrum of art. Among the most popular was *The Disney Superstars: Mickey, Donald, and Friends*, which ran from July to September 2021 and featured a collection of rare graphite drawings, sketches, and distinctive images of beloved Disney characters. The museum has also hosted *Jeff Kurtti (From All of Us to All of You: The Art and Artists of the Disney Christmas Card)* an exhibition of Disney Christmas cards, their spectacular artwork and the stories behind them, spanning almost nine decades.

Open to students and the public alike, Chapman University's Leatherby Libraries is a local landmark available for the community. It offers 750 seats for visitors to use while enjoying its extensive physical and online collection of books and educational experiences.<sup>13</sup> It is also home to California's Gold Exhibit and Huell Howser Archives, a permanent archive open to the public that celebrates the late TV legend's career and legacy. The library is also a valuable resource for students from neighboring community colleges, many of which Chapman has fostered strong relationships with. Chapman's librarians pride themselves on creating an inclusive educational environment for students and all members of the community.

Additionally, several free and low-cost performances, events and lectures are available for community members to enjoy. During the 2018-19 year, roughly 12,000 community members enjoyed a show put on by the College of Performing Arts.

13 Hilbert Museum of California Art at Chapman University. <https://www.hilbertmuseum.com/>



## Chapman and the Community

Joining forces with the Simon Foundation and Orange High School, the Simon STEM (science, technology, engineering, or math) scholarship was created in 2015. Starting with high school juniors, students are selected for this program based on their grade point average and interest in pursuing a future in STEM. The selected students are given a laptop, access to college-level research, academic support, and other opportunities to nurture their passion and further their education. These students are then granted a full ride scholarship to Chapman University. Should they opt not to attend Chapman, they become eligible for a \$16,000 scholarship from the Simon Foundations Scholarships for the school of their choice. This has proved a highly successful partnership which has helped many local students attend schools that excel in STEM research and education.<sup>14</sup>

The campus is often offered to the city free of charge for special events, including the State of the City event hosted by the Orange Chamber of Commerce at the Musco Center for the Arts.

### Did you know?

Chapman University paid to develop the softball field at El Camino Park and continues to maintain that field, as well as the baseball field at Hart Park. We're proud to invest in our local parks and provide additional recreation opportunities for our community.

Chapman supports various public amenities that are accessible to members of the community. In 2010, Chapman made a contribution of \$150,000 to support the development of Grijalva Park. Annually the University pays almost \$43,000 in fees to support El Camino Park, and in 2010 invested almost \$350,000 in the park to develop an NCAA field. These fees and investments help maintain and operate the park for public use. Furthermore, Chapman has spent just shy of \$450,000 on maintenance costs for Hart Park since June 2017, including \$120,000 in 2019-20 alone.



Simon STEM Scholars Cohort from Orange High School

<sup>14</sup> "Press Release - Orange Unified School District." Home - Orange Unified School District, n.d. <https://www.orangeusd.org/about-us/news/release-article/~board/2015/post/orange-high-school-chapman-university-and-the-simon-foundations-partner-to-create-the-simon-stem-scholarship-program>.

## Spotlight: Orange Tree Partner

Chapman University has served as a key Orange Tree Partner with the City of Orange. As a leading sponsor for years, the University has taken part in key citywide events including the Holiday Tree Lighting, Treats in the Streets, and the 3rd of July Celebration hosted by the city.

Chapman University encourages students to seek employment opportunities within the City of Orange. The university supports over 3,800 employers within 15 miles of the city, posting around 1,560 job and internship listings on the Chapman career portal annually, which is accessible to both students and alumni. Additionally, around 6,000 listings from these employers appear annually on the University's online job board. One of Chapman's strongest partnerships is with local nonprofits. In line with the University's mission to keep students engaged with the local community, this helps connect students with both paid and unpaid opportunities at nonprofits. A great many Chapman graduates remain and work in the local community. According to data collected by the National Association of Colleges and Employers, approximately 43% of graduating students in 2019 and 2020 remained in the Orange County area after graduation.

Some alumni-owned businesses in the City of Orange include Smoqed California BBQ, Lampost Pizza, Taqueria Hoy!, and Laurenly Boutique.

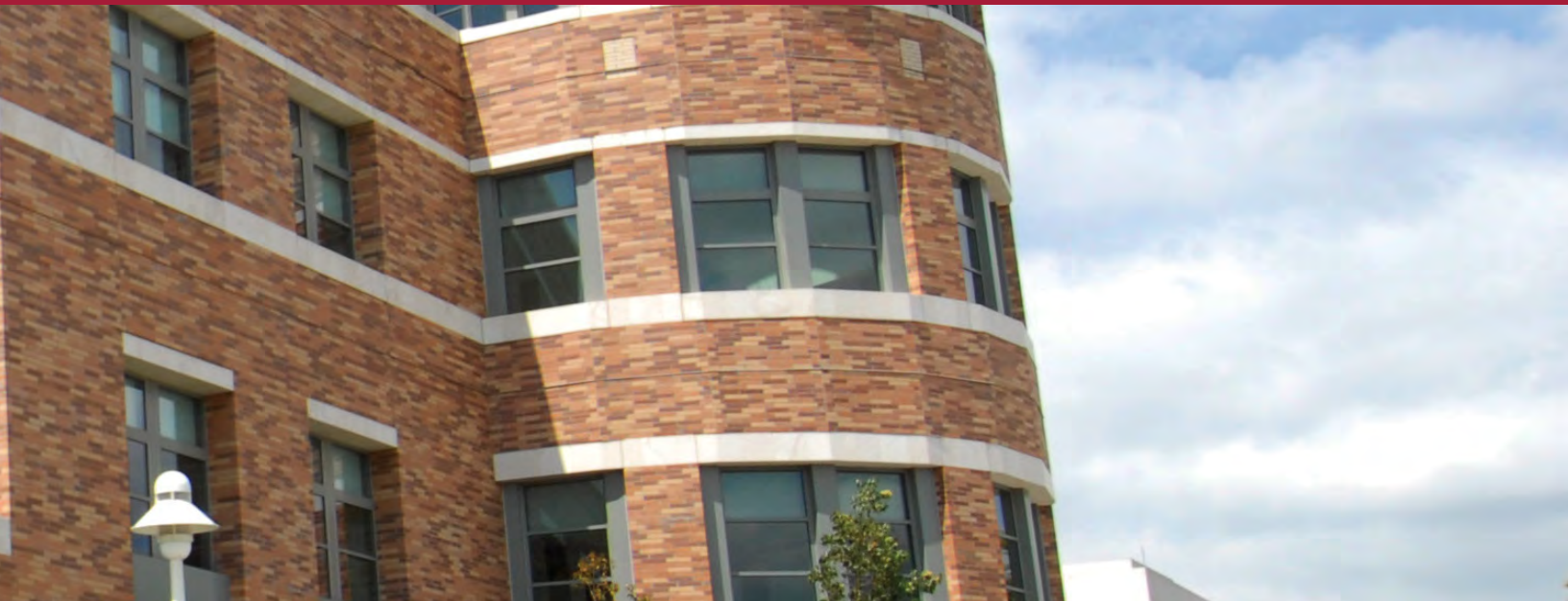


Connie Benson '93 is the Executive Director of the Miss City of Orange Scholarship Association and member of the City of Orange Community Development Block Grant Program Committee

## Spotlight: Civic Engagement

Chapman University offers a number of opportunities for students to interact with the community through civic engagement. Among these opportunities is an initiative called CU at the Booths. This is a non-partisan initiative that emphasizes voter registration and voter education on all levels of politics from local to national. Other notable organizations include the Big Brothers Big Sisters youth mentoring

program, Food Recovery Network, First-Generation Mentor Program, and the American Cancer Society On Campus. Over 1,000 Chapman students are currently involved in civic engagement groups. Chapman also hosts a Vote Center on campus during elections, which is heavily used not only by on-campus students, faculty and staff, but more so by other members of the community as well.



## Spotlight: Advancing the Local and Statewide Talent Pipeline

Chapman University's mission statement and vision were created to ensure that students acquire the education and skills they need to lead productive, ethical lives as global citizens. In accordance with that mission, Chapman has been providing the local workforce with its best and brightest, while also seeing its students join some of the world's largest corporations. In 2021, a small selection of Chapman's Top Employers included Apple, Google, Facebook, Nike, Amazon, PwC, and Ernst & Young.

The presence of Chapman University has been a boon to the local workforce. In 2020-21, 13% of Chapman students had internships in the City of Orange, and 36% had internships within Orange County. A partnership with EnvisionOC encourages businesses to reach out to Chapman regarding recruiting opportunities and place job postings on Chapman resources to make them accessible to students. Among businesses partnering with EnvisionOC are Bank of America, Ernst & Young, Edison International, and Vans.

## DIVERSITY AND INCLUSION

In keeping with their fundamentally held values of diversity and inclusion, Chapman University enrolls students from all corners of the globe. The University's nearly 10,000 students represent 49 states, two territories, and 82 countries. The

University has a 40:60 male to female ratio. Roughly 20% of its student body is made up of first-generation students, while roughly 50% are people of color.

### Spotlight: First-Generation Students

Chapman University offers scholarships to first-generation students to encourage them to pursue higher education and to ease the financial burden that college can often carry. These scholarships are both academic and leadership based. Amounts vary, but scholarships can cover everything up to and including full tuition and fees. Chapman also offers the First-Generation Summer Bridge program. This is designed to help ease the transition into college life. It entails three or four days of educating students on the college experience and what they should expect, managing their finances, how to have open conversations about financial aid options, and

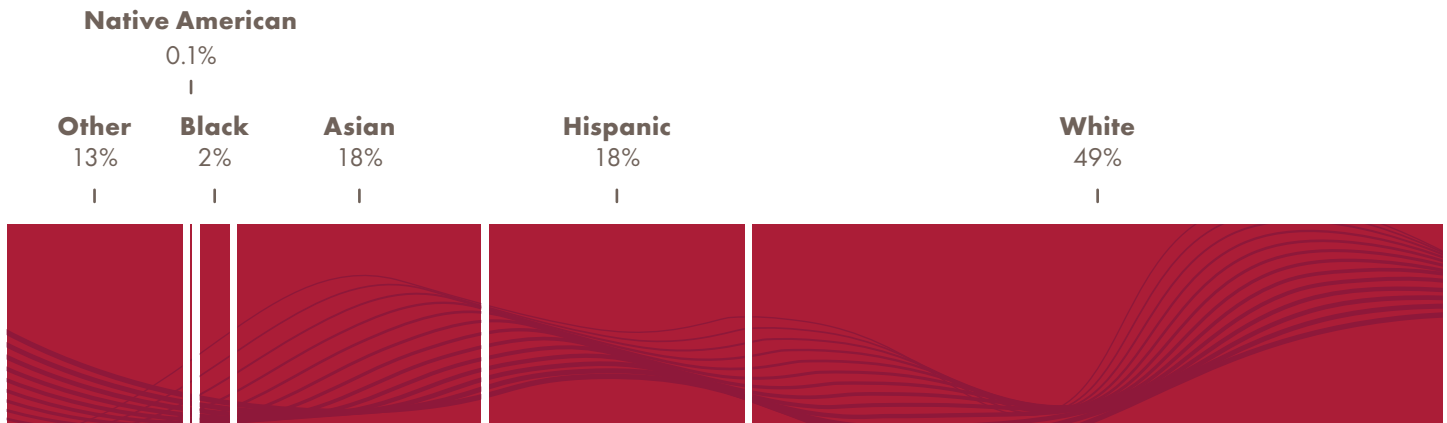
connecting current first-generation students with new first-generation students to encourage dialogues on the realities of higher education. Chapman is home to the First Gen Ambassadors, an on-campus club that supports first-generation and underrepresented students and hosts events such as game nights, social outings, workshops, screenings, book clubs, and discussions on social activism, all designed to enhance the undergraduate experience. First Gen Ambassadors is open to all Chapman students and is currently forming a first-generation alumni network to maintain communication and encourage life-long connections between its members.



First-Generation Panthers at Chapman University



**FIGURE 3A.1: CHAPMAN UNIVERSITY RACIAL AND ETHNIC COMPOSITION, FALL 2020**



Source: Chapman University. Analysis by Beacon Economics

Note: Other includes international student, and individuals of two or more races

Chapman University is dedicated to the continuous improvement of its diversity and inclusion standards. In the Fall of 2014, it began the Chapman Diversity Project,<sup>15</sup> a program involving staff, faculty, and student volunteers from 10 different advocacy groups unified by the goal of bettering and diversifying campus life. In 2017, the Strategic Plan for Diversity and Inclusion was created.

Now in its fifth year, this plan focuses on curriculum, recruitment, climate, community, and institutional prioritization. In each category, Chapman University works tirelessly to find new ways to improve diversity and inclusion. The overall aim is to create a unified and accessible campus where everyone, regardless of background, feels welcome and safe.<sup>16</sup>

Reginald Chhen Stewart, Ph.D. was named Chapman's first vice president for diversity, equity and inclusion (DEI). As part of President Daniele C. Struppa's senior team, Stewart works to elevate Chapman's commitment to inclusion, diversity, equity and belonging.



15 Chapman Diversity Project. Chapman University n.d. <https://www.chapman.edu/diversity/strategic-initiatives/chapman-diversity-project.aspx>

16 Strategic Plan. Chapman University n.d/ <https://www.chapman.edu/diversity/strategic-initiatives/strategic-plan/index.aspx>

Chapman University places accessibility at the very top of its priorities. The University website has an abundance of resources that address both virtual and physical accessibility. On the virtual side, there are several resources available to assist with online accessibility from legibility to graphics to quality assurance. Chapman's dedication to ensuring its digital content is accessible to all includes offering advanced technologies such as full color contrast analysis on its website. As for physical accessibility, the website has maps of the campus that show all accessible entrances. The maps also include private lactation spaces, gender-neutral restrooms, emergency services, and more. Chapman has its own disability services office to ensure students are being properly accommodated. If something on campus is not working (an elevator, accessible door, block ramp, etc.) there is an email address and a direct number for the campus facilities manager to ensure the issue is resolved as quickly as possible. There is also a direct link to the University's equal opportunity and diversity officer who handles complaints about discrimination and situations where an individual is unsure of what action might be most appropriate to take.<sup>17</sup>

## Spotlight: Diversity at the Library

Chapman's library offers many exhibits that highlight diversity and life experiences from around the world. In 2014, the library hosted an exhibit in collaboration with the Syrian community that showcased local artists, educational materials, and local businesses. It also mounts exhibits for Hispanic Heritage Month, Black History Month, and PRIDE, and is putting together a 'black book nook' to highlight black writing and educational material. The library also has long-term collaborations with several different communities and interfaith networks. It has been working with the Sikh Arts & Film Festival for ten years.

17 Accessibility Services. Chapman University n.d.  
<https://www.chapman.edu/accessibility/services.aspx>



## ACADEMICS

Chapman University offers 143 undergraduate degrees and programs, and 71 graduate degrees and programs. The school has a 79% graduation rate and a 55.7% acceptance rate. In the 2019-2020 academic year, Chapman had over 7,400 undergraduate students, 1,200 master's students, and 1,150 PhD or other professional degree students. Chapman

offers several degrees and routes to students to help them achieve their academic goals in the most convenient way. For example, the University has several accelerated master's programs that allow students to begin their graduate studies in the last year of their undergraduate program so they are able to complete their education earlier.

**FIGURE 3B.1 ACADEMIC BREAKDOWN BY CONCENTRATION:**

<b>College</b>	<b>Undergrad</b>	<b>Graduate</b>	<b>Total</b>
Argyros School of Business and Economics	1,894	211	2,105
Attallah College of Educational Studies	212	322	534
College of Performing Arts	472	2	474
Crean College of Health and Behavioral Sciences	1,039	501	1,540
Dodge College of Film and Media Arts	1,255	295	1,550
Fowler School of Engineering	312	-	312
Fowler School of Law	-	492	492
Schmid College of Science and Technology	529	108	637
School of Communication	707	17	724
School of Pharmacy	77	316	393
Wilkinson College of Arts, Humanities, and Social Sciences	975	106	1081
Undeclared	372	-	372
<b>Total</b>	<b>7442</b>	<b>2339</b>	<b>9781</b>

Source: Chapman University. Analysis by Beacon Economics.

Chapman University is proud to invest in its students financially. In total for academic year 2020-21, over \$167 million has been put towards student education through scholarships, programs, grants, and financial aid, with around 86% of undergraduates receiving some form of financial assistance. In 2021, an average of \$28,000 was given out per student. Approximately 18% of students at Chapman were also awarded Pell Grants.

Given the generous amount of financial aid available, over 30,000 individuals took a campus tour during the 2018-2019 year, including students from many schools in Orange, Santa Ana, and Anaheim. Visitors from all over the globe ventured to the City of Orange for these tours, including individuals from every U.S. state, three U.S. territories, and over 40 countries.

## Spotlight: Student Athletes

The University is heavily involved in intercollegiate sports with 21 men's and women's teams participating in NCAA division III as well as eight club sports. Chapman began its journey with the NCAA during the 1994-95 academic year. Over 500 athletes attend Chapman and around one in four students are involved in athletics in some capacity; the average GPA of student athletes is 3.34. Chapman currently holds 19 regional titles. Chapman athletes can be found volunteering each year at Orange Community Foundation's "Field of Valor" event and hosting soccer camps for Orange County GRIP (Gang Reduction Intervention Partnership). Over 30,000 attendees attended Chapman sporting events during the 2018-19 year.

### Did you know?

Matt and Ross Duffer both attended Chapman University's Dodge College of Film and Media Arts. They graduated in 2007 and went on to co-create, executive produce, direct, and write *Stranger Things*. The show first aired in 2016 and is currently in its fourth season.

Inevitably, a school that places as much emphasis on student experience as Chapman will have a spectacular alumni network. With over 50,000 undergraduate and graduate alumni, Chapman excels in maintaining an engaged and unified alumni community. The University offers 65 benefits and discounts to its alumni, 400 of whom work at Chapman as faculty or staff. Listed on the Chapman website is a section that introduces the community to alumni-owned small businesses. There is also a page dedicated to alumni events, directories, and other resources.



## RESEARCH

Chapman University is a top-tier research facility that has seen a four-fold increase in publications over the last ten years. Chapman maintains a 12:1 student to professor ratio, and around 70% of students can work directly with faculty on their research projects. There are 19 research institutes and centers located on Chapman's campuses. Chapman's efforts in advancing and promoting research across its various fields of studies has resulted in the University being designated as an R2 status for research by the Carnegie Classification of Institutions of Higher Education.<sup>18</sup>

In 2020, Chapman spent over \$26 million on research and research-related initiatives. These investments are evident in both the improvement and expansion of the research Chapman releases – including a 400% increase in publications over the last decade. Since 2007, the University also counts 41 faculty members as part of its 'million-dollar club' (these are faculty who have successfully brought in over one million dollars in external funding), with 10 of them joining in 2017 and another 5 in 2020. In 2021, Chapman proudly saw Dr. Andrew Lyon, Dean of Chapman's Fowler School of Engineering, inducted into the National Academy of Inventors as a Senior Member. He joins Chapman's President, Dr. Daniele C. Struppa, who was inducted as a fellow in 2016.

With over 500 publications and over 10,000 citations, the 2019-2020 academic year was an extremely successful year for research at Chapman. There are currently 44 startups founded by Chapman students or alumni. In 2019-20, the University was awarded 77 research awards totaling roughly \$7.5 million through contracts and grants. Roughly \$1.6 million was awarded in the Attallah College of Educational Studies, \$1.4 million for Crean College of Health and Behavioral Sciences, \$1.7 million for Schmid College of Science and Technology, and \$1.7 million for the School of Pharmacy. The Argyros School of Business, Fowler School of Law, Wilkinson College of Art, and Provost Office received in total \$1.3 million for research purposes in 2019-20.

The Grand Challenges Initiative (GCI), a two-year project for incoming first-year students, is offered at both the Schmid College of Science and Technology and the Fowler School of Engineering. Students enrolled in this program work in small groups with a research mentor, pitting themselves against some of the most pressing problems facing the world today – reversing climate change, improving data security, developing new health care technology, and so on. Examples of the groundbreaking projects students have accomplished through the GCI include an affordable, 3-D printed Insulin pump and a virtual reality simulation of the terraforming of Mars. This program is designed to encourage students to evaluate complex information and to provide them with growth opportunities, all while focusing on real long-term solutions to some of society's most difficult and pressing issues.<sup>19</sup>

18 Bonker, Dawn, Michelle Anguka, and Staci Dumoski. "Chapman Achieves Milestone with R2 Carnegie Classification." Chapman Newsroom, February 8, 2019. <https://news.chapman.edu/2019/01/16/chapman-achieves-milestone-with-r-2-carnegie-classification/>.

19 Grand Challenges Initiative (GCI). Chapman University n.d. <https://www.chapman.edu/about/our-home/keck-center/gci/index.aspx>

## Spotlight: Broadening Access for All Students

Chapman University founded the Thompson Policy Institute (TPI) with the mission to provide technical assistance and research towards improving the lives of individuals with disabilities to better the community overall. Through rigorous quantitative research, TPI has provided useful insights on the current state of teaching with a concentration on inclusivity towards disabled students, including expanding STEM options for

women with disability, and how to bolster employment rates for individuals with disabilities through education. Chapman's TPI has found great success, so much that it has partnered with the Bill & Melinda Gates Foundation to receive a grant of \$3.5 million to fund initiative on preparing educators on how to teach students equitably in classrooms.<sup>20</sup>



20 Arp, Dennis, Michelle Anguka, and Staci Dumoski. "With More than \$11 Million in Support, Chapman Institute Champions Access for Students with Disabilities." Chapman Newsroom, January 13, 2022. <https://news.chapman.edu/2022/01/10/with-growing-support-chapman-institute-champions-access-for-students-with-disabilities/>.

# CONCLUSION

Chapman University has an enormous impact on the City of Orange, on Orange County, and on California as a whole. Its activities generate significant economic output that supports thousands of jobs and creates millions of dollars in essential

tax revenues at the state and local levels. In the 2018-19 fiscal year, Chapman University's expenditures through its operations, capital expenditures, and student and visitor spending generated the following:

## City of Orange Impacts:

- Supported 2,667 jobs
- Generated \$102.9 million in labor income
- Generated \$213.7 million in economic output
- Contributed \$9.2 million in state and local taxes, and \$15.6 million in federal taxes

## Orange County Impacts:

- Supported 5,428 jobs
- Generated \$238.6 million in labor income
- Generated \$536.2 million in economic output
- Contributed \$25.3 million in state and local taxes, and \$42.2 million in federal taxes

## California Impacts:

- Supported 9,197 jobs
- Generated \$473.3 million in labor income
- Generated \$1.1 billion in economic output
- Contributed \$52.6 million in state and local taxes, and \$91.7 million in federal taxes

In addition to the significant quantitative impacts that Chapman University generates, there are social and community impacts that are essential to the local region. Chapman University facilitates many programs that are aimed at improving the lives of local community members, including assisting students in local schools (through Higher Ground and Simon STEM Scholars), providing help for struggling families (through the Friendly Center), and implementing grants for students to improve the communities in which they learn and live. Furthermore, the University is dedicated to providing as

many resources as possible to the local region, including its library, museums, performing arts centers and sports facilities. These and many other state-of-the-art facilities operated by Chapman are open and accessible to everyone. Finally, Chapman University plays a key role in developing the local workforce and supplying it with talent. A significant number of its students remain in the region and work in local establishments after graduation. This has tremendous benefits for the city and the county.

# APPENDIX

## MULTI-REGIONAL INPUT-OUTPUT METHODOLOGY & IMPLAN

This report is based on an economic analysis technique known as Multi-Regional Input-Output (MRIO) analysis, which examines inter-industry relationships across several regions. A MRIO analysis builds off the standard Input-Output (I-O) analysis by expanding effects from monetary market transactions beyond a single region. It also helps capture leakages in other regions. In a MRIO analysis, the direct effect in one region triggers indirect and induced effects in other regions. The results of the analysis reveal the effects of a change in one or several economic activities on an entire economy, along with the economic interdependence of regions.

IMPLAN expands on the traditional I-O approach to include transactions among industries and institutions, and within institutions themselves, thereby capturing all monetary market transactions in a given period. This specific report uses the IMPLAN web model. For more information on the IMPLAN modeling process, visit [IMPLAN.com](http://IMPLAN.com).

Although IMPLAN provides an excellent framework for conducting impact analysis, Beacon Economics takes extra precautions to ensure model results are valid, employing decades of experience to tailor the model to the unique demands of each economic impact analysis the firm conducts. Procedures and assumptions are thoroughly and systematically inspected for validity and individual project appropriateness before any analysis is performed.





