

# **Executive Summary**

## **UNL's College of Architecture: Catalysts for Nebraska's Economic Growth**



**Produced for the University of Nebraska-Lincoln  
College of Architecture**

**Completed by Goss & Associates**

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September 15, 2025



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## Preface

This study examines how the College of Architecture (CoA) programs in architecture, interior design, landscape architecture, and community and regional planning collectively shape Nebraska's physical, economic, and cultural landscapes. Using an interdisciplinary approach, it analyzes how these four accredited, professionally distinct disciplines intersect to advance academic progress, sustainable development, spatial equity, regional innovation, and economic growth.

The University of Nebraska – Lincoln's (UNL's) College of Architecture (CoA) programs serve as the principal case study, reflecting a comprehensive academic framework that bridges theory, practice, community engagement, and economic growth. By focusing on degree pathways, alumni outcomes, professional placement, and industry linkages, the study evaluates how CoA's four programs and five degrees serve as engines of economic development and talent retention in the Midwest and Nebraska.

Using both quantitative data and qualitative insights, this study examines place-based design education, workforce vitality, and the economic impact of CoA's four programs. It serves as a resource for scholars, institutional leaders, policymakers, and practitioners committed to strengthening the ties between higher education and community resilience. The study also highlights how the four programs collaborate to serve the university, the state, and communities across Nebraska. As stated by Griff Davenport, FAIA, Chairman of the Board at DLR Group, "(I) have served as CEO of Omaha – based DLR Group through two generations of leadership from 1986 – 2025. During this time, these UNL grads have guided the firm to a place among the Top 10 integrated design firms in North America."<sup>1</sup>

This study was produced independently for the University of Nebraska-Lincoln's College of Architecture by Goss & Associates. Any errors, omissions or misstatements are those of the authors. This study was completed independent of Creighton University.

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<sup>1</sup> DLR, headquartered in Nebraska, is one of the nation's top ten architecture/design firms, a global, integrated design firm with a core practice in architecture, landscape architecture, engineering, interiors, and planning, and thus resembles the integrated nature of CoA.

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## Glossary

Brain gain	The gain in human capital due to net in-migration of individuals with significant education and earning power.
CoA program occupations & codes	Architects (17-1011), Landscape Architects (17-1012), Community & Regional Planners (19-3051), and Interior Designers (27-1025).
CoA program industries & NAICS codes	Architectural Services (54131), Landscape Architectural Services (54132), Community & Regional Planning (92512), Interior Design Services (54141),
Current dollars	Dollars in the year stated (i.e., not discounted) unless otherwise stated.
Direct jobs or wages & salaries	The initial impacts, or spending applied to the multiplier system Does not include spillover, or indirect impacts.
Discounted dollars	Discounted dollars are in January 1, 2025 values.
Earnings	Wages, salaries and self-employment income.
Establishments	An establishment is a single physical location where business is conducted or where services or industrial operations are performed.
Jobs supported	A job in RIMS II equals the annual average of monthly jobs in Nebraska.
Neighboring states (border states)	States sharing a border with Nebraska. The states are Colorado, Iowa, Kansas, Missouri, South Dakota, and Wyoming.
Overall sales impacts, or total impacts	Amount of additional sales, wholesale expenditures, construction sales, etc. It is analogous to gross domestic product (GDP) but will include some double counting and will thus exceed GDP.
RIMS II Multipliers	Widely used input-output economic impact software, due to their documented effectiveness and relatively low cost. The I-O multipliers used in this study are produced by the U.S. Bureau of Economic Analysis (BEA).
Self-employment income	Represents income of sole proprietorships, partnerships, and tax exempt cooperatives, such as real estate firms, lawyers, and dry cleaners.
Spillover economic impacts	Jobs, output, self-employment income, or wages and salaries in industries linked to the direct impact industry. It is equal to indirect plus induced impacts. It excludes direct impacts.
Total impact	Impact includes wages & salaries, sales, self-employment income, profits, interest payments, and tax collections.
Wages & salaries	Income earned by all workers and excludes self-employment income.

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## Executive Summary

**Summary of Findings.** This study finds that the four programs in the College of Architecture (CoA) at the University of Nebraska Lincoln (UNL)—Architecture, Interior Design, Landscape Architecture, and Community & Regional Planning—along with the professional communities they serve, deliver significant economic and non-economic value to the University, counties, and Nebraska as a whole. More than seven in ten graduates remain in Nebraska after graduation, underscoring the programs' essential role in sustaining the state's design professions, enhancing quality-of-life, and driving economic development.

As stated by Bruce Carpenter, senior vice president with HDR:

“In the world of architectural design and professional practice, many variations of the ideal Studio composition have been explored. After decades of working through those variations, our firm evolved to a Studio that has architects, interior designers, community planners and landscape architects. This is a Studio that collaborates in a design conversation through almost all of the project types we engage. This preferred Studio model is exactly what the College of Architecture embodies the four Programs – Architecture, Interior Design, Landscape Design and Community Planning”. Bruce Carpenter, Senior Vice-President, HDR, Omaha.<sup>2</sup>

**Due in large part to the support and quality of UNL's CoA, two of the top ten U.S. architecture, design, and planning firms are headquartered in Nebraska.**

Between 2017 and 2024, UNL's CoA fully accredited four programs expanded enrollments by 16.9% and conferral of degrees by 50.9%. An extremely high proportion of these graduates (90% to 100%) were offered employment and more than 70% accepting offers in Nebraska. This growth was a prime factor in generating Nebraska's occupational job growth which exceeded U.S. growth by 206.2% for Landscape Architecture, 95.4% for Interior Designers, 40.4% for Community & Regional Planners, and 0.2% for Architects. On average in 2024, CoA's graduates earned salary premiums over the average Nebraska worker of: 54.7% for Architects, 18.0% for Community & Regional Planners, 13.0% for Landscape Architects, and 4.4% for Interior Designers.

<sup>2</sup> HDR, headquartered in Omaha, is the third largest architectural, design and planning organization in the U.S.



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Established in 2009, the Landscape Architecture program is building the profession within Nebraska. Since its founding, it has strengthened the in-state pipeline of licensed landscape architects, a profession legally required for many public projects and essential to parks, trails, infrastructure, and public spaces.

The CoA curriculum features cross-disciplinary design studios where architecture, interior design, landscape

architecture, and community and regional planning students work together on real projects.<sup>3</sup> It also offers Design/Build studios and Community Planning studios that partner with Nebraska communities, giving students firsthand experience solving local problems. These experiences root students in Nebraska's environment and often spark relationships with local employers and clients. Students also benefit from internships with Nebraska's top design firms and study-abroad programs that broaden their perspective while reinforcing how they can apply new ideas back home. The net effect is an educational experience that is regionally and nationally relevant and professionally enriching, making graduates both well-qualified for Nebraska jobs and personally invested in the state.

- The University of Nebraska–Lincoln College of Architecture (UNL CoA) houses Nebraska's only NAAB-accredited Architecture program, the only LAAB-accredited Landscape Architecture degree, and the state's only PAB-accredited Planning degree (program capacity and economic centrality).
- The UNL CoA supplies the profession, with an estimated 74% of Nebraska's licensed architects holding a UNL CoA degree.
- The UNL CoA anchors the industry, as both large global firms—three of the top ten U.S. integrated design and healthcare design firms (HDR, DLR, Leo A Daly)—and impactful local/regional firms (Clark Enersen, APMA, Sinclair Hille, BVH, Davis



<sup>3</sup> <https://architecture.unl.edu/major/architecture/>

Design, CMBA, RDG Planning and Design, etc.) are headquartered in Nebraska and rely heavily on CoA graduates (signals persistent demand and employer partnership).

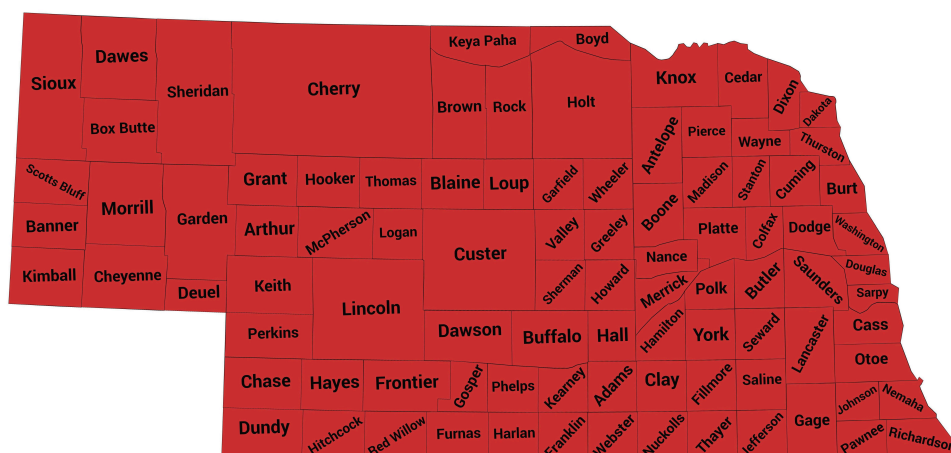
- Over the period analyzed, employment at Nebraska architecture and engineering (A&E) firms expanded by 29.7%, compared with 3.8% growth for total state employment (CoA-aligned sectors outpaced the statewide average).
  - In 2024, Nebraska pay relative to U.S. averages equaled 92.2% for architects, 88.0% for interior designers, 79.2% for planners, and 77.3% for landscape architects (competitiveness context).<sup>4</sup>
  - Employed graduates have lifetime (40-year) impacts of \$1.4 billion in total output, \$868.9 million in gross state product (GSP), \$520.3 million in earnings, and \$111.3 million in combined state and local taxes.<sup>5</sup>
- Lifetime (40-year) impacts of employed graduates: \$1.4B total output; \$868.9M GSP; \$520.3M earnings; \$111.3M combined state & local taxes**

**Lifetime (40-year) impacts of employed graduates: \$1.4B total output; \$868.9M GSP; \$520.3M earnings; \$111.3M in combined state & local taxes.**

Jeff Monzu, vice president of Leo A Daly said this about the value of collaboration:

*"Our practice is multi-disciplinary in nature, and we value the importance of new hires having the ability to work in a professional team environment. Individual talent is important, but there is always something to be learned from others and being open to this kind of experience is important. That is why we value graduates from UNL – knowing they have been educated with these values in mind."*

**Figure EX1: Map of Counties with CoA Projects (2016 - 2025)**



<sup>4</sup> <https://architecture.unl.edu/news/alumni-news-erleen-hatfield>

<sup>5</sup> U.S. Bureau of Labor Statistics, Nebraska had 141 architectural service firms, 17 landscape architectural firms, and 80 interior design firms.

In addition to the impacts across the University of Nebraska campuses, UNL's CoA generates substantial benefits to the residents of the state via its yearly operations. The estimated direct impacts are divided into: 1) CoA's yearly operations, \$5.4 million, 2) Community projects across the state, \$1.7 million, 3) Brain gain, or the retention of individuals with significant human capital, \$13.8 million, 4) Graduate student household spending above and beyond educational outlays, \$1.7 million.

CoA 2024/2025 operations generated impacts of \$40.3 million in sales, \$25.2 million in gross domestic product, \$14.8 million in wages, salaries and self-employment income, and \$3.0 million in state and local tax collections.

**Furthermore, CoA operations produced \$457 thousand over and above net costs to the University and students for 2024 - 25.**

**UNL's CoA generates \$1.47 of State & Local Taxes for every \$1.00 of taxpayer support.**

UNL's CoA May 2024 graduates contribute \$1.47 to state tax revenue for every \$1.00 of state tuition support. This ratio was calculated by comparing the annual state tax contributions from May 2024 graduates employed in Nebraska to the state-funded portion of the college's student tuition.

Furthermore, for every \$1.00 of state tuition support, the May 2024 UNL CoA's graduates economic activity generates \$12.21 of wage and salary earnings for the state (direct and spillover). This ratio was calculated by comparing the annual earnings generated by May 2024 graduates employed in Nebraska—including both direct and spillover economic activity—to the state-funded portion of the college's student tuition.

The CoA operations produced \$457 thousand over and above net costs to the University and students for the academic year 2024 - 25.

**UNL's CoA produces \$12.21 of Nebraska earnings for every \$1.00 of state tuition support.**



**UNL's College of Architecture:  
Catalysts for Nebraska's Economic Growth**

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## Detailed Findings

### I. Each Program of UNL's College of Architecture (CoA) Stimulates the Nebraska Economy

- A. Each program is accredited by the appropriate and prominent accrediting agency.
  - a. Architecture (NAAB accredited).
  - b. Interior Design (CIDA accredited).
  - c. Landscape Architecture (LAAB accredited).
  - d. Community and Regional Planning (PAB accredited).
- B. Due in large part to the support and quality of UNL's CoA, 3 of the the top 10 U.S integrated design firms and healthcare design firms: HDR, DLR, Leo A Daly along with local/regional firms (Clark Enersen, APMA, Sinclair Hille, BVH, Davis Design, CMBA, RDG Planning and Design ETC) are headquartered in Nebraska.
- C. **Employer base:** approximately 238 Nebraska architecture/design/planning firms provide career opportunities for CoA graduates.
- D. **Program outcomes:** recent placement rates typically 95–100% across programs; Landscape Architecture recent classes 100%; MCRP 100%; Architecture 95–96%; Interior Design approximately 95%.
- E. Between 2016 and 2024, enrollments in the CoA undergraduate degrees in:
  - a. Bachelor of Science in Design: Architecture increased by 22.0%.
  - b. Bachelor of Science in Design: Interior Design increased by 51.5%.
  - c. Bachelor of Science in Landscape Architecture increased by 40.0%.
- F. Between 2016 and 2024, enrollments in the CoA graduate program in Masters of Architecture increased by 2.4%.
- G. Between 2017 and 2024, enrollment in the CoA graduate program in Masters of Community and Regional Planning increased by approximately 53%.
- H. In 2024, approximately 70.4% of graduates remained in Nebraska.
- I. Table EX1 provides CoA program metrics for fall 2024.



<b>Table EX1 UNL College of Architecture – Program Metrics and Outcomes (Fall 2024)</b>			
<b>Program &amp; Degree(s)</b>	<b>Enrollment (Fall 2024)</b>	<b>Annual Graduates (approx.)</b>	<b>Job Placement Rate (within 6 months)</b>
Architecture (Bachelor of Science in Design + M.Arch)	406 undergraduates; 85 graduate students	80–90 (combined B.S. and M.Arch)	<b>96%</b> employed or in grad school
Interior Design (B.S. in Design)	146 undergraduates	20–30 graduates per year	<b>95–96%</b> employed or continuing education
Landscape Architecture (B.L.A.)	41 undergraduates	10-15 graduates per year	<b>100%</b> job placement (recent cohorts)
Community & Regional Planning (M.C.R.P. – Master's)	35 graduate students	10-15 graduates per year	Nearly <b>100%</b> (virtually all find planning positions)
Sources: UNL College of Architecture enrollment data and outcome reports			

## II. CoA's Four-Legged Stool: Heavy Collaboration Among Programs.

A. Each of the four disciplines supports and enriches the others, creating a comprehensive platform for holistic design education and real-world impact. 1st year common UG curriculum and 4th year Fall semester "410 Collaborate" studio are examples where all disciplines collaborate. professional firms highly value the students ability to collaborate interdisciplinary.

a. Percent of 2022-24 CoA student credit hours (SCH) taken by:

1. Architecture = 65.6%.
2. Interior Design = 25.0%.
3. Landscape Architecture = 5.5%.
4. Community and Regional Planning = 3.9%.

b. Percent of 2022-24 CoA majors were:

1. Architecture = 64.6%.
2. Interior Design = 22.8%.
3. Landscape Architecture = 5.1%.
4. Community and Regional Planning = 7.5%.

c. Percent of 2022-24 CoA Minors were:

1. Architecture = 40.9%.
2. Interior Design = 19.2%.
3. Landscape Architecture = 24.2%.
4. Community and Regional Planning = 15.7%.

**Through collaborative studios, students from all four disciplines address real-world environments together.**

- B. Through 410 Collaborate Studio and the philanthropically funded John Birge/RDG "Create Meaning Together" Fellows Program Fund that supports Gallup strengths assessments and team development approaches.
- C. A comparative study of the Council for Interior Design Accreditation (CIDA) and the National Architectural Accrediting Board (NAAB) revealed that many Student Performance Criteria (SPC) overlap significantly, such as spatial programming, building systems, and environmental controls.
- D. Each of the four programs of CoA depends heavily on the existence of the other three programs. The presence of all four programs is essential to the entire CoA's faculty, staff, and students and creates a strong connection between the University of Nebraska-Lincoln and to the broader state community and economy.
- F. The CoA offers unique opportunities to students including:
  - a. Cross-Disciplinary Studios.
  - b. Experiential Learning.
  - c. Project Based Learning.
  - d. Design Research.
  - e. Design/Build and Community Assist Studios.
  - f. Internships.
  - g. Study Aboard Programs.
  - h. Student Organizations Specializing in Design and Planning.
- G. Each of the four programs reinforces the others, creating a strong pipeline of licensed professionals for Nebraska. Together, they advance quality-of-life through design and drive economic development across the state.



### III. The College of Architecture's Contribution to Nebraska Brain Gain

- A. CoA programs, due to its specialized offering and Nebraska's strong job opportunities for program graduates, successfully:
  - a. Retains Nebraska high school graduates that seek program degrees. Of 2024 CoA graduates, 75.8% resided in Nebraska prior to enrolling in the CoA, thus retaining high school graduates seeking careers in architecture, community and regional planning, interior design, and landscape architecture.
  - b. Recruits non-Nebraska high school graduates that seek program degrees. Of 2024 CoA graduates, 24.3% resided outside Nebraska prior to enrolling in CoA.
- B. The occupations supported by CoA graduates earned a 2024 wage premium compared to the average Nebraska worker. The difference in average annual wages was:
  - a. \$32,950 more for Architects
  - b. \$7,820 more for Landscape Architects
  - c. \$10,840 more for Community and Regional Planners
  - d. \$2,660 less for Interior Designers
- C. CoA job placements in 2024 for graduates:
  - a. Architects and Interior Designers ranged between 96% and 100%.
  - b. Landscape Architects between 96% to 100%.
  - c. Community & Regional Planners approached 100%.
- D. Percent of 2024 CoA graduates that remained in Nebraska were:
  - a. Bachelor of Science in Design: Architecture, 83.6%.
  - b. Master of Architecture, 66.7%.
  - c. Bachelor of Landscape Architecture, 71.4%.
  - d. Bachelor of Science in Design: Interior Design, 67.5%.
  - e. Masters of Community & Regional Planning, 58.7%.
  - f. All CoA Majors, 70.4%.
- E. In 2024 as a result of recruiting high school graduates from outside the state and retaining Nebraska high school graduates in the state, CoA programs contributed the following to Nebraska's brain gain:
  - a. Architecture: \$6.1 million.
  - b. Interior Design: \$1.5 million.
  - c. Landscape Architecture: \$298.1 thousand.

**In 2024 as a result of recruiting high school graduates from outside the state and retaining Nebraska high school graduates in the state, CoA programs contributed the following to Nebraska's brain gain:**

**Architecture: \$6.1 million.  
Interior Design: \$1.5 million.  
Landscape Architecture: \$298.1 thousand.**

**Community and Regional Planning: \$1.9 million.**

- d. Community and Regional Planning: \$1.9 million.
- F. CoA has the only four-year LAAB-accredited Landscape Architecture degree in a four-state region attracting out-of-state talent to Nebraska, many of which remain in the state post-graduation.
- G. CRLP is the only PAB accredited degree program in a five state region (NE, SD, ND, WY, MT)

#### **IV. Economic and Fiscal Impact of UNL's College of Architecture in 2024**

- A. Annual Overall, Sales, or Total Economic Impacts:
  - b. Output: \$40.3 Million.
  - c. Contributions to Gross State Product: \$25.2 Million.
  - d. Earnings Income: \$14.8 Million.
  - e. Jobs (Annual Average):262.
  - f. State and Local Tax Revenue: \$3.0 Million.
- B. Contributions to Gross State Product:
  - a. College Operations: \$6.4 Million
  - b. Community Service Projects: \$1.9 Million.
  - c. Graduates Employed in Nebraska: \$15.8 Million.
  - d. Graduate Student Expenditures (non-educational) \$1.1 Million.
- C. Earnings Income:
  - a. College Operations: \$3.7 Million.
  - b. Community Service Projects: \$1.2 Million.
  - c. Graduates Employed in Nebraska: \$9.5 Million.
  - d. Graduate Student Expenditures (non-educational) \$533,782.
  - e. Total Earnings Impact: \$14.8 Million.
- D. Jobs (Annual Average):
  - a. College Operations: 94.
  - b. Community Service Projects: 17.
  - c. Graduates Employed in Nebraska: 139.
  - d. Graduate Student Expenditures (non-educational):12.
  - e. Total Jobs Impact: 262.
- E. State and Local Tax Revenue from:
  - a. College Operations: \$573,774.
  - b. Community Service Projects: \$246,771.
  - c. Graduates Employed in Nebraska: \$2.0 Million.





- d. Graduate Student Expenditures (non-educational) \$114,147.
- e. Total Impact: \$3.0 Million.
- F. State and Local Tax Revenue by category:
  - a. Property Tax: \$887,022.
  - b. Sales Tax: \$927,273.
  - c. Personal Income Tax: \$734,023.
  - d. Corporate Tax: \$141,901.
  - e. Other Taxes and Fees: \$225,677.
  - f. Total Tax Revenue: \$3.0 Million.
- G. Top Impacted Industries: (See table EX6)
  - a. Professional, Scientific & Technical Services: \$16.8 Million.
  - b. Educational Services: \$6.1 Million.
  - c. Real Estate & Rental/Leasing: \$2.3 Million.
- H. Return on Investment:
  - a. Return per Dollar of State Investment (State Tax Revenue): \$1.47.
  - b. Return per Dollar of Earnings: \$12.21

**Return per Dollar on  
State Investment:  
\$1.47**

**Return per Dollar on  
Earnings: \$12.21**

## V. UNL COA Community Engagement (See Table EX8 at the end of the study for a complete list)

- A. Annual Service Contributions:
  - a. Curricular service-learning: approximately 12 community projects/year (105 projects in 9 years).
  - b. AIAS “Freedom by Design”: 1 accessibility project/year + service events.
  - c. Campus-wide volunteering: Big Event, Engage Lincoln, mentoring, clean-ups.
  - d. Nonprofit internships: community design centers, grant-funded roles, fellowships.
- B. A few of the major Community Projects, 2019–2025 (See Table EX 8 at the end of the Executive Summary for a full list):
  - a. Winslow: post-flood relocation planning → federal buyouts, avoided losses.
  - b. Valentine Main Street: \$350K enhancements → retail, tourism growth.
  - c. Brownville: flood recovery planning → museum/park restoration, grant prep.



- d. Valentine Townhomes: \$3.66M LIHTC → 15 units workforce housing, labor stability.
- e. Fremont: flood maps + CRS credits → insurance savings, millions avoided damages.
- f. Seward ICE Silo: design study → potential \$10M+ STEM/tourism hub.
- g. Regional Flood Resilience: \$1M HUD project → 31 communities, tens of millions in avoided damages.

C. Top impacted sectors in engagement implementations: projects consistently leverage grant readiness, FEMA CRS credits, and main-street reinvestment, producing insurance savings and avoided damages measured in the millions over time. (Table EX8)

## VI. Tables EX2 - EX7 Summarize Important Economic Impacts

<b>Table EX2: Annual 2024 Tax Revenue Impact by Source – Local Revenue (2025 Dollars)</b>					
Category	College operations (2024-2025 budget)	Community service projects (annual average 2017-18 to present)	May 2024 graduates employed in Nebraska	Graduate student expenditures (non-educational, May 2024 class)	Total impact
Property taxes	\$83,347	\$83,255	\$681,909	\$38,510	\$887,022
Sales taxes	\$35,242	\$11,095	\$90,873	\$5,132	\$142,341
Personal income taxes	\$0	\$0	\$0	\$0	\$0
Corporate taxes	\$0	\$0	\$0	\$0	\$0
Other taxes, charges, & fees	\$41,910	\$13,194	\$108,067	\$6,103	\$169,273
Total tax revenue	\$160,498	\$107,544	\$880,848	\$49,745	\$1,198,636
Source: Goss and Associates using the RIMS II multiplier system.					

<b>Table EX3: Annual 2024 Tax Revenue Impact by Source – State Revenue (2025 dollars)</b>					
Category	College operations (2024-2025 budget)	Community service projects (annual average 2017-18 to present)	May 2024 graduates employed in Nebraska	Graduate student expenditures (non-educational, May 2024 class)	Total impact
Property taxes	\$0	\$0	\$0	\$0	\$0
Sales taxes	\$194,339	\$61,181	\$501,112	\$28,300	\$784,933
Personal income taxes	\$191,638	\$60,331	\$494,147	\$27,907	\$774,023
Corporate taxes	\$13,333	\$13,319	\$109,088	\$6,161	\$141,901
Other taxes, charges, & fees	\$13,965	\$4,396	\$36,009	\$2,034	\$56,404
Total tax revenue	\$413,275	\$139,227	\$1,140,356	\$64,401	\$1,757,260
Source: Goss and Associates using the RIMS II multiplier system.					

**Table EX4: May 2024 Employed CoA Graduates, Annual State and Local Tax Revenue Contribution**

Category	Local Taxes	State Taxes	Total State and Local
Property tax	\$681,909	\$0	\$681,909
Sales taxes	\$90,873	\$501,112	\$591,985.00
Personal income taxes	\$0	\$494,147	\$494,147
Corporate taxes	\$0	\$109,088	\$109,088
Other taxes, charges, and fees	\$108,067	\$36,009	\$144,076.00
Total state tax revenue	\$880,848	\$1,140,356	\$2,021,204.00

Source: Goss and Associates using the RIMS II multiplier system.

Focusing on the fiscal impact of May 2024 graduates employed within Nebraska, the analysis highlights the tax revenues generated by their economic activity. For every \$1.00 of state tuition investment, \$1.47 is returned in the form of state tax revenues.

**Table EX5: May 2024 CoA Graduates, Return-per-Dollar on State Investment**

State tax revenue from employed graduate economic activity	\$1,140,356
Total cohort expenditure	\$774,398
Return per dollar on state investment	\$1.47

Source: Goss and Associates using the RIMS II multiplier system.

With continued emphasis on May 2024 graduates employed within Nebraska, the analysis shows that their wage and salary earnings generate significant benefits for the state. For every \$1.00 invested in state tuition for this cohort, \$12.21 is returned in the form of direct and spillover earnings to Nebraska workers.

**Table EX6: State Return on Investment: Wage and Salary Earnings -- May 2024 CoA Graduates Employed in Nebraska**

State wage and salary earnings (direct and spillover)	\$9,451,744
Total cohort expenditure:	\$774,398
Return per dollar of state investment:	\$12.21

Source: Goss & Associates

Table EX7: This table summarizes the combined direct, indirect (spillover), and induced effects of CoA-related economic activity across all 21 industry sectors. For each industry it reports four measures—Output(gross sales), Contribution to Gross State Product (value added), Earnings (labor income), and Jobs.

<b>Table EX7: Annual Impact by Industry for all Sources, the State of Nebraska (2025 Dollars)</b>				
Industry	Output	Contribution to Gross State Product	Earnings income	Jobs
Professional, scientific, and technical services	\$16,803,538	\$10,709,118	\$7,124,089	82
Educational services	\$6,084,071	\$4,375,877	\$2,763,437	76
Real estate and rental and leasing	\$2,317,859	\$1,607,028	\$362,312	15
Health care and social assistance	\$2,265,627	\$1,394,313	\$989,058	16
Finance and insurance	\$2,170,107	\$1,227,064	\$482,658	7
Retail trade	\$1,603,320	\$1,025,997	\$487,047	15
Nondurable goods manufacturing	\$1,249,149	\$397,643	\$198,300	3
Wholesale trade	\$1,248,286	\$714,157	\$281,925	3
Administrative and support and waste management and remediation services	\$1,229,660	\$732,653	\$500,985	10
Food services and drinking places	\$775,757	\$414,696	\$247,208	10
Other services	\$774,504	\$437,329	\$298,078	7
Information	\$671,992	\$380,684	\$140,183	2
Management of companies and enterprises	\$649,053	\$422,336	\$269,464	2
Transportation and warehousing	\$585,046	\$313,609	\$188,422	4
Utilities	\$545,103	\$343,834	\$84,956	1
Durable goods manufacturing	\$508,160	\$218,460	\$118,704	2
Agriculture, forestry, fishing and hunting	\$265,574	\$94,483	\$52,005	1
Construction	\$225,890	\$117,385	\$95,323	2
Mining, quarrying, and oil and gas extraction	\$19,465	\$10,570	\$3,780	0
Arts, entertainment, and recreation	\$183,944	\$104,905	\$57,983	2
Accommodation	\$156,430	\$97,020	\$41,943	1
Households	\$0	\$17,158	\$17,174	1
Total all industries	\$40,332,535	\$25,156,318	\$14,805,032	262
Source: Goss & Associates & Rims II				

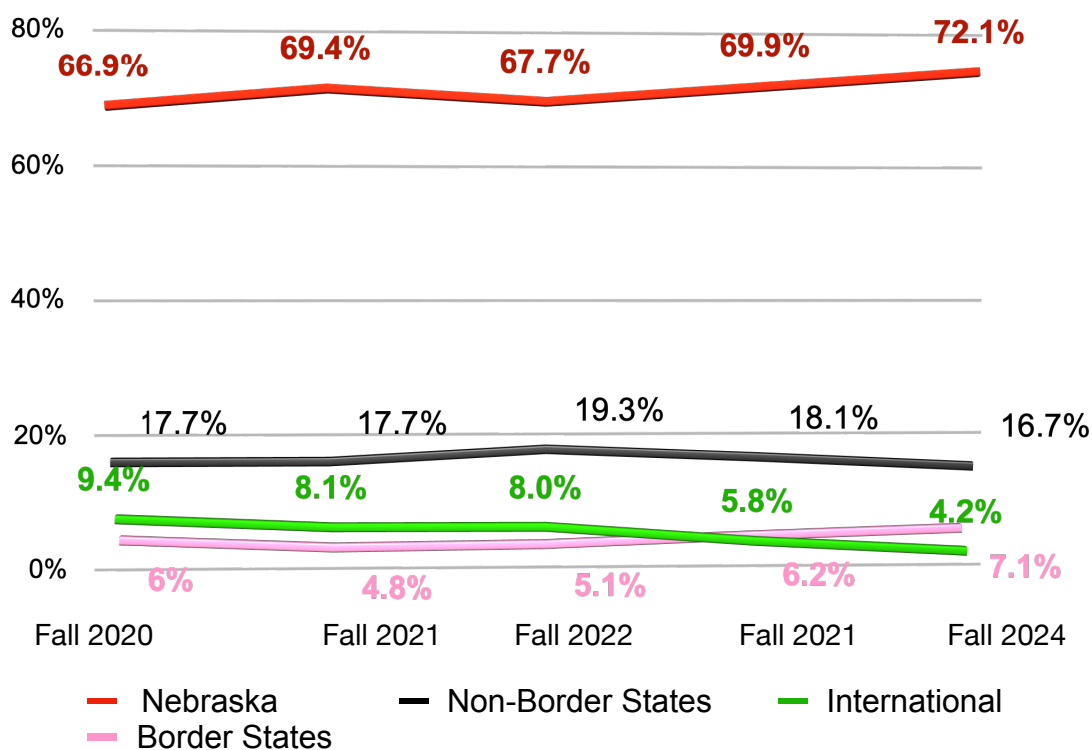


## VII. Graphical Summary of Impacts

**Figure EX1: Annual Impacts of the CoA (in Millions of 2025 Dollars)**

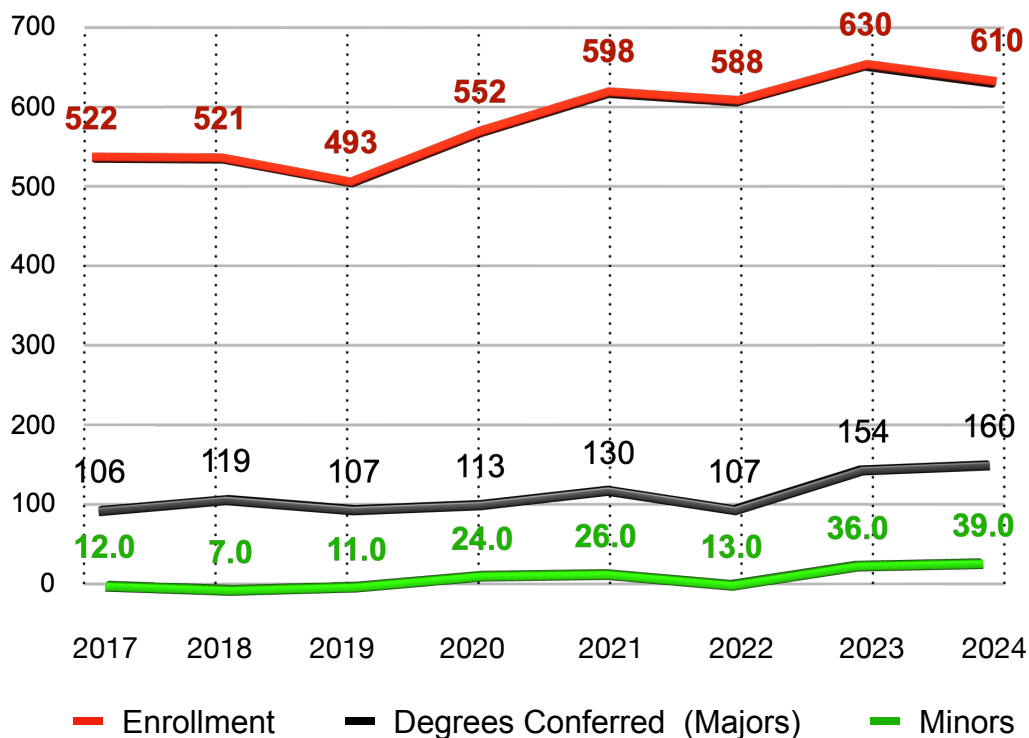


**Figure EX2: Residence Prior to UNL CoA Matriculation**

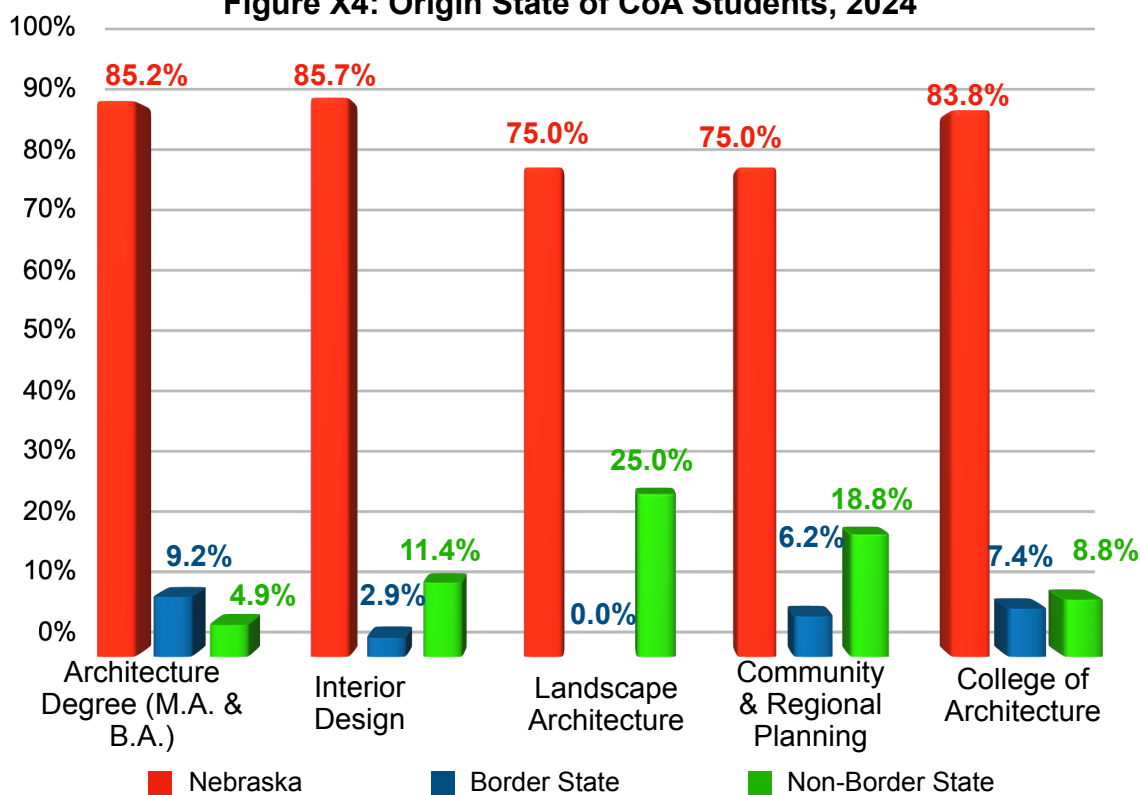


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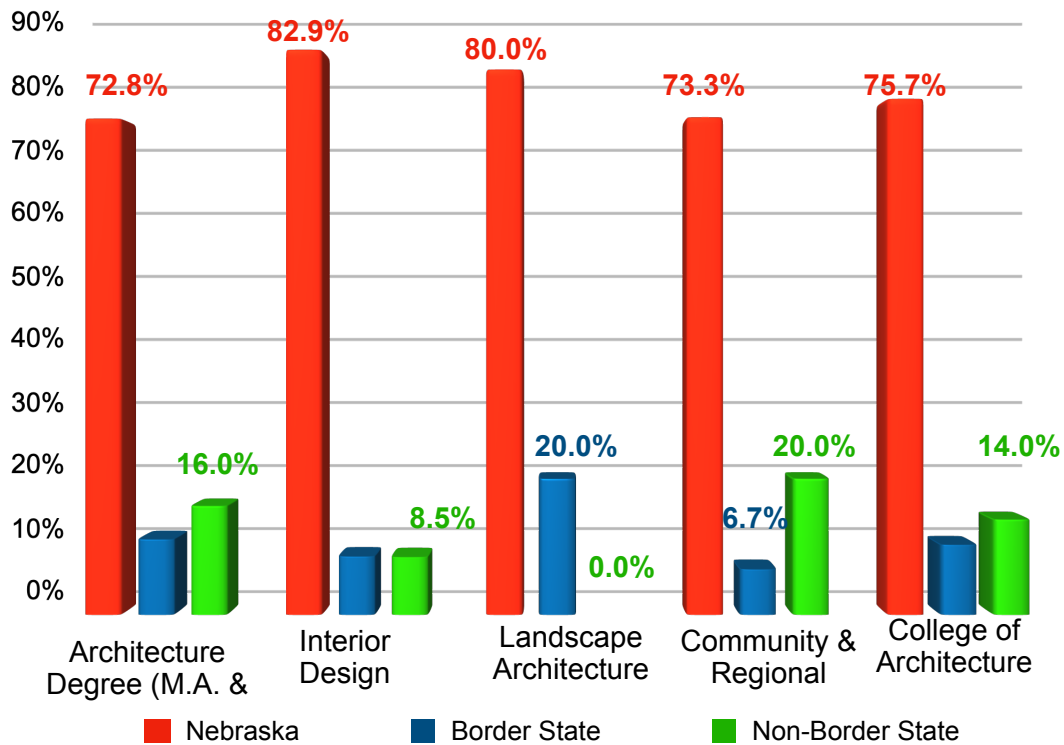
**Figure X3: Enrollments, Degrees Conferred and Minors  
College of Architecture 2016-24**



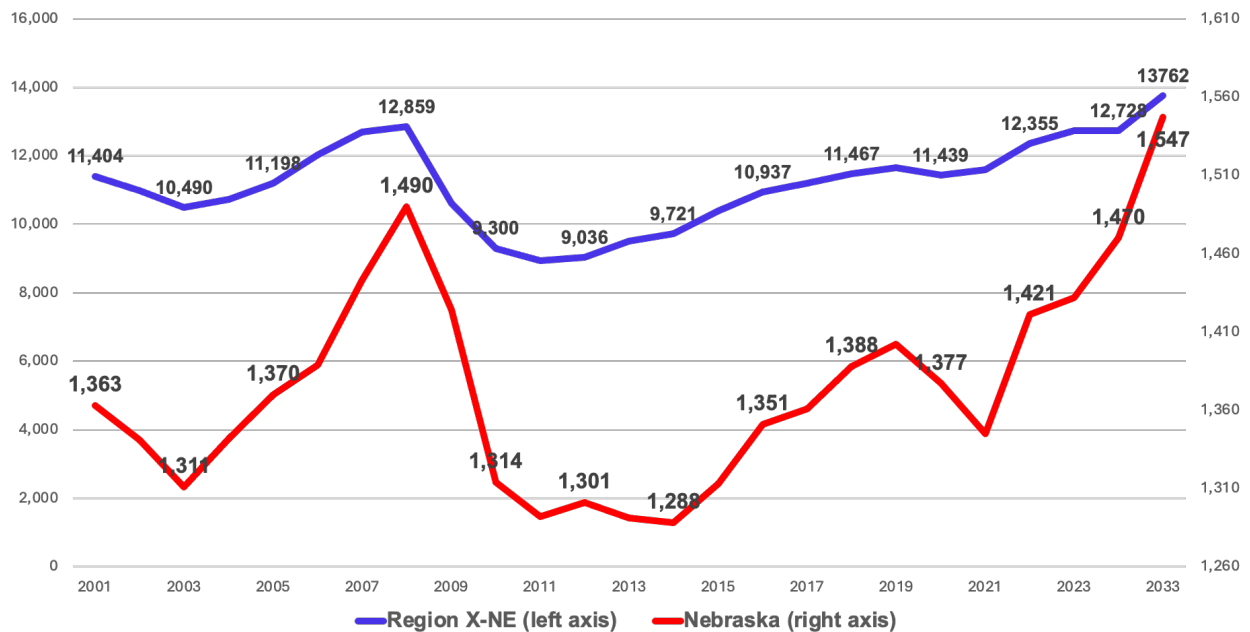
**Figure X4: Origin State of CoA Students, 2024**



**Figure X5: Destination State of CoA Graduates, 2024**



**Figure X6: Architect Past and Future Jobs 2001-2033**



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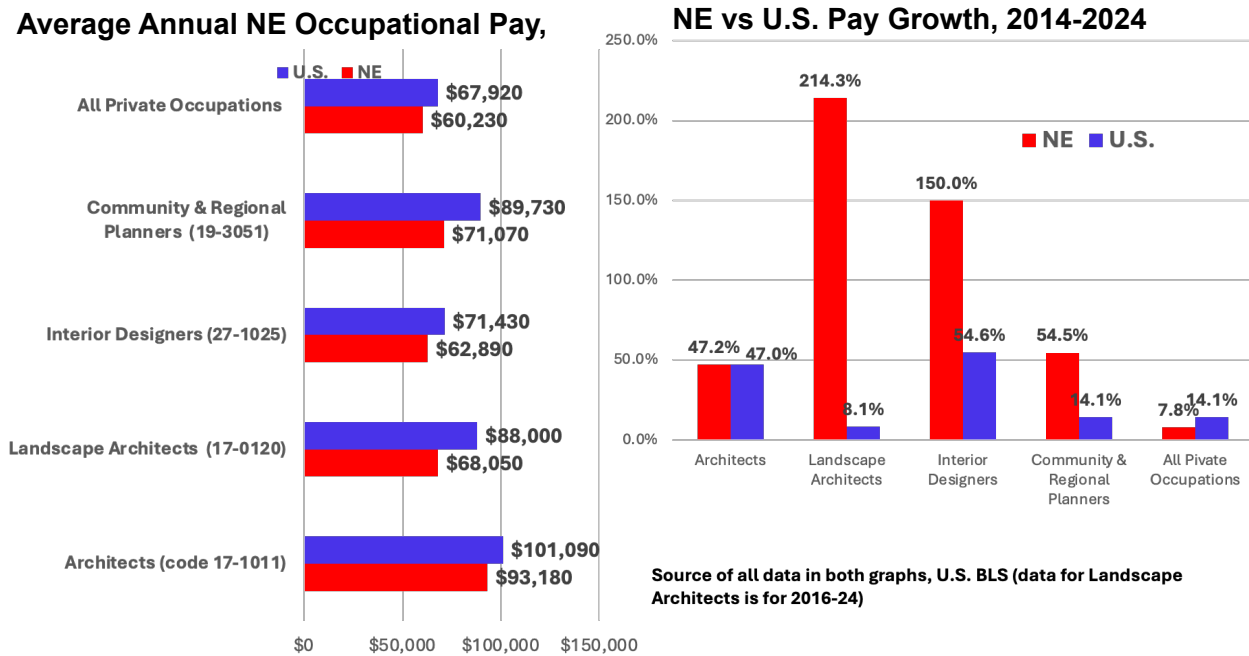
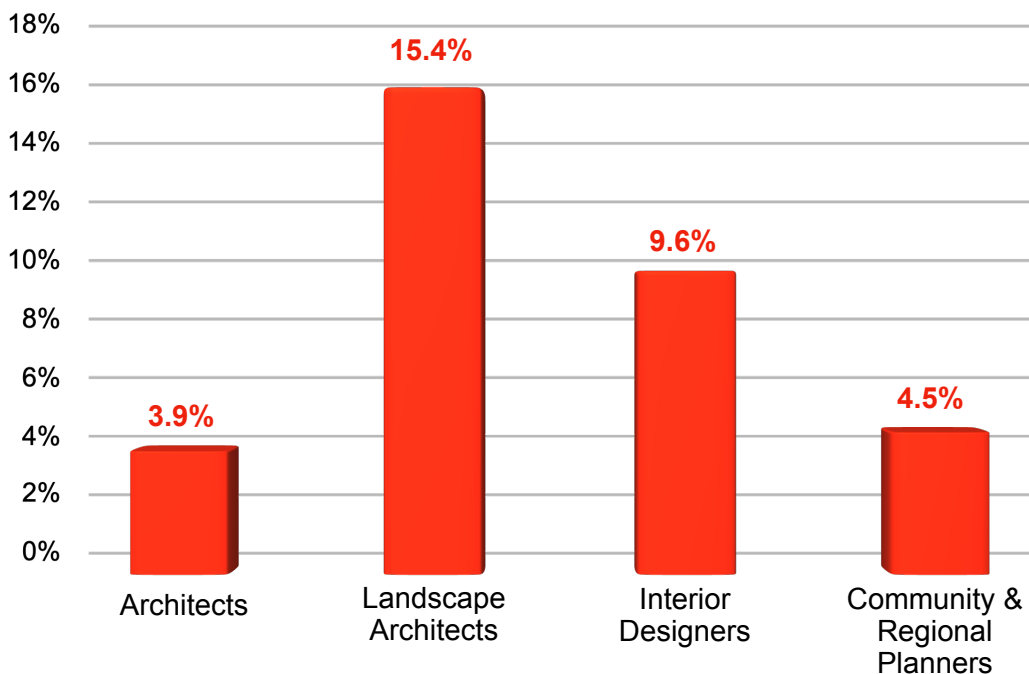
**Figure X7: Average Annual Pay 2024 and Pay Growth 2014-2024**

Figure EX8: This chart reports the compound annual growth rate (CAGR) of Nebraska jobs from 2014–2024 for four design/planning occupations. CAGR is the smoothed average yearly growth that would turn the 2014 job level into the 2024 level.

**Figure X8: Compound Annual Growth Rate (CAGR) of Nebraska Jobs**

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