



# 2014

# ECONOMIC IMPACT STUDY

## Impacts of Salem State University

For more than 160 years, Salem State University has been a vital part of the economic, intellectual and cultural vibrancy of Salem, the North Shore and all of Massachusetts. This economic impact study aims to quantify the significance of the activities of the university and the many contributions of Salem State's students, alumni, faculty, and staff.

### Executive Summary

During fiscal year (FY) 2014 Salem State University generated an economic impact of over \$827 million in Massachusetts.

The economic impact on the City of Salem was more than \$100 million.

The regional impact on Essex County reached over \$443 million.





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O E ●

S . ● ● K K Q .

# FACTS AND FIGURES

## P K Q

Dr. Patricia Maguire Meservey

## T U - Q

Salem State University, established in 1854 as Salem Normal School, is a comprehensive, publicly supported institution of higher learning located approximately 15 miles north of Boston, and is one of the largest state universities in the Commonwealth of Massachusetts.

## G

Salem State is governed by an 11-person board of trustees. Nine trustees are appointed by the governor for five-year terms, renewable once; one alumni trustee is elected by the alumni association for a five-year term, renewable once; and a student trustee is elected by the student body for one year.

## F Q S Q K Q F ..2014

Freshman

- Applicants 5,198
- Accepted 3,668
- Enrolled 1,148
- Men 442
- Women 706
- Total Freshman Class 1,148
- Self-Identified Students of Color 29%

Transfer

- Applicants 1,472
- Accepted 1,267
- Enrolled 740
- Men 315
- Women 425
- Total Transfer Class 740
- Self-Identified Students of Color 35%

Total First-Year Students 1,888  
Self-Identified Students of Color 31%

## E .. Q(F ..T P Q T , F ..2014)

Undergraduate 7,600  
Graduate 1,667  
Total Enrollment 9,267

## D A K K (A K Q 2013-2014)

Bachelor's 1,483  
Post-Bachelor's certificates 15  
Master's 506  
Post-Master's certificates 22  
Total Degrees Awarded 2,026

## A.

Massachusetts residents 46,112  
Other U.S. residents 11,285  
International 340

2014-2015  
ARTS AND ATHLETIC CAMPUS VISITORS  
6,030  
Center for Creative and Performing Arts  
106,550  
O'Keefe Complex and Fields

## A Q K Q Q

Salem State University  
NEASC: New England Association of Schools  
and Colleges

College of Arts and Sciences

## W Q Q . K • K K ?\*

### M K W , E - 2013

Professional Degree \$1,714  
Doctoral Degree \$1,623  
Master's Degree \$1,329  
Bachelor's Degree \$1,108  
Associate's Degree \$777  
High School Diploma \$651

### U . . Q R Q - 2013

Professional Degree 2.2%  
Doctoral Degree 2.3%  
Master's Degree 3.4%  
Bachelor's Degree 4.0%  
Associate's Degree 5.4%  
High School Diploma 7.5%

\*Source: Bureau of the Census, Bureau of Labor Statistics, Current Population Survey (bls.gov/cps)