WestVirginia
Independent Colleges & Universities

2025 DIRECT, INDIRECT & INDUCED ESTIMATED IMPACT SUMMARY

UNIVERSITY OF CHARLESTON, CHARLESTON, WV

University of Charleston (UC) is a private university whose economic footprint extends beyond campus through institutional operations, employee payroll, student and visitor spending, capital improvements, and the long-run workforce contribution of its graduates and alumni.

UNIVERSITY OF CHARLESTON

Methodology: Using the institution's supplied 2025-26 data and the West Virginia RIMS II multiplier framework, this analysis updates the student and visitor spending assumptions using a comparable Parker Strategy Group independent-college benchmark while retaining institution-reported operations and capital inputs.

$73.6M **Modeled direct economic impact**	**$16.8M** **Estimated indirect supplier impact**
$27.6M **Estimated induced household impact**	**$118M** **Total statewide economic output**

The model estimates approximately **$118.0M in total statewide economic output**, **$44.7M in labor earnings**, **1,024 jobs supported**, and **$75.6M in value added**. These estimates include **$73.6M in direct impact** from institutional operations, student and visitor spending, and capital activity; approximately **$16.8M in indirect impact** through supplier and business-to-business activity; and approximately **$27.6M in induced impact** from household spending supported by wages and earnings throughout the West Virginia economy.

Impact stream	Direct spending	Total output	Labor earnings	Jobs supported	Value added
Institutional operations	$45.3M	$71.8M	$30.4M	678.9	$48.3M
Student spending	$15.0M	$24.1M	$7.1M	211.9	$14.5M
Visitor & event spending	$2.5M	$3.9M	$1.1M	32	$2.4M
Capital & facility spending	$10.9M	$18.1M	$6.1M	101.6	$10.4M
TOTAL	**$73.6M**	**$118.0M**	**$44.7M**	**1,024.30**	**$75.6M**