



Economic Impact and Community Impact of WVU & WVU Medicine



2025

A large, metallic, stylized 'W' logo is mounted on the side of a brick building. The logo is a three-dimensional structure with a polished, reflective surface. It is positioned above a small circular emblem containing a registered trademark symbol (®).

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Table of Contents

Rooted in West Virginia. Reaching the World. _____	5
FY24 Economic Impact Highlights _____	8
Study Overview _____	16
WVU and WVU Medicine's Combined National & Statewide Impact – FY24 _____	20
West Virginia University: Statewide Growth. Community Impact. _____	25
WVU - Morgantown : Flagship Campus. Economic Driver. _____	28
WVU - Beckley : Southern Anchor. Growing Opportunity. _____	31
WVU - Keyser : Education Accessible. Futures Built. _____	32
WVU Medicine: Statewide Footprint National Reach. Lives Transformed. _____	35
WVU Medicine: Jobs Sustained. Communities Supported. _____	38
WVU Health Sciences: Training Leaders. Advancing Health. _____	41
WVU Research: Wvu Research: Innovation Applied. Growth Accelerated. _____	42
WVU Athletics: Mountaineer Pride. Statewide Impact. _____	45
WVU Alumni in Every Community. Impact in Every Industry. _____	46
WVU: Invested in Communities. Committed to West Virginia. _____	49
Appendix A: Terms and Definitions _____	50
Appendix B: Data and Methods _____	52
Appendix C: Tripp Umbach Qualifications _____	55





WVU and WVU Medicine: Rooted in West Virginia. Reaching the World.

Together, West Virginia University and WVU Medicine power the state's economy, strengthen its communities, and shape its future success. As West Virginia's flagship land-grant institution and largest integrated health system, they form a unified academic, research, and clinical enterprise dedicated to improving the well-being and competitiveness of every region of the state.

From Morgantown to Martinsburg, Wheeling to Beckley, and the many rural counties in between, WVU and WVU Medicine extend their reach to where it matters most—bringing education, research, and healthcare directly to the people of West Virginia.

At the heart of their shared mission is a deep commitment to service: educating physicians, nurses, teachers, engineers, and entrepreneurs who will lead the state forward. Through groundbreaking research in fields such as energy, cybersecurity, neuroscience, cancer, and rural health, WVU drives discovery that tackles local challenges while contributing to global solutions. WVU Medicine complements this mission by delivering world-class, compassionate care close to home through its extensive network of hospitals and clinics—ensuring that West Virginians have access to advanced medical treatment without leaving the state.

Rooted in the values of innovation, resilience, and community, WVU and WVU Medicine embody the true spirit of West Virginia. Their partnership reflects a shared purpose: to elevate health, expand opportunity, and create pathways to prosperity for all who call the Mountain State home. Together, they are not only transforming lives—they are shaping West Virginia's future for generations to come.

Impact Across West Virginia

The following examples illustrate how WVU and WVU Medicine advance the state's health, education, economy, and communities through research, clinical care, outreach, agriculture, and athletics. Together, they strengthen West Virginia's competitiveness, expand opportunity, and embody the innovation, resilience, and pride that define the Mountain State. From advancing rural healthcare to fueling economic growth, academic excellence, and statewide spirit through Mountaineer Athletics, WVU and WVU Medicine are driving progress and shaping a stronger future for all West Virginians.

Educating and Sustaining West Virginia's Healthcare Workforce

WVU and WVU Medicine serve as the foundation of the state's healthcare workforce and clinical training pipeline. As West Virginia's largest educator of health professionals, WVU prepares physicians, nurses, pharmacists, dentists, public health workers, and allied health practitioners who serve communities in every corner of the state.

WVU Medicine, the state's largest health system, extends this mission through an integrated network of hospitals and clinics that deliver advanced care and serve as primary training sites for students and residents. Most practicing physicians in the state of West Virginia received all or part of their education or training at WVU—a testament to the university's unmatched impact on healthcare access and physician retention. Together, WVU and WVU Medicine ensure that West Virginians receive high-quality, compassionate care close to home.

Driving Research, Innovation, and Economic Growth

As West Virginia's leading research institution, WVU fuels innovation that powers new industries and strengthens communities statewide. Through major investments in health sciences, energy, engineering, and rural innovation, WVU generates discoveries that translate directly into economic opportunities.

The university's research enterprise—including centers focused on neuroscience, cancer, energy transitions, and data analytics—supports applied research and technology transfer that turn ideas into real-world solutions. WVU's Office of Research and the WVU Research Corporation help faculty and students commercialize innovations, secure patents, and launch new ventures. Together, WVU and WVU Medicine drive startup creation, attract external funding, and position West Virginia as a hub for scientific discovery and economic diversification.

Athletics: Uniting Communities and Elevating State Pride

WVU Athletics stands as one of the most visible and unifying forces in West Virginia, generating statewide economic activity while embodying the spirit and pride of the Mountain State. Home to one of the nation's most loyal fan bases, WVU Athletics attracts hundreds of thousands of visitors annually—filling hotels, restaurants, and small businesses across Morgantown and beyond. The Mountaineers' presence in the Big 12 Conference amplifies West Virginia's national visibility, supports student success through scholarships, and fosters a shared sense of identity across generations.

Athletics also serves as a bridge between campus and community—creating jobs, inspiring youth participation, and energizing the state's economy and morale. From championship competition to community service, WVU Athletics reflects the values of hard work, teamwork, and perseverance that define West Virginia.

Community-Centered and Mission-Focused

WVU and WVU Medicine are cornerstones of West Virginia's civic and community life, serving residents in every region of the state. Through outreach, education, healthcare, and public service, they work hand in hand with local leaders to improve lives and expand opportunities.

Their initiatives address health equity, rural development, workforce readiness, and public safety—meeting communities where they are and responding to their most pressing needs. In partnership with schools, nonprofits, and local governments, WVU and WVU Medicine strengthen the social fabric of West Virginia, creating resilience, well-being, and pride across all 55 counties.

Shaping the Future of West Virginia

As WVU and WVU Medicine continue to expand their statewide reach, their collective impact grows—fueling innovation, job creation, and opportunity for all West Virginians. This analysis underscores their essential role in driving economic activity, supporting employment, and improving health and education outcomes across the state. For more than 150 years, WVU has embodied the land-grant mission of service, discovery, and access. Together with WVU Medicine, it remains a powerful force for good—advancing West Virginia's prosperity, health, and global reputation for generations to come.

FY24 ECONOMIC IMPACT HIGHLIGHTS



Combined
National Economic Impact
of WVU and WVU Medicine
FY24



EMPLOYMENT IMPACT

149,021 total jobs
supported and sustained nationwide

30,656 supported by WVU
118,365 supported by WVU Medicine

TAX IMPACT

\$1.0 billion
generated in state and local taxes

\$288.5 million generated by WVU
\$771.5 million generated by WVU Medicine

Combined Impact of WVU and WVU Medicine on the State of West Virginia **FY24**

ECONOMIC IMPACT

\$14.3 billion

generated statewide in economic impact

\$8.0 billion direct impact and
\$6.3 billion indirect/induced impact

RETURN ON INVESTMENT

In FY24, the state invested \$340.9 million in WVU. In the same year, the university and health system's activities generated \$890.0 million in state tax revenue,

yielding \$2.61

in state and local tax revenue

for every \$1

in state investment
in WVU.



EMPLOYMENT IMPACT

84,519 total jobs

supported and sustained statewide

34,665 direct jobs and
49,854 indirect/induced jobs

WORKFORCE

This impact means that

one in every nine jobs

in West Virginia is either directly provided
by WVU and WVU Medicine or supported
because of its presence.¹

TAX IMPACT

\$890.0 million

generated in state and local taxes,
representing \$1 in state and local taxes
for every \$6.42 collected by state and
local governments in FY24.²

¹ According to the U.S. Bureau of Labor Statistics, 780,689 persons were employed in West Virginia in August 2025. Tripp Umbach divided 84,519 by this number to derive our estimate. [U.S. Bureau of Labor Statistics](#)

² Total West Virginia state and local tax collection in FY24 equaled \$5.71 billion. [West Virginia State Office Budget](#)

Economic Impact of WVU on the State of West Virginia

WVU is the state's flagship land-grant research institution, advancing education, innovation, and service across West Virginia through campuses in Morgantown, Beckley, and Keyser. With a statewide network of Extension offices and research centers, WVU cultivates knowledge, discovery, and solutions to the state's most pressing needs. The university drives economic prosperity and social mobility by preparing students for leadership; advancing research in energy, healthcare, business, agriculture, and the arts; and strengthening communities throughout the Mountain State and beyond.

Economic Impact

- **\$3.1 billion** generated statewide in economic impact
 - \$933.4 million direct impact
 - \$2.2 billion indirect/induced impact

Return on Investment

- For every \$1 in state funding WVU receives, it generates more than \$9 in economic impact returned to the state.³
- In FY24, the state invested \$340.9 million in WVU. In the same year, the university generated \$203.5 million in state tax revenue, yielding 60 cents in state and local tax revenue for every \$1 in state investment in WVU.

Employment Impact

- **28,295 total jobs** supported and sustained statewide
 - 8,213 direct jobs (including student workers)
 - 20,082 indirect/induced jobs

Workforce

- This impact means **one in every 28 jobs** in West Virginia is either directly provided by WVU or supported because of its presence.⁴

Tax Impact

- **\$203.5 million** generated in state and local taxes, representing \$1 in state and local taxes for every \$28 collected by state and local governments in FY24.⁵

³ In FY24, WVU collected \$340.9 million from the state of West Virginia.

⁴ According to the U.S. Bureau of Labor Statistics, 780,689 persons were employed in West Virginia in August 2025. Tripp Umbach divided 28,295 by this number to derive our estimate. [U.S. Bureau of Labor Statistics](#)

⁵ Total West Virginia state and local tax collection in FY24 equaled \$5.71 billion. [West Virginia State Office Budget](#)

WVU Morgantown

- **\$3.0 billion** generated statewide in economic impact
 - \$509.5 million direct impact
 - \$2.5 billion indirect/induced impact
- **26,880 total jobs** supported and sustained statewide
 - 5,635 direct jobs and
 - 21,245 indirect/induced jobs⁶
- **\$193.3 million** generated in state and local taxes

WVU Health Science Center

- **\$811.5 million** generated statewide in economic impact
 - \$240.8 million direct impact and
 - \$570.7 million in indirect/induced impact
- **7,377 total jobs** supported and sustained statewide
 - 3,276 direct jobs and
 - 4,101 indirect/induced jobs
- **\$40.6 million** generated in state and local taxes

WVU Beckley

- **\$94.4 million** generated statewide in economic impact
 - \$16.6 million direct impact and
 - \$77.8 million indirect/induced impact
- **849 total jobs** supported and sustained statewide
 - 307 direct jobs and
 - 542 direct/induced jobs
- **\$6.1 million** generated in state and local taxes

WVU Research

- **\$400.2 million** generated statewide in economic impact
 - \$144.1 million direct impact
 - \$256.1 million indirect/induced impact
- **3,418 total jobs** supported and sustained statewide
 - 1,570 direct jobs and
 - 1,848 indirect/induced jobs
- **\$24.8 million** generated in state and local taxes

WVU Keyser

- **\$62.9 million** generated statewide in economic impact
 - \$7.1 million direct impact and
 - \$55.8 million in indirect/induced impact
- **566 total jobs** supported and sustained statewide
 - 145 direct jobs and
 - 421 in indirect/induced jobs
- **\$4.1 million** generated in state and local taxes

WVU Athletics

- **\$390.0 million** generated statewide in economic impact
 - \$76.9 million direct impact and
 - \$313.1 million indirect/induced impact
- **11,286 total jobs** supported and sustained statewide
 - 676 direct jobs and
 - 10,610 indirect/induced jobs
- **\$23.8 million** generated in state and local taxes

WVU Alumni

In FY24, WVU's **115,958 working alumni** in West Virginia contributed \$8.1 billion to the West Virginia economy.⁷

Note: These benefits are in addition to the **\$3.1 billion** annual impact generated by WVU statewide.

Charitable Giving and Volunteerism

In FY24, WVU and WVU Medicine contributed \$86.3 million in charitable giving and volunteerism, including \$46.0 million in donations and \$40.3 million in the value of volunteer service. These contributions reflect a deep commitment to strengthening communities and improving lives across West Virginia.

Note: These benefits are in addition to the **\$3.1 billion** annual impact generated by WVU.

⁶ WVU Athletics and other events on campus drive visitors who support jobs across all industries, especially in hospitality, food services, transportation, etc.

⁷ The calculation is based on an average salary of \$67,265 for 115,958 college graduates: [United States Census Bureau](#).

Economic Impact of WVU Medicine on the State of West Virginia

WVU Medicine, the state's largest health system, advances WVU's mission by delivering high-quality care, educating the next generation of health professionals, and ensuring access to essential healthcare across the region. As a powerful economic engine for West Virginia, WVU Medicine drives job creation, attracts research and clinical investment, supports local businesses, and generates substantial tax revenue. Integrated with WVU Health Sciences, its academic, research, and clinical enterprise fuels innovation, strengthens communities, and positions West Virginia for sustained economic growth and prosperity.

Economic Impact

- **\$11.2 billion** generated statewide in economic impact
 - \$7.1 billion direct impact and
 - \$4.1 billion indirect/induced impact

Employment Impact

- **56,224 total jobs** supported and sustained statewide
 - 26,452 direct jobs and
 - 29,772 indirect/induced jobs

Workforce

- This impact means that **one in every 14 jobs** in West Virginia is either directly provided by WVU Medicine or supported because of its presence.⁸

Tax Impact

- **\$686.5 million** generated in state and local taxes, representing \$1 in state and local taxes for every \$8.32 collected by state and local governments in FY24.⁹

⁸ According to the U.S. Bureau of Labor Statistics, 780,689 persons were employed in West Virginia in August 2025. Tripp Umbach divided 84,519 by this number to derive our estimate. [U.S. Bureau of Labor Statistics](#)

⁹ Total West Virginia state and local tax collection in FY24 equaled \$5.71 billion. [West Virginia State Office Budget](#)



Beckley Region

- **\$1.4 billion** generated statewide in economic impact
- **8,164 total jobs** supported and sustained statewide
- **\$83.7 million** generated in state and local taxes

Southern Region

- **\$426.2 million** generated statewide in economic impact
- **2,623 total jobs** supported and sustained statewide
- **\$25.9 million** generated in state and local taxes

Eastern Panhandle

- **\$1.1 billion** generated statewide in economic impact
- **5,609 total jobs** supported and sustained statewide
- **\$64.8 million** generated in state and local taxes

Northern Panhandle

- **\$990.6 million** generated statewide in economic impact
- **4,465 total jobs** supported and sustained statewide
- **\$60.4 million** generated in state and local taxes

Morgantown Region

- **\$5.4 billion** generated statewide in economic impact
- **26,512 total jobs** supported and sustained statewide
- **\$334.4 million** generated in state and local taxes

Charleston Region

- **\$1.9 billion** generated statewide in economic impact
- **8,851 total jobs** supported and sustained statewide
- **\$116.3 million** generated in state and local taxes

Study Overview

WVU and WVU Medicine engaged Tripp Umbach to conduct a comprehensive analysis of their combined economic and community impact for Fiscal Year 2024 (FY24).¹⁰ The study evaluates how both institutions serve as powerful drivers of growth and community anchors across the state of West Virginia and beyond.

In addition, the analysis separately evaluates the contributions of the WVU Health Sciences Center (including training sites in Morgantown, Charleston and Eastern), University Research, Athletics, and the WVU Alumni Network. The assessment encompasses WVU's three campuses—Morgantown, Beckley, and Keyser—along with WVU Medicine's six regional geographies, capturing the diverse and localized impacts of both institutions across the state.

The scope of work covers a comprehensive range of economic and societal dimensions, including regional and statewide output, direct and indirect employment effects, and state and local tax revenues generated by WVU and WVU Medicine. The analysis also considers the spending impacts of students, employees, and visitors, as well as the economic value of ongoing capital investments and construction projects.

Beyond these measurable outcomes, the study underscores WVU's broader social impact—its leadership in building stronger, healthier communities through volunteerism, charitable giving, outreach, and workforce development. Particular emphasis is placed on the long-term value created by WVU-trained healthcare professionals and the continued contributions of WVU alumni, whose success and spending strengthen West Virginia's economy and communities across the state.

¹⁰ Fiscal Year represents July 1, 2023 – June 30, 2024.



Economic Impact Methodology

To capture the full scope of WVU and WVU Medicine's economic and community contributions, Tripp Umbach employed a comprehensive and conservative analytical framework grounded in the IMPLAN input-output modeling system and enhanced by the firm's proprietary techniques developed over nearly four decades of experience conducting economic impact studies for universities, health systems, and innovation districts across the nation.

The study integrates both primary and secondary data sources to provide a data-driven understanding of WVU's influence on West Virginia's economy, workforce, and fiscal health. Primary data provided directly by WVU included detailed information on capital expenditures, operating budgets, payroll and benefits, employment headcounts, tax payments, student enrollment (by on- and off-campus residency), and visitor volumes. Secondary data sources and Tripp Umbach's extensive benchmarking databases—built from hundreds of comparable higher education and healthcare impact analyses—were used to estimate visitor spending, the economic effects of conferences and athletics events, and the monetary value of volunteerism and charitable giving by WVU students, faculty, and staff.

The IMPLAN model, recognized as the industry standard for input-output analysis, was then used to quantify WVU's direct, indirect, and induced economic impacts across key dimensions:

- **Business Volume Impact:** Capturing the economic activity associated with capital investments, operational expenditures, payroll, and vendor purchasing.
- **Employment Impact:** Estimating the total number of jobs supported both directly by WVU and indirectly through its supply chain and household spending.
- **State and Local Tax Impact:** Measuring fiscal revenues generated through business activity, employee income, and institutional spending.
- **Student, Faculty, and Staff Spending:** Assessing the household and consumer spending that flows through local and regional economies.
- **Tourism and Visitor Spending:** Quantifying the economic effects of campus visitors, including athletics, conferences, and special events.

Tripp Umbach's analysis applies conservative assumptions rooted in federal per diem rates, regional spending profiles, and cost-of-living adjustments to ensure credible and transparent results. The total impact reflects only dollars retained within West Virginia; any expenditures flowing to out-of-state vendors or suppliers are excluded to avoid overstating the local effects. This approach ensures a realistic estimate of how WVU and WVU Medicine stimulate consumer spending, business activity, and innovation across the state.



Community Benefit Analysis

Besides its measurable economic footprint, WVU produces significant social and community benefits through alumni, volunteerism, philanthropy, and public service. Faculty, staff, and students contribute thousands of hours annually to nonprofit organizations, schools, and health initiatives across the state. Tripp Umbach developed customized models to measure volunteerism and charitable giving, assigning economic value to community engagement. The firm also developed models to quantify alumni impact, reflecting long-term wage and job creation generated by WVU graduates working in West Virginia. While this report focuses primarily on quantifiable economic impacts, Tripp Umbach acknowledges that WVU's broader social contributions in healthcare access and education, cultural enrichment, and civic leadership extend far beyond the scope of this analysis.

For further information on impact terms related to economic impact analyses, please see Appendix A.

WVU and WVU Medicine's Combined National & Statewide Impact FY24

WVU fuels both the state and national economy through a tightly connected academic–research–clinical ecosystem anchored by the WVU Health Sciences Center and WVU Medicine. The WVU Health Sciences Center—comprising the Schools of Medicine, Dentistry, Nursing, Pharmacy, and Public Health—educates future healthcare professionals while advancing research and innovation that address West Virginia's most pressing health challenges.

WVU Medicine, the clinical and operational arm of the university's health enterprise, extends this mission across a 25-hospital, multi-state network, serving as West Virginia's largest private employer and most extensive health system. Together, WVU and WVU Medicine form a powerful economic and healthcare engine that links education, discovery, and care delivery in a unified continuum.

This integration allows physicians, scientists, and educators at the Health Sciences Center to work seamlessly with clinicians, hospitals, and community providers within the WVU Medicine health system. Discoveries and innovations emerging from university classrooms and research laboratories are rapidly translated into clinical trials, patient care, and population health improvements across the state. Students and residents benefit from training opportunities in both academic and community-based environments—ranging from tertiary hospitals in Morgantown to critical-access facilities in rural regions—ensuring broad, hands-on learning experiences that strengthen the state's healthcare workforce.

The partnership's economic contributions are equally significant. The combined activities of WVU and WVU Medicine represent a substantial share of West Virginia's total employment, GDP, and tax base.¹¹ Their investments in education, research, and healthcare infrastructure generate high-skill employment, stimulate local purchasing and construction, and anchor graduate medical education (GME) and clinical rotations throughout urban and rural communities.

By integrating research, teaching, and patient care under one collaborative academic medical center, WVU and WVU Medicine not only keep rural hospital doors open and ensure patients receive high-quality care close to home but also sustain a robust economic foundation that strengthens West Virginia's long-term prosperity.

*An Integrated Engine
Driving State and National Impact*

¹¹ WVU and WVU Medicine's combined economic impact comprised 17% of the state's total GNP and 16% of its total tax collections in FY24.

Economic Impact

In FY24, WVU and WVU Medicine together generated a combined national economic impact of **\$21.6 billion**, including **\$4.8 billion** attributed to WVU and **\$16.8 billion** to WVU Medicine. This substantial footprint demonstrates the broad national influence of the university and its affiliated health system as drivers of education, healthcare, innovation, and economic opportunity.

Within West Virginia, the combined activities of WVU and WVU Medicine produced a total economic impact of **\$14.3 billion** in FY24. This total includes \$8.0 billion in direct spending—reflecting operational expenditures, payroll, capital investments, and student and visitor spending—and an additional \$6.3 billion in indirect and induced impacts, underscoring the powerful ripple effects of re-spending within the state economy.

WVU and WVU Medicine generate economic value through a combination of direct institutional spending and multiplier effects that stimulate growth across multiple industries. Their expenditures support thousands of West Virginia businesses, sustain local employment, and contribute to the vitality of both rural and urban economies.

- **Direct Expenditures:** WVU's spending on goods, services, payroll, and capital projects—along with spending by faculty, staff, students, and visitors—creates immediate monetary value that supports local businesses and employment. This direct spending drives demand in sectors such as construction, professional services, hospitality, retail, and healthcare.
- **Indirect and Induced Effects:** The initial expenditures by WVU and WVU Medicine circulate through the economy as vendors, contractors, and employees re-spend their income locally. These transactions create indirect impacts (business-to-business activity) and induced impacts (household spending), which together amplify total economic output and sustain thousands of additional jobs across the state.

*The **\$14.3 billion** statewide impact underscores the vital role of WVU and WVU Medicine as anchors of education and healthcare and as catalysts for West Virginia's economic growth and community development.*

Employment Impact

WVU and WVU Medicine's employment impact underscores their importance not just as educational, research, and healthcare institutions, but as economic engines for West Virginia, driving job creation and supporting livelihoods across diverse industries throughout the state.

This employment impact means that one in every nine jobs in West Virginia is either directly provided by WVU and WVU Medicine or supported because of its presence.¹²

In FY24, WVU and WVU Medicine collectively supported **149,021 jobs** nationwide, including 30,656 jobs generated by WVU and 118,365 by WVU Medicine.

Within West Virginia, the two institutions play a pivotal role as the largest combined employer, supporting a total of **84,519 jobs** statewide. This impact highlights their essential role in sustaining employment and economic vitality across all regions of the state.

- **Direct Employment:** WVU and WVU Medicine directly employed **34,665 individuals** in FY24, spanning a broad spectrum of positions—from faculty, researchers, physicians, nurses, and hospital staff to administrative and facilities personnel. These direct jobs represent a critical component of the state's workforce and are distributed across both urban centers and rural communities.
- **Indirect and Induced Employment:** An additional **49,854 jobs** were supported through the indirect and induced effects of WVU and WVU Medicine's operations.
 - **Indirect Jobs:** Created through business-to-business spending, these jobs arise among vendors and suppliers providing goods and services such as construction, maintenance, utilities, and professional services.
 - **Induced Jobs:** Generated through household spending by employees, students, and visitors on housing, dining, retail, and entertainment, further stimulating local economies and supporting employment in hospitality, retail, and healthcare sectors.

Together, WVU and WVU Medicine are major economic engines for West Virginia, driving employment and supporting livelihoods statewide. Their combined activity sustains roughly one in every nine jobs across the state.

¹² [U.S. Bureau of Labor Statistics](#). Tripp Umbach calculation: 789,473 jobs in January 2024 divided by 84,519 = 9.3.



Tax Impact

There is a common misconception that public universities and not-for-profit health systems do not contribute meaningfully to tax revenue. In reality, WVU and WVU Medicine make a substantial contribution to the state's fiscal health. Together, their activities generated **\$1.0 billion** in total tax revenue nationwide in FY24.

Within West Virginia, state and local tax revenues attributable to WVU and WVU Medicine totaled \$890.0 million in FY24. This figure reflects the broad ripple effects of their operations—encompassing spending by faculty, staff, students, patients, and visitors—which collectively sustain and strengthen local and statewide tax bases.

To put this in perspective, the State of West Virginia collected \$5.7 billion in total revenue in FY24, meaning WVU and WVU Medicine accounted for \$1 of every \$6.42 collected by the state. With a state investment of \$340.9 million in WVU, the university and health system generated \$2.61 in state and local tax revenue for every \$1 invested.

This return on investment highlights WVU's and WVU Medicine's pivotal role as an educational, research, and healthcare leader—and as a cornerstone of West Virginia's fiscal stability, supporting essential public services, infrastructure, and long-term economic growth.¹³

¹³ [State of West Virginia Revenue Collections](#) (Calculation: \$5.71 billion in total tax collection divided by \$890.0 million = \$6.42)



West Virginia University: Statewide Growth. Community Impact.

WVU is the state's most consequential economic asset, translating education, research, healthcare, and outreach into high-income jobs, innovation, and a stronger tax base across all 55 counties. As the state's flagship land-grant institution, WVU attracts talent from around the world and equips students with the skills and credentials employers demand, strengthening the workforce and fueling opportunity in every region of the Mountain State.

WVU's faculty and researchers turn discovery into real-world impact—developing new therapies, safer workplaces, cleaner energy solutions, and advanced digital technologies that drive commercialization, startup creation, and sustained regional growth. Through its statewide Extension network, WVU applies this same spirit of innovation to community problem-solving, helping local governments, farmers, and business leaders modernize industries, revitalize Main Streets, and plan for broadband, housing, and infrastructure improvements.

With its main campus in Morgantown, additional campuses in Beckley and Keyser, and Health Sciences campuses in Charleston and Martinsburg, WVU ensures that the benefits of higher education, research, and healthcare extend beyond urban centers to rural communities. The university's academic, research, and outreach programs expand opportunity, elevate health and quality of life, and prepare graduates to lead in West Virginia and beyond.

WVU also plays a vital cultural and civic role. Athletics, arts, and public events draw visitors, strengthen local economies, and build statewide pride. Its alumni network—composed of educators, engineers, entrepreneurs, and public servants—serves as a powerful force for innovation and leadership, creating companies, mentoring students, and shaping communities.



Economic Impact

In FY24, WVU generated **\$4.8 billion** in total economic impact nationally, with **\$3.1 billion** of that impact retained within West Virginia. The university's direct spending—including operations, salaries, capital investments, and research funding—totaled \$933.4 million, while indirect and induced effects contributed another \$2.2 billion, reflecting the powerful multiplier effect of WVU's presence as employees, students, and partners reinvest in the state's economy.

WVU drives growth across education, research, technology, and related industries. For every \$1 in state funding, it generates more than \$9 in statewide impact, affirming its role as a catalyst for West Virginia's prosperity and innovation.

Employment Impact

In FY24, WVU directly and indirectly supported **30,656 jobs** nationwide, including **28,295 jobs** across West Virginia, making it one of the state's most significant employment engines. WVU directly employed 16,193 faculty, researchers, staff, and students, with thousands more jobs supported through indirect and induced employment in sectors such as education, research, construction, retail, and hospitality.

In total, **one in every 28 jobs** in West Virginia exists either directly because of WVU or is supported through the economic ripple effects of its presence. The university's operational, capital, and payroll expenditures—combined with spending by its faculty, staff, and students—sustain employment opportunities statewide and reinforce WVU's role as a critical driver of workforce stability and economic vitality across nearly every sector of the state's economy.¹⁴

Tax Impact

WVU is a significant source of state and local tax revenue, supporting public services, infrastructure, and community development across West Virginia. In FY24, WVU generated **\$203.5 million** in tax revenue through direct payments—including payroll, property, and business taxes—as well as indirect and induced revenues from university-related and household spending.

This fiscal impact highlights WVU's essential role in sustaining the state's economic stability. **With a \$340.9 million state investment in FY24, WVU returned 60 cents in state and local tax revenue for every \$1 invested—delivering a strong, ongoing return to taxpayers through education, jobs, and growth.**

¹⁴ According to the U.S. Bureau of Labor Statistics, 789,473 persons were employed in West Virginia in January 2024. Tripp Umbach divided the workforce total by 28,295 to derive our estimate.



WVU Morgantown: Flagship Campus. Economic Driver.

At the heart of WVU's statewide impact is the Morgantown campus, the flagship of the WVU System and a powerful driver of economic growth and innovation. In FY24, WVU Morgantown generated **\$3.0 billion** in total statewide economic activity, serving as a cornerstone of West Virginia's education, research, and employment landscape.

Of this total, \$509.5 million stemmed from direct spending on payroll, operations, and construction projects that sustain local businesses and support a diverse workforce. An additional \$2.5 billion in indirect and induced impacts flowed through the state's economy as university-related spending by employees, students, and vendors circulated through sectors such as housing, retail, healthcare, and professional services.

The Morgantown campus supports **26,880 jobs** statewide, including 5,635 direct university positions and 21,245 additional jobs supported through multiplier effects in the broader economy. In addition, WVU Morgantown generated **\$193.3 million** in state and local tax revenue in FY24, strengthening the fiscal foundation for public services, infrastructure, and community development throughout the Mountain State.

As the hub of the university's academic, research, healthcare and innovation ecosystem, WVU Morgantown not only educates thousands of students each year but also anchors economic opportunity, fosters entrepreneurship, and propels West Virginia's long-term prosperity.





WVU Beckley: Southern Anchor. Growing Opportunity.

In southern West Virginia, the WVU Beckley campus, home to the WVU Institute of Technology (WVU Tech), plays a vital role in advancing education, innovation, and economic vitality across the region. In FY24, WVU Beckley generated a total annual economic impact of **\$94.4 million**, serving as a key anchor for workforce development and community growth in the southern part of the state.

Of this total, \$16.6 million came from direct institutional spending on operations, payroll, and capital investments, while an additional \$77.8 million was produced through indirect and induced impacts as university-related spending circulated through local businesses, suppliers, and households. This activity supports **849 jobs** statewide, including 307 on-campus positions and 542 additional jobs in surrounding industries such as retail, housing, healthcare, and professional services.

The campus also generated **\$6.1 million** in state and local tax revenues, reflecting a strong return on public investment through its economic and social contributions. Beyond the numbers, WVU Beckley serves as a regional hub for applied learning and workforce readiness, offering degree programs that align with employer demand in engineering, nursing, business, and technology.

WVU Tech's presence in Beckley has strengthened the region's ability to retain young talent, attract new residents, and diversify the local economy. By promoting partnerships with area employers, schools, and civic leaders, the campus continues to drive innovation and opportunity, helping southern West Virginia build a more sustainable and resilient economic future.

WVU Keyser: Education Accessible. Futures Built.

In the eastern region of West Virginia, WVU Keyser, home to Potomac State College, serves as a vital educational and economic anchor for both the Potomac Highlands and the broader Appalachian region. In FY24, the campus generated a total economic impact of **\$62.9 million**, reinforcing its role as a catalyst for growth, workforce development, and community advancement in rural West Virginia.

Of this total, \$7.1 million stemmed from direct institutional spending on payroll, operations, and campus investments, which in turn multiplied throughout the regional economy to produce an additional \$55.8 million in indirect and induced impacts. This re-spending supports local businesses, suppliers, and service providers in areas such as housing, retail, healthcare, and construction.

WVU Keyser supports **566 jobs** statewide, including 145 direct employees and 421 additional positions sustained through the ripple effects of university-related spending by faculty, staff, and students. The campus also contributes **\$4.1 million** in state and local tax revenues, underscoring its importance as a fiscal and economic driver in one of West Virginia's most rural regions.

As a hub for accessible higher education, Potomac State College provides affordable, high-quality programs that prepare students for transfer to four-year degrees or direct entry into high-demand fields such as agriculture, nursing, business, and information technology. Its strategic location—within the 10-million-person Washington–Baltimore–Arlington metropolitan region—positions Keyser as a unique bridge between rural and metropolitan economies.

By combining the personal scale of a small college with the resources of a major research university, WVU Keyser not only expands educational opportunity but also strengthens the economic and social fabric of eastern West Virginia, helping the region retain talent, attract investment, and sustain thriving communities.





J.W. Ruby Memorial Hos

Children's

WVU Medicine

WVU Medicine: National Reach. Lives Transformed.

WVU Medicine, the West Virginia University Health System, serves as the backbone of the state's healthcare economy and a cornerstone of its broader economic strength. As West Virginia's largest private employer and most extensive health system, WVU Medicine operates 25 hospitals across West Virginia, western Maryland, eastern Ohio, and southwestern Pennsylvania. In FY24, the system encompassed more than 3,000 licensed beds, 3,000 employed providers, and a workforce exceeding 35,000 employees, generating over \$7 billion in annual revenue.

Nationally, WVU Medicine produced an estimated **\$16.8 billion** in total economic impact, supporting **118,365 jobs** and **\$771.5 million** in tax revenue. Much of this activity is anchored by the 881-bed J.W. Ruby Memorial Hospital in Morgantown, the system's flagship facility, which drives both healthcare delivery and economic vitality in the region.

The WVU Health Sciences Center and WVU Medicine together create an integrated academic, research, and clinical enterprise that educates physicians, nurses, pharmacists, and allied health professionals while translating research discoveries into improved patient care. This integration ensures that medical advances, clinical trials, and training opportunities extend from university laboratories to hospitals and community clinics across the state, building a self-sustaining healthcare ecosystem that educates, trains and retains health professionals within West Virginia.

A major advantage of WVU Medicine's scale and mission is its ability to keep patients—and healthcare dollars—in West Virginia. By providing advanced clinical services such as in-state heart transplantation, groundbreaking neuroscience treatments and technology, expanded cancer care access, and opening the new WVU Medicine Children's Hospital, the system reduces patient outmigration, ensures access to high-quality care close to home, and attracts patients from neighboring states. Each of these factors strengthens rural hospitals, supports high-skill employment, and reinforces the system's multibillion-dollar impact on West Virginia's economy.

*Keeping Patients—
and Healthcare Dollars—
Close to Home.*

Economic Impact

In FY24, WVU Medicine generated a total national economic impact of **\$16.8 billion**, with **\$11.2 billion** of that impact retained within West Virginia. This includes \$7.1 billion in direct spending on operations, payroll, medical supplies, and capital projects, as well as \$4.1 billion in indirect and induced impacts resulting from the continued circulation of those dollars through the state's economy. These figures underscore the far-reaching influence of WVU Medicine's activity on businesses, households, and communities across West Virginia.

WVU Medicine strengthens the state's economy by purchasing goods and services, employing tens of thousands of West Virginians, and investing in facilities and innovation. Each dollar spent by the health system creates new economic value—driving demand for local products and services while supporting employment in industries such as construction, retail, professional services, and hospitality. As vendors and employees re-spend their earnings within the state, additional indirect and induced impacts are generated, creating a powerful multiplier effect that amplifies WVU Medicine's role as one of West Virginia's most significant and enduring economic engines.

***\$16.8 Billion in Economic Activity.
Countless Lives Improved.***

Employment Impact

In FY24, WVU Medicine served as one of West Virginia's most powerful employment engines, supporting **56,224 jobs** statewide. As the largest employer in the state, WVU Medicine's operations sustain jobs not only within its hospitals and clinics but also throughout the many industries connected to its supply chain and local spending activity.

- **Direct Employment:** WVU Medicine directly employed **26,452 individuals** across West Virginia, including physicians, nurses, residents, researchers, administrative professionals, and facility operations staff. These positions form the backbone of the state's healthcare workforce and are distributed across both urban and rural communities, ensuring access to care and employment statewide.
- **Indirect and Induced Employment:** An additional **29,772 jobs** were supported through the economic ripple effects of WVU Medicine's academic, research, and clinical activities.
 - **Indirect jobs** stem from spending on goods and services by vendors and suppliers that support the health system, such as construction, maintenance, medical equipment, and professional services.
 - **Induced jobs** are created when WVU Medicine employees and residents spend their income locally on housing, dining, retail, and entertainment—boosting employment in hospitality, retail, and other service sectors.

Altogether, one in every 14 jobs in West Virginia exists either directly within WVU Medicine or is supported by its presence, underscoring the health system's vital role in strengthening the state's workforce, stabilizing communities, and fueling long-term economic growth.¹⁵

***One in Every 14 Jobs
in the Mountain State Tied to WVU Medicine.***



Tax Impact

In FY24, state and local tax revenues attributable to WVU Medicine totaled **\$686.5 million**. This figure reflects the tax impact generated not only by WVU Medicine's operations but also by the spending of its physicians, nurses, residents, staff, patients, and visitors all of whom contribute to local and statewide economic vitality. These dollars help fund essential public services, infrastructure improvements, and community development initiatives throughout the Mountain State.

In FY24, WVU Medicine generated \$1 of every \$8.32 in state revenue—highlighting its essential role in supporting West Virginia's fiscal health, healthcare access, and economic opportunity.¹⁶

¹⁵ According to the [U.S. Bureau of Labor Statistics](#), 780,689 persons were employed in West Virginia in August 2025. Tripp Umbach divided 84,519 by this number to derive our estimate. [U.S. Bureau of Labor Statistics](#)

¹⁶ Total West Virginia state and local tax collection in FY24 equaled \$5.71 billion. [West Virginia State Office Budget](#)



WVU Medicine: Jobs Sustained. Communities Supported.

In FY24, WVU Medicine produced **\$5.4 billion** in total economic impact in the Morgantown area, supporting **26,512 jobs** statewide and generating **\$334.4 million** in state and local tax revenues. This distributed economic footprint reflects the health system's far-reaching role in sustaining employment, supporting local businesses, and strengthening community infrastructure across West Virginia's diverse regions. Several major hubs drive this broad-based impact:

- The Charleston region generated **\$1.9 billion** in economic impact, supporting **8,851 jobs** and **\$116.3 million** in tax revenue.
- The Beckley region contributed **\$1.4 billion**, supporting **8,164 jobs** and **\$83.7 million** in tax revenue.
- The Eastern Panhandle delivered **\$1.1 billion** in impact, with **5,609 jobs** and **\$64.8 million** in tax revenue.
- The Northern Panhandle produced **\$990.6 million** in impact, supporting **4,465 jobs** and **\$60.4 million** in tax revenue.
- The Southern region added **\$426.2 million**, supporting **2,623 jobs** and **\$25.9 million** in tax revenue.

These impacts are driven by hospital payrolls, vendor purchases, household spending, and construction investments, all of which create ripple effects throughout local economies. From expanding clinical facilities and attracting high-skill professionals to stimulating small business growth and supporting public revenues, WVU Medicine's presence translates into measurable prosperity across sectors including healthcare, construction, professional services, hospitality, and retail.

In sum, WVU Medicine serves not only as West Virginia's leading healthcare provider but also as a pillar of regional economic development, ensuring that every dollar invested in healthcare strengthens communities, sustains families, and fuels long-term growth across the Mountain State.





WVU Health Sciences: Training Leaders. Advancing Health.

WVU Health Sciences serves as the academic and clinical backbone of West Virginia's healthcare system educating the state's future health professionals, advancing groundbreaking research, and expanding access to high-quality care in every region. As the academic center of the state's largest integrated health network, WVU Health Sciences brings together education, research, and clinical training to ensure West Virginia has the physicians, nurses, pharmacists, dentists, public health professionals, and allied health workers needed to meet both current and future healthcare demands.

The impact of WVU Health Sciences on workforce development is unmatched. More than 70% of West Virginia's practicing physicians received part or all their education or training through WVU. This pipeline extends across multiple health professions, with a substantial share of the state's nurses, pharmacists, dentists, and public health leaders also trained through WVU programs. Graduates of WVU Health Sciences are significantly more likely to remain in West Virginia to live and practice, reinforcing the university's central role in expanding healthcare access, strengthening local economies, and supporting community well-being.

A core pillar of this mission is WVU's long-standing commitment to rural health. Through the Rural Track Program, immersive clinical rotations across the state, and deep partnerships with community hospitals and clinics, WVU Health Sciences ensures students gain hands-on experience serving rural and underserved populations areas that often face the most acute provider shortages. These programs prepare future clinicians with the skills, cultural competency, and adaptability required to deliver high-quality care close to home, helping stabilize rural hospitals and improve continuity of care across the Mountain State.

Beyond education, WVU Health Sciences is a catalyst for innovation and discovery. Faculty, researchers, and students lead transformative work in cancer, neuroscience, cardiology, behavioral health, and other critical fields translating scientific breakthroughs into real-world clinical solutions. By integrating rigorous training with cutting-edge research, WVU Health Sciences elevates healthcare quality, drives scientific advancement, and sustains a homegrown workforce that anchors hospitals and clinics statewide.

In FY24, WVU Health Sciences generated **\$811.5 million** in total economic impact, including \$240.8 million in direct spending on salaries, operations, and capital projects and \$570.7 million in indirect and induced activity as spending circulated through local economies. WVU Health Sciences supported **7,377 jobs** statewide, including 3,276 direct positions and 4,101 additional jobs created through economic ripple effects, while helping address workforce shortages across hospital networks and public health agencies. Its activities also generated **\$40.6 million** in state and local tax revenues, reinforcing West Virginia's fiscal stability and demonstrating the central role of WVU Health Sciences in building a healthier, stronger state.

WVU Research: Powering Discovery and Innovation

As West Virginia's only R1 "very high research activity" institution, WVU serves as the state's primary gateway for federal, corporate, and philanthropic investment in research and innovation. In FY24, the university reported \$246.2 million in research expenditures, including \$114.7 million in federal funding, ranking among the nation's top research universities. These investments fuel laboratories, graduate education, and research infrastructure—creating jobs and stimulating local economies across all 55 counties.

WVU's research enterprise is anchored by Health Sciences and Engineering. WVU Health Sciences secured \$40.5 million in NIH funding in FY24, advancing discovery in cancer, neuroscience, population health, and rural medicine. The Statler College of Engineering and Mineral Resources attracted more than \$50 million in sponsored research, strengthening West Virginia's competitiveness in energy, manufacturing, health technology, and defense.

Through a growing commercialization ecosystem—including 350 invention disclosures dating to 2020, a portfolio of over **600** patent assets, and 32 active IP licenses, WVU ensures discoveries translate into real-world impact. Initiatives such as the WVU Innovation Corporation and Vantage Ventures connect researchers and entrepreneurs with capital and industry partners, turning campus innovations into companies and high-wage jobs that stay in West Virginia.

In FY24, WVU's research enterprise generated **\$400.2 million** in total statewide impact, supporting **3,418 jobs** and producing **\$24.8 million** in state and local tax revenue. Through its leadership in research, technology, and commercialization, WVU continues to turn discovery into opportunity—fueling innovation, entrepreneurship, and long-term growth across the Mountain State.





WVU Athletics: Mountaineer Pride. Statewide Impact.

WVU Athletics stands as one of the most visible and influential forces in West Virginia's economy—a cultural cornerstone and a powerful catalyst for statewide growth. Game-day weekends in Morgantown create major surges in tourism activity, filling hotels, restaurants, and shops while boosting the entertainment and transportation sectors. In 2024, home football games drew an average of 49,000 fans to Milan Puskar Stadium, infusing millions into the local economy and supporting small businesses across the Mountain State.

The impact of WVU Athletics extends well beyond football season. Year-round events—including basketball tournaments, baseball and soccer series, graduation weekends, and athletic camps—generate consistent tourism and hospitality activity. Major capital investments in athletics facilities also stimulate construction, attracting regional contractors and strengthening supply chains. New and upgraded venues enhance the fan experience, expand national media exposure, and position West Virginia as a premier destination for sports and tourism.

In FY24, WVU Athletics generated an estimated **\$390.0 million** in total economic impact, accounting for nearly 10% of the university's overall output. This total includes significant direct spending on operations, salaries, events, and capital projects, as well as indirect and induced effects from fan, media, and vendor spending that reverberate across the state. WVU Athletics supported **11,286 jobs statewide**,¹⁷ including 676 direct positions on campus and 10,610 additional jobs in retail, hospitality, and service industries.

The program's activities also produced **\$23.8 million** in state and local tax revenues, funding essential public services such as infrastructure, education, and community development. Many first-time visitors who come to Morgantown for Mountaineers sporting events later return as tourists, further amplifying the program's long-term contribution to West Virginia's economy.

Through its competitive excellence, loyal fan base, and significant visitor draw, WVU Athletics continues to elevate the state's profile, drive economic vitality, and strengthen community pride, making it a cornerstone of West Virginia's long-term tourism and economic growth strategy.

*WVU Athletics generates about
\$1 of every \$23*

*in West Virginia's \$9.1 billion tourism economy, highlighting its
vital role in the state's visitor industry and its lasting impact
as a source of Mountaineer pride.*

¹⁷ WVU Athletics and other events on campus drive visitors who support jobs across all industries, especially in hospitality, food services, transportation, etc.

WVU Alumni in Every Community. Impact in Every Industry.

WVU serves as the state's primary engine for workforce and economic development, preparing graduates with the skills and innovation mindset to advance West Virginia's economy. Nearly two-thirds of WVU graduates remain in-state, strengthening key sectors such as healthcare, energy, education, and public service across all 55 counties. With more than 210,000 alumni worldwide—including **115,958 living** and working in West Virginia—WVU graduates generated an estimated **\$8.1 billion** in annual economic activity.

Through hands-on learning, research, and strong partnerships, WVU aligns academic programs with the state's workforce priorities. In FY24, the university conferred 6,800 degrees, producing career-ready professionals in high-demand fields:

- **Health Professions:** WVU remains the state's largest producer of healthcare professionals, awarding more than 200 advanced degrees in medicine, pharmacy, and dentistry and hundreds more in nursing. Nearly half of medical graduates remain in-state for residency, with 77% of those trained in West Virginia staying to practice—directly expanding access to care.¹⁸ In addition, WVU offers a robust range of undergraduate degrees in biomedical sciences and other health professions.
- **Education:** WVU certified more than 200 new teachers in FY24, helping fill shortages in rural and high-need districts and sustaining a robust educator pipeline.
- **Engineering:** The Statler College of Engineering and Mineral Resources achieved an 88% placement rate and generated more than \$37 million in increased sales and cost savings through workforce training programs that created or retained nearly 600 jobs statewide.¹⁹
- **Business and Entrepreneurship:** The Chambers College of Business and Economics reported a 92% post-graduation placement rate, while WVU's LaunchLab and IDEA Hub supported 322 new businesses and 547 jobs.²⁰
- **Arts and Creative Industries:** The College of Creative Arts and Media fuels the state's cultural and tourism economy through hundreds of performances and exhibits that draw thousands of visitors each year.

Through its integrated mission of education, research, and outreach, WVU continues to develop the people, ideas, and industries that define West Virginia's future—driving innovation, strengthening communities, and powering the state's long-term competitiveness.

¹⁸ [AAMC - Report on Residents.](#)

¹⁹ [John Chambers College of Business and Economics - Chambers Wrapped](#)

²⁰ [John Chambers College of Business and Economics - Bureau of Business and Economic Research](#)





WVU: Invested in Communities. Committed to West Virginia.

WVU contributes far beyond academics and economics—it serves as a cornerstone of community strength and social progress throughout the Mountain State. As a leading public research institution, WVU is deeply committed to addressing social challenges, fostering civic responsibility, and improving quality of life for West Virginians in every region.

Through active partnerships with local organizations, non-profits, and government agencies, WVU supports initiatives that expand educational access, improve healthcare outcomes, enhance housing stability, and strengthen social services. Faculty lend their expertise to community projects, while students engage in service-learning experiences that apply classroom knowledge to real-world needs. Each year, WVU students, faculty, and staff contribute thousands of hours through service projects that benefit underserved populations, advance public health, and promote urban and rural development alike.

According to Tripp Umbach, WVU faculty, staff, and students collectively contribute **\$46.0 million** annually through charitable giving and volunteerism. This includes **\$5.8 million** in charitable donations to local organizations and **\$40.3 million** in the value of volunteer service supporting communities across the state. These contributions underscore WVU's role as a force for social good and a trusted partner in community resilience.

WVU's influence reaches every corner of West Virginia, shaping stronger, healthier, and more connected communities through civic engagement, education, and innovation. Whether improving healthcare access, advancing social justice, or developing workforce and sustainability initiatives, WVU continues to elevate the well-being of West Virginians. Its enduring commitment to service, collaboration, and inclusion ensures that the university remains a powerful driver of progress, equity, and opportunity for generations to come.



Appendix A:

Terms and Definitions

Study Year	Fiscal Year 2024: July 1, 2023, to June 30, 2024
Total Economic Impact	The combined direct, indirect, and induced effects across the economy generated by WVU and WVU Medicine.
Direct Economic Impact	Spending by WVU and WVU Medicine, its employees, and its patients and visitors.
Indirect Economic Impact	Re-spending by vendors and suppliers that provide goods and services to WVU and WVU Medicine.
Induced Economic Impact	Household spending by employees whose wages are tied to WVU and WVU Medicine, generating activity in housing, retail, food, and other services.
Multiplier Effect	The added economic activity created when WVU and WVU Medicine's direct spending circulates through local businesses and households.
Direct Employment	The total number of jobs directly supported by WVU and WVU Medicine, including physicians, nurses, allied health professionals, researchers, administrative staff, and operations personnel.
Indirect Employment	Additional jobs created through WVU and WVU Medicine's spending with vendors and suppliers. As these local businesses expand to meet demand, they hire more employees, generating a ripple effect across industries such as construction, transportation, and professional services.
Induced Employment	Jobs sustained when WVU and WVU Medicine employees, vendors, and suppliers spend their earnings in the local economy. This household spending supports employment in sectors such as retail, dining, housing, hospitality, and other community services.
State and Local Tax Impact	Government revenue generated at the state and local levels through WVU and WVU Medicine's operations. This includes taxes paid directly by the organization, as well as those generated through employee wages, household spending, and purchases made by vendors and suppliers that support WVU and WVU Medicine.



Appendix B:

Data and Methods

IMPLAN Methodology

The analysis was conducted using IMPLAN (Impact Analysis for Planning), one of the most widely accepted economic modeling systems in the United States. Originally developed by the U.S. Forest Service and the University of Minnesota in the late 1970s, IMPLAN is now maintained by IMPLAN Group LLC and used by thousands of universities, healthcare systems, consulting firms, and government agencies.

IMPLAN integrates data from the Bureau of Economic Analysis, Bureau of Labor Statistics, U.S. Census Bureau, and other federal sources. It combines national production functions for more than 450 industries with county-level economic data to estimate how organizations interact with local and state economies. This framework generates multipliers that measure how one dollar of direct spending circulates through the economy, creating additional rounds of activity.

The model captures three levels of impact:

- **Direct impacts** – spending directly attributable to the institution (operations, payroll, and capital investments).
- **Indirect impacts** – supply chain activity generated by vendor and contractor spending.
- **Induced impacts** – household spending supported by employee wages, both within the institution and across related industries.

By combining these effects, IMPLAN provides a comprehensive and conservative estimate of how institutional spending ripples through the broader economy.

Input-Output Analysis and the Multiplier Effect

The study relied on input-output (I-O) analysis, the standard methodology for measuring economic impacts. At its core, I-O analysis maps the flow of resources among industries, households, and governments within a region. It records how dollars enter the economy, how they are spent and re-spent across sectors, and how these transactions generate subsequent rounds of activity. This chain reaction is known as the multiplier effect.

For example, when an institution pays wages, employees spend those earnings on housing, groceries, and services in their community. Vendors supplying goods to the institution purchase raw materials and hire workers, who in turn spend their income locally. These repeated cycles of spending continue until money “leaks” out of the region (for example, when a good or service is purchased from out-of-state).



Considerations

As with all I-O models, several considerations apply:

- **Fixed-price assumption** – The model assumes that increased demand does not affect prices or capacity, making it appropriate for snapshot analyses.
- **Direct impacts based on actual spending** – Direct expenditures are not modeled but reflect real data reported by institutions. Changes to spending directly alter indirect and induced results.
- **Regional leakage** – The more economically diverse a region, the more spending remains in circulation before leaking out. As a result, state-level impacts are larger than regional impacts, and national impacts are larger still.

Conservative Approach

This study represents a conservative estimate of impact, grounded in actual institutional data and standard modeling assumptions. Results provide a point-in-time snapshot of the contributions of WVU and WVU Medicine, capturing the ways its operations support jobs, generate tax revenue, and stimulate economic activity across communities statewide.

Additional Analysis

While IMPLAN serves as the foundation of Tripp Umbach's modeling, the analysis is enhanced with customized components that capture longer-term and nontraditional impacts. For this study, those measures include charitable giving and volunteerism. This comprehensive approach reflects not only the immediate economic effects of WVU and WVU Medicine but also the lasting value it provides through strengthened communities and improved quality of life.

LET'S GO!

COUNTRY ROADS LED ME

IT'S A GREAT DAY
TO BE A MOUNTAINEER!



Welcome Home

ROLL
OUT THE
CARPET

Let's Go!

THE PLACE
WE BELONG

HAIL WV

MONTANI SEMPER LIBERI

SINCE
1867



Appendix C:

Tripp Umbach Qualifications

Founded in Pittsburgh, PA, and now headquartered in Kansas City, MO, Tripp Umbach is recognized as one of the nation's leading private consulting firms specializing in economic and community development. For 35 years, the firm has partnered with more than 1,000 healthcare, education, government, and corporate clients to advance the economic, social, and physical well-being of communities worldwide. Tripp Umbach has completed more than 500 economic impact studies for hospitals, health systems, and higher education institutions across the United States, along with community assessments and economic development strategies.



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West Virginia University