

**KANSAS STATE**  
**UNIVERSITY**

# **Economic and Community Impact**

*A positive force for Kansas*

Fiscal Year 2023





# **Kansas State University has been living out its land-grant mission for more than 160 years, dedicated to fostering excellence in teaching, research and service for the betterment of our state, our nation and our world.**

K-State stands as a powerful and positive force for Kansas— this report shows just how much that statement rings true. In the fiscal year 2023 alone, the university's impact on the state's economy exceeded \$2 billion, contributing significantly to the prosperity of all 105 counties. This accomplishment reflects the collective effort among each and every member of the K-State community, spanning our three physical campuses in Manhattan, Salina and Olathe, as well as K-State Research and Extension, K-State Athletics, the K-State Alumni Association and the KSU Foundation. The impact that we can make, working together as "One K-State," is unmatched.

While we celebrate this great achievement, we recognize that our journey is ongoing and far from complete. Guided by our Next-Gen K-State strategic plan, we are committed to further elevating the state's economy through strategic partnerships, including initiatives like K-State 105, extension programs and interdisciplinary collaborations such as the Kansas Water Institute and the Institute for Digital Agriculture and Advanced Analytics. These efforts demonstrate our dedication to promoting social mobility and addressing critical challenges for a brighter future for the next generation of Kansans.

As a resilient and forward-thinking K-State community, we are united and ready to continue to make significant contributions to the betterment of our society and beyond. Together, we carry the Wildcat spirit forward with determination and pride.

Go 'Cats!



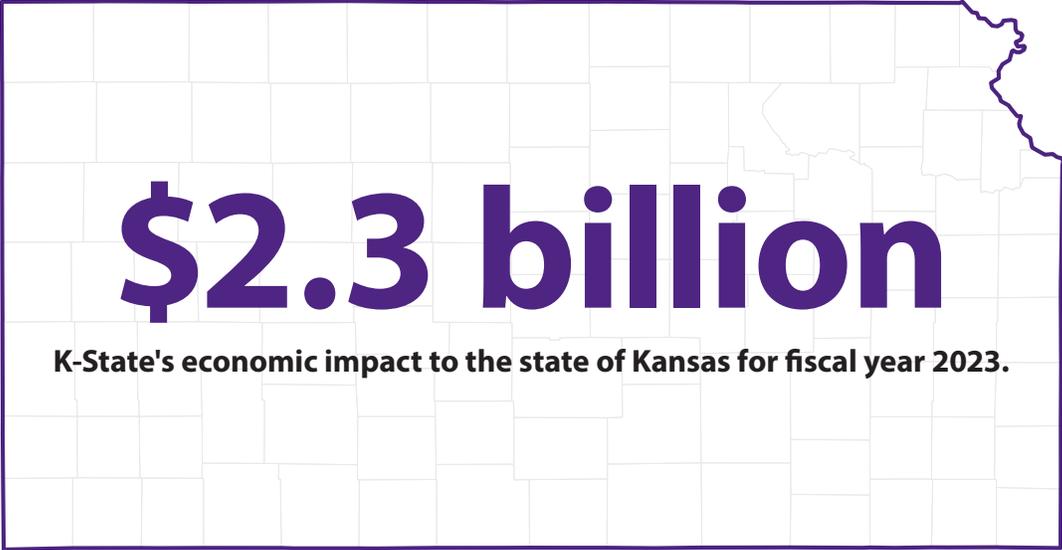
Richard H. Linton  
President  
Kansas State University



# K-State: a positive force for Kansas

K-State is a powerhouse institution, demonstrating excellence in education, research and service. Acknowledged for its accomplishments, K-State remains a driving force in enhancing the well-being of Kansas, the nation and the global community.

With an enrollment nearing 20,000 students, a workforce of 7,500 full-time and part-time individuals and a vast network of more than 200,000 active alumni worldwide, K-State's influence extends locally and globally. The university consistently makes economic, employment and tax impacts, playing a vital role in sustaining the region's prosperity and fostering a resilient statewide economy.



## K-State by the numbers:

<b>1</b> state.	<b>3</b> physical campuses.	<b>105</b> counties of K-State presence.
<b>161</b> years of impact.	<b>165+</b> graduate degrees and certificates.	<b>250+</b> academic undergraduate majors and programs.
<b>1,219</b> full-time faculty.	<b>2,412</b> full-time staff.	<b>19,745</b> students.
		<b>99,917+</b> alumni living and working in Kansas.

## K-State by the numbers:

Kansas State University plays an indispensable role in fueling economic expansion and employment growth, spearheading the innovation economy across communities throughout Kansas. Boasting three campuses, a robust research presence, top-tier athletics and a comprehensive statewide extension program, K-State makes a substantial contribution to both the state and local economies of Kansas.

### Kansas State University

**\$1.69 billion**

generated in economic impact.

**16,614 jobs**

supported and sustained.

**\$92.3 million**

generated in state and local taxes.

**\$1** from Kansas investment

creates **\$8.79** in economic impact.

### K-State Athletics

**\$486.1 million**

generated in economic impact.

**3,852 jobs**

supported and sustained.

**\$26.2 million**

generated in state and local taxes.

### K-State Alumni Association

**\$12.1 million**

generated in economic impact.

**70 jobs**

supported and sustained.

**\$654,891**

generated in state and local taxes.

### KSU Foundation\*

**\$59.1 million**

generated in economic impact.

**355 jobs**

supported and sustained.

**\$3.1 million**

generated in state and local taxes.

### Manhattan region

*Geary, Pottawatomie and Riley counties*

**\$1.31 billion**

generated in economic impact.

**12,846 jobs**

supported and sustained.

**\$71.3 million**

generated in state and local taxes.

### Salina region

**\$37.2 million**

generated in economic impact.

**364 jobs**

supported and sustained.

**\$2 million**

generated in state and local taxes.

### Olathe region

**\$32.3 million**

generated in economic impact.

**317 jobs**

supported and sustained.

**\$1.8 million**

generated in state and local taxes.

### K-State Research and Extension

**\$383.2 million**

generated in economic impact.

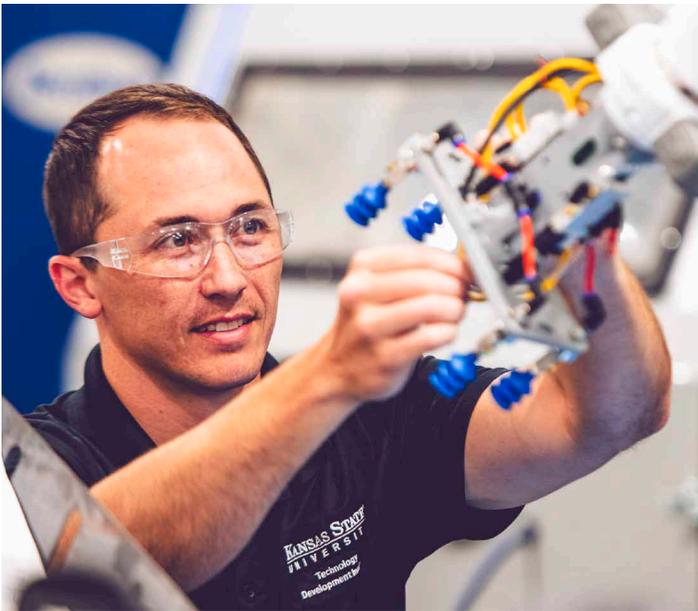
**3,755 jobs**

supported and sustained.

**\$20.9 million**

generated in state and local taxes.

*\*The economic impact stems from K-State entities' operational spending. The KSU Foundation's \$952 million endowment in FY23 yielded \$126.1 million for K-State's immediate use, reflected in the university's annual budget. Additionally, philanthropic contributions of \$226.4 million were generated and allocated to K-State.*



# We are Next-Gen K-State

As the first operational land-grant university, K-State is a positive force for Kansas, generating economic expansion and employment growth across all 105 counties.

K-State is preparing the workforce of tomorrow and fostering stronger communities throughout the state. As a leader in education, research and service, K-State underscores its unwavering commitment to advancing scholarly endeavors. The university's overarching land-grant mission is to cultivate outstanding teaching, cutting-edge research and impactful service that is accessible to all, fostering a highly skilled and educated citizenry.

Embracing this mission, K-State is devoted to the pursuit of knowledge, the education of both undergraduate and graduate students, and the enhancement of quality of life. In 2021, Forbes recognized K-State as the premier Best Large Employer in America, surpassing more than 500 entities, including corporations, hospitals, universities and Fortune 500 companies spanning various industries.

As part of the Next-Gen K-State strategic plan, K-State retained consulting firm Tripp Umbach to measure the economic value generated by the institution throughout the state of Kansas in fiscal year 2023 (July 1, 2022, to June 30, 2023). The impact analysis measured these effects for the institution, as well as its three campuses — Manhattan, Salina and Olathe — K-State Research and Extension, K-State Athletics, the K-State Alumni Association and the KSU Foundation.

**The university's overarching land-grant mission is to cultivate outstanding teaching, cutting-edge research and impactful service that is accessible to all, fostering a highly skilled and educated citizenry.**

## The K-State Opportunity Agenda

K-State aims to generate economic prosperity and contribute to grand societal challenges in an interdisciplinary, mutually beneficial way. By uniting resources and expertise to elevate K-State's role in driving world-class discovery, innovation and scholarship, we call these areas the K-State Opportunity Agenda.

### Global food security and biosecurity

Transforming and sustaining food and agriculture systems globally.

### Enabling technologies

Integrating technology across foundational elements of modern human life.

### Community health and well-being

Comprehending a community's physical, social and cultural attributes.

### Sustainability

Examining the natural and environmental factors and their impacts on our health, environment and society.

# the university *for* Kansans

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## Community health and well-being

K-State is devoted to comprehending the physical, social and cultural attributes of a healthy community. Improving community health involves researching the social dynamics and cohesion within a community and identifying and addressing factors contributing to health disparities, including social determinants of health and health care policies. The goal of community health programs is pinpointing and fortifying the structures, policies and practices that influence accessibility to health education, promotion and care.

**By extending work-based learning experiences, K-State will enhance employability and create a talent pipeline for Kansas companies.**

regional support liaisons and technical solutions to assist companies, support entrepreneurship and drive workforce development. By extending work-based learning experiences, K-State will enhance employability and create a talent pipeline for Kansas companies.

To address the issue of uneven economic growth across the state, K-State is expanding its presence in all 105 counties in Kansas through K-State 105. K-State 105 promotes sustainable growth by deploying research and development and workforce development initiatives and increasing community engagement and support. K-State will facilitate connections between urban and rural areas and focus on creating new businesses that sell goods and services beyond the local level, thereby bringing new revenue into communities. K-State has established a network of economic development liaisons,

**Creating a statewide network to advance community vitality, increase small business startups, expand existing businesses and increase direct investments.**

Scan to learn more about K-State's partnership with NetWork Kansas.





## Sustainability

K-State's focus on sustainability encompasses considerations of water and resource management practices, natural and environmental factors that influence resource usage, and the impacts on our health, the environment and society. It also involves the conservation and

**K-State's focus on sustainability encompasses considerations of water and resource management practices.**

restoration of biodiversity and the exploration of economic policies and cultural practices and their effects on human ecology.

K-State prioritized its commitment to tackling the water resource challenges of our state and nation with the creation of the Kansas Water Institute, elevating water to a university-level initiative. The mission is to leverage existing university and state agency partnerships while expanding university resources. With greater interdisciplinary participation than ever before, the institute is positioned to formulate solutions for one of the state's most precious resources.

Additionally, K-State researchers are emphasizing soil preservation with interdisciplinary initiatives bringing together engineers, mathematicians, soil and agricultural scientists, social scientists and agricultural economists to create fundamental knowledge that will benefit rural communities and build future research capacity in the field.

**Tackling the water resource challenges of our state and nation.**

Scan to learn more about the Kansas Water Institute.





## Global food security and biosecurity

K-State, with its deep expertise in agriculture, is transforming and sustaining food and agriculture systems globally. Through its land-grant mission, K-State creates jobs by attracting billions in national and international investments to Kansas.

**Kansans benefit from the highest levels of biosecurity and a more robust economy.**

This comprehensive approach involves interdisciplinary teams of researchers and educators focusing on agriculture, biology, social sciences, engineering and extension. The interdisciplinary nature of a large land-grant university also allows for exploring the intricate connections between agriculture policy and economics that impact food access and security in plants, animals and people.

K-State is uniquely positioned in biosecurity and biodefense, which has positive economic and societal impacts on Kansas and beyond. It boasts biosafety level-1, -2, -3, -3Ag and -4 laboratories located on or near campus, including the National Bio and Agro-Defense Facility (NBAF). K-State leads all competitors nationally in discovering and developing biosecurity and biodefense strategies. The university is leveraging the expertise and infrastructure to attract new companies, entrepreneurs and venture capitalists to the region. As K-State expands its biosecurity capacity for industry and facilitates technological advancements, Kansans benefit from the highest levels of biosecurity and a more robust economy. This focus area will drive economic growth and create high-value opportunities for the state.

**Leading the nation in digital agriculture teaching, research and engagement.**

Scan to learn more about the Institute for Digital Agriculture and Advanced Analytics.





## Enabling technologies

K-State is focusing on advancing and understanding the implications of natural language processing and machine learning, along with integrating technology across foundational elements of modern human life by providing the opportunity to contemplate these integrations' ethical and societal impacts. Underlying drivers include sparking innovation in technologies grounded in advanced manufacturing, artificial intelligence, the Internet of Things, big data and data science, cybersecurity, aerospace technology, creativity, and the development of smart and connected communities.

- K-State's spending related to K-State's mission of instruction, research and public service grew to \$491.6 million in 2023 from \$454.2 in 2022, an increase of 8.2%.
- The university garnered \$225 million in total research awards in fiscal year 2023, the highest total ever for K-State.
- Licensing revenue generated \$7 million in fiscal year 2023.

**K-State is integrating technology across foundational elements of modern human life by providing the opportunity to contemplate these integrations' ethical and societal impacts.**

### Making a mark on AI-based data research

Scan to learn more about the more than \$1 million in subawards.





# Making an impact throughout Kansas

## Impacting the economy

**K-State generated \$2.3 billion in economic impact for Kansas.** This total represents the direct impact of spending in the state (\$652.3 million) and the indirect and induced spending (\$1.6 billion) because of the presence of K-State. This indirect impact includes re-spending dollars within the local economy by vendors/suppliers and households, while institutional, employee and visitor spending all contributes to direct impact.

## Supporting and sustaining jobs

**K-State supported 21,335 jobs in Kansas,** directly enhancing workforce vitality and strengthening the economy across sectors. These jobs, encompassing full-time and part-time positions, consist of direct employment by the university (8,949 jobs) and indirect and induced jobs (12,406 jobs).

These employment impacts directly contribute to Kansas' overall workforce vitality and provide a boost to the economy. Individuals directly employed by K-State spend their earnings within the state, further supporting additional employment. Additionally, K-State's spending on capital projects, development and planning projects, and suppliers contributes to the creation of additional indirect jobs throughout Kansas.

## Strengthening local and statewide tax bases

**K-State received \$235 million from the state of Kansas in fiscal year 2023.** For every dollar K-State receives from Kansas taxpayers, \$8.79 is generated by the university's operations and programs in the state's economy. This return on investment is a result of the work done at Kansas State University, and the impact of the institution is extended by K-State Athletics, the K-State Alumni Association and the KSU Foundation.

# Kansas State University

Established in 1863, Kansas State University's Manhattan campus has grown into a comprehensive academic and research institution.

Renowned for its dedication in various disciplines, the campus hosts research centers and institutes that drive advancements in agriculture, technology, health, business and more. K-State offers a dynamic environment for academics, research, student life and community engagement. It embodies the traditions, values and pursuit of excellence that define K-State.

With more than 1,200 faculty and nearly 5,000 staff, the Manhattan campus thrives as a community of passionate, creative and dedicated teachers, scholars and mentors. Students benefit from learning from the foremost experts in their fields and enjoy a diverse range of community and social activities.

## Impacting the economy

**In fiscal year 2023, K-State generated \$1.31 billion in economic impact on the Manhattan region.** This total represents the direct impact (\$451 million) of spending in the state and the indirect spending (\$859 million) that occurs because of the presence of K-State's Manhattan campus.

## Supporting and sustaining jobs

**K-State directly supported 12,846 jobs in Manhattan,** with the university directly employing 6,713 positions (full-time and part-time) in the region.

## Strengthening local and statewide tax bases

State and local government revenues attributable to K-State's presence in Manhattan totaled **\$71.3 million in fiscal year 2023.**



**In fiscal year 2023, K-State generated \$1.31 billion in economic impact on the Manhattan region.**



# K-State Salina

Established in 1965 as the university's first satellite campus, Kansas State University Salina Aerospace and Technology Campus is located in Salina and provides education and training in aviation, engineering, technology and related fields.

The campus offers both undergraduate and graduate programs, emphasizing hands-on learning and practical experience, and it is renowned for its aviation programs, including professional pilot training and aircraft maintenance.

Equipped with modern facilities, laboratories and resources tailored to support its specialized programs, K-State Salina is committed to applied learning and industry-relevant education, preparing students for careers in aviation and technology.

As a hub for specialized education and training, K-State Salina plays a crucial role in advancing the university's mission of providing diverse and quality educational opportunities across various disciplines.

## Impacting the economy

**In fiscal year 2023, K-State Salina generated \$37.2 million in economic impact on the Salina region.** This total represents the direct impact of spending in the state (\$12.8 million) and the indirect spending (\$24.4 million) that occurs because of the presence of K-State's Salina campus.



## Supporting and sustaining jobs

**K-State Salina directly supported 364 jobs in Salina,** with the university directly employing 203 positions (full-time and part-time) in the region.

**In fiscal year 2023, K-State Salina generated \$37.2 million in economic impact on the Salina region.**

## Strengthening local and statewide tax bases

State and local government revenues attributable to K-State's presence totaled **\$2 million in fiscal year 2023.**



# K-State Olathe

Established in 2011 as the second satellite campus of Kansas State University, K-State Olathe focuses on professional education, research and outreach in food safety, animal health and bioscience.

The campus is crucial to advancing research and innovation in collaboration with industry partners, governmental agencies and the Kansas City community, emphasizing applied learning and practical solutions to address challenges in bioscience and related fields.

A key focus at K-State Olathe is integrating academic programs with industry needs, fostering connections between education and workforce development. The campus serves as a collaborative place for students, researchers and industry professionals to work on cutting-edge projects.

The K-State Olathe campus serves as a center for applied research, professional education and industry collaboration, contributing to the university's mission of addressing real-world challenges and providing impactful solutions.

## Impacting the economy

**In fiscal year 2023, K-State Olathe generated \$32.3 million in economic impact on the Olathe region.** This total represents the direct impact of spending in the state (\$11.1 million) and the indirect spending (\$21.2 million) that occurs because of the presence of K-State's Olathe campus.



## Supporting and sustaining jobs

**K-State Olathe directly supported 317 jobs in Olathe,** with the university directly employing 165 positions (full-time and part-time) in the region.

**In fiscal year 2023, K-State Olathe generated \$32.3 million in economic impact on the Olathe region.**

## Strengthening local and statewide tax bases

State and local government revenues attributable to K-State's presence totaled **\$1.8 million in fiscal year 2023.**



# K-State Research and Extension

K-State Research and Extension (KSRE) works with citizens across Kansas to help them gain practical knowledge, understand and adapt to change, make informed decisions and solve today's problems in Kansas.

Using university research-based knowledge, KSRE addresses a wide range of needs that fall into three grand challenges for the state of Kansas:

Economic opportunity

Educational excellence

Healthy futures

While KSRE has provided agriculture education and support since the mid-1900s, extension services also focus on health care, broadband connectivity, business development and environmental science. In fiscal year 2023, more than one million Kansans had direct contact with KSRE. KSRE connects people, organizations and communities to the university's knowledge base, giving them a link to resources to manage issues of local concern and improve their quality of life. By providing services to all 105 counties, KSRE can customize university programs to the specific needs of diverse communities across the Sunflower State.

## Impacting the economy

**In fiscal year 2023, KSRE generated \$383.2 million in economic impact on the state.** This total represents the direct impact of spending in the state (\$131.8 million) and the indirect spending (\$251.4 million) that occurs because of the presence of KSRE.

## Supporting and sustaining jobs

**KSRE directly supported 2,145 jobs,** with the university directly supporting 3,755 jobs (full-time and part-time) in the state.

## Strengthening local and statewide tax bases

State and local government revenues attributable to K-State's presence totaled **\$20.9 million in fiscal year 2023.**



# K-State Alumni Association

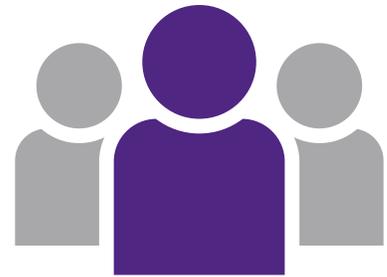
For 150 years, the K-State Alumni Association has united graduates with each other and their beloved alma mater.

From its beginning, the association has championed lifelong connections among K-State alumni. The alumni association is committed to celebrating the achievements of K-State graduates and facilitating ongoing alumni involvement with the university. In fiscal year 2023, the K-State Alumni Association engaged over 90,000 participants and sponsored over 600 events.

K-State alumni are among the most loyal in the nation, and the association is proud to rank No. 1 in the Big 12 Conference and No. 4 among the Power Five conferences nationally for the percentage of graduates who are members. As a vital bridge between past and present, the K-State Alumni Association is proud to serve the Wildcat community as their link for life to K-State.

## Impacting the economy

In fiscal year 2023, the **99,917 alumni** living in working in Kansas generated **\$44 billion** in economic impact to the state. The K-State Alumni Association itself generated **\$12.1 million** in economic impact. This total represents the direct impact of spending in the state (\$5.7 million) and the indirect spending (\$6.4 million).



## Supporting and sustaining jobs

- **70 jobs** supported and sustained, with the university directly employing 32 positions (full-time and part-time) in the state.

**One out of every 15 employees in the state of Kansas is a K-State graduate.**

## Strengthening local and statewide tax bases

- State and local government revenues attributable to K-State's presence totaled **\$654,891 in fiscal year 2023**.

**One out of every 71 jobs in the state is generated by K-State operations.**



# KSU Foundation

The KSU Foundation was founded in 1944 and serves as K-State's strategic partner for philanthropy and as the official fundraising entity for K-State to help make a difference in the world through K-State people and programs.

The KSU Foundation operates as a non-profit organization dedicated to securing and managing private donations for the university's diverse needs. The foundation advances K-State's mission in teaching, research and service through philanthropy.

The KSU Foundation endowment is a sustainable income source for K-State, supporting endeavors such as scholarships, faculty positions and long-term initiatives aimed at enhancing K-State's academic excellence. The foundation is crucial in supporting capital projects and facility enhancements across K-State. This includes funding for construction, renovation and maintenance projects, that contribute to the overall development and upkeep of the university's infrastructure.

## Impacting the economy

**In fiscal year 2023, KSU Foundation generated \$59.1 million in economic impact to the state.** This total represents the direct impact of spending in the state (\$28.6 million) and the indirect spending (\$30.5 million) that occurs because of the presence of the KSU Foundation.

**The KSU Foundation's \$952 million endowment in fiscal year 2023 yielded \$126.1 million for K-State's immediate use,** reflected in the university's annual budget.

## Supporting and sustaining jobs

**KSU Foundation directly supported 355 jobs,** with the Foundation directly employing 150 positions (full-time and part-time) in the state.

## Strengthening local and statewide tax bases

State and local government revenues attributable to K-State's presence totaled **\$3.1 million in fiscal year 2023.**

**Philanthropic contributions of \$226.4 million were generated and allocated to K-State, securing private gifts for:**

- 152 new student scholarships.
- \$3 million gift to help build a new food pantry facility for Cats' Cupboard.
- \$10 million corporate gift for K-State Salina.
- \$75 million+ for the Ag Innovation Initiative.



# K-State Athletics

K-State Athletics represents the competitive spirit and pride of Kansas State University.

K-State has a diverse range of sports programs that provide student athletes opportunities to compete at the NCAA Division I level in the Big 12 Conference while pursuing their academic goals. Central to K-State Athletics is the commitment to developing well-rounded individuals who excel both on and off the field. Student-athletes are encouraged to embody values such as teamwork, perseverance and sportsmanship, serving as ambassadors for the university both in competition and in the community.

The passionate K-State fanbase plays a crucial role in the thriving Manhattan economy, as visitors travel in droves to support the Wildcats. Bill Snyder Family Stadium, Bramlage Coliseum, Buser Family Park, Tointon Family Stadium and Morgan Family Arena host thousands of fans on gamedays throughout the year. The fan support also leads to financial opportunities for student-athletes through Name, Image and Likeness deals.



## Impacting the economy

Direct spending by K-State Athletics generates economic activity throughout the state. In fiscal year 2023, the direct spending of K-State Athletics, in combination with the indirect and induced impacts of dollars being re-spent throughout the economy, **generated \$486.1 million in overall economic impact** to the state (\$44.8 million in direct impact and \$441.3 million in indirect and induced impact).

**In fiscal year 2023,  
K-State Athletics  
generated  
\$486.1 million in  
economic impact on  
the state of Kansas.**

## Supporting and sustaining jobs

**In fiscal year 2023, K-State Athletics directly employed 949 individuals (full-time or part-time positions).** This direct employment generates additional spending throughout the region and state that, in turn, supports additional indirect and induced jobs created when K-State Athletics, its employees and visitors spend in the region and state. **In total, K-State Athletics supports 3,852 jobs throughout the region.**

## Strengthening local and statewide tax bases

State and local tax impacts attributable to K-State Athletics' presence totaled approximately **\$26.2 million in fiscal year 2023.**



Together, we are  
**a positive  
force for Kansans**

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sas.

**KANSAS STATE**  

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# Engagement throughout all we do.

As a next-generation land-grant university, K-State is committed to integrating engagement into every facet of our operations. This commitment extends to our collaboration with all 105 counties in Kansas to boost their economic prosperity significantly. Through the One K-State funding outlined in the Next-Gen K-State strategic plan, we contracted with Tripp Umbach to conduct a comprehensive report measuring the economic impact generated by our institution across the state of Kansas in fiscal year 2023 (July 1, 2022, to June 30, 2023).

This report considers the effects on the institution as a whole, as well as its three physical campuses - Manhattan, Salina and Olathe - along with K-State Research and Extension, K-State Athletics, the K-State Alumni Association and the KSU Foundation.

The findings of this report clearly highlight the substantial impact and contributions made by K-State in enhancing economic growth and development throughout the state, and prove that together, we are a positive force for Kansas.



Marshall Stewart  
Senior Vice President for Executive Affairs,  
University Engagement and Partnerships, and Chief of Staff  
Kansas State University



## About Tripp Umbach

Established in 1990 in Pittsburgh, Penn., Tripp Umbach is a well-established and highly regarded private consulting firm in the United States. Renowned for its economic and community development expertise, the firm collaborates with healthcare, education, government and corporate clients to enhance the economic, social and physical well-being of communities globally. With a history spanning over 30 years, Tripp Umbach has partnered with more than 1,000 organizations, delivering services such as community assessment, economic impact assessment and economic development strategies. The firm has completed more than 500 economic impact studies in the past three and a half decades.

To complete their studies, Tripp Umbach uses IMPLAN (Impact Analysis for PLANNING), an econometric modeling system created by applied economists at the University of Minnesota and the U.S. Forest Service. Developed in 1979, it's widely utilized by over 500 private consulting firms, university research centers and government agencies. IMPLAN integrates U.S. Bureau of Economic Analysis input-output benchmarks with additional data to create quantitative models depicting trade flow relationships between businesses and final consumers.

Special thanks to the Tripp Umbach team, including Paul Umbach, founder and president, and Julie Chimel, vice president and managing senior principal.



Scan here to learn about the methodology behind the study.

# Acknowledgments

Kansas State University sincerely appreciates the hard work and dedication shown in preparing this economic impact report. The commitment to excellence and attention to detail have been instrumental to this crucial project. Thank you for your tireless efforts and invaluable contributions.

## Interviewed stakeholders

Alfonso Clavijo, director, National Bio and Agro-Defense Facility

Blake Flanders, president and chief executive officer, Kansas Board of Regents

Jessica Gnad, director of K-State 105, Kansas State University

Gregg Hadley, assistant vice president and director for extension, Kansas State University

Thomas Lane, vice president for academic success and student affairs and dean of students, Kansas State University

Debbie Mercer, dean of the College of Education, Kansas State University

Ernie Minton, Eldon Gideon dean of the College of Agriculture and director of K-State Research and Extension, Kansas State University

David Rosowsky, vice president for research, Kansas State University

Bonnie Rush, Hodes family dean of the College of Veterinary Medicine, Kansas State University

Jane Schuh, associate dean and director for research and graduate studies, Kansas State University

Jason Smith, president and chief executive officer, Manhattan Area Chamber of Commerce

Gene Taylor, director of athletics, K-State Athletics

David Toland, lieutenant governor and secretary of commerce, State of Kansas

Adam Walker, president and chief executive officer, K-State Alumni Association

Greg Willems, president and chief executive officer, KSU Foundation

## Economic Impact Report Committee

Jim Bach, senior associate athletics director for business operations, K-State Athletics

Carson Byers, client manager, Kansas State University

Ben Cleveland, creative director, Kansas State University

Grant Hill, committee chair and deputy chief of staff, Kansas State University

Greg Lohrentz, senior vice president of operations and finance, KSU Foundation

Lindley Lund, communications officer, Kansas State University

Bin Ning, associate provost and chief data officer, Kansas State University

Rick Peterson, associate director for extension programs, Kansas State University

Brad Sidener, senior vice president and chief operations officer, K-State Alumni Association

Chris Urban, director of BI and analytics, Kansas State University

**Special acknowledgments are extended to every member of the K-State community for their dedication, innovation and hard work. It is through our collective efforts that K-State's significant economic impact continues to enrich the state of Kansas, fostering growth, prosperity and opportunity for all.**

**Together, we are  
a positive force  
for Kansas.**

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Notice of Nondiscrimination: Kansas State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, ancestry, disability, genetic information, military status, or veteran status, in the university's programs and activities as required by applicable laws and regulations. The person designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning the nondiscrimination policy is the university's Title IX Coordinator: the Director of the Office of Institutional Equity, [equity@k-state.edu](mailto:equity@k-state.edu), 103 Edwards Hall, 1810 Kerr Drive, Kansas State University, Manhattan, Kansas 66506-4801. Telephone: 785-532-6220 | TTY or TRS: 711. The campus ADA Coordinator is the Director of Employee Relations and Engagement, who may be reached at [charlott@k-state.edu](mailto:charlott@k-state.edu) or 103 Edwards Hall, 1810 Kerr Drive, Kansas State University, Manhattan, Kansas 66506-4801, 785-532-6277 and TTY or TRS 711.