

Making a Difference: Measuring the Social and Economic Impacts of Universities

OCULL Retreat, October 17, 2008

University of Toronto

Traditional Economic Impact Measures

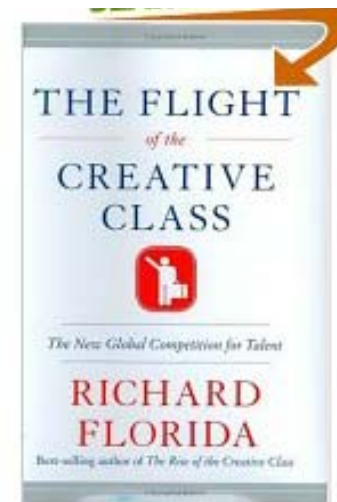
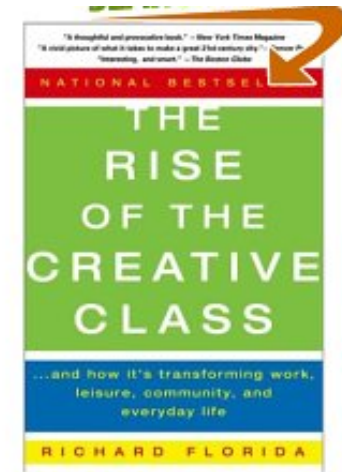
- **Contribution as an employer**
 - 15th largest employer in the GTA (11,807 employees)
- **Direct spending contribution**
 - “In 2005-06 spending totaling \$1.7B generated \$1.03 for every dollar of federal & provincial funding”
- **Indirect impacts**
 - “U of T’s overall estimated economic impact on the GTA economy in 2005-06, \$5.4B

Project: A Broader View of University Impact

- Richard Florida's research on the "creative class"
- Illustrates universities' role in attracting the talent that helps drive the economy

"Universities are the intellectual hubs of a creative economy"

...fostering not only research and technology but also "the other two Ts of economic growth – talent and tolerance."



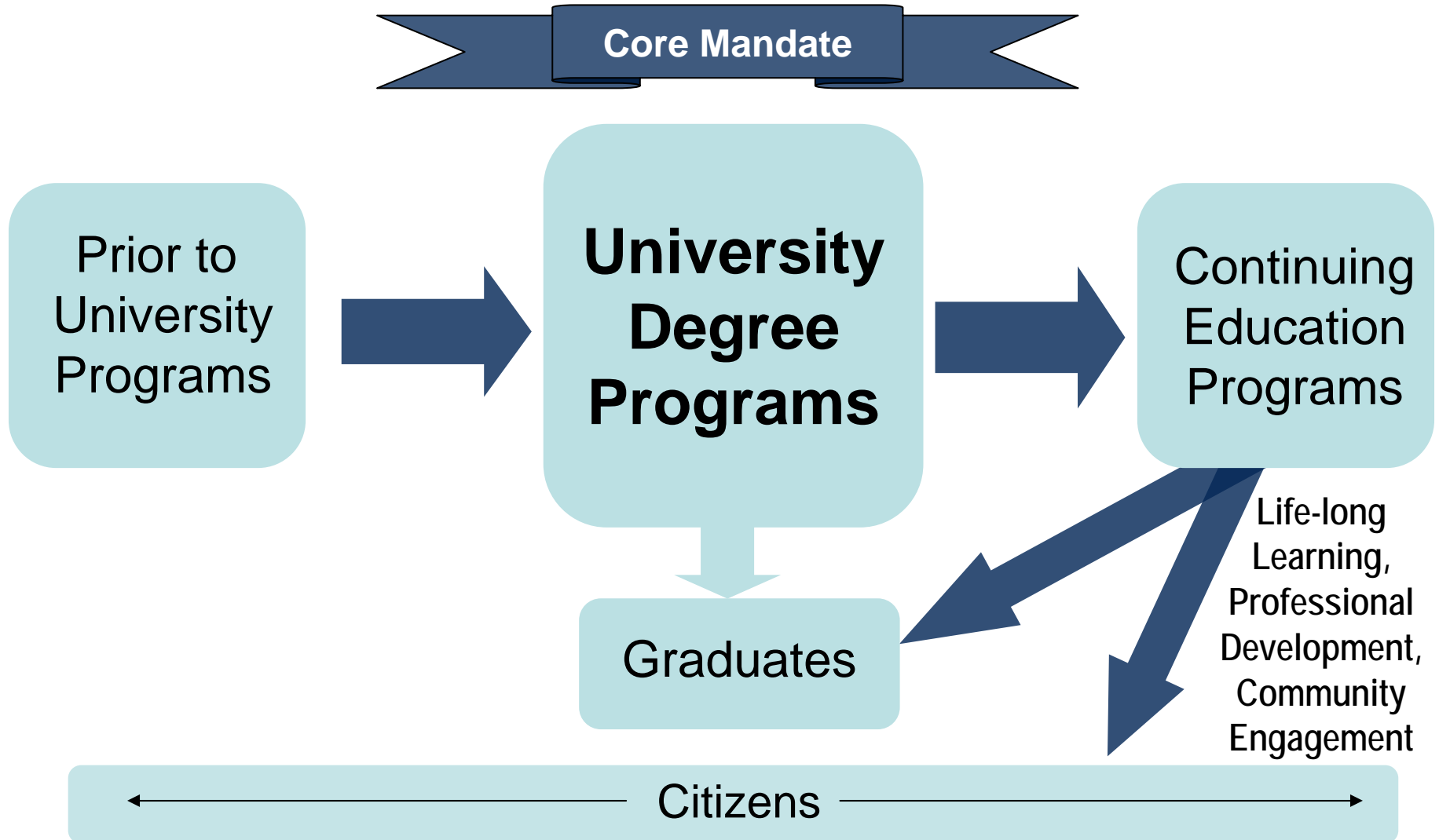
Project Approach

- Broad array of positive impacts that extend beyond direct expenditures
- Benefits accrue for the economy (local, provincial, national), social elements of society, and the environment
 - Tailored documents for local, provincial and national audiences
- Important to tell our story to government and the broader community so we can continue to make our important contribution

Metric Categories

- Human Capital
- Economic Stimulation
- Capital Investments
- U of T as an Employer
- Geographic Impression
- Research and Development
- Intellectual Property
- Government Support
- Private Giving
- Community Partnerships
- Arts, Culture & Recreation
- Stewards of the Environment
- World Issues Engagement

U of T's Contribution to Educating and Training Human Capital



Human Capital: Students

- 74,000 students enrolled
 - Undergraduate – 60,000
 - Graduate – 14,000
- Largest institution in Canada
- General demographics
 - 54% of first-entry undergraduates are visible minorities
 - Large proportion of first generation students
- Access and academic bridging programs

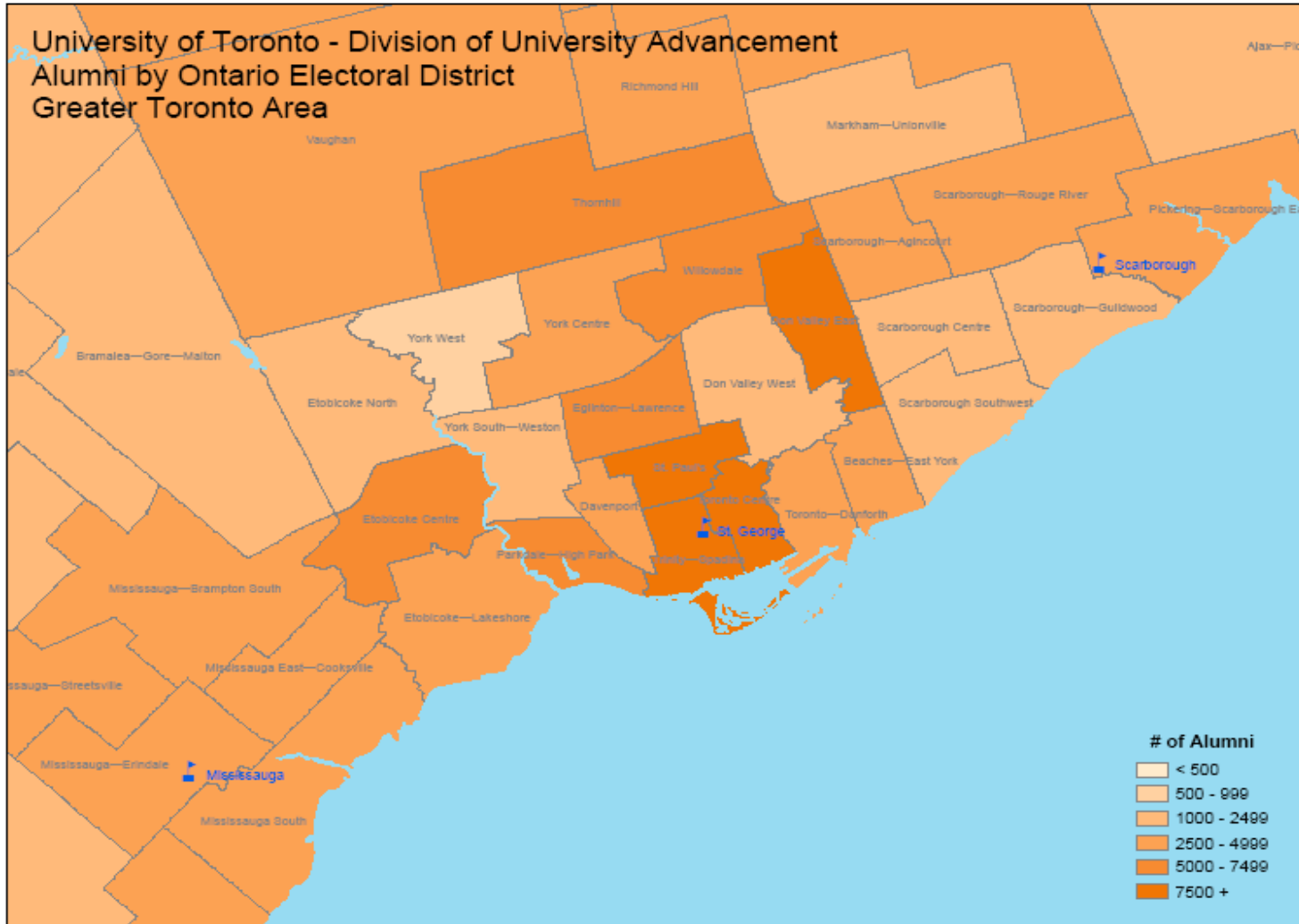
Human Capital: Graduates (1)

- Produce 14% of all undergraduate degrees in Ontario
- Produce large proportion of graduate and professional degrees in Ontario
 - 30% of MDs
 - 56% of Dentists
 - 100% of Pharmacists
 - 16% of Engineers
 - 15% of Lawyers
 - 27% of Graduate degrees (Masters and PhD)

Human Capital: Graduates (2)

- Employment measures
 - Employment rate – 90% of 2004 graduates were employed after 6 months
 - Starting salary – compares favourably with average salaries for workers aged 25-54 in Ontario
- Noted alumni
- Geographic impression

Human Capital: Geographic Impression



Human Capital: Continuing Education

Enrolment in continuing education courses – Spring 2006- Spring 2007

School of Continuing Studies	Business and Professional Studies	5,767
	Arts and Science	2,522
	Creative Writing	765
	Languages	1,682
	English Language Program	2,086
	Total SCS	12,822
Other Programs	Faculty of Information Studies – Professional Learning	1,154
	Dentistry – Continuing Dental Education	1,763
	Medicine – Continuing Medical Education	22,944
	Pharmacy – Continuous Professional Development	estimated - 1,900
	Social Work – Continuing Education	533
	OISE – Continuing Education	7,739
	Applied Science & Engineering	estimated - 2,500
	Knox College – Continuing & Lay Education	40
	St. Michael's College – Continuing Education Division	estimated - 1,500
	Emmanuel College – Continuing Education	339
	Rotman School of Management – Executive Programs	2,715
	TOTAL CONTINUING EDUCATION	55,949

Human Capital: International Professionals and New Canadians

- Bridging programs for internationally-trained professionals
 - International Dentist Advanced Placement Program
 - International Pharmacy Graduate Program
 - Preparatory Program for International Medical Trainees
 - Post-Graduate Medical Graduates Office
- Range of support programs for internationally trained professionals, including lawyers
- School of Continuing Studies' English Language program

Other Measures

- Human Capital
- Economic Stimulation
 - Jobs produced, expenditures and regional output multipliers
- Capital Investments
- U of T as an Employer
 - Noted faculty, top ranked diversity employer
- Geographic Impression
- Research and Development
 - Key discoveries, research publication rates, research funding share
- Intellectual Property
 - Patents, spin-off companies
- Government Support
- Private Giving
- Community Partnerships
 - Outreach programs, community clinics, service teaching
- Arts, Culture & Recreation
- Stewards of the Environment
 - Urban green space, environmental research, green initiatives on campus
- World Issues Engagement

U of T – a valuable asset...

U OF T INPUTS

Human

- Students
- Faculty
- Staff

Social

- Community participant
- Land/Property owner
- Academic programming on social issues e.g. healthcare, social work, environment

SOCIETAL OUTPUTS

Human

- Educated population
- Diverse population
- World class research
- Greatest depth & breadth of academic programmes in Canada
- Enabler of creative class

Social

- Very large, engaged member of community
- Academic focus on areas of direct relevance to society
- High quality research on social issues

SOCIETAL BENEFITS

Human

- More productive population
- More prosperous society
- Innovations that benefit society
- More tolerant society
- More accessible society

Social

- Size & consistency enables a large scale impact
- Engagement with society means we understand issues and can truly address them
- Direct impact on governance – help provide solutions to real problems
- Environmentally-conscious

U of T – a valuable asset...

U OF T INPUTS

Economic

- Employs 15,000 people in GTA
- Commercialisation of research
- Downtown location with rich history & green campus

Cultural

- Facilities
- Artists work & learn here
- Architecture
- Campuses

SOCIETAL OUTPUTS

Economic

- 15th largest employer in GTA
- Contributes \$5.4B annually to GTA economy
- World-renowned architecture
- Well maintained 'green' spaces

Cultural

- Developer of creativity
- Provider of venues for creative pursuits
- World-renowned architecture
- Well maintained 'green' spaces in urban locations

SOCIETAL BENEFITS

Economic

- Significant contributor to economic well-being of society
- Significant contributor to creative economy through innovation
- Contributor to local tourism industry

Cultural

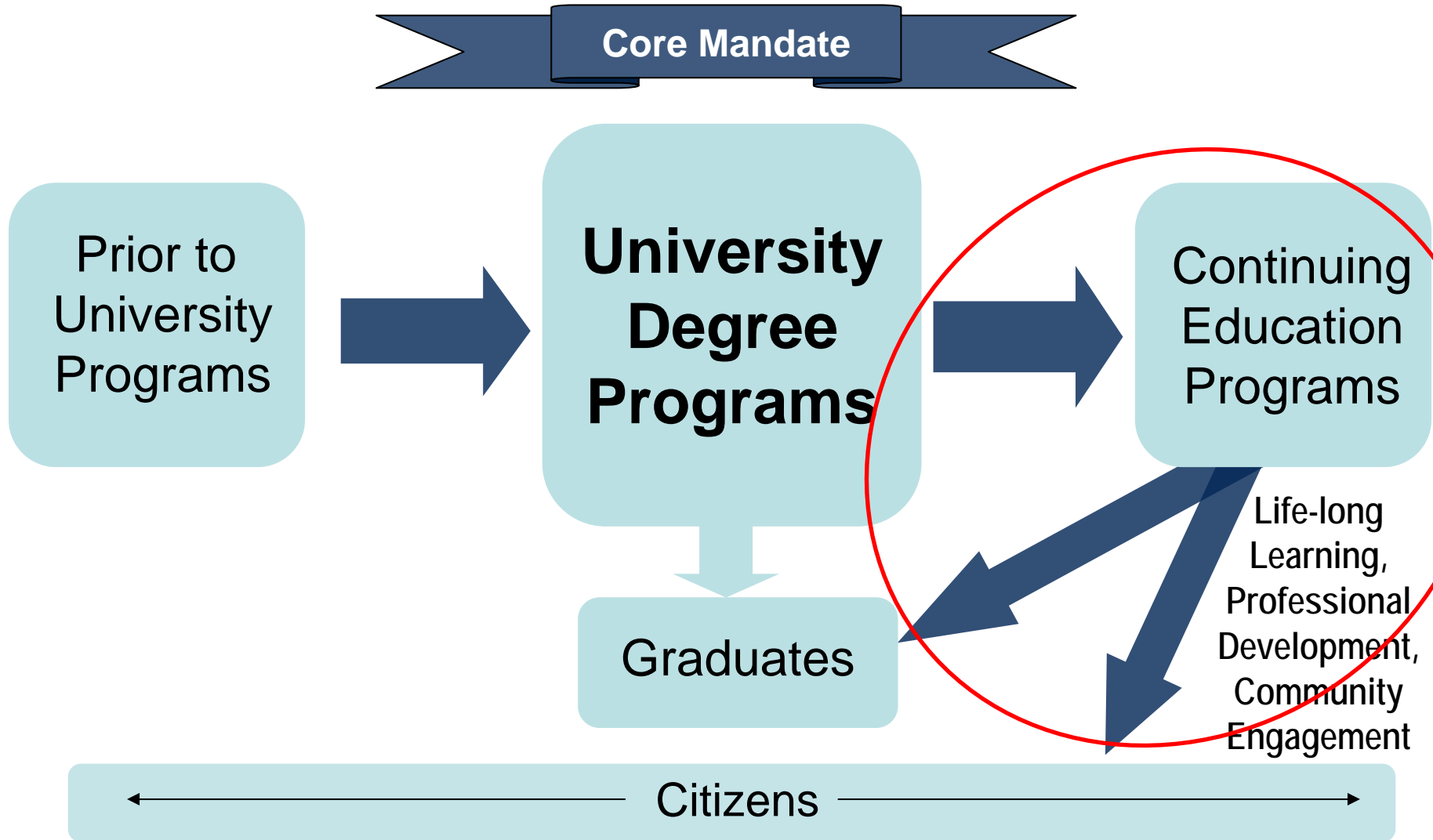
- More tolerant society
- More accessible society
- More beautiful urban env't

Local & global impact – “the local multi-national”

Next Steps

- “Making the Case for the University of Toronto – A Valuable Asset” in final stages of production
- Anticipate release by Fall-Winter 2008

U of T's Contribution to Educating and Training Human Capital



Other Key Materials - Continuing Ed Inventory (1)

- Context – highly decentralized, independent CE operations
- “Continuing Education at U of T”
 - An inventory of all CE initiatives across the university
 - Coordinated by Marilyn Booth, Director, School of Continuing Studies

Other Key Materials - Continuing Ed Inventory (2)

- Provides overviews of each continuing ed program at U of T, including
 - Program highlights
 - Estimated enrolment (where available)
 - Contact information (identifies director, web site, telephone, etc)
 - Enormous internal value

Continuing Ed Inventory (1)

- Identifies core audiences:
 - Professionals – at all stages of careers
 - Professional associations, community groups, industry partners, government agencies
 - International audiences – businesses, governments, educational providers
 - Internationally educated professionals, new Canadians
 - Seniors
 - Alumni
 - U of T faculty and staff

Continuing Ed Inventory (2)

- Key benefits
 - Helps professionals stay up-to-date in their fields
 - Training to enable people to begin new careers
 - Enriches minds and lives – new ideas and perspectives
 - Empowers internationally trained professionals to work in their field in Canada
 - “Ladders” for individuals considering degree study
 - Community engagement

Continuing Ed Inventory (3)

Regulated Professions	Professional Development - Unregulated Professions	Arts, Science & General Interest Courses	Bridging and related Programs for International Professionals
<ul style="list-style-type: none"> ▪ Social Work ▪ Law ▪ Education ▪ Dentistry ▪ Medicine ▪ Nursing ▪ Pharmacy ▪ Engineering 	<ul style="list-style-type: none"> ▪ Emmanuel College ▪ Knox College ▪ Faculty of Information Studies ▪ Rotman School of Management ▪ St. Michael's College ▪ School of Continuing Studies Business & Professional programs 	<ul style="list-style-type: none"> ▪ St. Michael's College ▪ School of Continuing Studies - Arts, Science and Lifestyle, Creative Writing, Languages and Translation 	<ul style="list-style-type: none"> ▪ School of Continuing Studies English Language Program ▪ International Dentist Advanced Placement Program ▪ International Pharmacy Graduate Program ▪ Preparatory Program for International Medical Trainees ▪ Post-Graduate Medical Graduates Office



Sample – Faculty of Pharmacy (1)

- We are
 - Office of Continuous Professional Development, established 2005; the only Ontario university-based provider of continuous professional development
- We serve
 - Practicing pharmacists, internationally educated pharmacists, pharmacy educators, groups and individuals whose work requires pharmaceutical knowledge (pharmaceutical industry, allied health professionals, lawyers, judges), general public and consumers

Sample – Faculty of Pharmacy (2)

- Programming
 - Certificates (Cardiology Pharmacy Practice, Pharmaceutical Care Practice, etc.); workshops; public lectures; conferences; customized industry training; International Pharmacy Graduate Program
- On the horizon
 - Expand range of certificates; eventually develop a diploma program; develop more programs for pharmacy educators

Key Messages

- The impact of universities is
 - Broad, going beyond the local community
 - Multi-dimensional
 - Touches many aspects of life in the community, Ontario, Canada
- The investment made by government provides benefits to the province beyond direct expenditures
- Universities play a key role in the development and enhancement of the most important part of our economy, **human capital**

Reflections on the Project

- Breadth, depth and volume of impact is likely not well known within the university, much less by outside audiences
 - Important to inventory/quantify/summarize what we do and communicate it to key audiences
 - Internal value in knowing who's doing what
- Professional communications expertise helpful in telling the story
- Share it far and wide!

Potential Applications for Continuing and Distance Ed

- Show the broad picture
- Inventory, quantify and illustrate the impacts
 - Even quantify the obvious!
- Focus on core audiences... and speak to their priorities

Opportunities for Continuing and Distance Ed

- Environmental factors
 - Economic downturn
 - Impact on enrolment?
 - Internal pressures?
 - Increasing importance of integrating internationally trained professionals and new Canadians
 - More players in the continuing and distance ed markets?

Government Interests



Government Interests & CE Contribution

Helping human capital reach full potential through:

- Professional development
- Programs to bridge international professional credentials
- Programs to support English-language skills
- Programs to help individuals start or change careers in a new, knowledge-based economy
- Programs to help individuals start a path towards degree programs
- Supporting life-long learning, fostering curiosity, and a love for intellectual pursuit



Discussion

- Who are the core audiences to influence and educate about the value of continuing and distance education?
- What are some measures relevant to continuing and distance education?

For more information

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