Clockwise from top left: Following in his father’s footsteps, Scott Cerullo, BS’86, MD’91, a member of Creighton’s National Alumni Board, came to Creighton from Upland, Calif. He is now a cardiologist in Omaha. ... Born in the Congo, Antinatu Rubango is a sophomore at Creighton, where her parents are on faculty. She is majoring in international relations and French with a minor in communications. ... Nigeria native Sade Kosoko-Lasaki, M.D., associate vice president for health sciences, provides glaucoma services for at-risk populations both regionally and abroad, in the Dominican Republic. ... The Rev. Andy Alexander, SJ, and Maureen McCann Waldron, BA’75, MA’98, touch millions worldwide through Creighton’s Online Ministries website.
Take a moment to close your eyes and imagine a world without Creighton University. As an alumnus/na of the University, such a thought might be inconceivable. But what about the impact on those who did not attend Creighton? If the University were gone tomorrow — how would it affect the city of Omaha, the state of Nebraska and beyond?

Before you answer that question, stop to consider all of the benefits and services, beyond an education, that Creighton provides. Although many institutions of higher education contribute to the economic impact on the state, as well as prepare professionals to work in its various communities, if Creighton did not exist, from where would Nebraska get many of its health care professionals, scientists, lawyers, teachers, social workers, journalists and business leaders? Who would provide the many affordable health care and legal aid resources to those less fortunate? And to where would the community turn for volunteers, facilities and other resources necessary to support its many nonprofit organizations and events?

The truth is clear: Creighton University has a profound impact on the economy and quality of life in Nebraska.

**An Economic Force**

In 2005, the *Omaha World-Herald* published a series of articles that clearly identified the importance of the University of Nebraska-Lincoln to the economic strength of the state. However, according to Ernest Goss, Ph.D., MacAllister Chair and professor of economics at Creighton University, for equivalent annual budgets, private universities and colleges in Nebraska actually contribute more to the state economically than tax-supported institutions.

According to Goss’ 2006 study on the economic impact of Creighton University on Omaha and the state of Nebraska, this outcome is based on three factors:

"First," he explained, "private institutions tend to recruit a higher percentage of their students from outside the state than state universities and colleges, thus contributing to 'brain gain.' Second, a large proportion of Creighton's tuition revenues come from outside the state, thus not draining resources from other industries in Nebraska. And finally, Creighton doesn't consume resources from Nebraska citizens via tax support."

For David Brown, president and CEO of the Greater Omaha Chamber of Commerce,
one of the things that stood out the most from Goss’ study is the fact that in 2006, Creighton University’s impact on the state’s economy will exceed $657 million.

“When you look at Creighton University’s overall annual impact on the economy from a layman’s perspective, this might appear to be an inordinately high number,” said Brown. “However, it should come as no surprise to those of us who have a clear understanding of what Creighton means to Nebraska. It’s a huge number, an important number, and maybe it will open some people’s eyes as to Creighton’s importance to the state.”

Human Capital

One of the findings that impressed Professor Goss the most is the impact that Creighton has on “brain gain.” According to the study, for the 2005-06 academic year, 76 percent of Creighton’s 6,723 undergraduate students came from outside Nebraska. Furthermore, over the past four years, Creighton University has recruited students from 44 states with a high proportion remaining in Nebraska after graduation. In addition to bringing these non-Nebraskans to the state, the University also encourages Nebraskans to stay here.

Quality of Life

In terms of other long-term but less measurable impacts, Creighton’s presence also increases the attractiveness of the community and encourages the startup and/or relocation of other businesses in the state. “There are many, many ways that Creighton is important to Omaha and Nebraska, not the least of which is having a university of Creighton’s caliber here,” said Brown. “It’s a huge benefit to us as we promote our quality of life and our available, highly educated workforce to companies that are already here, as well as companies that are considering Omaha for an investment.”

While Goss’ study provides an overview of Creighton’s contribution to the economy from a monetary standpoint, he feels it is also important to consider the charitable contributions of time and energy given by faculty, staff and students each year to non-profit organizations.

A History of Service

Creighton’s legacy of service to those less fortunate is deeply woven throughout the University’s history. In fact, when the site for the present Creighton University Medical Center (St. Joseph Hospital) was chosen, there was much discussion as to whether the hospital should move further west, where the more affluent of the city lived, or stay in the poorest area of the city. It was eventually decided by the Creighton Board of Directors that the hospital should remain at its 30th Street location to continue to serve the poorest areas of the city.

In 2005, Creighton University and Creighton University Medical Center Community Relations Network published a report “Creighton in the Community.” According to the author of the report, Patricia Callone, Creighton’s vice president for Institutional Relations, the University’s physical sites for community outreach in 2005 included some 150 programs found in 440 locations. Of those, 270 locations are found in the poorest areas of metro-Omaha. Creighton resources that are used to support outreach programs include financial support, use of physical facilities, technology resources, and time commitment from faculty, students, staff and administrators.

Locally, Creighton continues to be recognized as a leader in public service by the Greater Omaha Chamber of Commerce. Creighton University President the Rev. John P. Schlegel, S.J., exemplifies Creighton’s spirit of community through his service on numerous boards, public presentations for various organizations, and involvement with various events and other service opportunities. Of Creighton’s 150 present programs, the greatest growth in outreach has come during the leadership of Fr. Schlegel, with 71 programs started between 2001 and 2005 alone.

“Creighton receives many expressions of gratitude for its work with various communities locally, as well as nationally and internationally,” said Fr. Schlegel. “As a faith-based institution in the public service, we appreciate hearing when Creighton is making a difference in the lives of others. We are affirmed that our mission continues in the present, and we are committed to being of service to those most in need in the future.”

In 2006, Creighton University’s impact on the state’s economy will exceed $657 million.

Following the example set by Fr. Schlegel, the entire Creighton community of students, faculty, staff, administrators and alumni are annually engaged in outreach programs. In keeping with the University’s Jesuit foundation, many of these programs focus especially on the poor and underserved. According to Callone’s report, Creighton students, alumni, faculty and staff contributed approximately 58,000 hours of outreach and service to local, regional, national and international communities in 2005. Furthermore, the results of another survey conducted in 2005 by the Office of Institutional Relations showed that the Creighton community of faculty, staff and administrators served in service leadership positions to approximately 400 organizations throughout the United States.

Creighton’s impact extends beyond Omaha in other ways, with more than 100 outreach locations found outside the state, impacting communities across the country and around the world.
By the Numbers – Breaking Down Creighton’s Economic Impact

Twice in recent years, Creighton University’s Department of Economics has conducted a study of the University’s economic impact on the city of Omaha and the state of Nebraska, and the numbers and implications are eye-opening. For example, the University’s impact on the state’s economy in 2006 will exceed a half a billion dollars.

On Sept. 2, 1878, when “Creighton College” first opened its doors on the banks of the Missouri River with five faculty members, few could have envisioned what Creighton’s impact would be in 2005. The following are highlights of Gosse’s 2006 report on Creighton’s economic impact.

On state and local tax collections:
- For 2006, it is estimated that Creighton University will generate $27.4 million in state and local taxes as a result of its spending in the state.

On the labor force:
- Creighton University spending supports roughly 8,334 full-time, year-round equivalent jobs with a total payroll of approximately $231 million for the state of Nebraska.
- For 2006, Creighton University spending will support 1,405 jobs in retail trade and 466 in the construction industry.
- Creighton University’s job force of 2,500 makes it the 20th largest private employer in the state and the 10th largest Omaha employer.

On Nebraska’s “quality” or knowledge worker base:
- For 2006, Creighton University spending will support 146 jobs and $5.8 million in wages and salaries for “scientific research and development” jobs in Nebraska.
- Creighton University has a stabilizing impact on the economy, with University spending expanding through the last U.S. recession and in every year over the past decade.

On the overall Nebraska economy:
- For 2006, Creighton University spending will add an estimated $657.9 million in sales to the state’s economy.
- For 2006, Creighton University is estimated to add approximately $71.6 million in “retail trade” sales and $134.1 million in “health services industry” revenues.

On Nebraska’s brain gain:
- In the 2005-06 academic year, 76 percent of Creighton’s 6,723 undergraduate students came from outside Nebraska.
- In the Omaha metropolitan area, 27 percent of physicians, 69 percent of dentists, 59 percent of pharmacists, 72 percent of occupational therapists and 16 percent of registered nurses are Creighton graduates.

Willing to Lead

Poised to be one of the finest Jesuit, Catholic institutions of higher education in the United States, Creighton University has embraced its leadership role — locally, regionally, nationally and globally. In its pursuit of the Jesuit ideal of magis — to be more — Creighton has boldly embarked on a historic $350 million capital campaign, the largest in the University’s history. This campaign supports new facilities — dramatically reshaping and reinvigorating the campus and downtown Omaha — as well as a renewed commitment to and focus on academic excellence, life-enhancing research, service to others and Jesuit values. In this transformative moment, learn how you can help fulfill Creighton’s vision for the future. Visit: www.creighton.edu/development.
Creighton in the Community

In 2005, Creighton University and Creighton University Medical Center Community Relations Network published a report "Creighton in the Community." The report focused on three key areas: 1) Creighton’s Outreach Programs; 2) Creighton as Citizen; and 3) Creighton as Faith-Based Institution. Following are highlights of the many ways Creighton impacts the community.

Legal & Health Clinics

Through Creighton's clinics, many people receive health care and legal services. In 2005, the Creighton University Medical Center (CUMC) had 504,486 patient visits to various Creighton health care sites (medicine, dentistry, pharmacy, occupational therapy and physical therapy). In 2005, the Creighton School of Law gave free service to 1,467 individuals through its clinics.

Charity Care

Most of Creighton's clinics — health care and law — are in the poorest areas of Omaha. Due to the location of many of Creighton's clinics, patients and clients are sometimes not able to pay for services. The total charity health care dollars written off by CUMC in 2005 were more than $23 million.

The Institute for Latin American Concern (ILAC)

For over 30 years, Creighton's Institute for Latin American Concern has provided assistance, health care and education for the people of the Dominican Republic. At the same time, the program gives students a unique opportunity for service and reflection. Creighton's ILAC programs offer undergraduate and professional students the opportunity to learn, serve and be served in the Dominican Republic. These same opportunities are also offered to high school students, as well as to faculty-led groups, medical/surgical teams and other college/university students.

Support of Community Events

Since 2001, the Office of Institutional Relations has worked with all areas of Creighton that financially supported community efforts, participating in conferences that help minority populations improve their economic status, offering scholarships to Creighton at Catholic high schools and more. In 2005, Creighton supported 111 events in the community in these ways. Figures from the hospital and the University show that Creighton provides significant support for these community events annually.

Public Use of Creighton Facilities

Creighton has always been generous in providing space for community events open to the public. Many organizations return to Creighton to hold their annual events. Of special significance is the use of many Creighton facilities to hold the Special Olympics each May. Many areas of Creighton are involved with every facet of the program — from Residence Life to Food Service, Athletics and beyond.

Creighton President the Rev. John P. Schlegel, S.J., recognizes the Boy Scouts during a Creighton men's basketball game last season. Fr. Schlegel is chairman of the board of trustees for the Mid-America Council of the Boy Scouts of America.
The torch is lit for the 2006 Special Olympics Nebraska Summer Games at Creighton’s Morrison Stadium. Creighton has hosted the Games for more than 30 years.

**Downtown Development**

The Cuming Street Project is a collaborative arrangement to make significant changes in the flow of traffic on Cuming Street, which borders the north edge of the Creighton campus. The changes are part of the redevelopment efforts under way in downtown Omaha and on the riverfront directly east of the Creighton campus. This partnership between Creighton and the city, state and federal government results in outstanding outcomes for all parties.

Involved since its inception, Creighton continues to have an active role in the Destination Midtown project. The board consists of representatives from the major business and nonprofit entities, as well as the neighborhood and business associations within its boundary. Fred Salzinger, associate vice president for Health Sciences, serves on the board of directors and is the treasurer.

**Online Ministries**

The Online Ministries website developed by Andy Alexander, S.J., vice president for University Ministry, and Maureen Waldron, associate director for Collaborative Ministry, is unique among the 28 Jesuit universities in the U.S., and as far as can be determined, unique in the world. It is by far the most extensive outreach of Creighton in the world, and averages 15 million hits to its website each year. What began as a peer-to-peer ministry for the Creighton campus quickly became global, as people around the world discovered the power of the Internet. All of the resources on this website are available for free to others to use in printed materials, with the only request being that a line crediting the Online Ministries be included in the printing. The Online Ministries website is visited by people from over 120 countries. Creighton’s

Creighton’s Online Ministries website received 4.5 million hits during the six weeks of Lent this past spring.

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popular Online Retreat, based on the Spiritual Exercises of St. Ignatius, has been translated into Japanese and Spanish and is currently being translated into Russian and Ukrainian. The Online Retreat can be found at www.creighton.edu/ CollaborativeMinistry/emo-retreat. Links to the Japanese and Spanish versions are also available on the site. See Page 44 for more about the upcoming Online Retreat. (Creighton’s current capital campaign seeks endowment support for the Collaborative Ministries Program, which includes Online Ministries. For more information, visit the campaign website, www.creighton.edu/development, or call the Office of Development, (402) 280-2740 or (800) 334-8794.)

**Diversity Scholars**

The Creighton University Diversity Scholars Program was established in 1987. It was originally intended to provide scholarship assistance to black youth in Omaha, who might not otherwise be able to afford a Jesuit education. Since 1987, the program has provided from four to six full-ride scholarships each year, including room and board to Omaha area black students. In 1994, the program added scholarships for Hispanic youth from Omaha area high schools. In 2005, the program provided eight full-ride scholarships to black and Hispanic youth from the Omaha area. Many of the scholars have pursued postgraduate education, earning degrees from the nation’s most prestigious colleges and universities. Since 1987, Creighton has provided approximately 145 scholarships to talented black and Hispanic scholars.

Outreach to Native American youth has been an ongoing mission of the Wisconsin Province of the Society of Jesus (Jesuits) since the 1880s. Beginning in the 1950s, Creighton has provided academically qualified Native American youth from the Rosebud and Pine Ridge Reservations financial support to attend the University.

**Center for Service and Justice**

Grounded in Jesuit values and Catholic Social teaching, the Creighton Center for Service and Justice is committed to building a community of faith in service for justice. The center helps students mature in ways few other college activities at the undergraduate level can. It helps those involved to grow up to the realities of life beyond the struggles of college study — learning mature relationships and discovering what special gifts and talents they alone have. The center invites students, faculty, staff and administrators to join in their programs. In 2005, a record 192 participants served and learned around the country as part of one of the nation’s oldest Spring Break Service Trips programs.