



Sterling College

Sterling College, a private, independent four-year college in Sterling, Kansas, occupies a vital role in the life of the surrounding communities. One of the largest employers in the city of Sterling and Rice County, Sterling College attracts students, faculty and staff from all over the country, generating revenue for the surrounding area. The College hosts art, cultural, sports and educational events that local residents enjoy in close proximity to their homes. Whether it is a joint project establishing a disc golf course or sharing the College's athletic facilities and expert trainers with high school teams, Sterling College's many community partnerships showcase the servant leadership principle that the College instills in its students. And the strong support that Sterling College receives from community members – both morally and sometimes financially – testifies to the impact it has made in the lives of residents.

Contributing to the Economy

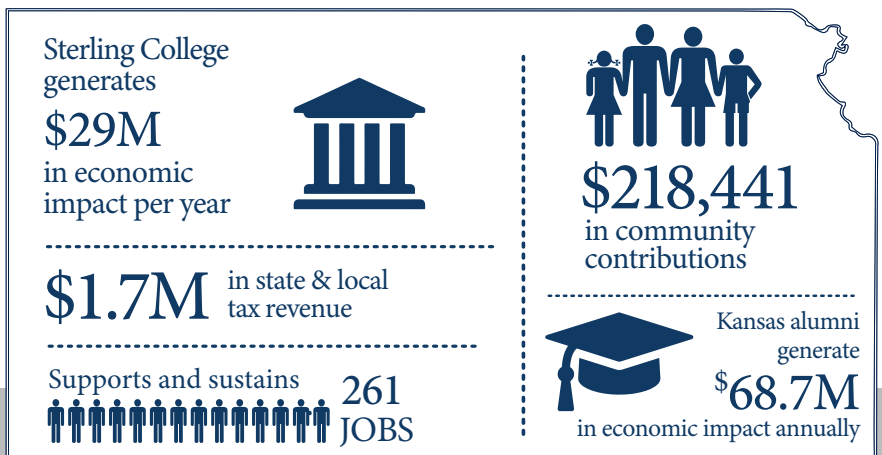
The combined economic contribution of Sterling College in 2021 was \$29 million. This includes a direct impact of \$17.1 million and indirect/induced impact of \$11.9 million. Operational and capital spending in Kansas generated \$23.8 million of the total impact, and \$ 5.2 million in impact was generated from student and visitor spending in 2021.

Supports and Sustains Jobs

As a result of operations, student spending and visitor spending, Sterling College supports 261 jobs (191 direct and 70 indirect/induced). Sterling College employs 141 people.

Contributes to the State and Local Tax Base

In 2021, Sterling College, its suppliers, students and visitors contributed an estimated \$1.7 million in state and local taxes through spending in the local and statewide economy. Of this \$1.7 million, \$731,171 was generated in local taxes only.



Alumni Continue to Contribute to Kansas

Sterling College alumni are taking the servant leadership principle that was the foundation of their education into every field of endeavor to make a discernible difference wherever they may be found. Nearly 3,500 Sterling College alumni living and working in Kansas are continuing to make a positive economic impact after graduation. Sterling graduates are an integral part of the workforce of Kansas and impact the economy over their careers through their spending and the extra earning power from earning a Sterling College degree. Each year, Sterling College alumni generate \$68.7 million in economic output for the Kansas community, support and sustain 431 jobs and contribute \$4.3 million in state and local taxes. These impacts are based on the added value of earning a degree or credential from Sterling College, not alumni full wages.

Mission to Serve and Give Back

Servant leadership is at the heart of the Sterling College experience. Students, faculty and staff regularly participate in campaigns to beautify the community, help their neighbors and coordinate health clinics and participate in mission work and several local and county development initiatives. Based upon assumptions derived from the U.S. Census Bureau and the Points of Light Foundation regarding donation amounts and volunteerism rates by age, income level and employment status, it is estimated that staff, faculty and students give \$94,483 annually in charitable donations and volunteer for an estimated 10,220 hours, valued at \$123,958. In 2021, the combined impact of charitable giving and volunteerism totaled \$218,441. These benefits were in addition to the \$29 million in annual economic impact.



“Servant leadership is critical to what we do and who we are at Sterling College. It guides the decisions we make about the direction of the college and is key to that discernible difference I see in our students, faculty and staff.”

— Scott Rich, Ed.D.
President, Sterling College

Sterling Student Profile

700



students enrolled

78.1%



student athletes

41.3%

of students from Kansas

20.5%



first generation to attend college

22



majors offered

40.5%



Pell Grant eligible



 Sterling College

 Kansas Independent College Association

prepared by

 Parker Philips
assess. analyze. assert.