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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

HARRY READ, Director of Information and Publications (217) 581-2820

April 16, 1982

(4)

FOR IMMEDIATE RELEASE

CHARLESTON, IL--What economic effect does Eastern Illinois University have on Charleston and Mattoon?

The question will be answered in detail by the beginning of the 1982 fall semester. That's the target date for completion of an economic impact study by Dr. Robert Meier, Professor of Marketing and Management at Eastern.

President Daniel E. Marvin, Jr., who requested the study, said its purpose "is threefold: (1) to provide comprehensive data for both the University and the community about the actual economic contribution of the institution to the county, (2) to provide a valuable source of data for use by Coles County groups seeking to attract new business and industry to the area, and (3) to serve as a pilot project which might encourage other institutions and industries in the county to undertake similar studies."

Meier said he is approaching the study in two broad categories: the University as a total spending unit (utilities, institutional purchases, etc.) and spending habits of individuals (faculty, staff and students).

The survey will be based on data for the 1981 calendar year, which includes parts of two fiscal years.

Meier said all Civil Service employees and faculty will be surveyed relative to spending habits, and that a representative number of approximately 2,000 students will be sent questionnaires.

"The results will be based on the best available information," Meier explained. "If a department head bought a dozen doughnuts for an office reception of some kind, I'll include that."

Information will be obtained from faculty, staff and students before the end of

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the spring semester. During the summer Meier will contact Financial Aids, Purchasing, and other offices for relative data.

The previous economic impact study was conducted in 1975 by Dr. Rose Ann Bryce, Professor of Business Education and Administrative Office Management.