Northwestern State University's economic impact on the Northwest and Central Louisiana region last year was $428.2 million. Northwestern State’s direct financial impact on the region included $89.4 million in spending for payroll and operations, $8.4 million in student spending, $8.9 million in visitor spending, $314.3 million in alumni impact and more than $7 million in expenditures for research, construction and spinoff companies.

Including the 961 full-time and part-time faculty and staff positions at Northwestern State, the university supported a total of 6,946 jobs as a result of its wide-ranging effect on the economy. That is one of every 55 jobs in the region.

The new study was part of a statewide economic impact analysis conducted for the University of Louisiana System which concluded that NSU and the other eight schools in the system contributed $10.9 billion to the state’s economy in 2017-18. That was 4.5 percent of the gross state product.