

ROI

Every \$1 the state invests in the University of Washington generates an additional \$22 of economic activity statewide.

Source: Tripp Umbach, *The Economic and Societal Impacts of the University of Washington*, July 2010

The Seattle Times and five other civic-minded organizations are leading a year-long public-service effort to highlight how essential higher education is to the greater good. Spending on higher education is the state's best long-term investment in jobs and quality of life.

Funding our state universities today is essential.
Our future depends on it.

THE GREATER *good* CAMPAIGN

The Seattle Times


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