

# IMPLAN TRAINING SYLLABUS

## Learning Objectives:

- What Input-Output analysis and IMPLAN are
- How the I-O model works
- The elements of framing an analysis
- Methods for collecting input data
- Modeling basic Impacts
- Customizing Events to refine your analysis
- Incorporating economic responses to capture net effects
- Applying advanced techniques such as:
  - Margining retail purchases
  - Multi-Regional Input-Output Analysis
  - Analysis-by-Parts & Spending Patterns
- Key considerations when reporting results
- Ongoing tools to support you

## Training Modules:

Module	Topics	Exercises
1: IMPLAN Foundations	IMPLAN: An Economic Analysis Tool	
	Regional Input-Output Analysis	
	4 Key Steps of an IMPLAN Analysis	
	Types of Analysis	
	Assumptions in Input-Output Analysis	
	Analyses Requiring Conversion	
	How IMPLAN Works	
	Direct, Indirect, and Induced Effects	
	Preparing an Analysis	<u>Project A:</u>

2: Industry Analysis	Navigating the Application	Automobile Manufacturing, Completing the 4 Key Steps of a Basic Industry Analysis
	Picking a Region	
	Picking an IMPLAN Industry	
	The Leontief Production Function	
	Digging into Industry Output Data in IMPLAN	
3: Other Industry Events	Additional Known Values	<u>Project B:</u>
	Retail and Wholesale Industry Margins	Birkdale Retail & Service, Utilizing Margins for Retail Purchases
	Retail & Wholesale Production	
	Value Chain vs. Supply Chain	
	Total Revenue vs. Marginal Revenue	
4: Commodity Events	Industry vs. Commodity	<u>Project C:</u>
	Commodity Margins	Commodity Purchases, Capturing the full Value of Goods
	Understanding Local Purchase Percentages (LPP)	
	Setting the LPP	
	Regional Purchasing Coefficient (RPC)	
	Regional Supply Coefficient (RSC)	
	Retailer vs. Producer	
5: Construction Events	Employment & Specialized Skills	<u>Project D:</u>
	Land Values	Distillery Construction, A Multi-Year Project
	Hard & Soft Costs	
	Furniture, Fixtures, & Equipment	
	LPP for Capital Expenditures	
	Housing Construction & New Household Income	

	Dollar Year & Deflators	
6: Customizing Regions	Customizing Regions to Analyze New Industries	<u>Project E:</u>  Editing the Data Behind the "i", Introducing a New Industry
	Identifying a Proxy Region	
7: Event & Visitor Impacts	Defining Tourists/Visitors to a Region	<u>Project F:</u>  Furniture Visitor Impact (Non-Furniture Visitor Spending)
	New Money	
	Double Counting	
	Direct Effects of Retail Events	
	Data Considerations	
8: Industry Aggregation	Industry Aggregation	<u>Project G:</u>  Grouping Furniture Industries
	NAICS Aggregation	
	Quick Aggregation	
	User Defined Aggregation Schemes	
9: Industry Contribution Analysis	Industry Contribution Analysis	<u>Project H:</u>  How Contributions Work
	Impact vs. Contribution	
	When to Use ICA	<u>Project I:</u>  Multi-Industry Contribution Analysis
	Understanding Feedback Linkages	
	Individual Firms	
	Multi-Industry Contribution Analysis	
	National vs. Subnational Analysis	
	Setting up ICA	
10: Net Analysis	Evaluating the Net Economic Impact: Incorporating Economic Responses	<u>Project J:</u>  Justifying Transitions, Analyzing the Net Effects
	Multi-Regional Input-Output Analysis (MRIO)	<u>Project K:</u>

<p>11: Multi-Regional Input-Output</p>	<p>How MRIO Works</p> <p>Analysis Size</p> <p>Setting up MRIO</p> <p>Analyzing MRIO</p>	<p>Keeping Spillover Effects, Combined Regions vs. MRIO</p>
<p>12: Analysis-by-Parts</p>	<p>Analysis-by-Parts</p> <p>ABP Framing</p> <p>Considering LPP for ABP Analysis</p> <p>Industry Spending Pattern Events</p> <p>Running the Analysis</p> <p>Interpreting, Editing, and Reporting Results</p>	<p><u>Project L:</u></p> <p>Leaving Out Tax and Profit, Basic Analysis-by-Parts Example</p> <p><u>Project M:</u></p> <p>Making Industry Edits, Advanced Analysis-by-Parts Example</p>
<p>13: Institutional Spending Patterns</p>	<p>Introduction to Institutional Spending Patterns</p> <p>Adjusting Results</p> <p>Splitting Payroll</p> <p>Considerations</p>	<p><u>Project N:</u></p> <p>New Public Education Spending</p>
<p>14: Tips for Reporting IMPLAN Results</p>	<p>Economic Reporters Toolkit</p> <p>Citing IMPLAN</p> <p>Customer Success</p> <p>Online Resources</p>	