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# IMPLAN TRAINING SYLLABUS

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## Learning Objectives:

- Understanding Input-Output analysis and how IMPLAN works
- Modeling economic impacts using each Event Type with Use Case Examples
- Applying advanced techniques and new model features such as:
  - Margins
  - Multi-Regional Input-Output Analysis (MRIO)
  - Customizing an Industry's Leontief Production Function
  - Editing Spending Patterns
  - Combining Regions
- Interpreting Impact Results
- Exploring Data Library
- Connecting to ongoing tools & support

## Training Modules:

Module	Topics	Exercises
1: Introduction to IMPLAN	<ul style="list-style-type: none"><li>- IMPLAN: An Economic Analysis Tool</li><li>- How IMPLAN Works</li><li>- Types of Economic Impact Analysis</li><li>- Input-Output Analysis (I-O)</li><li>- Picking an IMPLAN Industry</li><li>- The Leontief Production Function</li><li>- Direct, Indirect, and Induced Effects</li><li>- Social Accounting Matrix (SAM)</li><li>- Assumptions in I-O Analysis</li><li>- Multipliers</li><li>- 4 Key Steps of an IMPLAN Analysis</li><li>- Navigating the Application</li></ul>	

Module	Topics	Exercises
2: Industry Events	<ul style="list-style-type: none"> <li>- Preparing an Analysis</li> <li>- Picking a Region</li> <li>- Digging into Industry Data in IMPLAN</li> <li>- Tax Impacts</li> <li>- Industry Aggregation</li> <li>- NAICS Aggregation</li> <li>- User Defined Aggregation Schemes</li> <li>- Customizing Regions to Analyze New Industries</li> <li>- Identifying a Proxy Region</li> </ul>	<p style="text-align: center;"><u>Project A:</u> Automobile Dealership, Multi-Year Construction</p> <p style="text-align: center;"><u>Project B:</u> Furniture Market Impact, Using NAICS Agg. Scheme</p> <p style="text-align: center;"><u>Project C:</u> Covid Vaccine, Editing Study Area Data</p>
3: Industry Contribution Analysis	<ul style="list-style-type: none"> <li>- Industry Contribution Analysis (ICA)</li> <li>- Impact vs. Contribution</li> <li>- When to Use ICA</li> <li>- Understanding Feedback Linkages</li> <li>- Individual Firm's Contribution Analysis</li> <li>- Multi-Industry Contribution Analysis</li> </ul>	<p style="text-align: center;"><u>Project D:</u> Gauging the Contribution, ICA Event</p> <p style="text-align: center;"><u>Project E:</u> High Point, Multi-Industry Contribution Analysis (MICA)</p>
4: Commodity Events	<ul style="list-style-type: none"> <li>- Industry vs. Commodity</li> <li>- Commodity: Market Share &amp; Byproduct Coefficients</li> <li>- Value Chain vs. Supply Chain</li> <li>- Commodity Margins</li> <li>- Retailer vs. Producer</li> <li>- Understanding Local Purchase Percentages (LPP)</li> <li>- Setting the LPP to SAM</li> <li>- Regional Purchasing Coefficient (RPC)</li> <li>- Regional Supply Coefficient (RSC)</li> </ul>	<p style="text-align: center;"><u>Project F:</u> Community Harvest, Capturing the full Value of Goods</p>

Module	Topics	Exercises
5: Income Events	<ul style="list-style-type: none"> <li>- Different Types of Income</li> <li>- Understanding Income in IMPLAN</li> <li>- Leakages</li> <li>- Household Income Events</li> <li>- Labor Income Events</li> <li>- Conversion of EC to Wages &amp; Salary</li> <li>- 7 Reasons Direct Effect Doesn't Match Input</li> </ul>	<p style="text-align: center;"><u>Project G:</u> Increase in Wages, Using Labor Income Events</p> <p style="text-align: center;"><u>Project H:</u> Stimulus Checks, Increases in Household Income</p>
6: Industry Spending Patterns	<ul style="list-style-type: none"> <li>- Industry Spending Pattern Events</li> <li>- How Spending Pattern Events Work</li> <li>- Editing &amp; Normalizing Spending Patterns</li> <li>- Using the Event Template</li> <li>- Adding Event Tags</li> </ul>	<p style="text-align: center;"><u>Project I:</u> Intermediate Input Spending</p>
7: Industry Impact Analysis (IIA)	<ul style="list-style-type: none"> <li>- Introducing the IIA Event Type</li> <li>- Replacement of the ABP Method</li> <li>- IIA vs. Industry Output Events</li> <li>- Analyzing Nonprofits</li> <li>- Taxes in IMPLAN</li> </ul>	<p style="text-align: center;"><u>Project J:</u> Looking at a College, Editing the LPF</p>
8: Institutional Spending Patterns	<ul style="list-style-type: none"> <li>- Introduction to Institutional Spending Patterns</li> <li>- Analyzing Capital Investments</li> <li>- Investment Spending Patterns</li> <li>- Recalculating Direct Results</li> <li>- Splitting Out Payroll</li> </ul>	<p style="text-align: center;"><u>Project K:</u> Making Tradeoffs, Recalculating Direct Effects</p>
9: Construction Analysis	<ul style="list-style-type: none"> <li>- Construction Industries in IMPLAN</li> <li>- Construction Industry Spending Patterns</li> <li style="padding-left: 20px;">Hard &amp; Soft Costs</li> <li>- Furniture, Fixtures, &amp; Equipment</li> <li>- Land Values</li> <li>- Employment &amp; Specialized Skills</li> <li>- Dollar Year &amp; Deflators</li> <li>- Occupation Data</li> </ul>	<p style="text-align: center;"><u>Project L:</u> New Distillery Construction, Modeling more than Construction</p>

Module	Topics	Exercises
10: Tourism Analysis	<ul style="list-style-type: none"> <li>- Defining Tourists/Visitors to a Region</li> <li>- New Money</li> <li>- Avoiding Double Counting</li> <li>- Utilizing Survey Data</li> <li>- Direct Effects of Retail Events</li> </ul>	<p style="text-align: center;"><u>Project M:</u> Outsider Impact, Survey of Amusement Park Guests</p>
11: Net Analysis, Combining Regions, & MRIO	<ul style="list-style-type: none"> <li>- Evaluating the Net Economic Impact</li> <li>- Environmental Data</li> <li>- Combining Regions</li> <li>- Multi-Regional Input-Output Analysis (MRIO)</li> <li>- Analyzing &amp; Filtering an MRIO</li> </ul>	<p style="text-align: center;"><u>Project N:</u> Power Transitions</p>
12: Region Details	<ul style="list-style-type: none"> <li>- Overview</li> <li>- Study Area Data</li> <li>- Social Accounts</li> <li>- Industry Accounts</li> <li>- Multipliers</li> <li>- Occupation Data</li> <li>- Environmental Data</li> </ul>	
13: Data Library	<ul style="list-style-type: none"> <li>- Getting Started</li> <li>- Data Library Basics</li> <li>- Explores</li> <li>- Looks</li> <li>- Pre-built &amp; User Defined-Dashboards</li> <li>- Local Area Researcher</li> <li>- Footprints</li> <li>- Using Data Library for Impacts Analyses</li> </ul>	
14: Tips, Tricks, & What's Next	<ul style="list-style-type: none"> <li>- Economic Reporters Toolkit</li> <li>- Citing IMPLAN</li> <li>- Ongoing Tools &amp; Support</li> <li>- Upcoming Features</li> </ul>	