THE DIRECTOR’S REPORT

The Dillard College of Business Administration (DCOBA) takes seriously its mission of serving the broader regional community. In that regard, the Economic Outlook Report continues to play a very special and pivotal role. This report presents our 2015 mid-year findings for the Wichita Falls area economy. The publication is produced by DCOBA’s Bureau of Business and Government Research (BBGR) under the direction of Dr. John E. Martinez.

For any area economy - local, state, or national - a wide assortment of economic indicators are collected to help gauge its general overall economic health. Individual economic indicators are often ambiguous and sometimes contradictory with one indicator signaling an upswing, and another a downswing. A composite index (or GBI) constructed from individual indicators can help clear up such ambiguity by condensing all the relevant variables into a coherent picture of an area’s overall economic well-being.

The BBGR constructs a semi-annual General Business Index (WFGBI) for the greater Wichita Falls area. The purpose for constructing economic indices, such as the WFGBI, is to better assess general upswings and downswings in our regional economy through a systematic treatment of all officially collected economic indicators.

In addition to the WFGBI, the BBGR also constructs a number of other important sector indices of the local economy: housing, state sales and use tax collections, oil and gas, employment, and personal income growth trends.

We invite you to read the analysis and commentary for the 2015 Mid-Year Summary Report. The information provided in this latest edition should help us have a more informed opinion about the short-term economic outlook for the local economy.

Sincerely,

John E. Martinez, Ph.D.
Director, Bureau of Business and Government Research