

COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION

The economic value of Career and Technical Education at San Diego & Imperial Counties Community Colleges

ANALYSIS OF THE ECONOMIC IMPACT
AND RETURN ON INVESTMENT OF EDUCATION

Emsi Burning Glass & Community Colleges

20+ years working with higher education institutions

2,800+ economic impact studies completed

2M students used Emsi Burning Glass's career pathways tool in 2020

7 of 10 2021 Aspen Prize finalists received Emsi Burning Glass economic impact studies

10 of 10 2021 Aspen Prize finalists are Emsi Burning Glass customers



What is an
ECONOMIC IMPACT ANALYSIS?

Measures how an event or institution affects the local economy

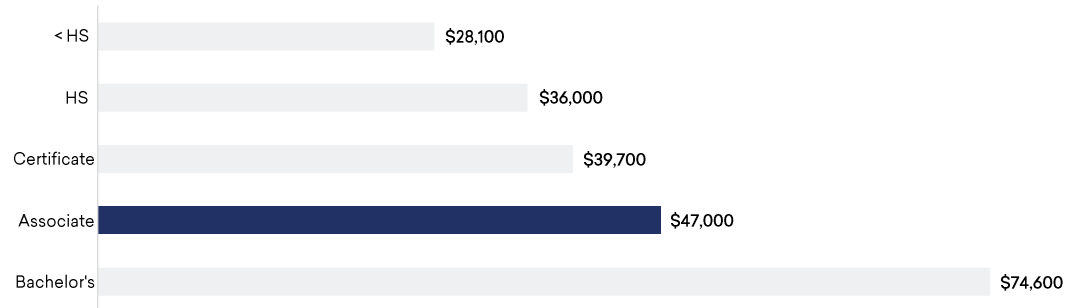


What is an
INVESTMENT ANALYSIS?

A comparison of the costs and benefits to determine the return on investment

About San Diego County

AVERAGE EARNINGS BY EDUCATION LEVEL

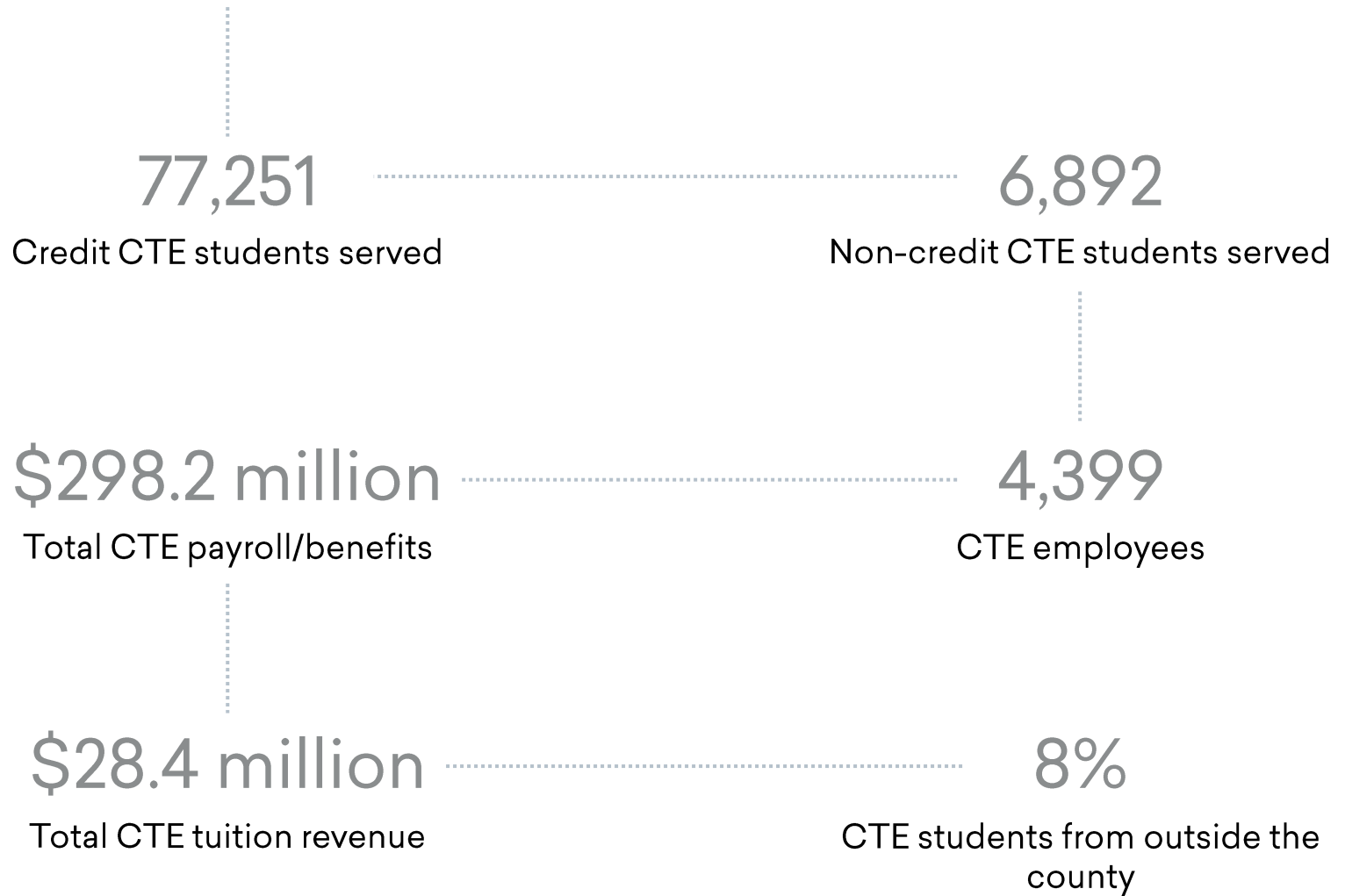


\$257.1 billion
Total Gross Regional
Product (GRP)



2,033,772
Total Jobs

SDICCC's CTE in FY 2019-20



Overview of results



\$2.8 billion

Total income added to the county

1.1%

Of county's GRP

33,145

Total jobs supported in the county



5.6

Benefit-cost ratio for students

2.7

Benefit-cost ratio for taxpayers

13.8

Benefit-cost ratio for society



ECONOMIC IMPACT ANALYSIS



Operations Spending Impact

*Colleges' CTE payroll and
other spending + ripple effects*

\$416.6 million

Added county income

OR

5,084

Jobs supported in the county



Construction Spending Impact

*Colleges' CTE construction
expenditures + ripple effects*

\$2.4 million

Added county income

OR

26

Jobs supported in the county



ECONOMIC IMPACT ANALYSIS



Student Spending Impact

Relocated/retained CTE student spending + ripple effects

\$179.8 million

Added county income

OR

2,793

Jobs supported in the county



Alumni Impact

Higher CTE alumni earnings and increased business profit + ripple effects

\$2.2 billion

Added county income

OR

25,242

Jobs supported in the county



ECONOMIC IMPACT ANALYSIS

Total Impact

\$2.8 billion

Total income added
in the county

OR

1.1%

Of county's GRP

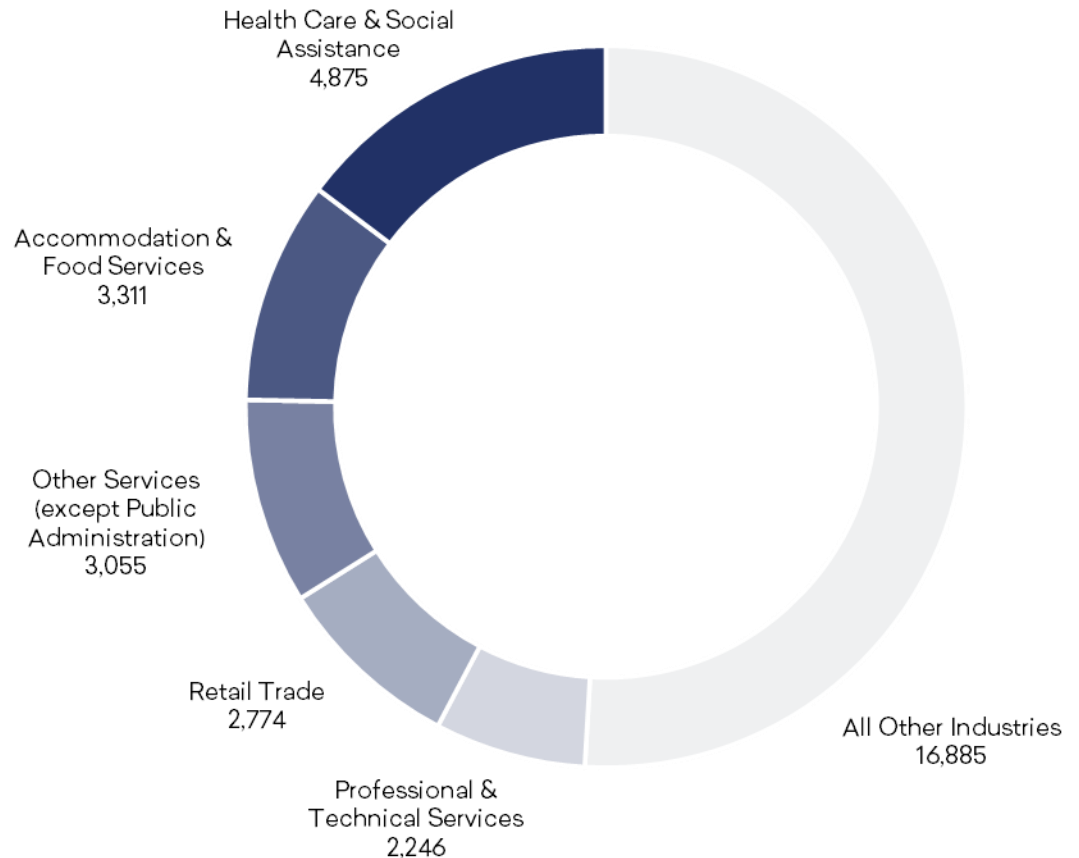
33,145

Total jobs supported
in the county

OR

1 out of **61** jobs in the
county

Impacts by industry (jobs supported)





INVESTMENT ANALYSIS



Student Perspective

\$2.5 billion

Benefit: Higher future earnings

\$448.6 million

Cost: Tuition, supplies, opportunity cost

5.6

Benefit/cost ratio

21.2%

Rate of return



Taxpayer Perspective

\$1.0 billion

Benefit: Future tax revenue, government savings

\$378.0 million

Cost: State and local funding

2.7

Benefit/cost ratio

7.0%

Rate of return



Social Perspective

\$12.2 billion

Benefit: Future earnings, tax revenue, private savings

\$884.1 million

Cost: All college and student costs

13.8

Benefit/cost ratio

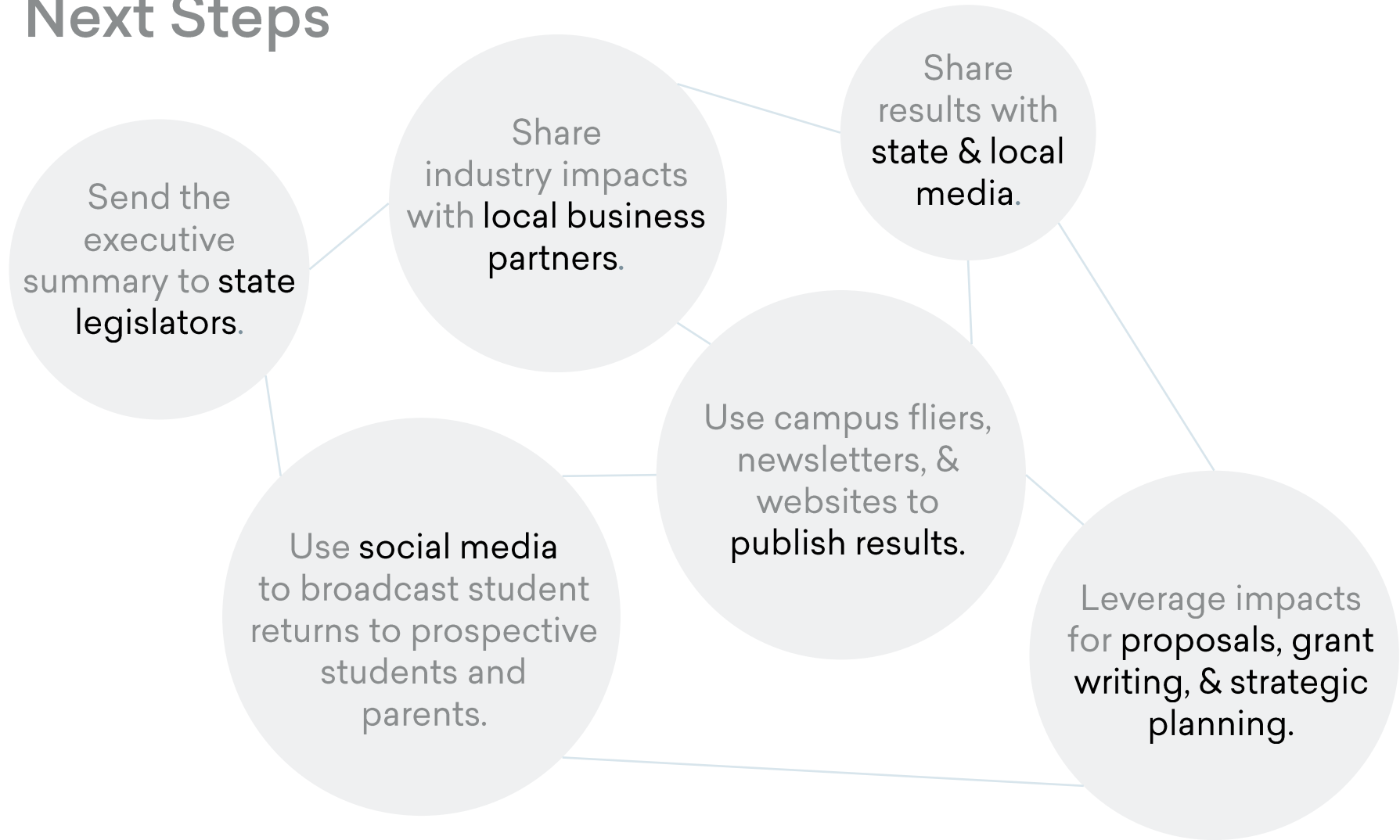
n/a*

Rate of return

Future benefits are discounted to the present.

* The rate of return is not reported for the social perspective because the beneficiaries are not necessarily the same as the original investors.

Next Steps



**HOW CAN
EMSI BURNING
GLASS HELP?**

Emsi Burning
Glass's press
packet

Ongoing presentations from
your Emsi Burning Glass
economist

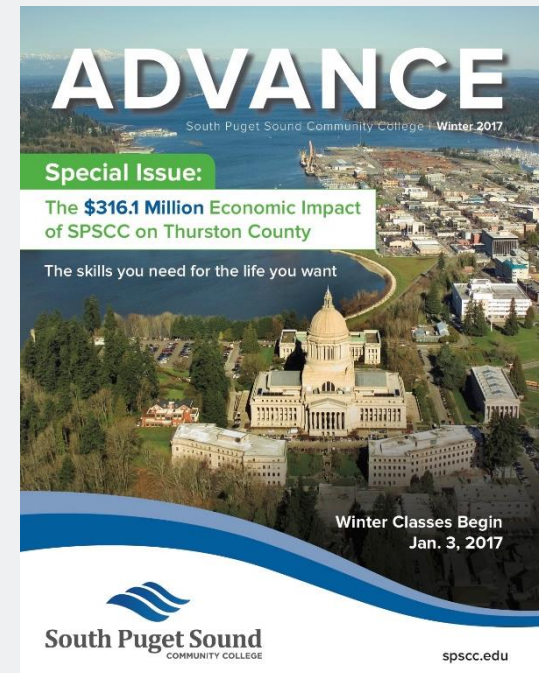
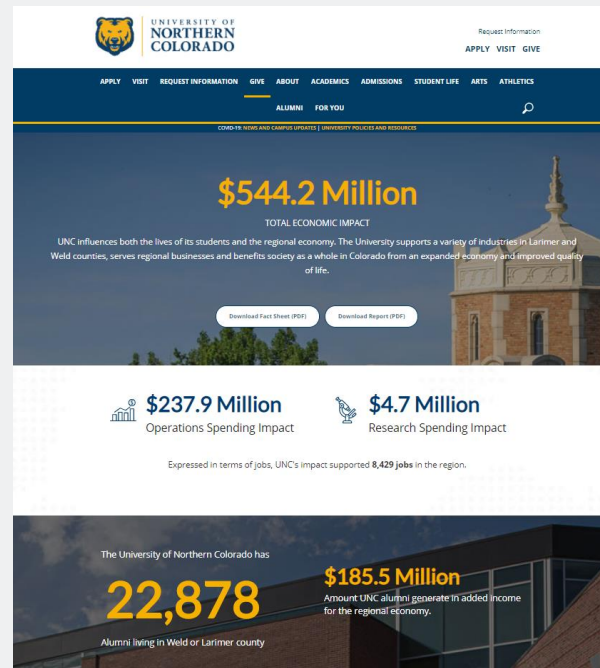
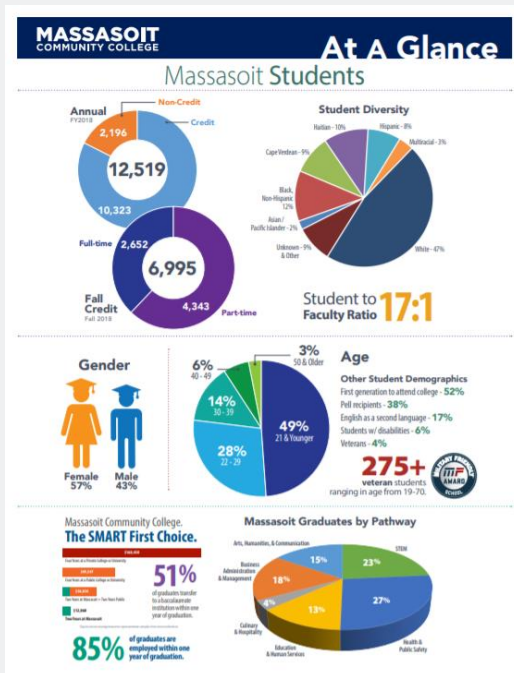
Email/call
us anytime

Share your results

Combine your results with other institutional highlights to create a fact sheet.

Create a web page that includes written highlights, animations, and videos.

Include your results in your periodic publications.



Share your results

Create a press release or hold a press conference to share results with your state and local media.

University of Northern Colorado
68,916 followers
7mo • Edited •

With an annual economic impact of \$544.2 million, UNC influences the lives of its students and the regional economy. When combined with Aims Community College, Colorado State University and Front Range Community College, the region's four public institutions of higher education contribute \$3.9 billion to the economies of Larimer and Weld Counties. <https://lnkd.in/eGiYYXJ>
#highereducation #economicimpact

FEBRUARY 2020

Aims COMMUNITY COLLEGE | COLORADO STATE UNIVERSITY | FRONT RANGE COMMUNITY COLLEGE | UNIVERSITY OF NORTHERN COLORADO

The Economic Value of Northern Colorado's Public Colleges and Universities (NoCoPCU)

NOCoPCU IMPACT ON THE LOCAL BUSINESS COMMUNITY REFLECTS FISCAL YEAR 2017-18

\$1.1 billion Operations Spending Impact	\$299 million Research Spending Impact	\$126 million Construction Spending Impact	\$227.9 million Start-up & Spin-off Company Impact	\$147.9 million Student Spending Impact	\$2 billion Alumni Impact
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Larimer & Weld counties, CO

\$3.9 billion
TOTAL IMPACT

- OR -
50,594
JOBS SUPPORTED

1 out of every **8** jobs in Larimer and Weld counties is supported by the activities of the institutions and their students

Use social media to share your investment results with prospective students.

HIGHER CAREER EARNINGS

The average bachelor's degree graduate from UH Energy will see an increase of \$49,100 each year compared to a person with a high school diploma or equivalent in Texas

\$35,100 HIGH SCHOOL DIPLOMA OR EQUIVALENT IN TEXAS	\$44,300 HIGH SCHOOL DIPLOMA	\$93,400 UH ENERGY BACHELOR'S DEGREE	\$114,200 UH ENERGY MASTER'S DEGREE	\$125,200 UH ENERGY PH.D. DEGREE
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STUDENTS SEE A HIGH RATE OF RETURN

15.7% Average Annual Rate of Return for UH Energy Students
10.1% Stock Market 30-year Average Annual Return
0.8% Interest Earned on Savings Account (National Cap Rate)

Use your study to help secure additional funding.

Emsi's Capital Analysis Justifies Funding for New UT Martin STEM Facility

OCTOBER 24, 2016 BY MATTHEW HYNDMAN

Summary:

In a time of serious need, the University of Tennessee at Martin (UT Martin) used Emsi's Economic Impact and Capital Analysis studies to demonstrate the ROI that would come from building a proposed STEM facility. The results, in part, led to a boost in state funding—reducing the university's share of facility construction costs from 25% to 10%.

Key takeaways:

- UT Martin leveraged Emsi's Economic Impact and Capital Analysis studies to communicate the institution's value and make the case for additional state funding to build a new STEM facility—now known as the Latimer Engineering and Science Building.
- Among other things, the study found that building the new facility would generate 900-plus jobs.
- The Capital Analysis helped justify a state budget amendment increasing state funding of the \$65 million project.

Led by its current Interim Chancellor, Dr. Robert Smith—a longtime acquaintance of Emsi from his time at Slippery Rock University in Pennsylvania—UT Martin came to Emsi last year needing support for a critical project. Limited by inadequate space and antiquated laboratory facilities, UT Martin needed to prove that the proposed construction of a new STEM facility would be a smart and profitable investment for the state.

After working with Emsi several years ago, Smith knew that Emsi could provide him with the analysis he needed to advance UT Martin's cause. Emsi consultants worked closely with the UT Martin team to develop a customized report based on the Economic Impact Study and the Capital Analysis. The report would show the broad-reaching value of UT Martin and detail the potential ROI of building the new STEM facility.

The results of this study
were prepared by



For a copy of the report, please contact SDICCCA.