



**COLUMBIA GORGE
COMMUNITY COLLEGE**

The economic value of Columbia Gorge Community College

ANALYSIS OF THE ECONOMIC IMPACT

AND RETURN ON INVESTMENT OF EDUCATION



Lightcast & Community Colleges

20+ years working with higher education institutions

3,000+ economic impact studies completed

2M students used Lightcast's career pathways tool in 2020

7 of 10 2021 Aspen Prize finalists received Lightcast economic impact studies

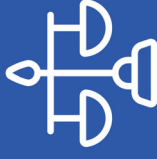
10 of 10 2021 Aspen Prize finalists are Lightcast customers



What is an

ECONOMIC IMPACT ANALYSIS?

Measures how an event or institution affects the local economy



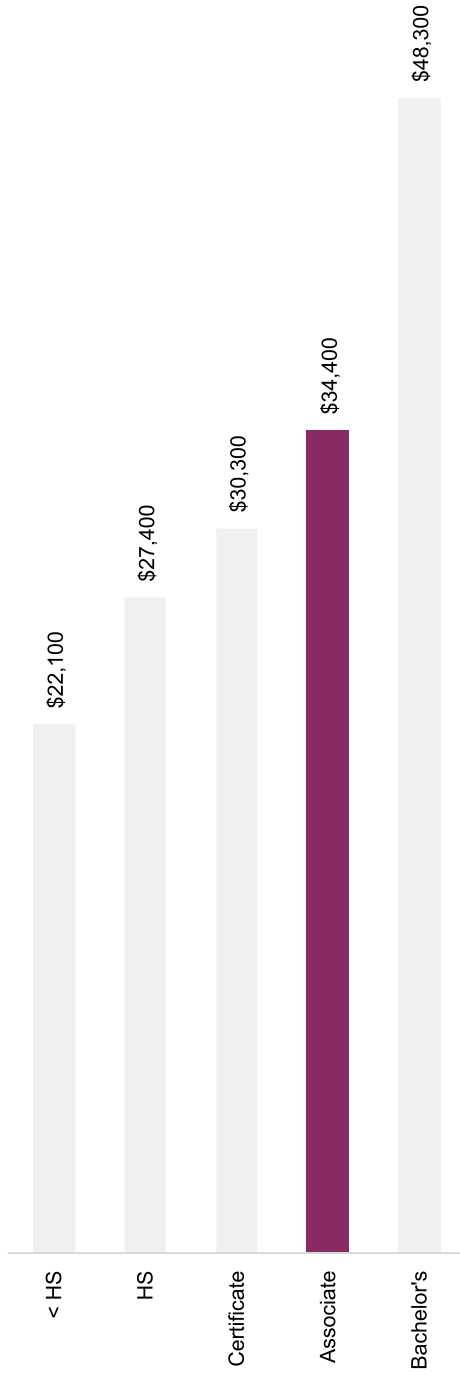
What is an

INVESTMENT ANALYSIS?

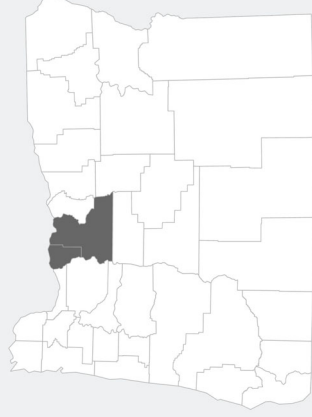
A comparison of the costs and benefits to determine the return on investment

About the CGCC Service Region*

AVERAGE EARNINGS BY EDUCATION LEVEL



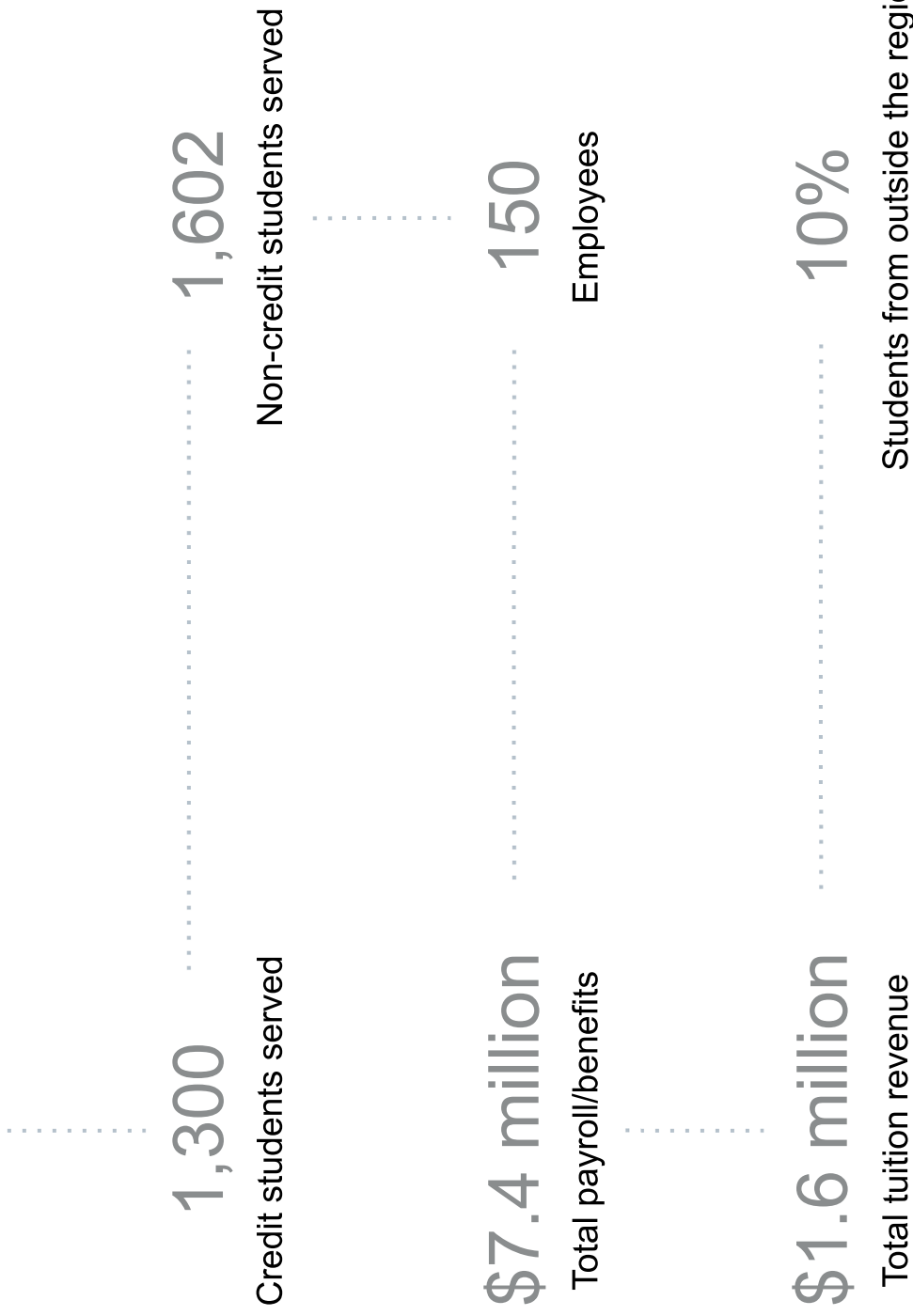
\$3.1 billion
Total Gross Regional
Product (GRP)



34,121
Total Jobs

*The following counties comprise the CGCC Service Region: Hood River and Wasco.

CGCC in FY 2021-22



Overview of results



\$45 million

Total income added to the region

1.4%

Of region's GRP

645

Total jobs supported in the region



8.1

Benefit-cost ratio for students

\$7.0 million

Total taxpayer benefits

5.0

Benefit-cost ratio for society



ECONOMIC IMPACT ANALYSIS



Operations Spending Impact

College payroll and other spending + ripple effects

\$8.2 million

Added regional income

OR

151

Jobs supported in the region



Student Spending Impact

Relocated/retained student spending + ripple effects

\$1.2 million

Added regional income

OR

20

Jobs supported in the region



Alumni Impact

Higher alumni earnings and increased business profit + ripple effects

\$35.6 million

Added regional income

OR

474

Jobs supported in the region

All results measured in income, not sales. Results are net of counterfactual scenarios.



Total Impact

\$45 million

Total income added
in the region

OR

1.4%

Of region's GRP

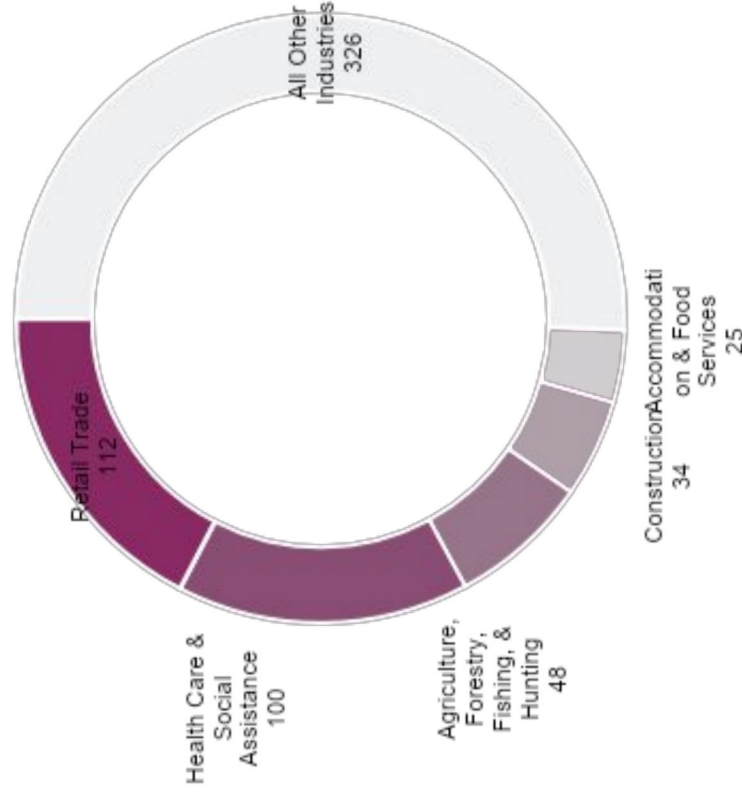
645

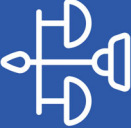
Total jobs supported
in the region

OR

1 out
of **53** jobs in the
region

Impacts by industry (jobs supported)





INVESTMENT ANALYSIS



Student Perspective

\$18.7 million

Benefit: Higher future earnings

\$2.3 million

Cost: Tuition, supplies, opportunity cost

8.1

Benefit/cost ratio

24.8%

Rate of return



Taxpayer Perspective

\$7.0 million

Benefit: Future tax revenue, government savings

\$11.1 million

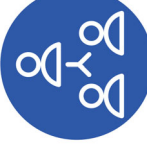
Cost: State and local funding

5.0

Benefit/cost ratio

n/a*

Rate of return



Social Perspective

\$66.3 million

Benefit: Growth in state economic base, future earnings, tax revenue, and private and social savings

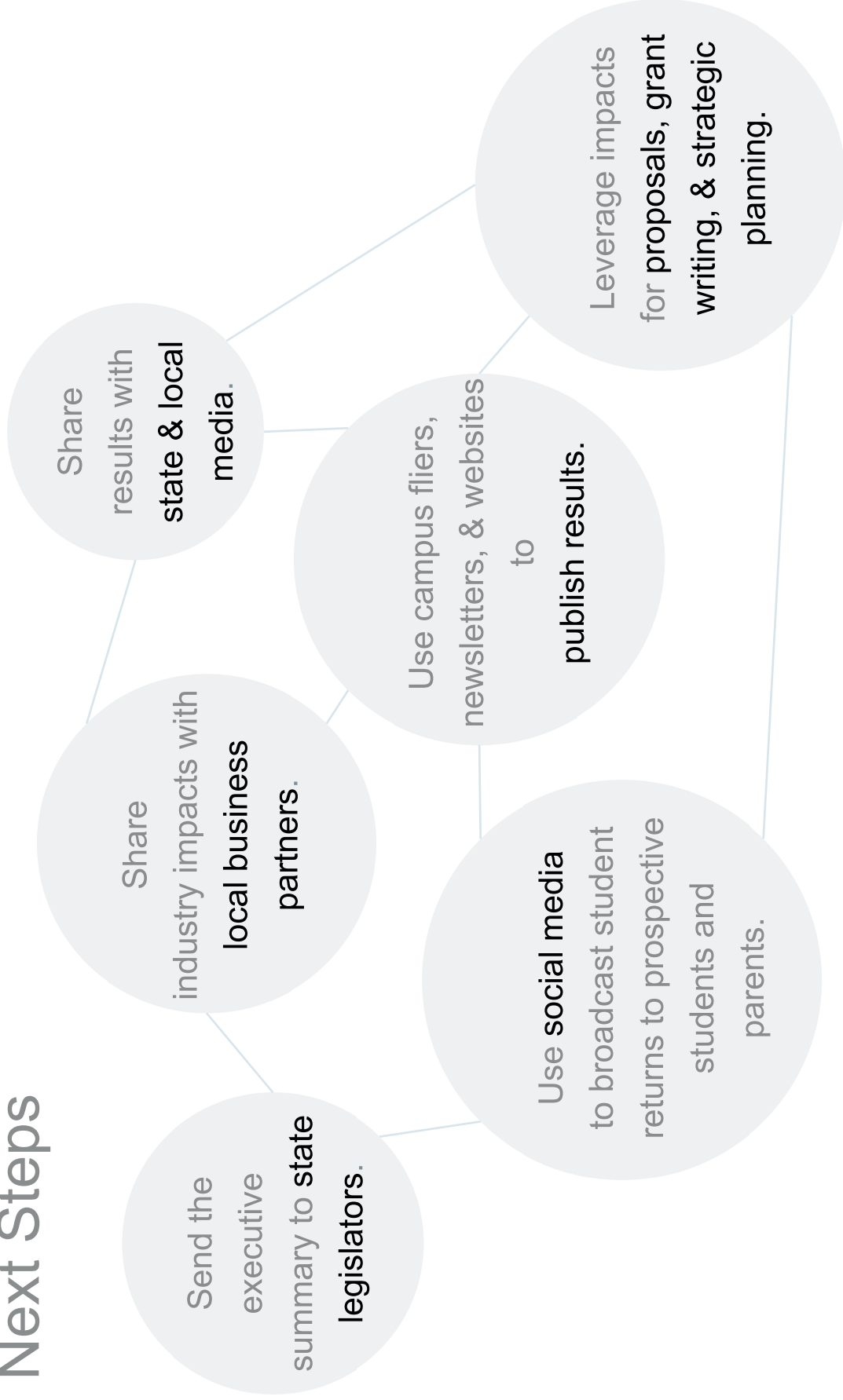
\$13.3 million

Cost: All college and student costs

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 LIGHTCAST HELP?

Lightcast's press packet

Ongoing presentations from your Lightcast economist

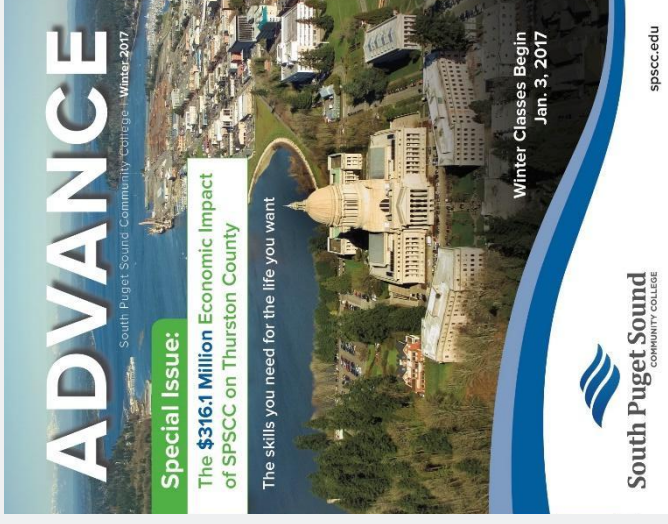
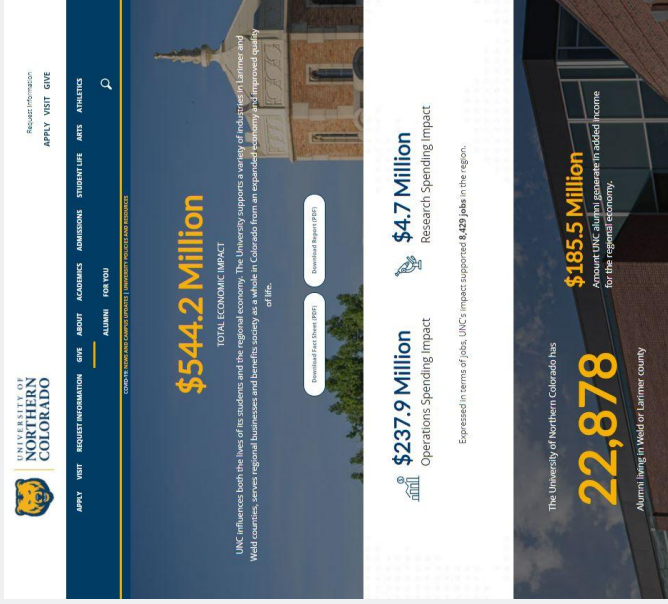
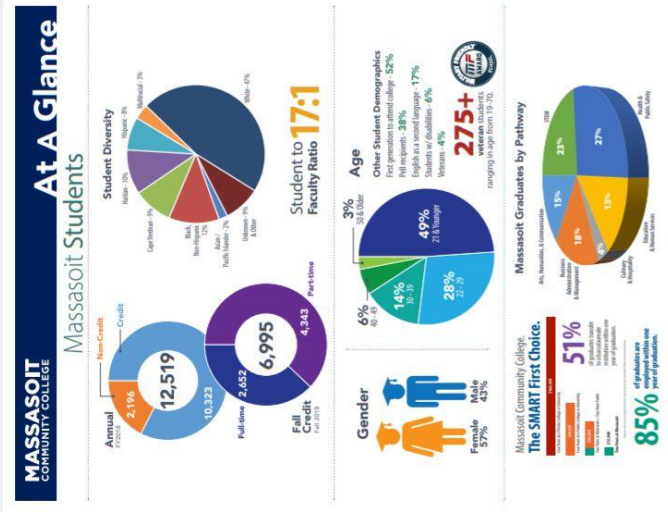
Email/call us anytime

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.

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

Use your study to help secure additional funding.

University of Northern Colorado
68,516 followers
7mo • Edited •

With an annual economic impact of \$44.2 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. [#highereducation #economicimpact](https://nhd.in/eGNYXU)

FEBRUARY 2020

Aims **Front Range** **Colorado State University** **Northern Colorado**

The Economic Value of Northern Colorado's Public Colleges and Universities (NoCoPCU)
REFLECTS FISCAL YEAR 2017-18

NOCoPCU IMPACT ON THE LOCAL BUSINESS COMMUNITY

Larimer & Weld counties, CO

- \$1.1 billion Operating Spending
- \$299 million Research Spending
- \$126 million Community Spending
- \$227.9 million University Spending
- \$47.9 million Operating Spending
- \$2 billion Impact

\$3.9 billion TOTAL IMPACT
- OR -
50,594 JOBS SUPPORTED

1 Jobs in Larimer and Weld counties supported by the activities of the institutions and their students

8 out of every

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

\$35,000 HIGH SCHOOL DIPLOMA OR EQUIVALENT IN TEXAS

\$44,100 BACHELOR'S DEGREE GRADUATE FROM UH ENERGY

\$83,400 BACHELOR'S DEGREE GRADUATE FROM UH ENERGY

\$164,200 BACHELOR'S DEGREE GRADUATE FROM UH ENERGY

\$125,200 BACHELOR'S DEGREE GRADUATE FROM UH ENERGY

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)

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 \$45 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.

UNIVERSITY of TENNESSEE at MARTIN

The results of this study
were prepared by



For a copy of the report, please contact CGCC.