

Business Perspective

SWOCC Raises Consumer Spending

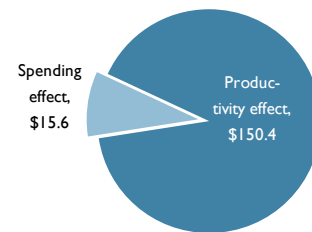


- SWOCC employed 238 full-time and 603 part-time faculty and staff in the 2010-11 reporting year, with an annual payroll of \$17.1 million.
- In addition to payroll, SWOCC spent \$25 million in FY 2010-11 for supplies and services, of which an estimated 35% was spent in the SWOCC Service Area.
- SWOCC estimates that approximately 13% of its students come from outside the SWOCC Service Area. Non-local students who settle in the region spend money at local businesses for food, transportation, and other personal expenses.

SWOCC Generates New Income

- The net added income generated by SWOCC operations (\$13.3 million) and the spending of non-local students (\$2.3 million) contributes a total of \$15.6 million in income to the SWOCC Service Area economy each year.
- The increased productivity of workers due to the accumulation of past and present SWOCC skills in the SWOCC Service Area workforce creates approximately \$150.4 million in added income each year.

Added Income in SWOCC Service Area Due to SWOCC (\$ Millions)



SWOCC Creates a Skilled Workforce

- SWOCC activities encourage new business, assist existing business, and create long-term economic growth. The college enhances worker skills and provides customized training to local business and industry.
- An estimated 2 million SWOCC credits have accumulated in the SWOCC Service Area workforce over the past 30-year period as former SWOCC students (completers and non-completers) enter the regional workforce each year.

Projected 2021 Jobs by Skill Level in SWOCC Service Area (%)

