



**SOUTHWESTERN**  
AN OREGON COMMUNITY COLLEGE

# The economic value of Southwestern Oregon Community College

ANALYSIS OF THE ECONOMIC IMPACT  
AND RETURN ON INVESTMENT OF EDUCATION

# Emsi & Community Colleges

18+ years working with higher education institutions

2,000+ economic impact studies completed

1.2M students used Emsi's career pathways tool last year

9 of 10 2019 Aspen Prize finalists are Emsi customers



# What is an **ECONOMIC IMPACT ANALYSIS?**

Measures how an event or institution affects the local economy

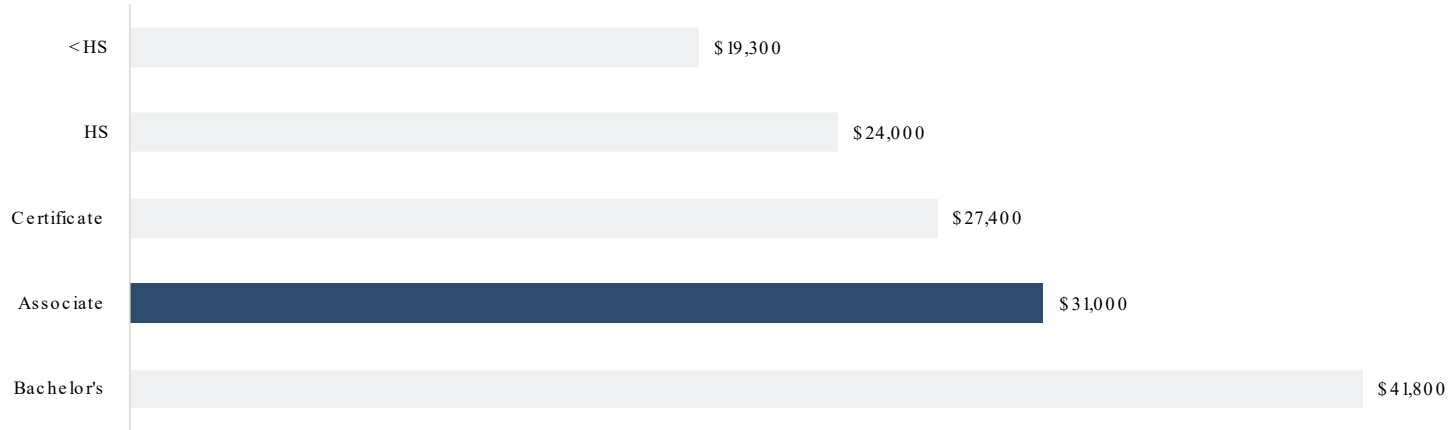


# What is an **INVESTMENT ANALYSIS?**

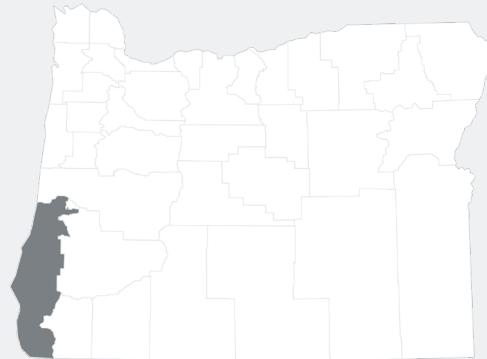
A comparison of the costs and benefits to determine the return on investment

# About the Southwestern Service District

## AVERAGE EARNINGS BY EDUCATION LEVEL

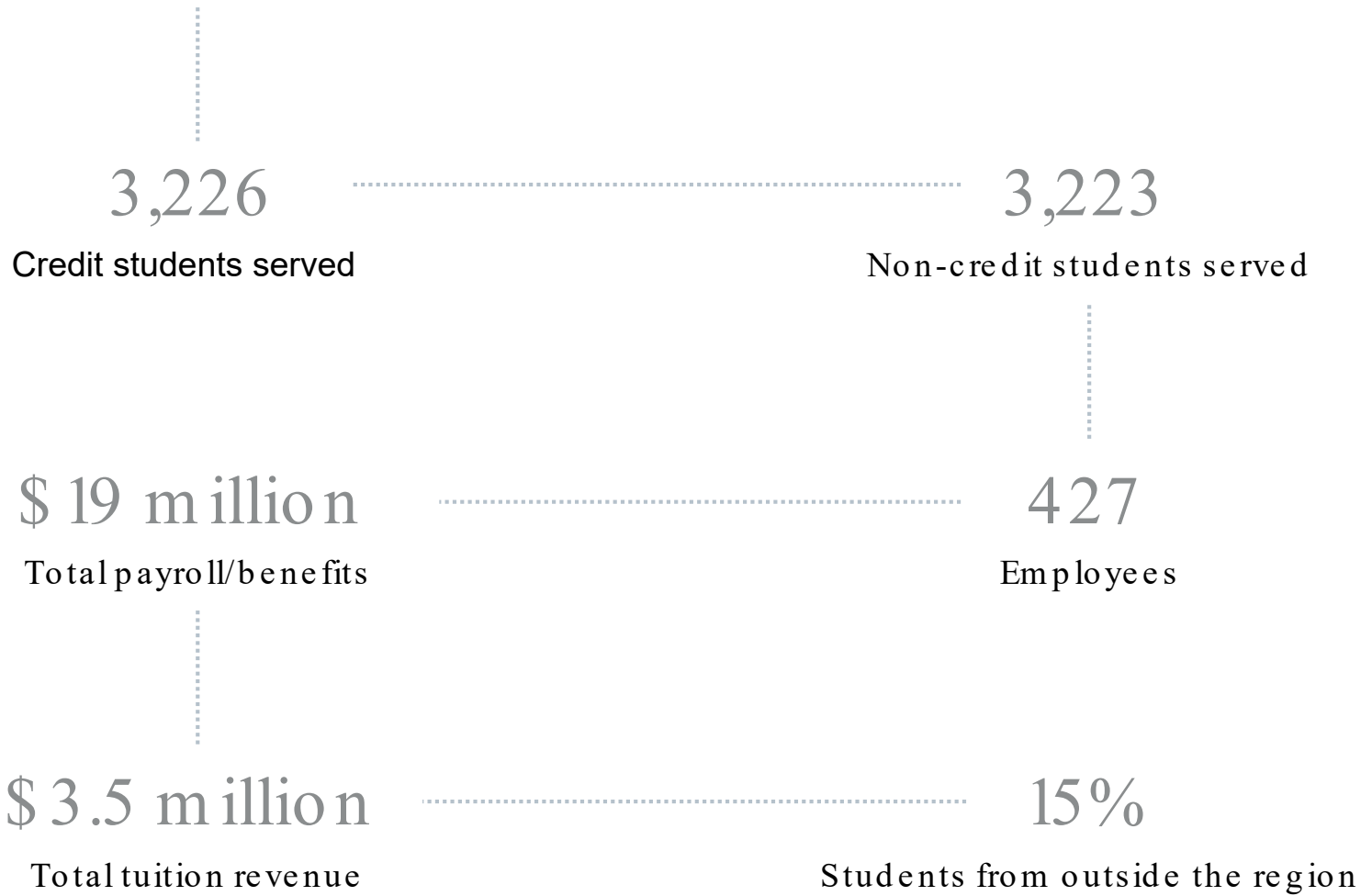


**\$3.2 billion**  
Total Gross Regional  
Product (GRP)



**44,835**  
Total Jobs

# Southwestern in FY 20 18-19



# Overview of results



**\$104.3 million**

Total income added to the region

**3.3%**

Of region's GRP

**1,979**

Total jobs supported in the region



**5.4**

Benefit-cost ratio for students

**0.9**

Benefit-cost ratio for taxpayers

**2.9**

Benefit-cost ratio for society



# ECONOMIC IMPACT ANALYSIS



## Operations Spending Impact

*College payroll and  
other spending + ripple effects*

**\$20.8 million**

Added regional income

OR

**431**

Jobs supported in the region



## Student Spending Impact

*Relocated/retained student  
spending + ripple effects*

**\$3.1 million**

Added regional income

OR

**77**

Jobs supported in the region



## Alumni Impact

*Higher alumni earnings and increased  
business profit + ripple effects*

**\$79.4 million**

Added regional income

OR

**1,453**

Jobs supported in the region



# ECONOMIC IMPACT ANALYSIS

## Total Impact

**\$104.3 million**

Total income added  
in the region

OR

**3.3%**

Of region's GRP

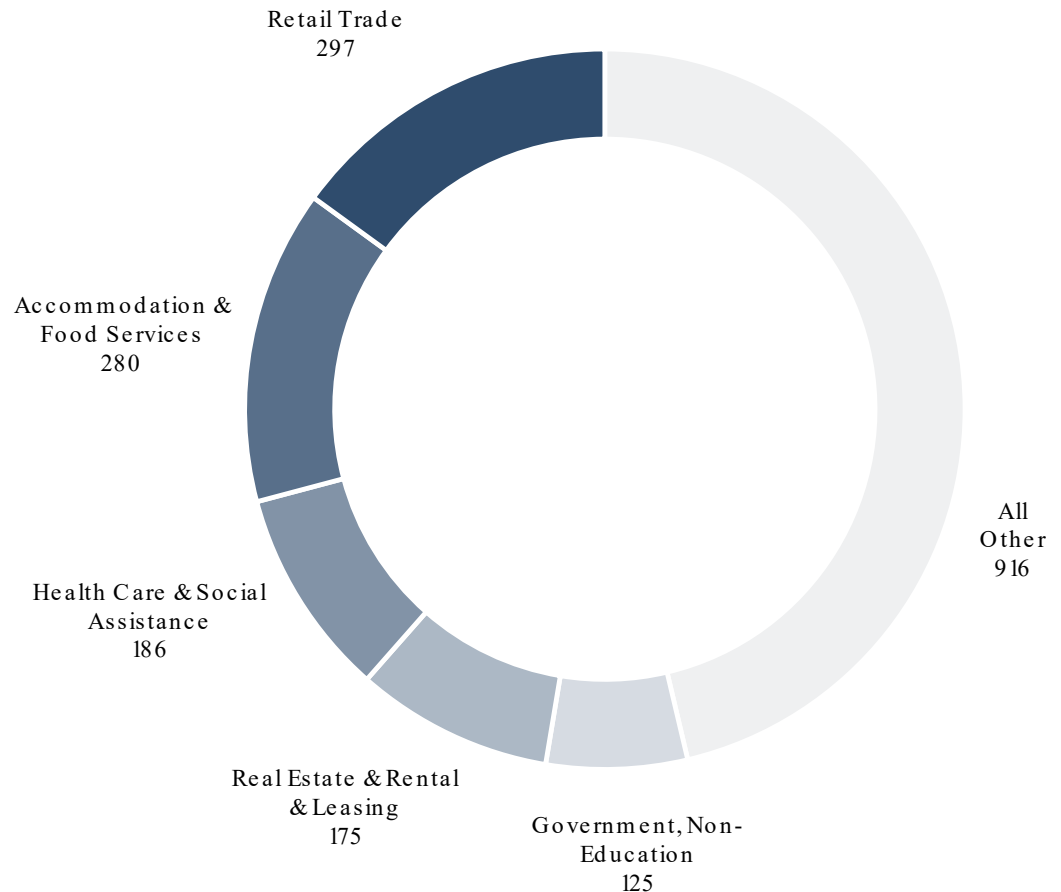
**1,979**

Total jobs supported  
in the region

OR

**1** out of **23** jobs in the  
region

### Impacts by industry (jobs supported)







# INVESTMENT ANALYSIS



## Student Perspective

\$47.9 million

*Benefit: Higher future earnings*

\$8.9 million

*Cost: Tuition, supplies, opportunity cost*

**5.4**

Benefit/cost ratio

**26.4%**

Rate of return



## Taxpayer Perspective

\$15.6 million

*Benefit: Future tax revenue, government savings*

\$17.9 million

*Cost: State and local funding*

**0.9**

Benefit/cost ratio

**0.6%**

Rate of return



## Social Perspective

\$148.4 million

*Benefit: Future earnings, tax revenue, private savings*

\$51.2 million

*Cost: All college and student costs*

**2.9**

Benefit/cost ratio

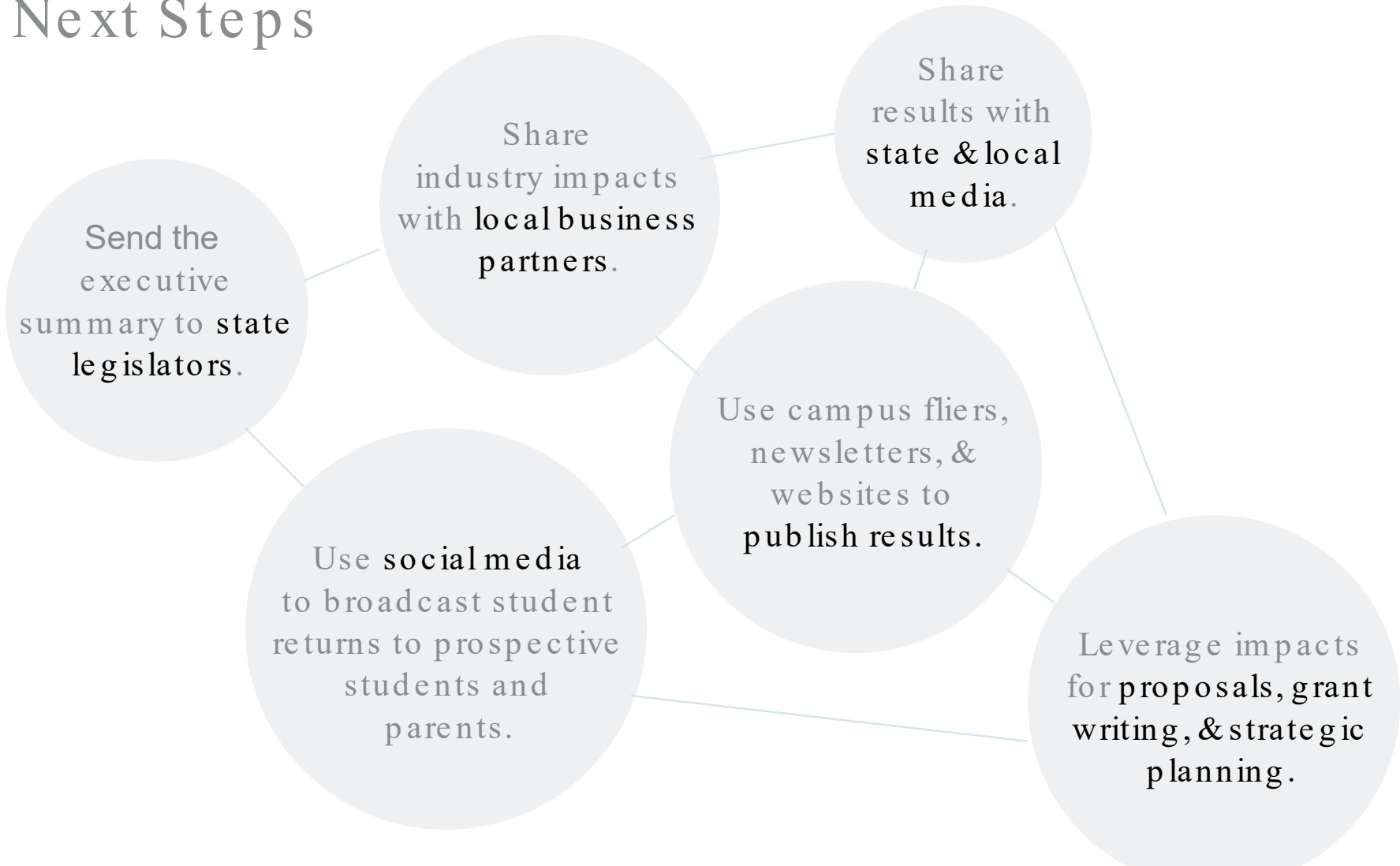
**n/a\***

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 HELP?**

Emsi's press  
packet

Ongoing presentations  
from your Emsi economist

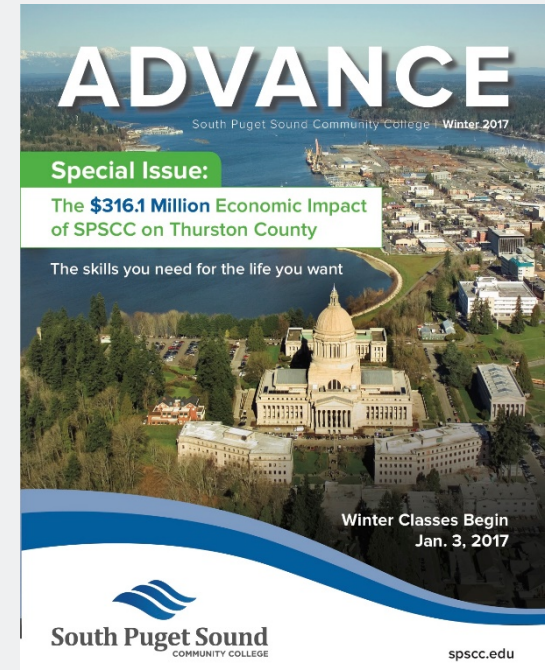
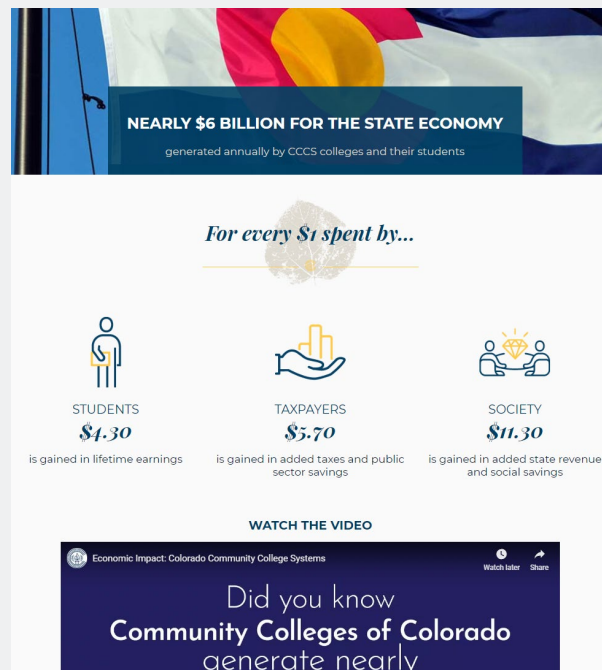
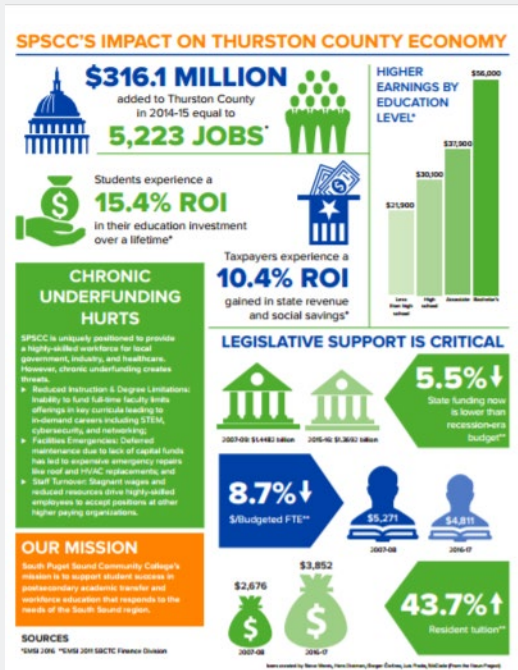
Email/call  
us anytime

# 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.

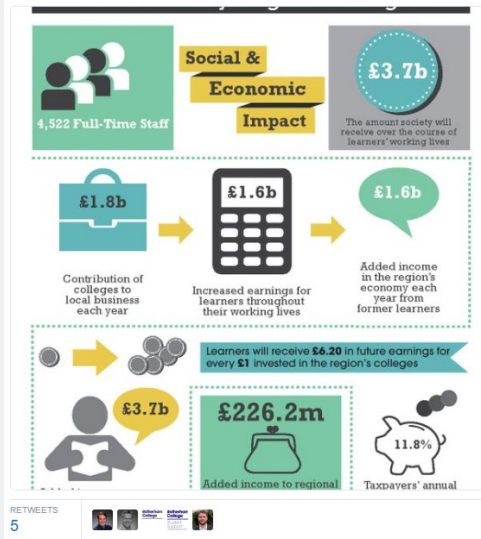
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Students, employers tell how @grcc noncredit workforce programs change lives and build a talented workforce to fill great jobs. New study shows the economic impact of such programs is hundreds of millions of dollars on West MI economy [grcc.edu/communications](http://grcc.edu/communications) ...



1:58 PM - 13 Nov 2018

Did you know that learners will receive £6.20 in future earnings for every £1 invested in the region's colleges?



## 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 Southwestern.