

ECONOMIC IMPACT STUDY

Northern Virginia Community College

REPORT 3 OF 3

Completed by EMSI in collaboration with:
**THE OFFICE OF
INSTITUTIONAL EFFECTIVENESS
AND STUDENT SUCCESS**

NOVA | Northern Virginia
Community College



The economic value of Northern Virginia Community College

ANALYSIS OF THE ECONOMIC IMPACT
AND RETURN ON INVESTMENT OF EDUCATION



Produced in collaboration with Northern Virginia Community College's
Office of Institutional Effectiveness and Student Success

Emsi & Community Colleges

15+ 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

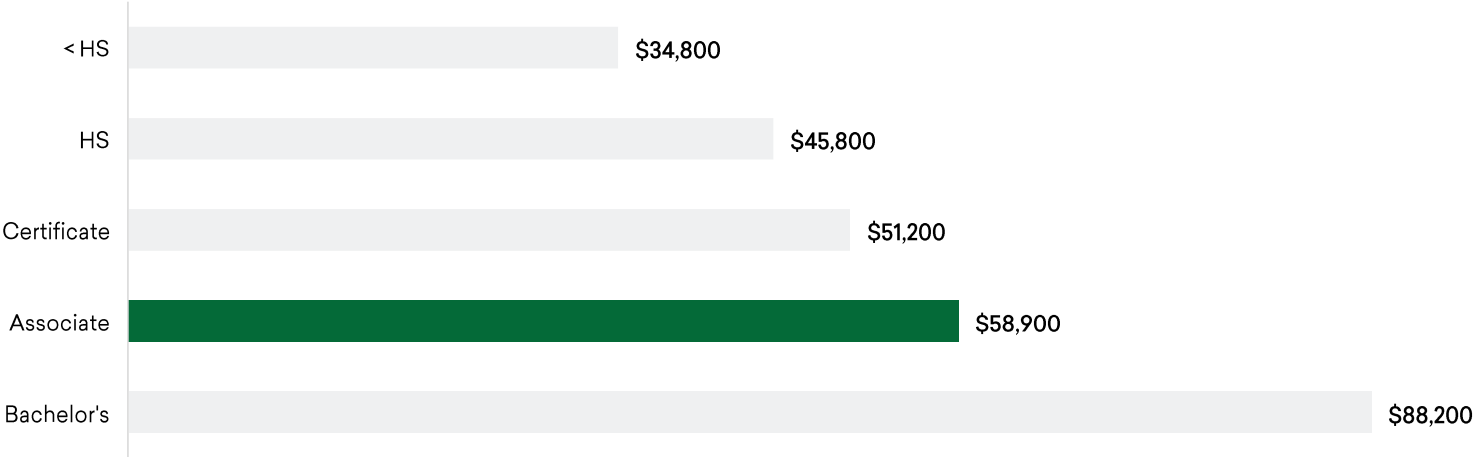


What is an **INVESTMENT ANALYSIS?**

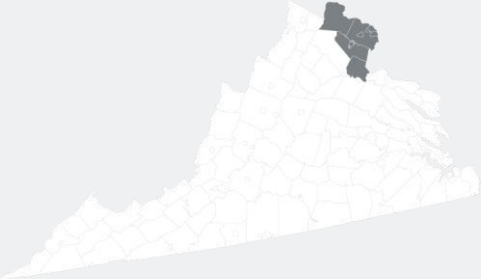
A comparison of the costs and benefits to determine the return on investment

About the Northern Virginia Service Area

AVERAGE EARNINGS BY EDUCATION LEVEL

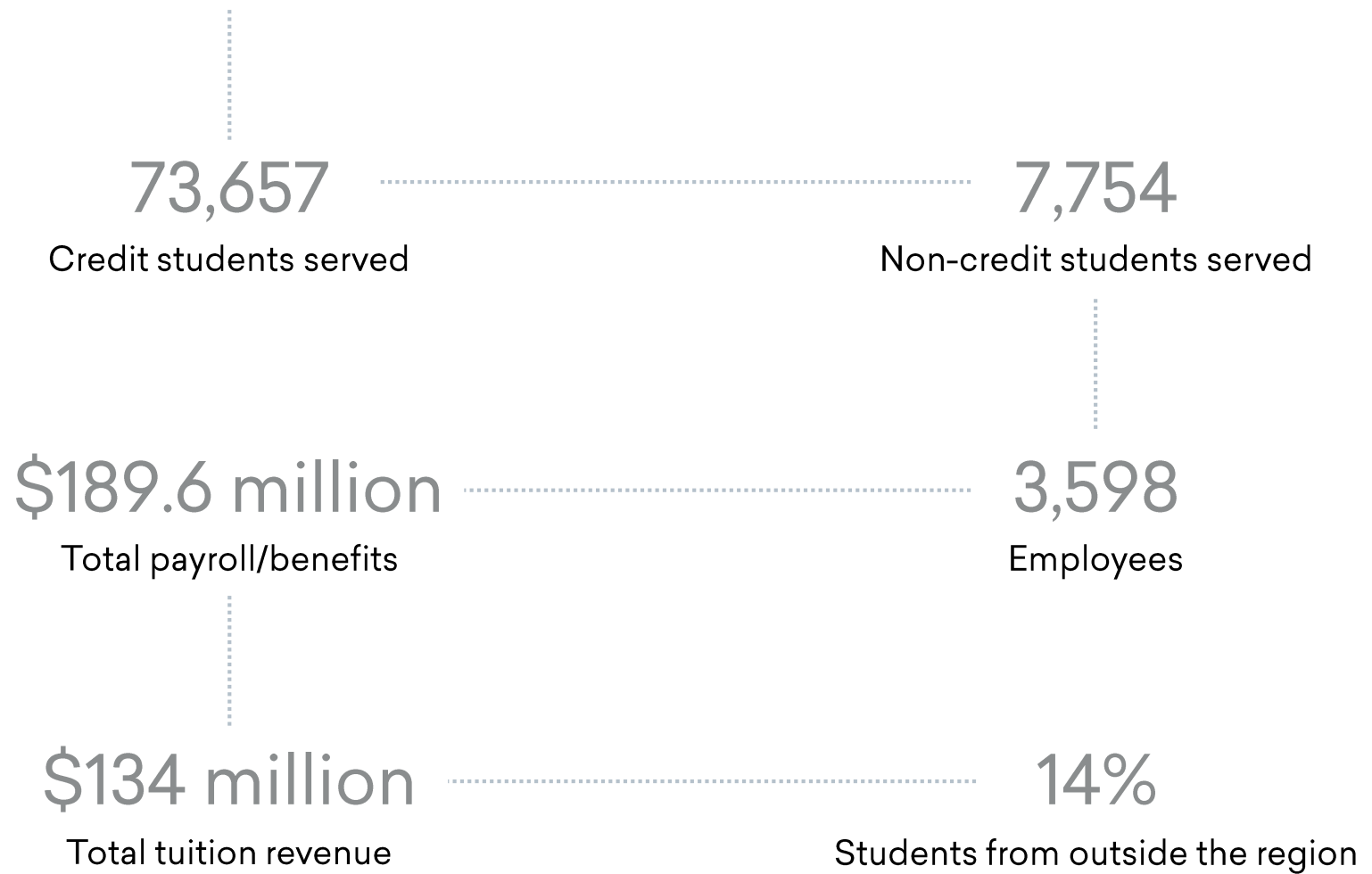


\$221.5 billion
Total Gross Regional
Product (GRP)



1,824,275
Total Jobs

NOVA in FY 2017-18



Overview of results



\$2.7 billion

Total income added to the region

1.2%

Of region's GRP

28,363

Total jobs supported in the region



4.1

Benefit-cost ratio for students

7.7

Benefit-cost ratio for taxpayers

11.4

Benefit-cost ratio for society



ECONOMIC IMPACT ANALYSIS



Operations Spending Impact

*College payroll and
other spending + ripple effects*

\$250.2 million

Added regional income

OR

4,237

Jobs supported in the region



Construction Spending Impact

*College construction
expenditures + ripple effects*

\$3.2 million

Added regional income

OR

41

Jobs supported in the region



ECONOMIC IMPACT ANALYSIS



Student Spending Impact

Relocated/retained student spending + ripple effects

\$75.8 million

Added regional income

OR

1,316

Jobs supported in the region



Alumni Impact

Higher alumni earnings and increased business profit + ripple effects

\$2.4 billion

Added regional income

OR

22,770

Jobs supported in the region



ECONOMIC IMPACT ANALYSIS

Total Impact

\$2.7 billion

Total income added
in the region

OR

1.2%

Of region's GRP

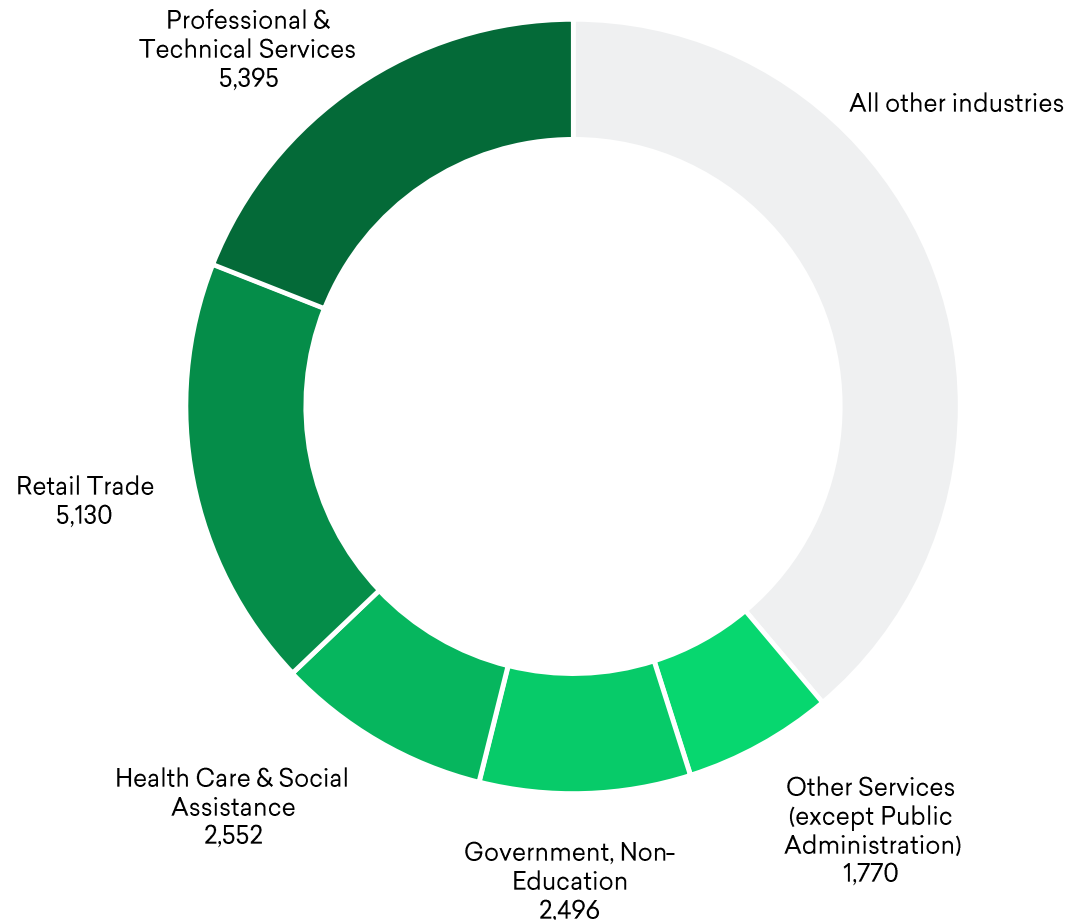
28,363

Total jobs supported
in the region

OR

1 out of **64** jobs in the
region

Top industries impacted by NOVA (jobs supported)





INVESTMENT ANALYSIS



Student Perspective

\$2.6 billion

Benefit: Higher future earnings

\$651.8 million

Cost: Tuition, supplies, opportunity cost

4.1

Benefit/cost ratio

15.4%

Rate of return



Taxpayer Perspective

\$901.9 million

Benefit: Future tax revenue, government savings

\$116.6 million

Cost: State and local funding

7.7

Benefit/cost ratio

17.4%

Rate of return



Social Perspective

\$9.8 billion

Benefit: Future earnings, tax revenue, private savings

\$865.7 million

Cost: All college and student costs

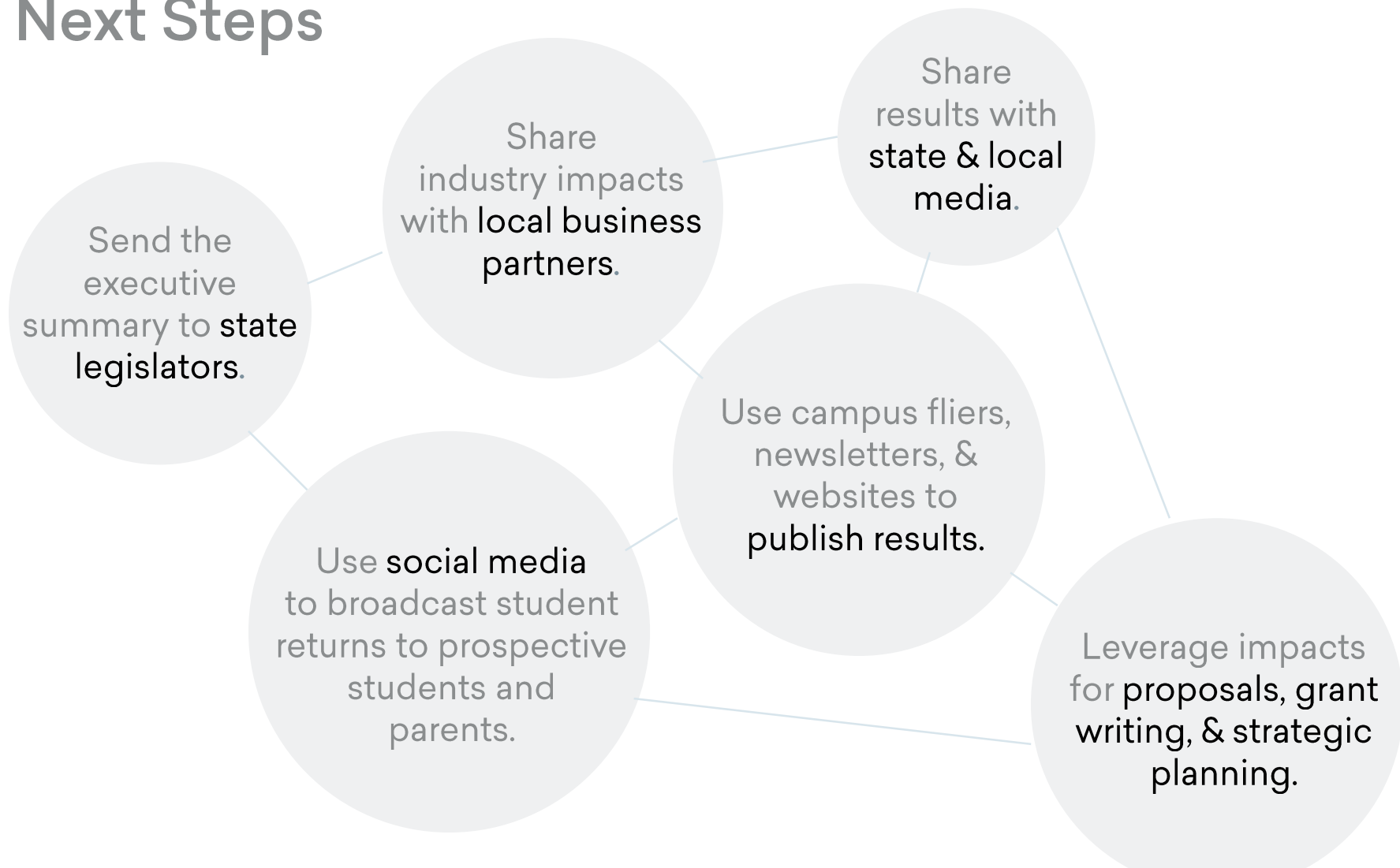
11.4

Benefit/cost ratio

n/a

Rate of return

Next Steps



HOW CAN EMSI HELP?

Emsi's press packet

Ongoing presentations from your Emsi economist

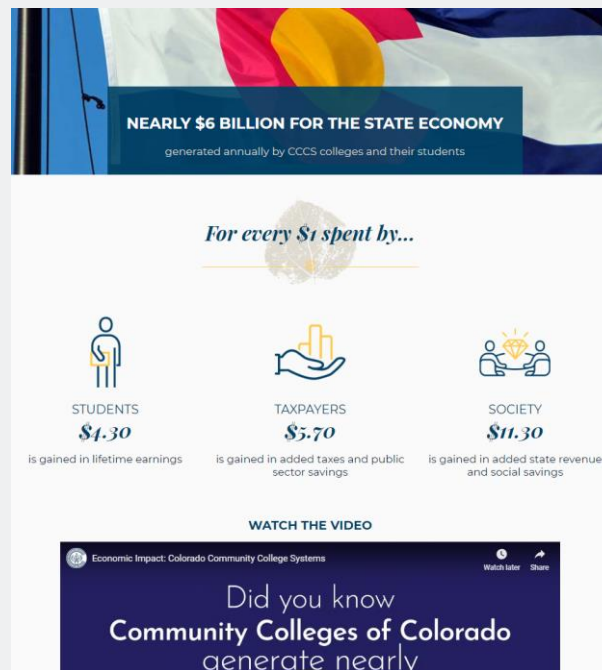
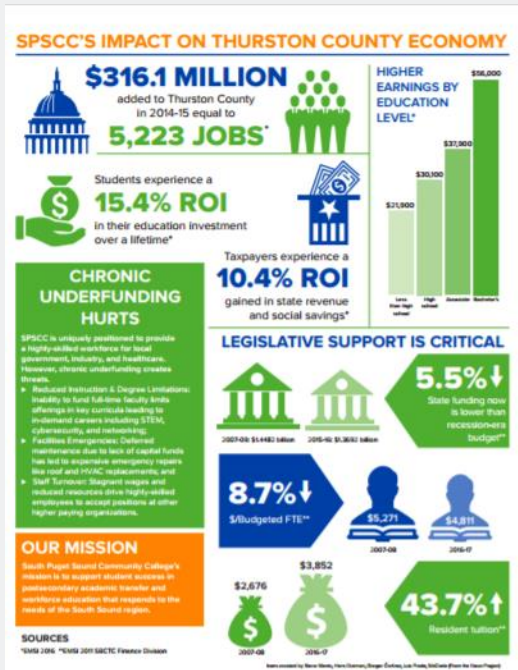
Email/call us anytime

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.



ADVANCE
South Puget Sound Community College • Winter 2017

Special Issue:
The **\$316.1 Million Economic Impact** of SPSCC on Thurston County

The skills you need for the life you want

Winter Classes Begin
Jan. 3, 2017

South Puget Sound COMMUNITY COLLEGE

spscc.edu

Share your results

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

GRCC @grcc

Follow

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 ...

1:58 PM - 13 Nov 2018

5

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

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

Social & Economic Impact

- 4,522 Full-Time Staff
- £3.7b: The amount society will receive over the course of learners' working lives
- £1.8b: Contribution of colleges to local business each year
- £1.6b: Increased earnings for learners throughout their working lives
- £1.6b: Added income in the region's economy each year from former learners
- £3.7b: Learners will receive £6.20 in future earnings for every £1 invested in the region's colleges
- £226.2m: Added income to regional
- 11.8%: Taxpayers' annual

RETWEETS 5

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.



Notes

The results of this study
were prepared by



For a copy of the report, please contact NOVA.

