



The economic value of Mott Community College

ANALYSIS OF THE ECONOMIC IMPACT
AND RETURN ON INVESTMENT OF EDUCATION

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

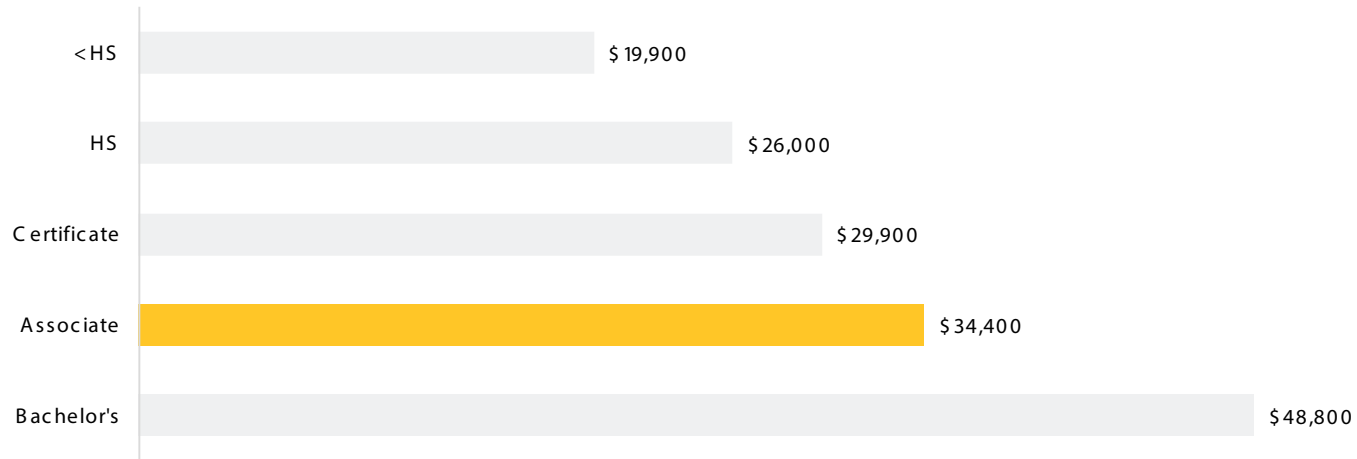


What is an
INVESTMENT ANALYSIS?

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

About Genesee County

AVERAGE EARNINGS BY EDUCATION LEVEL

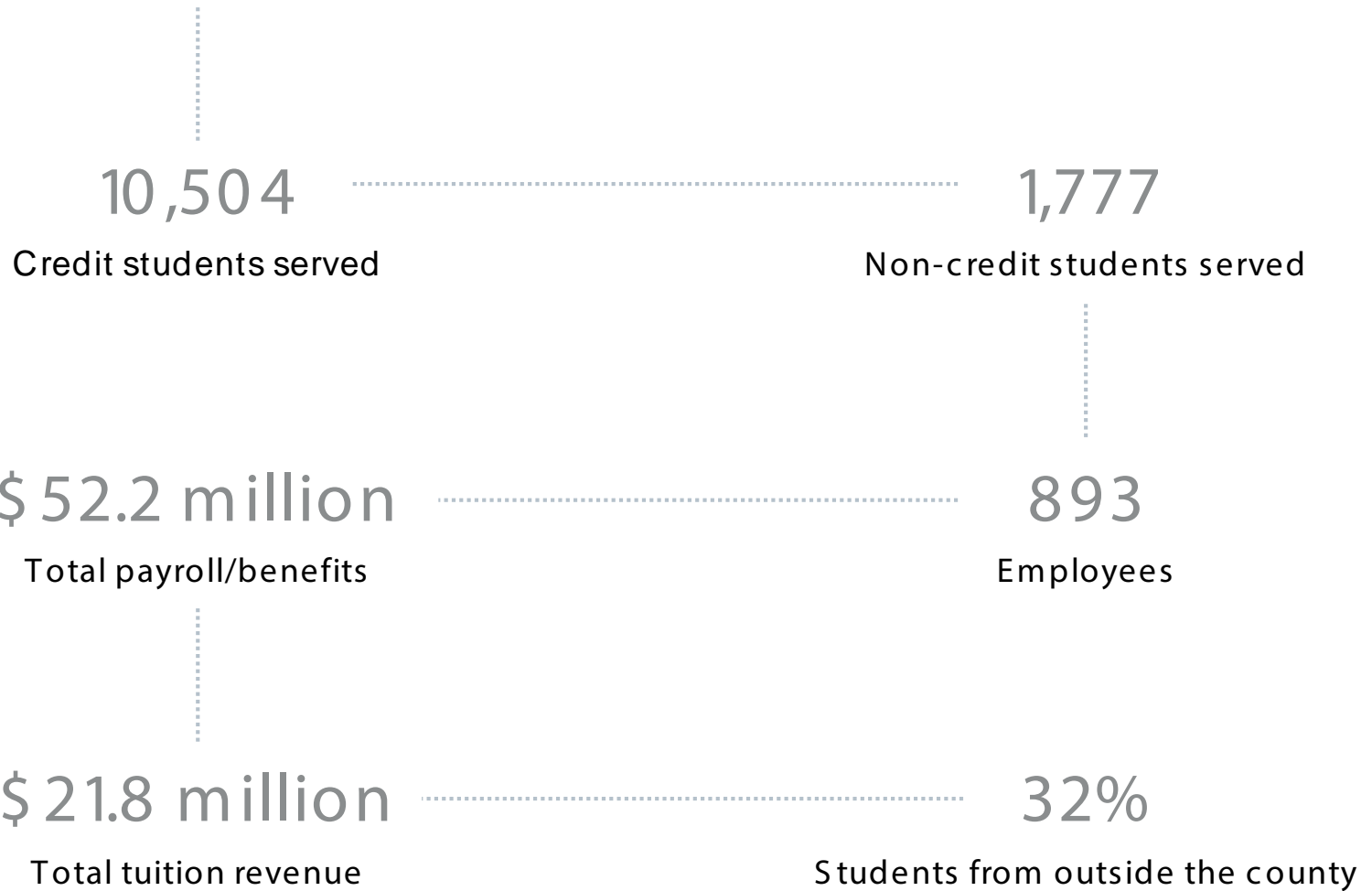


\$16.1 billion
Total Gross Regional
Product (GRP)



184,509
Total Jobs

M C C in FY 20 17- 18



Overview of results



\$439.7 million

Total income added to the county

2.7%

Of county's GRP

6,806

Total jobs supported in the county



5.2

Benefit-cost ratio for students

2.9

Benefit-cost ratio for taxpayers

12.3

Benefit-cost ratio for society



ECONOMIC IMPACT ANALYSIS



Operations Spending Impact

*College payroll and
other spending + ripple effects*

\$60.2 million

Added income

OR

1,054

Jobs supported in the county



Student Spending Impact

*Retained student
spending + ripple effects*

\$5.5 million

Added income

OR

99

Jobs supported in the county



Alumni Impact

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

\$374 million

Added income

OR

5,653

Jobs supported in the county



Total Impact

\$439.7 million

Total income added
in the county

OR

2.7%

Of county's GRP

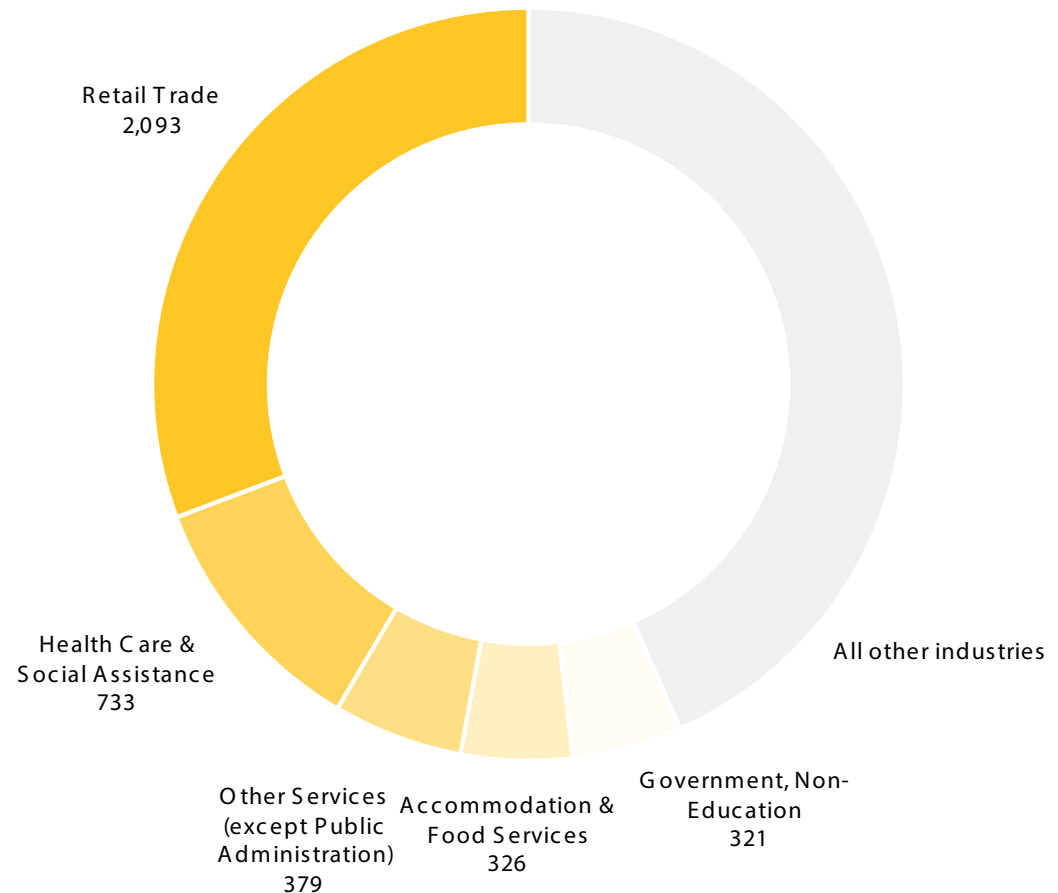
6,806

Total jobs supported
in the county

OR

1 out of 27 jobs in the
county

Top industries impacted by MCC (jobs supported)





INVESTMENT ANALYSIS



Student Perspective

\$ 320 million

Benefit: Higher future earnings

\$ 62 million

Cost: Tuition, supplies, opportunity cost

5.2

Benefit/cost ratio

19.6%

Rate of return



Taxpayer Perspective

\$ 141.3 million

Benefit: Future tax revenue, government savings

\$ 48.7 million

Cost: State and local funding

2.9

Benefit/cost ratio

6.8%

Rate of return



Social Perspective

\$ 1.7 billion

Benefit: Future earnings, tax revenue, private savings

\$ 138.9 million

Cost: All college and student costs

12.3

Benefit/cost ratio

n/a

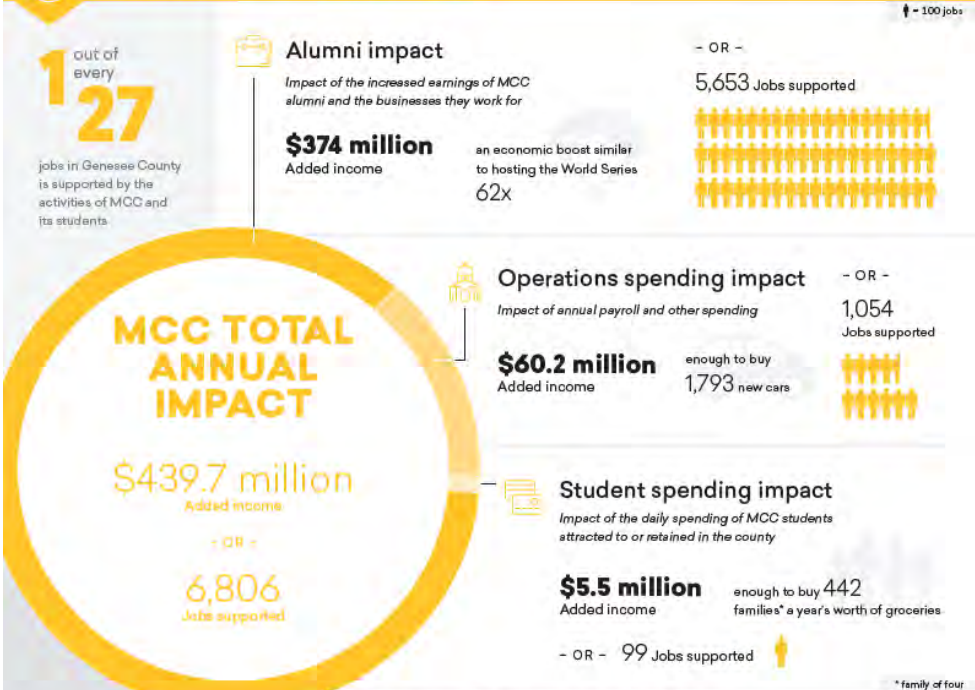
Rate of return



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REFLECTS FISCAL YEAR 2017-18

ECONOMIC IMPACT ANALYSIS

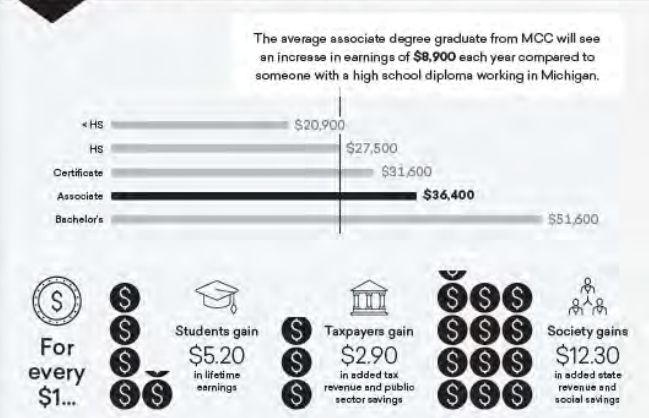


About MCC

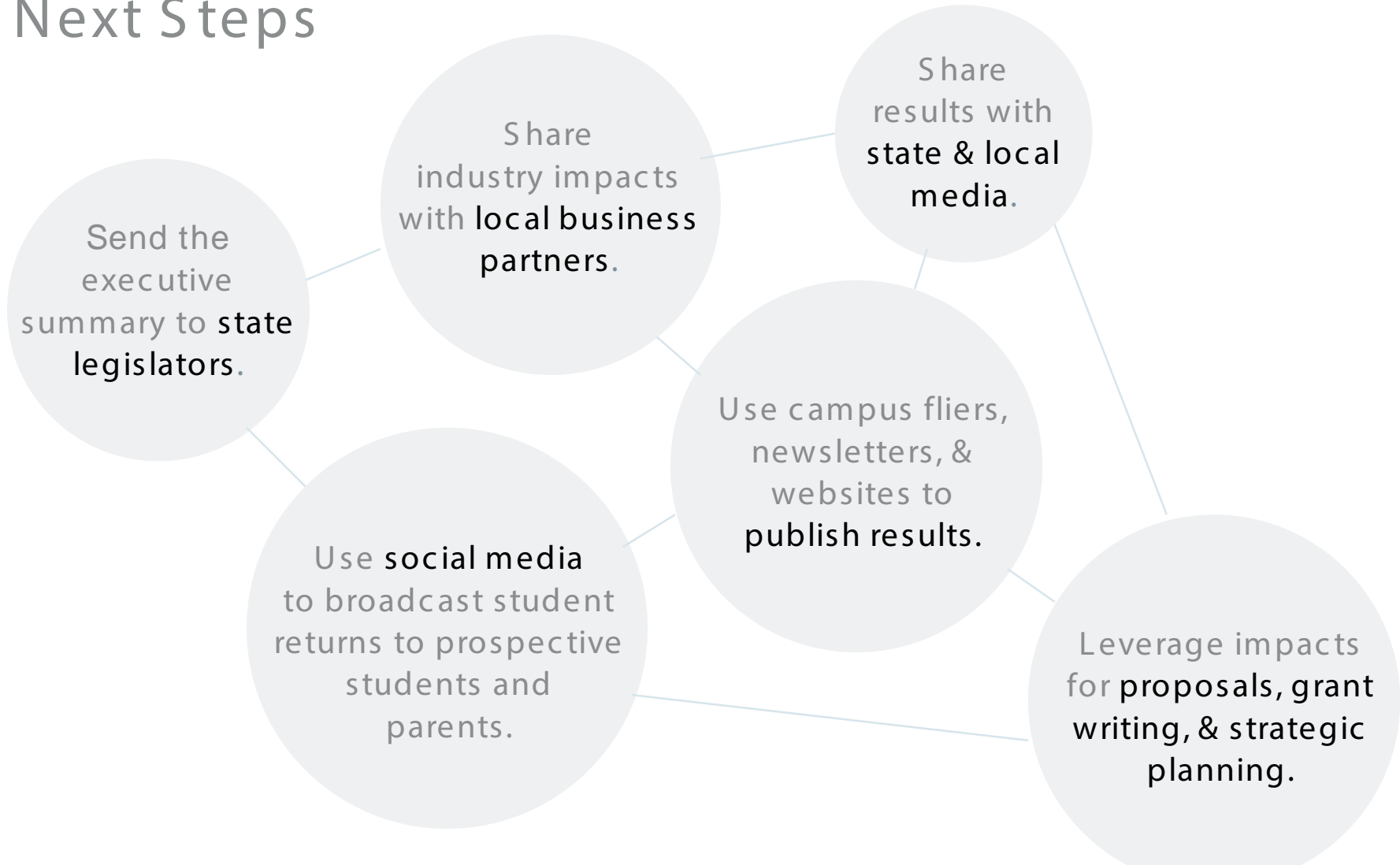
- 10,504 Credit Students
- 1,777 Non-Credit Students
- 893 Employees

Genesee County, MI

INVESTMENT ANALYSIS



Next Steps



**HOW CAN
EMSI HELP?**

Emsi's press
packet

Ongoing presentations
from your Emsi economist

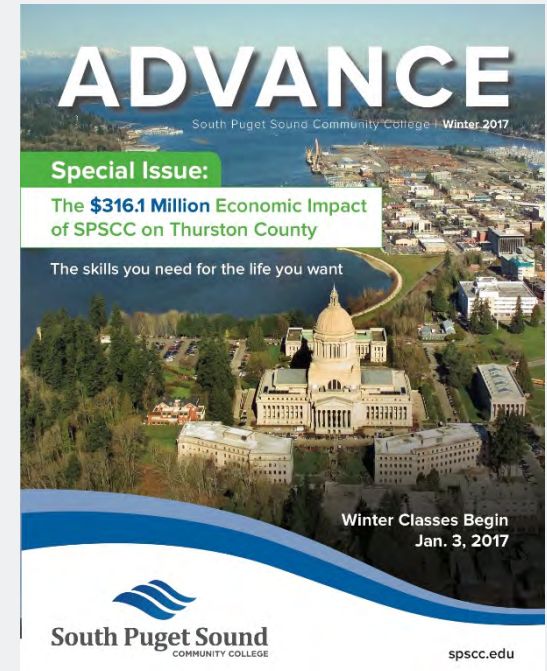
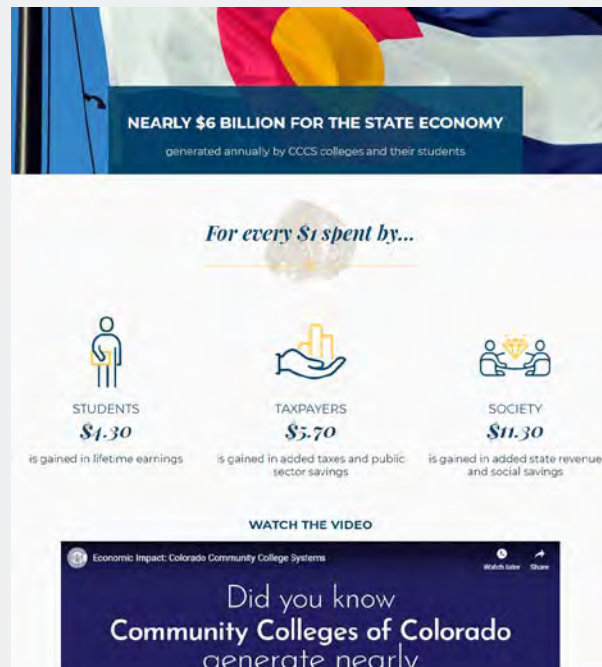
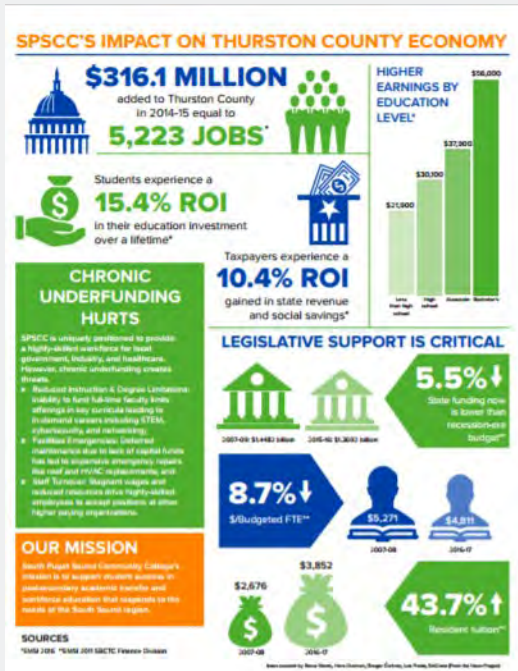
Email/call
us anytime

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.

GRCC @grcc Follow

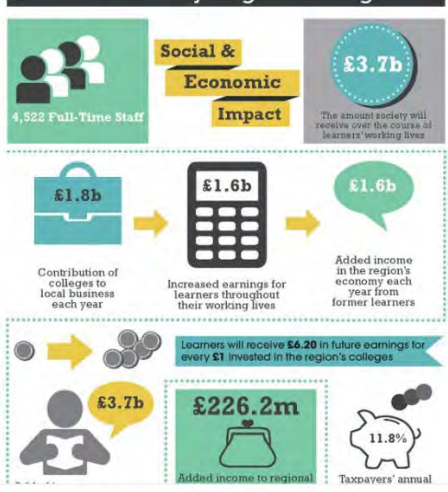
Students, employers tell how @grcc noncredit workforce programs change lives and build a talented workforce to fill great jobs. New study shows the economic impact of such programs is hundreds of millions of dollars on West MI economy grcc.edu/communications ...



1:58 PM - 13 Nov 2018

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?



4,922 Full-Time Staff

Social & Economic Impact

£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.



The results of this study
were prepared by

