

THE ECONOMIC VALUE OF CENTRAL PIEDMONT COMMUNITY COLLEGE'S Gaming and Interactive Media Design Program



The Gaming and Interactive Media Design program¹ was established in 2007. In FY 2019-20, CPCC enrolled 269 students in the program. Of these students, eight graduated with a certificate and 22 graduated with an associate degree in FY 2019-20.



MECKLENBURG COUNTY, NC

CAREER OUTLOOK

The Gaming and Interactive Media Design program can lead students into a number of occupations, which may include art directors; special effects artists & animators; and graphic designers. Many of the Gaming and Interactive Media Design program students will enter the Mecklenburg County workforce.

Using the county number of annual job openings for these occupations (71) and subtracting the FY 2019-20 CPCC completers that may fill these openings (30), we arrive at a gap of 41 job openings.² There are 302 unique job postings at the associate degree or below for these occupations in Mecklenburg County. The top three posting companies are Accenture PLC; Bank of America Corporation; and Microsoft Corporation.

PROGRAM TO OCCUPATION MAPPING MEASURES IN MECKLENBURG COUNTY

Number of occupations	4
Jobs (2020)	2,618
Projected avg. job growth (2020-2029)	+1.2%
Annual openings (2020)	71
Median annual wage (2020)*	\$72,471

* The median annual wage reflects all award levels.

ALUMNI IMPACT

Former students of CPCC's Gaming and Interactive Media Design program added \$1.1 million in income to the Mecklenburg County economy in FY 2019-20. This figure represents the increased wages collected by former students active today in the county workforce as a direct result of their education, the increased output of businesses that employ these students, and the multiplier effects that occur.

ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings
increase per completer
\$520.4 thousand

Total alumni impact
in FY 2019-20
\$1.1 million



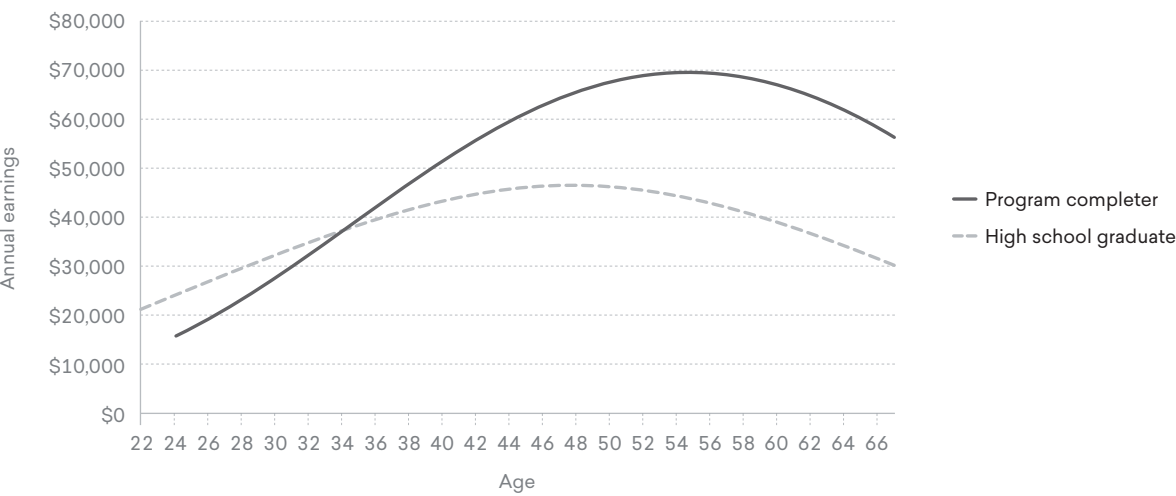
¹ The Gaming and Interactive Media Design program is defined by the following Classification of Instructional Programs (CIP) code: Game & Interactive Media Design (50.0411)

² For the purposes of this analysis, only CPCC completers were considered when comparing to annual openings.

STUDENT RETURN ON INVESTMENT

To earn a degree or certificate in the program, students experience costs in the form of tuition and fees, books and supplies, and the opportunity cost of attending school instead of working. In return for this investment, students can earn higher wages. For every dollar students invest in their education in the program, they will receive \$3.90 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 13.2%. This is an impressive return, especially when compared to the U.S. stock market 30-year average return of 10.6%.

LIFETIME EARNINGS OF A PROGRAM COMPLETER
COMPARED TO A HIGH SCHOOL GRADUATE



TAXPAYER BENEFITS

Taxpayers will receive an estimated present value of \$2.5 million in added tax revenue stemming from the students' higher lifetime earnings and the increased output of businesses. Savings to the public sector add another estimated \$173.5 thousand in benefits due to a reduced demand for government-funded social services in North Carolina. Throughout the students' working lives, North Carolina taxpayers will receive a total of \$2.7 million in benefits.

Throughout the students' working lives, **North Carolina taxpayers** gain in added tax revenue and public sector savings

\$2.7 million