

# THE ECONOMIC VALUE OF DURHAM TECHNICAL COMMUNITY COLLEGE'S Business Administration Program



*The Business Administration program<sup>1</sup> was established in 1965. In FY 2019-20, Durham Tech enrolled 236 students in the program. Of these students, six graduated with a certificate and 12 graduated with an associate degree in FY 2019-20.*



THE DURHAM TECH  
SERVICE REGION, NC

## CAREER OUTLOOK

The Business Administration program can lead students into a number of occupations, which may include management analysts; general & operations managers; and marketing managers. Many of the Business Administration program students will enter the Durham Tech Service Region<sup>2</sup> workforce.

Using the regional number of annual job openings for these occupations (4,332) and subtracting the FY 2019-20 Durham Tech completers that may fill these openings (18), we arrive at a gap of 4,314 job openings.<sup>3</sup> There are 5,572 unique job postings at the associate degree or below for these occupations in the Durham Tech Service Region. The top three posting companies are: Oracle Corporation; IQVIA; and International Business Machines Corporation (IBM).

### PROGRAM TO OCCUPATION MAPPING MEASURES IN THE DURHAM TECH SERVICE REGION

Number of occupations	18
Jobs (2020)	97,363
Projected avg. job growth (2020-2029)	+1%
Annual openings (2020)	4,332
Median annual wage (2020)*	\$74,489

\* The median annual wage reflects all award levels.

### ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings  
increase per completer

**\$701.9 thousand**

Total alumni impact  
in FY 2019-20

**\$10.3 million**



## ALUMNI IMPACT

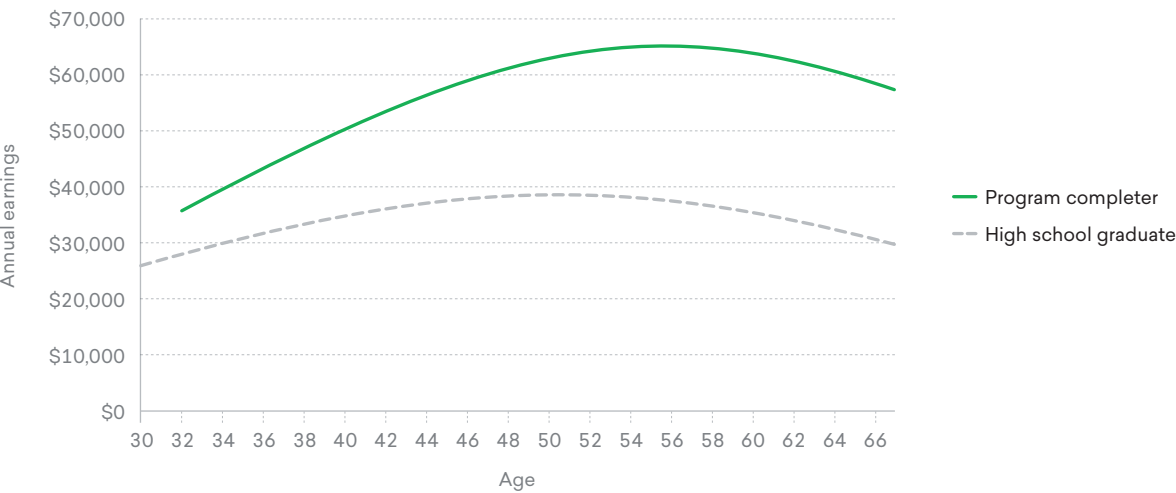
Former students of Durham Tech's Business Administration program added \$10.3 million in income to the Durham Tech Service Region economy in FY 2019-20. This figure represents the increased wages collected by former students active today in the regional workforce as a direct result of their education, the increased output of businesses that employ these students, and the multiplier effects that occur.

- <sup>1</sup> The Business Administration program is defined by the following Classification of Instructional Programs (CIP) code: Business Administration & Management, General (52.0201).
- <sup>2</sup> For the purposes of this analysis, the Durham Tech Service Region is defined as 43 ZIP codes in Durham, Orange, and Wake Counties.
- <sup>3</sup> For the purposes of this analysis, only Durham Tech 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 \$7.10 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 25.7%. 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 \$2.7 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 \$86.1 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**