

THE ECONOMIC VALUE OF GASTON COLLEGE'S Business/Supply Chain Program



The Business/Supply Chain program¹ was established in 1964. In FY 2019-20, GC enrolled 532 students in the program. Of these students, 53 graduated with a certificate and 48 graduated with an associate degree in FY 2019-20.



THE GC SERVICE AREA, NC

CAREER OUTLOOK

The Business/Supply Chain program can lead students into a number of occupations, which may include human resources specialists; general & operations managers; and marketing managers. Many of the Business/Supply Chain program students will enter the GC Service Area² workforce.

Using the regional number of annual openings for these occupations (404) and subtracting the FY 2019-20 GC completers that may fill these openings (101), we arrive at a gap of 303 job openings.³ There are 966 unique job postings at the associate degree or below for these occupations in the GC Service Area. The top three posting companies are: Wells Fargo & Company; Delhaize America, LLC; and Wal-Mart, Inc.

ALUMNI IMPACT

Former students of GC's Business/Supply Chain program added \$8.3 million in income to the GC Service Area 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.

PROGRAM TO OCCUPATION MAPPING METRICS IN THE GC SERVICE AREA

Number of occupations	32
Jobs (2020)	11,516
Projected avg. job growth (2020-2029)	+0.8%
Annual openings (2020)	404
Median annual wage (2020)*	\$63,548

* The median annual wage reflects all award levels.

ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings increase per completer

\$526.8 thousand

Total alumni impact in FY 2019-20

\$8.3 million

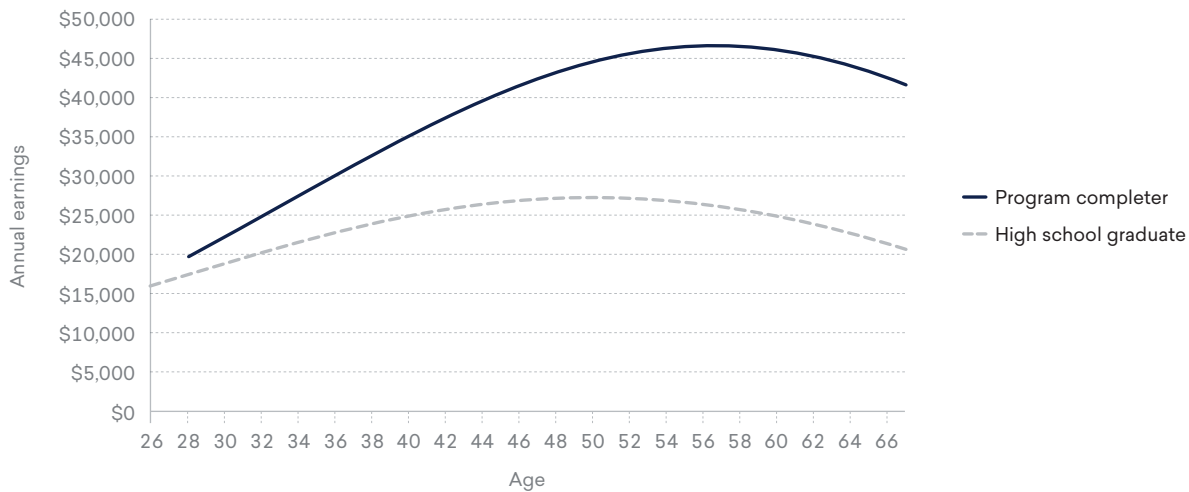


- 1 The Business/Supply Chain program is defined by the following Classification of Instructional Programs (CIP) codes: Business Administration & Management, General (52.0201), Logistics, Materials, & Supply Chain Management (52.0203), and Human Resources Management/Personnel Administration, General (52.1001).
- 2 For the purposes of this analysis, the GC Service Area is defined as Gaston and Lincoln Counties.
- 3 For the purposes of this analysis, only GC 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 \$9.70 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 26.8%. 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 \$6.4 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 \$210.3 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 \$6.6 million in benefits.

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



\$6.6 million