

## THE ECONOMIC VALUE OF HALIFAX COMMUNITY COLLEGE'S Business Support Program



*The Business Support program<sup>1</sup> was established in 2006. In FY 2019-20, HCC enrolled 104 students in the program. Of these students, seven graduated with a certificate and three graduated with an associate degree in FY 2019-20.*



THE ROANOKE VALLEY, NC

### CAREER OUTLOOK

The Business Support program can lead students into a number of occupations, which may include sales managers; general & operations managers; and marketing managers. Many of the Business Support program students will enter the Roanoke Valley<sup>2</sup> workforce.

Using the regional number of annual job openings for these occupations (126) and subtracting the FY 2019-20 HCC completers that may fill these openings (10), we arrive at a gap of 116 job openings.<sup>3</sup> There are 225 unique job postings at the associate degree or below for these occupations in the Roanoke Valley. The top three posting companies are: Family Dollar Stores, Inc.; Dollar General Corporation; and Walgreens Company.

#### PROGRAM TO OCCUPATION MAPPING MEASURES IN THE ROANOKE VALLEY

Number of occupations	31
Jobs (2020)	2,385
Projected avg. job growth (2020-2029)	+1.1%
Annual openings (2020)	126
Median annual wage (2020)*	\$43,031

\* The median annual wage reflects all award levels.

### ALUMNI IMPACT

Former students of HCC's Business Support program added \$769.5 thousand in income to the Roanoke Valley 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.

#### ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings  
increase per completer  
**\$236.3 thousand**

Total alumni impact  
in FY 2019-20  
**\$769.5 thousand**

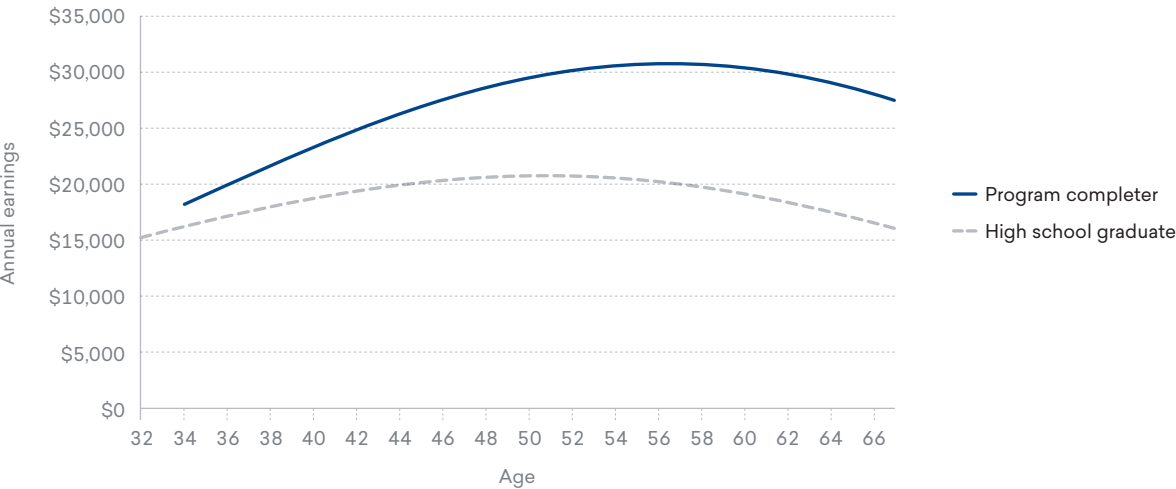


- 1 The Business Support program is defined by the following Classification of Instructional Programs (CIP) codes: Information Technology (11.0103), Business Administration & Management, General (52.0201), Medical Office Management/Administration (51.0705), and Office Management & Supervision (52.0204).
- 2 For the purposes of this analysis, the Roanoke Valley is defined as the following ZIP codes in Halifax and Northampton Counties: 27823, 27839, 27843, 27850, 27870, 27874, 27890, 27887, 27844, 27831, 27832, 27876.
- 3 For the purposes of this analysis, only HCC 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 \$6.50 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 23.2%. 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 \$745.2 thousand 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 \$47.9 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 \$793.1 thousand in benefits.

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



**\$793.1 thousand**