

THE ECONOMIC VALUE OF ISOTHERMAL COMMUNITY COLLEGE'S Business Administration Program



The Business Administration program¹ was established in 1965. In FY 2019-20, ICC enrolled 123 students in the program. Of these students, eight graduated with a certificate and 23 graduated with an associate degree in FY 2019-20.



THE ICC SERVICE AREA, NC

CAREER OUTLOOK

The Business Administration program can lead students into a number of occupations, which may include first-line supervisors of retail sales workers; purchasing managers; and administrative services & facilities managers. Many of the Business Administration program students will enter the ICC Service Area² workforce.

Using the regional number of annual job openings for these occupations (139) and subtracting the FY 2019-20 ICC completers that may fill these openings (31), we arrive at a gap of 108 job openings.³ There are 347 unique job postings at the associate degree or below for these occupations in the ICC Service Area. The top three posting companies are Dollar General; Lowe's; and Rutherford County Schools.

ALUMNI IMPACT

Former students of ICC's Business Administration program added \$2.9 million in income to the ICC 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 ICC SERVICE AREA

Number of occupations	30
Jobs (2020)	3,444
Projected avg. job growth (2020-2029)	+0.8%
Annual openings (2020)	139
Median annual wage (2020)*	\$44,439

* The median annual wage reflects all award levels.

ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings increase per completer
\$394.2 thousand

Total alumni impact in FY 2019-20
\$2.9 million

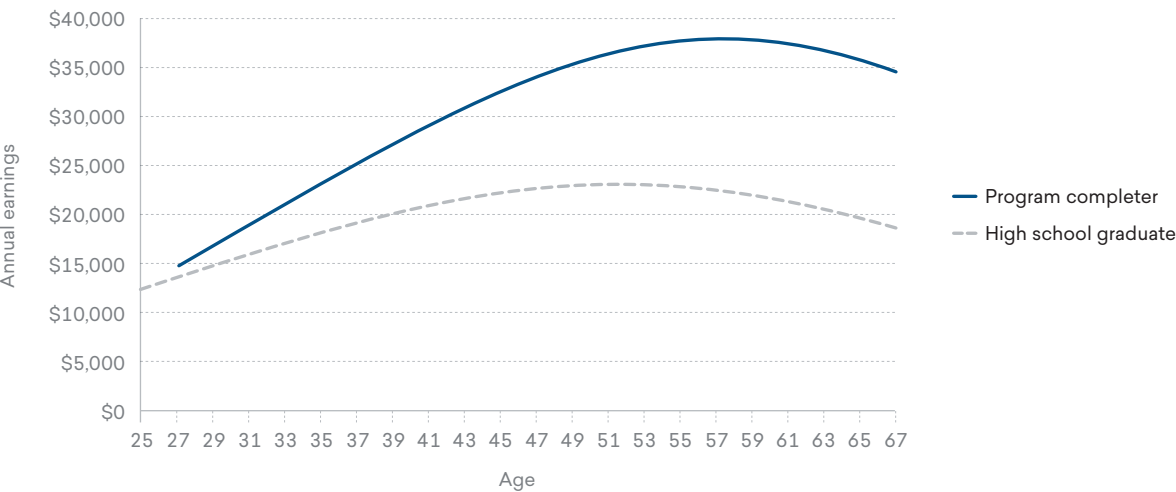


- 1 The Business Administration program is defined by the following Classification of Instructional Programs (CIP) code: Business Administration and Management, General. (52.0201), Purchasing, Procurement/Acquisitions and Contracts Management (52.0202), Office Management and Supervision. (52.0204), Customer Service Management (52.0207), Retail Management (52.0212), and Business Administration, Management & Operations, and Other (52.0299).
- 2 For the purposes of this analysis, the ICC Service Area is defined as Polk and Rutherford Counties.
- 3 For the purposes of this analysis, only ICC 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 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 \$8.20 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 23.8%. 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 \$1.6 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 \$68.8 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 \$1.6 million in benefits.

Throughout the students' working lives, **North Carolina taxpayers** gain in added tax revenue and public sector savings
\$1.6 million

