

The Economic Value of James Sprunt Community College

James Sprunt Community College (JSCC) creates a significant positive impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society. Using a two-pronged approach that involves an economic impact analysis and an investment analysis, this study calculates the benefits received by each of these groups. Results of the analysis reflect fiscal year (FY) 2019-20.



DUPLIN COUNTY, NC



ECONOMIC IMPACT ANALYSIS

In FY 2019-20, JSCC added **\$45.5 million** in income to the Duplin County economy, a value approximately equal to **2.7%** of the county's total gross regional product (GRP). Expressed in terms of jobs, JSCC's impact supported **1,134 jobs**. For perspective, the activities of JSCC and its students support **one out of every 23 jobs** in Duplin County.

OPERATIONS SPENDING IMPACT

- JSCC employed 408 full-time and part-time faculty and staff. Payroll amounted to \$9.6 million, much of which was spent in the county for groceries, mortgage and rent payments, dining out, and other household expenses. The college spent another \$6.5 million on day-to-day expenses related to facilities, supplies, and professional services.
- The net impact of the college's operations spending added **\$11.9 million** in income to the county economy in FY 2019-20.

CONSTRUCTION SPENDING IMPACT

- JSCC invests in construction each year to maintain its facilities, create additional capacities, and meet its growing educational demands, generating a short-term infusion of spending and jobs in the county economy.
- The net impact of JSCC's construction spending in FY 2019-20 was **\$1.2 million** in added income for Duplin County.

STUDENT SPENDING IMPACT

- Around 24% of credit students attending JSCC originated from outside the county. Some of these students relocated to Duplin County. In addition, some in-county students, referred to as retained students, would have left

IMPACTS CREATED BY JSCC IN FY 2019-20



Operations spending impact

\$11.9 million



Construction spending impact

\$1.2 million



Student spending impact

\$2.1 million



Alumni impact

\$30.4 million



TOTAL ECONOMIC IMPACT

\$45.5 million

OR

Jobs supported

1,134

Duplin County for other educational opportunities if not for JSCC. These relocated and retained students spent money on groceries, mortgage and rent payments, and other living expenses at county businesses.

- The expenditures of relocated and retained students in FY 2019-20 added **\$2.1 million** in income to the Duplin County economy.

ALUMNI IMPACT

- Over the years, students have studied at JSCC and entered or re-entered the workforce with newly-acquired knowledge and skills. Today, thousands of these former students are employed in Duplin County.
- The net impact of JSCC's former students currently employed in the county workforce amounted to **\$30.4 million** in added income in FY 2019-20.



INVESTMENT ANALYSIS

STUDENT PERSPECTIVE

- JSCC's FY 2019-20 students paid a present value of **\$2.5 million** to cover the cost of tuition, fees, and supplies. They also forwent **\$5.3 million** in money that they would have earned had they been working instead of attending college.
- In return for their investment, students will receive a cumulative present value **\$57.4 million** in increased earnings over their working lives. This translates to a return of **\$7.40** in higher future earnings for every dollar students invest in their education. Students' average annual rate of return is **27.9%**.

TAXPAYER PERSPECTIVE

- Taxpayers provided JSCC with **\$13.5 million** of funding in FY 2019-20. In return, they will benefit from added tax revenue, stemming from students' higher lifetime earnings and increased business output, amounting to **\$15.1 million**. A reduced demand for government-funded services in North Carolina will add another **\$1.7 million** in benefits to taxpayers.
- For every dollar of public money invested in JSCC, taxpayers will receive **\$1.20** in return, over the course of students' working lives. The average annual rate of return for taxpayers is **1.6%**.

SOCIAL PERSPECTIVE

- In FY 2019-20, North Carolina invested **\$27 million** to support JSCC. In turn, the North Carolina economy will grow by **\$167.4 million**, over the course of students' working lives. Society will also benefit from **\$4.3 million** of public and private sector savings.
- For every dollar invested in JSCC in FY 2019-20, people in North Carolina will receive **\$6.30** in return, for as long as JSCC's FY 2019-20 students remain active in the state workforce.

STUDENTS SEE A HIGH RATE OF RETURN FOR THEIR INVESTMENT IN JSCC



Average annual return for JSCC students
27.9%



Stock market 30-year average annual return
10.6%



Interest earned on savings account (National Rate Cap)
0.8%

Source: Forbes' S&P 500, 1991-2020. FDIC.gov, 6-2021.

For every \$1...



Students gain in lifetime earnings
\$7.40



Taxpayers gain in added tax revenue and public sector savings
\$1.20



Society gains in added income and social savings
\$6.30