

THE ECONOMIC VALUE OF MAYLAND COMMUNITY COLLEGE'S Therapeutic Massage Program



The Therapeutic Massage program¹ was established in 2012. In FY 2019-20, MCC enrolled seven students in the program.



THE MCC SERVICE AREA, NC

CAREER OUTLOOK

The Therapeutic Massage program can lead students into a number of occupations, which may include physical therapist aides and massage therapists. Many of the Therapeutic Massage program students will enter the MCC Service Area² workforce.

Using the regional number of annual openings for these occupations (one) and subtracting the FY 2019-20 Therapeutic Massage program students that may fill these openings (seven), we arrive at a surplus of six students.³ The top three posting companies are Massage Envy; Premier Wellness Center; and Talenti's.

ALUMNI IMPACT

Former students of MCC's Therapeutic Massage program added \$25.7 thousand in income to the MCC 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 MEASURES IN THE MCC SERVICE AREA

| | |
|---------------------------------------|----------|
| Number of occupations | 2 |
| Jobs (2020) | 10 |
| Projected avg. job growth (2020-2029) | +3.8% |
| Annual openings (2020) | 1 |
| Median annual wage (2020)* | \$38,925 |

* The median annual wage reflects all award levels.

ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings
increase per completer

\$105.8 thousand

Total alumni impact
in FY 2019-20

\$25.7 thousand

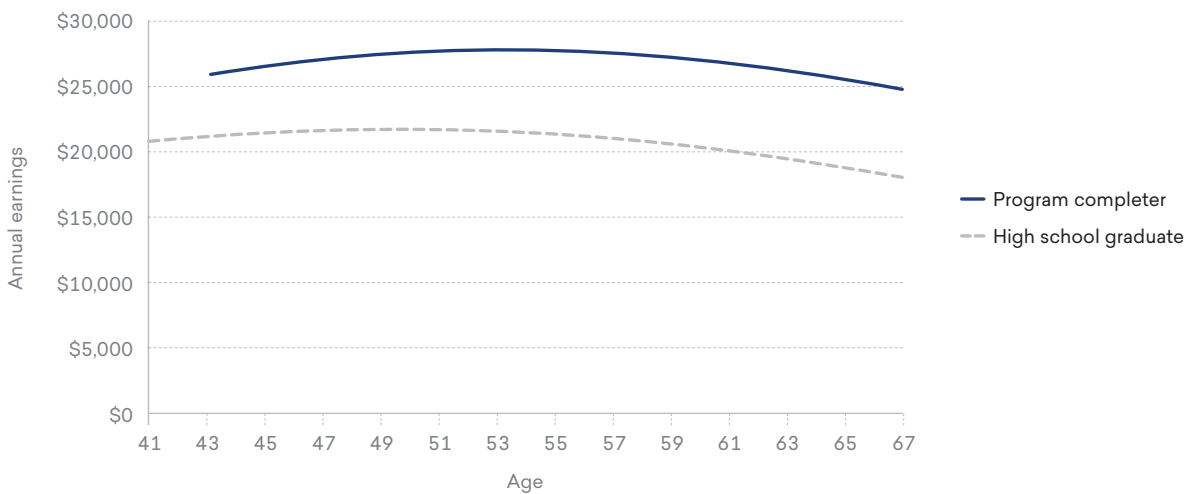


- 1 The Therapeutic Massage program is defined by the following Classification of Instructional Programs (CIP) code: Massage Therapy/Therapeutic Massage (51.3501).
- 2 For the purposes of this analysis, the MCC Service Area is defined as Avery, Mitchell, and Yancey Counties.
- 3 For the purposes of this analysis, only MCC students were considered when comparing to annual openings.

STUDENT RETURN ON INVESTMENT

To complete 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 \$4.10 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 33.2%. 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 \$11.7 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 \$867.5 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 \$12.6 thousand in benefits.

Throughout the students' working lives, **North Carolina taxpayers** gain in added tax revenue and public sector savings
\$12.6 thousand

