

**THE ECONOMIC VALUE OF  
PAMLICO COMMUNITY COLLEGE'S**

**Business & Office Technologies Program**



*The Business & Office Technologies program<sup>1</sup> was established in 1991. In FY 2019-20, PCC enrolled 213 students in the program. Of these students, 20 graduated with a certificate and seven graduated with an associate degree in FY 2019-20.*



THE PCC SERVICE AREA, NC

**CAREER OUTLOOK**

The Business & Office Technologies program can lead students into a number of occupations, which may include management analysts; general & operations managers; and sales managers. Many of the Business & Office Technologies program students will enter the PCC Service Area<sup>2</sup> workforce.

Using the regional number of annual openings for these occupations (202) and subtracting the FY 2019-20 PCC completers that may fill these openings (27), we arrive at a gap of 175 job openings.<sup>3</sup> There are 177 unique job postings at the associate degree or below for these occupations in the PCC Service Area. The top three posting companies are General Dynamics Corporation; Delhaize America, LLC; and H&R Block, Inc.

**ALUMNI IMPACT**

Former students of PCC's Business & Office Technologies program added \$5.6 million in income to the PCC 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  
PCC SERVICE AREA**

Number of occupations	38
Jobs (2020)	6,281
Projected avg. job growth (2020-2029)	+0.4%
Annual openings (2020)	202
Median annual wage (2020)*	\$59,087

\* The median annual wage reflects all award levels.

**ALUMNI LIFETIME EARNINGS  
INCREASE AND IMPACT**

Lifetime earnings  
increase per completer  
**\$293.4 thousand**

Total alumni impact  
in FY 2019-20  
**\$5.6 million**

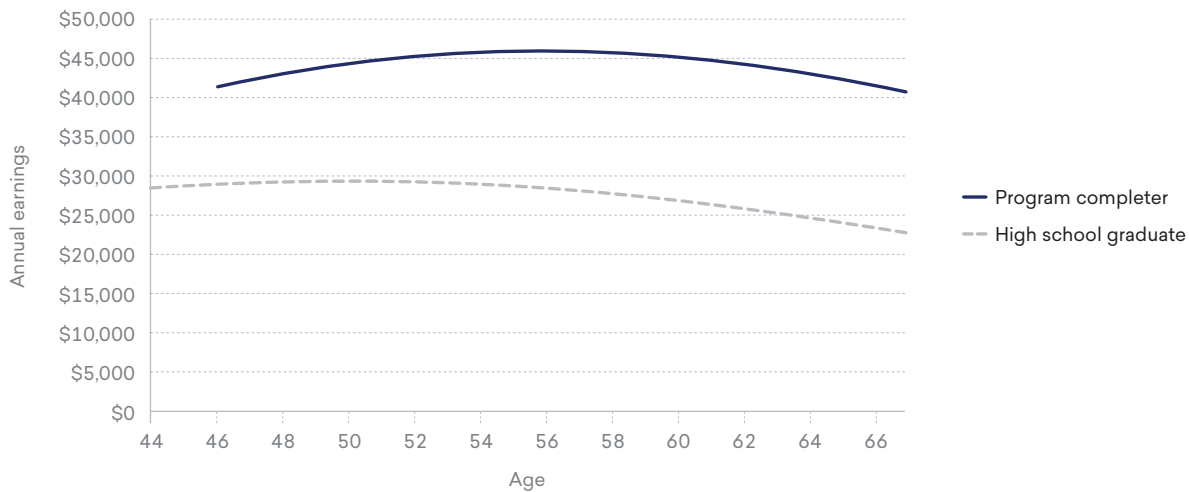


1 The Business & Office Technologies program is defined by the following Classification of Instructional Programs (CIP) codes: Accounting & Related Services, Other (52.0399); Business, Management, Marketing, & Related Support Services, Other (52.9999); Business/Corporate Communications (52.0501); and Entrepreneurship/Entrepreneurial Studies (52.0701).  
2 For the purposes of this analysis, the PCC Service Area is defined as Pamlico, Craven, and Beaufort Counties.  
3 For the purposes of this analysis, only PCC 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 \$5.40 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 43.6%. 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 \$2.5 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 \$101.2 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 \$2.6 million in benefits.

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



**\$2.6 million**