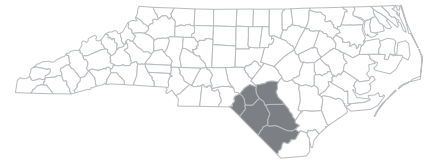


THE ECONOMIC VALUE OF ROBESON COMMUNITY COLLEGE'S Business Technologies Program



The Business Technologies program¹ was established in 1965. In FY 2019-20, RCC enrolled 274 students in the program. Of these students, two graduated with a certificate and 39 graduated with an associate degree in FY 2019-20.



SOUTHEASTERN NORTH CAROLINA

CAREER OUTLOOK

The Business Technologies program can lead students into a number of occupations, which may include human resources specialists, general & operations managers, and marketing managers. Many of the Business Technologies program students will enter the Southeastern North Carolina² workforce.

Using the regional number of annual openings for these occupations (1,396) and subtracting the FY 2019-20 RCC completers that may fill these openings (41), we arrive at a gap of 1,355 job openings.³ There are 2,292 unique job postings at the associate degree or below for these occupations in Southeastern North Carolina. A few of the top posting companies are General Dynamics Corporation; H&R Block, Inc.; and Wal-Mart, Inc.

ALUMNI IMPACT

Former students of RCC's Business Technologies program added \$3.3 million in income to the Southeastern North Carolina 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 SOUTHEASTERN NORTH CAROLINA

Number of occupations	40
Jobs (2020)	37,460
Projected avg. job growth (2020-2029)	+0.5%
Annual openings (2020)	1,396
Median annual wage (2020)*	\$52,549

* The median annual wage reflects all award levels.

ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings
 increase per completer

\$422.4 thousand

Total alumni impact
 in FY 2019-20

\$3.3 million



1 The Business Technologies program is defined by the following Classification of Instructional Programs (CIP) codes: Accounting & Finance (52.0304), Business Administration & Management, General (52.0201), Information Technology (11.0103), Information Technology (11.0103), Medical Office Management/Administration (51.0705), and Information Technology (11.0103).

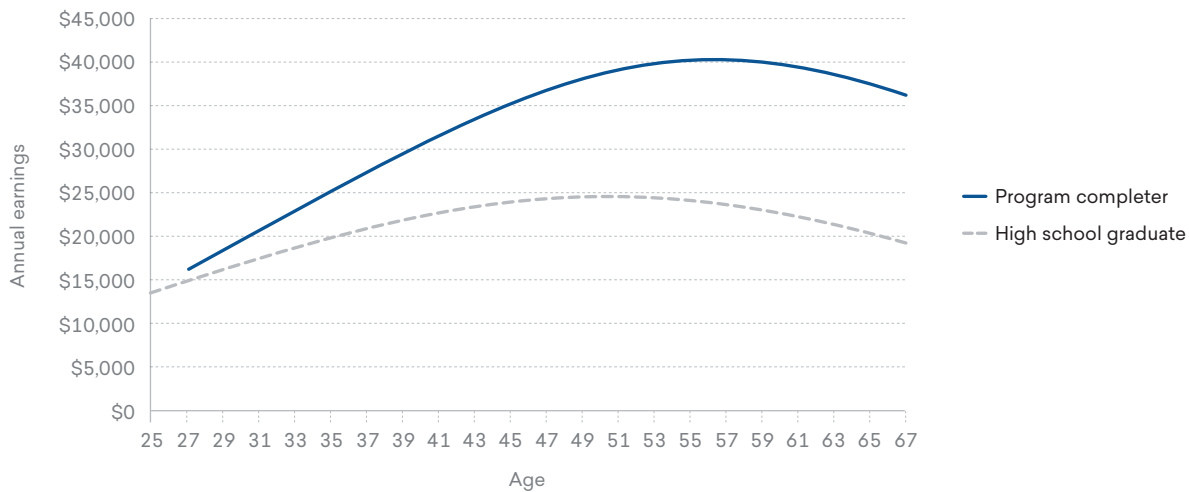
2 For the purposes of this analysis, Southeastern North Carolina is defined as Robeson, Bladen, Columbus, Cumberland, Hoke, and Scotland Counties.

3 For the purposes of this analysis, only RCC 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 \$7.90 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 23.1%. 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 \$2.2 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 \$141.4 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 \$2.3 million in benefits.

Throughout the students' working lives, **North Carolina taxpayers** gain in added tax revenue and public sector savings
\$2.3 million

