

### THE ECONOMIC VALUE OF SANDHILLS COMMUNITY COLLEGE'S Business Technologies Program



*The Business Technologies program<sup>1</sup> was established in 1965. In FY 2019-20, SCC enrolled 200 students in the program. Of these students, 12 graduated with a certificate and 20 graduated with an associate degree in FY 2019-20.*



THE SANDHILLS' SERVICE AREA, NC

### CAREER OUTLOOK

The Business Technologies program can lead students into a number of occupations, which may include marketing managers; sales managers; and computer & information systems managers. Many of the Business Technologies program students will enter the Sandhills' Service Area<sup>2</sup> workforce.

Using the regional number of annual job openings for these occupations (179) and subtracting the FY 2019-20 SCC completers that may fill these openings (32), we arrive at a gap of 147 job openings.<sup>3</sup> There are 396 unique job postings at the associate degree or below for these occupations in the Sandhills' Service Area. The top three posting companies are General Dynamics Corporation; Walgreens Company; and Circle K Stores Inc.

### ALUMNI IMPACT

Former students of SCC's Business Technologies program added \$1.9 million in income to the Sandhills' 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 SANDHILLS' SERVICE AREA

Number of occupations	27
Jobs (2020)	4,364
Projected avg. job growth (2020-2029)	+1%
Annual openings (2020)	179
Median annual wage (2020)*	\$49,220

\* The median annual wage reflects all award levels.

#### ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings increase per completer  
**\$380.7 thousand**

Total alumni impact in FY 2019-20  
**\$1.9 million**

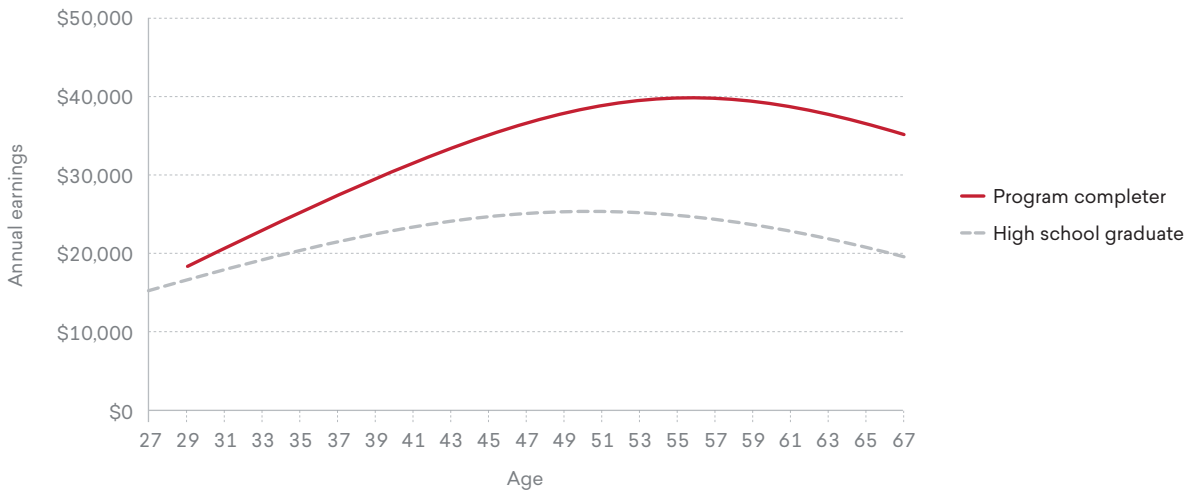


1 The Business Technologies program is defined by the following Classification of Instructional Programs (CIP) codes: Business Administration & Management, General (52.0201) and Accounting & Finance (52.0304).  
 2 For the purposes of this analysis, the Sandhills' Service Area is defined as Moore and Hoke Counties.  
 3 For the purposes of this analysis, only SCC 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 \$5.80 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 19.8%. 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 \$2.1 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 \$112.1 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 \$2.2 million in benefits.

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



**\$2.2 million**