



THE ECONOMIC VALUE OF
SOUTHEASTERN COMMUNITY COLLEGE'S
**Business, Management, and
Marketing Program**



The Business, Management, and Marketing program¹ was established in 1996. In FY 2019-20, SCC enrolled 477 students in the program. Of these students, eight graduated with a certificate and nine graduated with an associate degree in FY 2019-20.



COLUMBUS COUNTY, NC

CAREER OUTLOOK

The Business, Management, and Marketing program can lead students into a number of occupations, which may include sales managers; general & operations managers; and marketing managers. Many of the Business, Management, and Marketing program students will enter the Columbus County workforce.

Using the county number of annual openings for these occupations (100) and subtracting the FY 2019-20 SCC completers who may fill these openings (17), we arrive at a gap of 83 job openings.² There are 208 unique job postings at the associate degree or below for these occupations in Columbus County. The top three posting companies are Dollar General Corporation; Family Dollar Stores, Inc.; and Dollar Tree, Inc.

PROGRAM TO OCCUPATION
MAPPING METRICS IN
COLUMBUS COUNTY

Number of occupations	35
Jobs (2020)	2,311
Projected avg. job growth (2020-2029)	+1.1%
Annual openings (2020)	100
Median annual wage (2020)*	\$43,531

* The median annual wage reflects all award levels.

ALUMNI IMPACT

Former students of SCC's Business, Management, and Marketing program added \$8.9 million in income to the Columbus County economy in FY 2019-20. This figure represents the increased wages collected by former students active today in the county workforce as a direct result of their education, the increased output of businesses that employ these students, and the multiplier effects that occur.

ALUMNI LIFETIME EARNINGS
INCREASE AND IMPACT

Lifetime earnings increase per completer
\$262.4 thousand

Total alumni impact in FY 2019-20
\$8.9 million

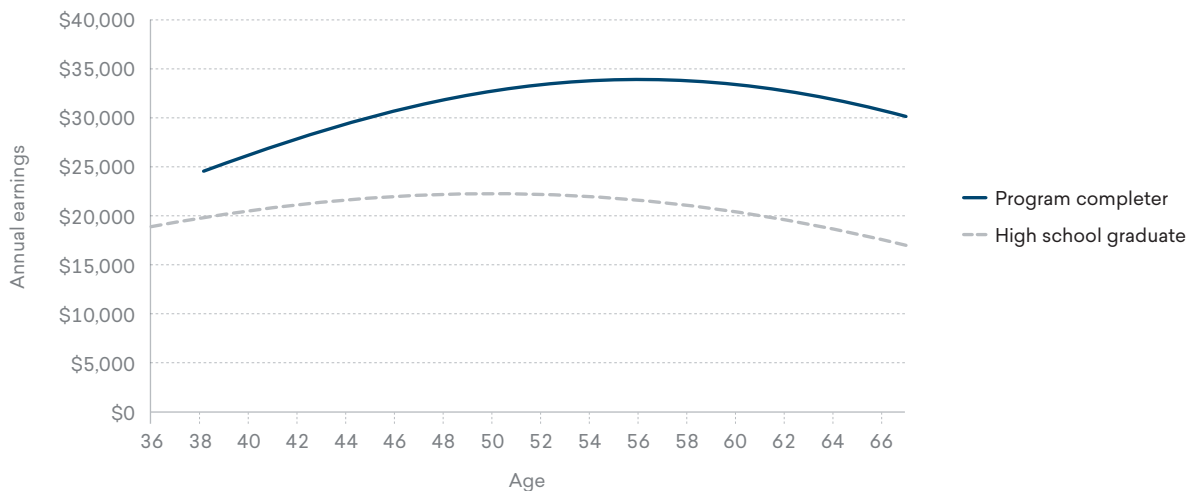


1 The Business, Management, and Marketing program is defined by the following Classification of Instructional Programs (CIP) codes: Business Administration & Management, General (52.0201), Office Management & Supervision (52.0204), Accounting (52.0301), Customer Service Support/Call Center/Teleservice Operation (52.0411), and Entrepreneurship/Entrepreneurial Studies (52.0701).
2 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 \$5.00 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 30.7%. 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 \$4.1 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 \$306 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 \$4.4 million in benefits.

Throughout the students' working lives, **North Carolina taxpayers** gain in added tax revenue and public sector savings
\$4.4 million

