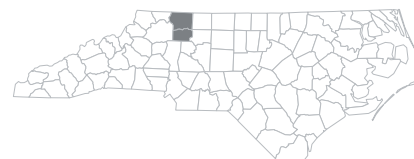


## THE ECONOMIC VALUE OF SURRY COMMUNITY COLLEGE'S Viticulture and Enology Program



*The Viticulture & Enology program<sup>1</sup> was established in 1997. In FY 2019-20, SCC enrolled 27 students in the program. Of these students, two graduated with an associate degree in FY 2019-20. The remaining students were enrolled with the intent of returning the next year to work on completing their degree.*



THE SCC SERVICE AREA, NC

### CAREER OUTLOOK

The Viticulture & Enology program can lead students to a number of job positions, which may include vineyard managers, winemakers, tasting room managers, and wine marketers. Many of the Viticulture & Enology program students will enter the SCC Service Area<sup>2</sup> workforce.

Using the regional number of annual job openings for these occupations at the associate or certificate degree level (35) and subtracting the FY 2019-20 SCC completers that may fill these openings (two), we arrive at a gap of 33 job openings.<sup>3</sup> For the entire state of North Carolina, this gap is equal to 3,501. There are 193 unique job postings at all educational levels for these occupations in the SCC Service Area.

### ALUMNI IMPACT

Former students of SCC's Viticulture & Enology program added \$116.7 thousand in income to the SCC 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 SCC SERVICE AREA

|                                       |          |
|---------------------------------------|----------|
| Number of occupations                 | 22       |
| Jobs (2020)                           | 1,304    |
| Projected avg. job growth (2020-2029) | +0.5%    |
| Annual openings (2020)                | 35       |
| Median annual wage (2020)*            | \$31,750 |

\* The median annual wage reflects all award levels.aaa

#### ALUMNI LIFETIME EARNINGS INCREASE AND IMPACT

Lifetime earnings  
increase per completer

**\$383.4 thousand**

Total alumni impact  
in FY 2019-20

**\$116.7 thousand**

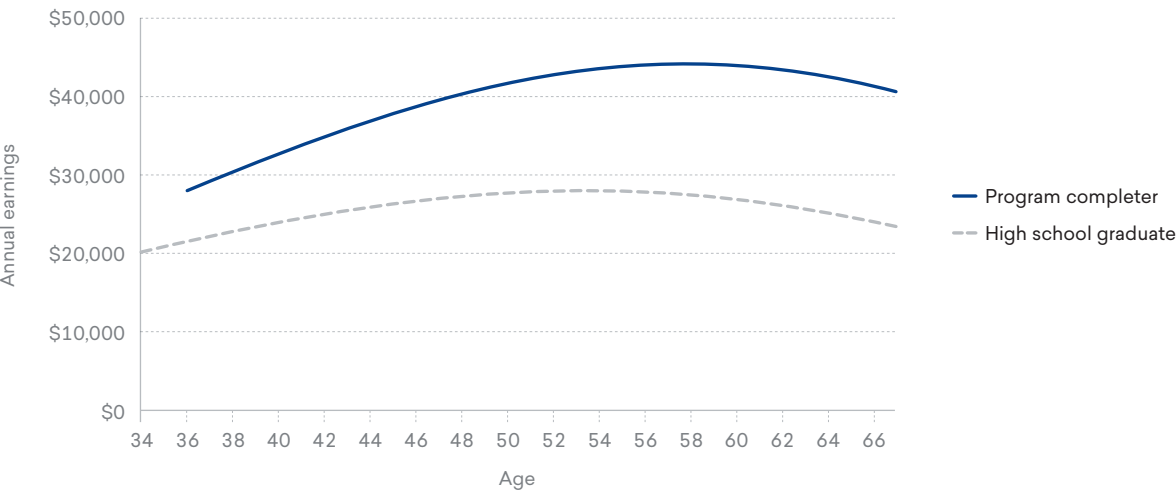


- 1 The Viticulture & Enology program is defined by the following Classification of Instructional Programs (CIP) codes: Viticulture & Enology (01.0309), Applied Horticulture/Horticulture Operations, General (01.0601), and Agriculture, Agriculture Operations, & Related Sciences, Other (01.9999).
- 2 For the purposes of this analysis, the SCC Service Area is defined as Surry and Yadkin 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 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 \$5.50 back over the course of their working lives. This investment can also be seen in terms of a rate of return of 21.6%. 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 \$105.8 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 \$9 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 \$114.8 thousand in benefits.

Throughout the students' working lives, **North Carolina taxpayers** gain in added tax revenue and public sector savings  
**\$114.8 thousand**

