

# The Economic Value of Wilson Community College

Wilson Community College (WCC) creates a significant positive impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society. Using a two-pronged approach that involves an economic impact analysis and an investment analysis, this study calculates the benefits received by each of these groups. Results of the analysis reflect fiscal year (FY) 2019-20.



WILSON COUNTY, NC



## ECONOMIC IMPACT ANALYSIS

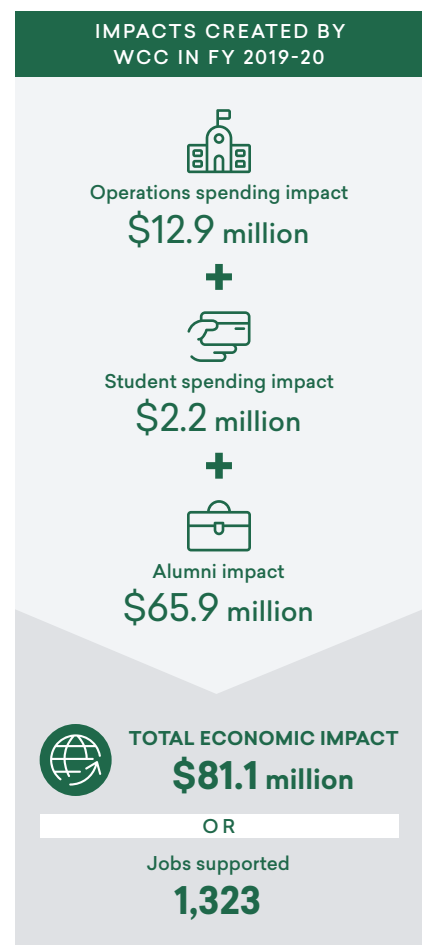
In FY 2019-20, WCC added **\$81.1 million** in income to the Wilson County economy, a value approximately equal to **1.8%** of the county's total gross regional product (GRP). Expressed in terms of jobs, WCC's impact supported **1,323 jobs**. For perspective, the activities of WCC and its students support **one out of every 35 jobs** in Wilson County.

### OPERATIONS SPENDING IMPACT

- WCC employed 333 full-time and part-time faculty and staff. Payroll amounted to \$11.3 million, much of which was spent in the county for groceries, mortgage and rent payments, dining out, and other household expenses. The college spent another \$7.2 million on day-to-day expenses related to facilities, supplies, and professional services.
- The net impact of the college's operations spending added **\$12.9 million** in income to the county economy in FY 2019-20.

### STUDENT SPENDING IMPACT

- Some in-county students, referred to as retained students, would have left Wilson County for other educational opportunities if not for WCC. These retained students spent money on groceries, mortgage and rent payments, and other living expenses at county businesses.
- The expenditures of retained students in FY 2019-20 added **\$2.2 million** in income to the Wilson County economy.



## ALUMNI IMPACT

- Over the years, students have studied at WCC and entered or re-entered the workforce with newly-acquired knowledge and skills. Today, thousands of these former students are employed in Wilson County.
- The net impact of WCC's former students currently employed in the county workforce amounted to **\$65.9 million** in added income in FY 2019-20.



## INVESTMENT ANALYSIS

### STUDENT PERSPECTIVE

- WCC's FY 2019-20 students paid a present value of **\$3.5 million** to cover the cost of tuition, fees, supplies, and interest on student loans. They also forwent **\$12.3 million** in money that they would have earned had they been working instead of attending college.
- In return for their investment, students will receive a cumulative present value **\$83.3 million** in increased earnings over their working lives. This translates to a return of **\$5.30** in higher future earnings for every dollar students invest in their education. Students' average annual rate of return is **26.0%**.

### TAXPAYER PERSPECTIVE

- Taxpayers provided WCC with **\$12.9 million** of funding in FY 2019-20. In return, they will benefit from added tax revenue, stemming from students' higher lifetime earnings and increased business output, amounting to **\$25.5 million**. A reduced demand for government-funded services in North Carolina will add another **\$2 million** in benefits to taxpayers.
- For every dollar of public money invested in WCC, taxpayers will receive **\$2.10** in return, over the course of students' working lives. The average annual rate of return for taxpayers is **6.5%**.

### SOCIAL PERSPECTIVE

- In FY 2019-20, North Carolina invested **\$33.9 million** to support WCC. In turn, the North Carolina economy will grow by **\$292 million**, over the course of students' working lives. Society will also benefit from **\$5.6 million** of public and private sector savings.
- For every dollar invested in WCC in FY 2019-20, people in North Carolina will receive **\$8.80** in return, for as long as WCC's FY 2019-20 students remain active in the state workforce.

### STUDENTS SEE A HIGH RATE OF RETURN FOR THEIR INVESTMENT IN WCC



Average annual return for WCC students

**26.0%**



Stock market 30-year average annual return

**10.6%**



Interest earned on savings account (National Rate Cap)

**0.8%**

Source: Forbes' S&P 500, 1991-2020. FDIC.gov, 6-2021.

### For every \$1...



**Students** gain in lifetime earnings  
**\$5.30**



**Taxpayers** gain in added tax revenue and public sector savings  
**\$2.10**



**Society** gains in added income and social savings  
**\$8.80**