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GROSSMONT-CUYAMACA  
COMMUNITY COLLEGE DISTRICT

# Analysis of the Return on Investment and Economic Impact of Education

THE ECONOMIC VALUE OF  
GROSSMONT-CUYAMACA COMMUNITY COLLEGE DISTRICT

**FY 2014-15**

## WHAT IS AN ECONOMIC IMPACT ANALYSIS?

Measures how an event or institution affects the local economy.

## WHAT IS AN INVESTMENT ANALYSIS?

A comparison of the costs and benefits to determine the return on investment.



# About San Diego County



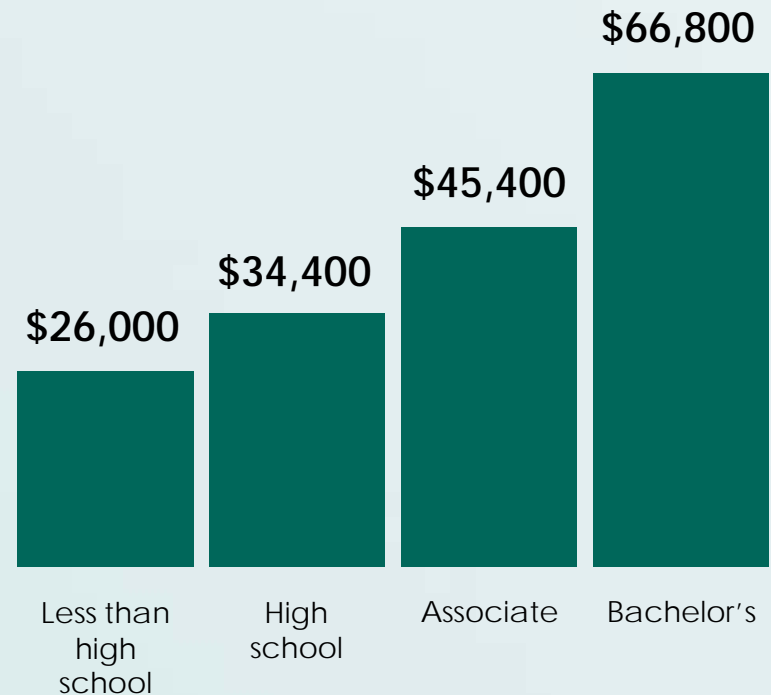
**\$200.5 BILLION**

TOTAL GROSS  
REGIONAL PRODUCT

**1,956,231**

TOTAL JOBS

## HIGHER EARNINGS BY EDUCATION LEVEL AT CAREER MIDPOINT



# GCCCD IN 2014-15

**31,338**

CREDIT STUDENTS SERVED

**1,254**

NON-CREDIT STUDENTS SERVED

**1,727**

EMPLOYEES

**\$96.8 MILLION**

TOTAL PAYROLL/BENEFITS

**4%**

STUDENTS FROM OUTSIDE  
THE REGION

**95%**

STUDENTS REMAINING IN  
THE REGION AFTER LEAVING  
THE COLLEGE

# OVERVIEW OF RESULTS

**\$1 BILLION**

TOTAL INCOME SUPPORTED  
IN THE REGION

**14,816**

JOBS SUPPORTED IN THE REGION

**14.5%**

RATE OF RETURN TO STUDENTS

**8.9%**

RATE OF RETURN TO TAXPAYERS

**0.5%**

OF REGION'S GRP

## Operations Spending Impact

College payroll and other  
spending + ripple effects

**\$151.7 MILLION**

ADDED REGIONAL  
INCOME

or

**2,391**

JOBS SUPPORTED  
IN THE REGION

## Student Spending Impact

Relocated/Retained student  
spending + ripple effects

**\$54.1 MILLION**

ADDED REGIONAL  
INCOME

or

**1,162**

JOBS SUPPORTED  
IN THE REGION

## Alumni Impact

Higher alumni earnings  
and increased business profit  
+ ripple effects

**\$836.5 MILLION**

ADDED REGIONAL  
INCOME

or

**11,264**

JOBS SUPPORTED  
IN THE REGION

\* All results measured in income, not sales

\*\* Results are net of counterfactual scenarios

# Total Impact

**0.5%**

of Gross Regional Product (GRP)

**\$1 BILLION**

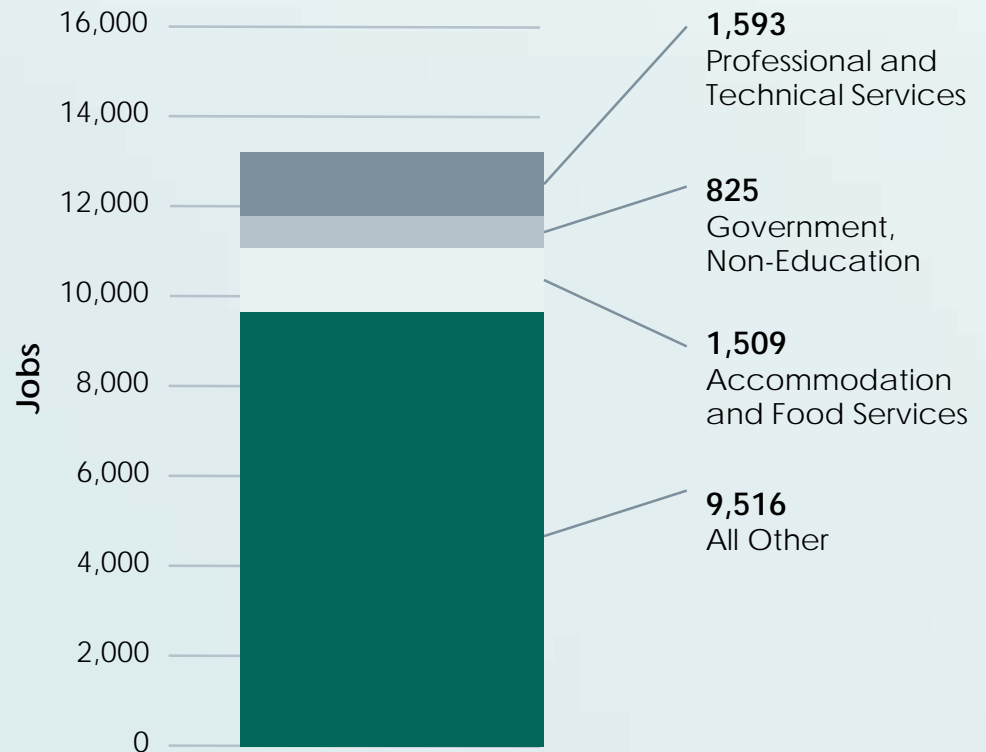
TOTAL ADDED  
REGIONAL INCOME

or

**14,816**

TOTAL ADDED  
REGIONAL JOBS

## IMPACTS BY INDUSTRY



## Student Perspective

**\$782.8 MILLION**

**Benefit:** Higher future earnings

**\$221.3 MILLION**

**Cost:** Tuition, supplies, opportunity cost

**3.5**

BENEFIT/COST RATIO

**14.5%**

RATE OR RETURN

## Taxpayer Perspective

**\$394.5 MILLION**

**Benefit:** Future tax revenue, government savings

**\$138.2 MILLION**

**Cost:** State and local funding

**2.9**

BENEFIT/COST RATIO

**8.9%**

RATE OR RETURN

## Social Perspective

**\$4.7 BILLION**

**Benefit:** Future earnings, tax revenue, private savings

**\$395.2 MILLION**

**Cost:** Student and all college costs

**11.9**

BENEFIT/COST RATIO

**N/A**

RATE OR RETURN

*Future benefits are discounted to the present.*



# ADDING INCOME TO YOUR REGION/STATE

- Add value to your **alumni**.
- Push **workforce training** and **dual-credit**.
- Increase **enrollment**.
- Keep your graduates **in-region**.
- Attract **outside funding**.

*Note that external factors heavily influence a college's impact.*