



The economic value of Montgomery County Community College

ANALYSIS OF THE ECONOMIC IMPACT
AND RETURN ON INVESTMENT OF EDUCATION



Lightcast & Community Colleges

20+ years working with higher education institutions

2,800+ economic impact studies completed

2M students used Lightcast's career pathways tool in 2020

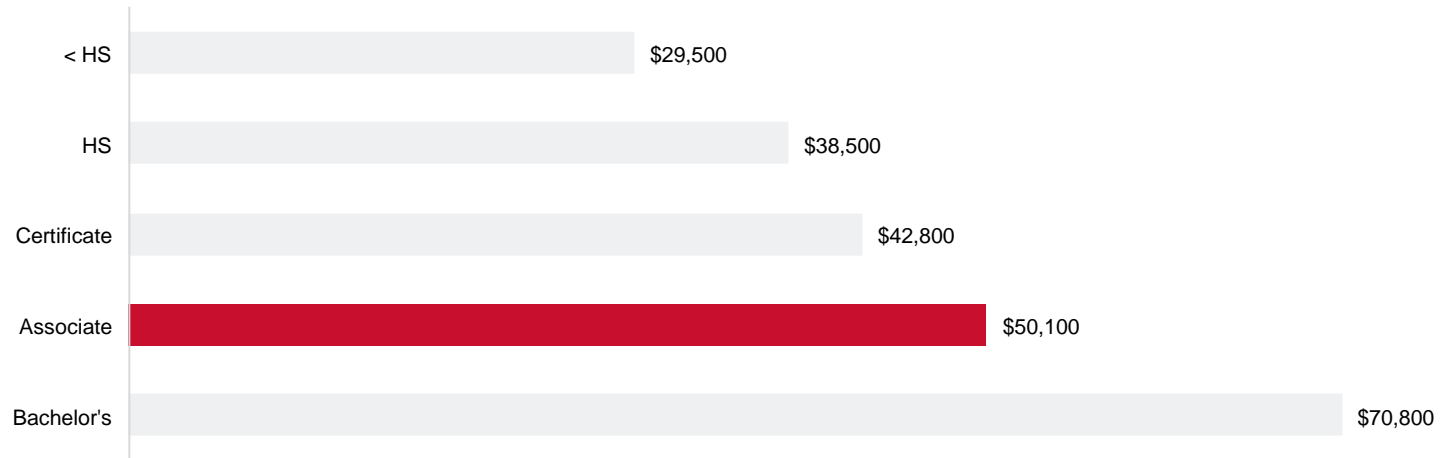
7 of 10 2021 Aspen Prize finalists received Lightcast economic impact studies

10 of 10 2021 Aspen Prize finalists are Lightcast customers

What is an
ECONOMIC IMPACT ANALYSIS?

About the MCCC Service Area

AVERAGE EARNINGS BY EDUCATION LEVEL

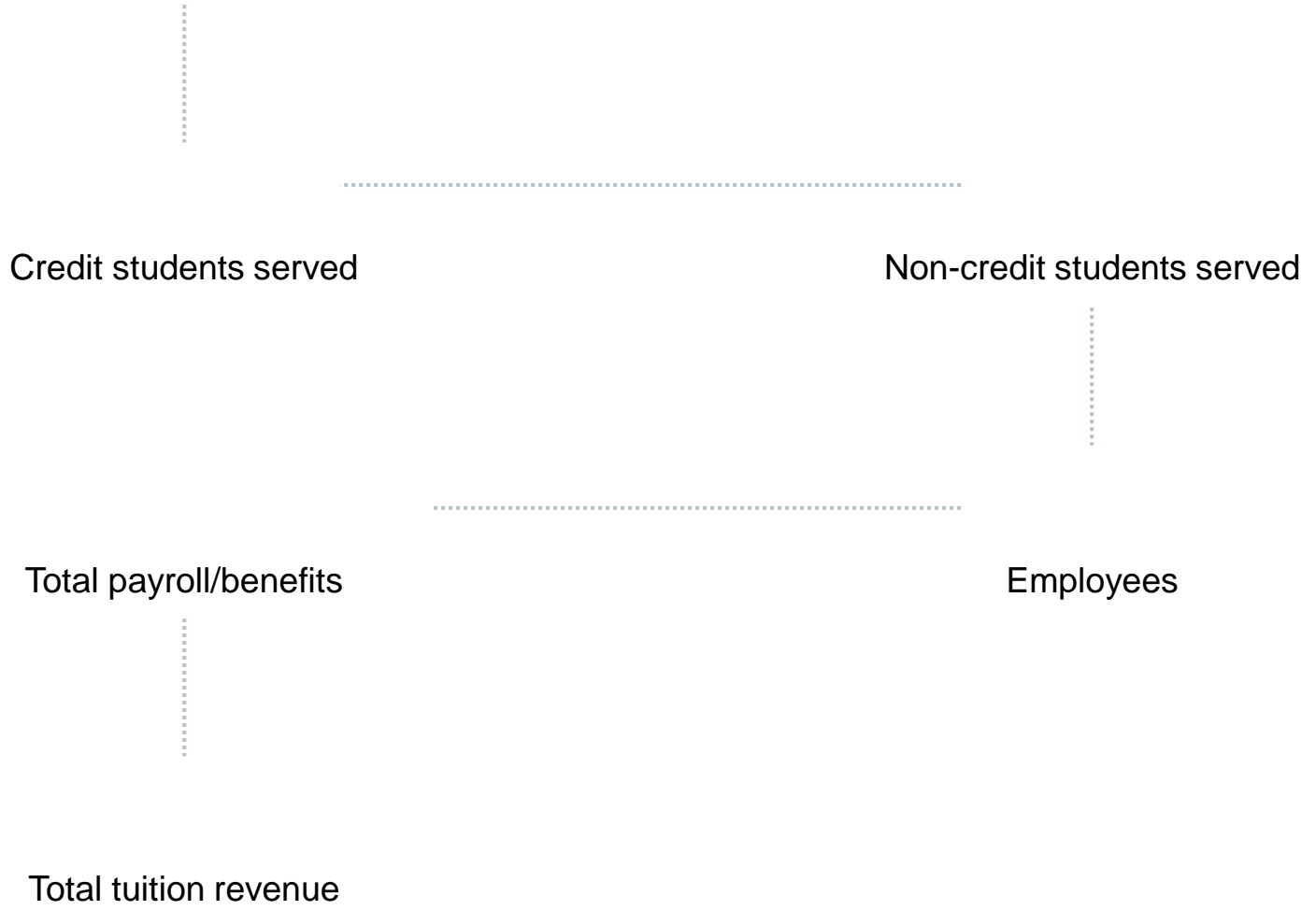


\$413.7 billion

Total Gross Regional
Product (GRP)

3,267,528

Total Jobs



Overview of results



\$817.1 million

Total income added to the region

9,139

Total jobs supported in the region



4.7

Benefit-cost ratio for students

2.3

Benefit-cost ratio for taxpayers

9.3

Benefit-cost ratio for society

ECONOMIC IMPACT ANALYSIS



Operations Spending Impact

College payroll and
other spending + ripple effects

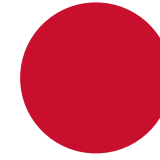
\$82.4 million

Added regional income

OR

1,366

Jobs supported in the region



Construction Spending Impact

College construction
expenditures + ripple effects

\$9.9 million

Added regional income

OR

116

Jobs supported in the region

ECONOMIC IMPACT ANALYSIS



Student Spending Impact

Relocated/retained student spending + ripple effects

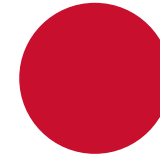
\$10.1 million

Added regional income

OR

161

Jobs supported in the region



Alumni Impact

Higher alumni earnings and increased business profit + ripple effects

\$714.7 million

Added regional income

OR

7,496

Jobs supported in the region

ECONOMIC IMPACT ANALYSIS

Total Impact

\$817.1 million

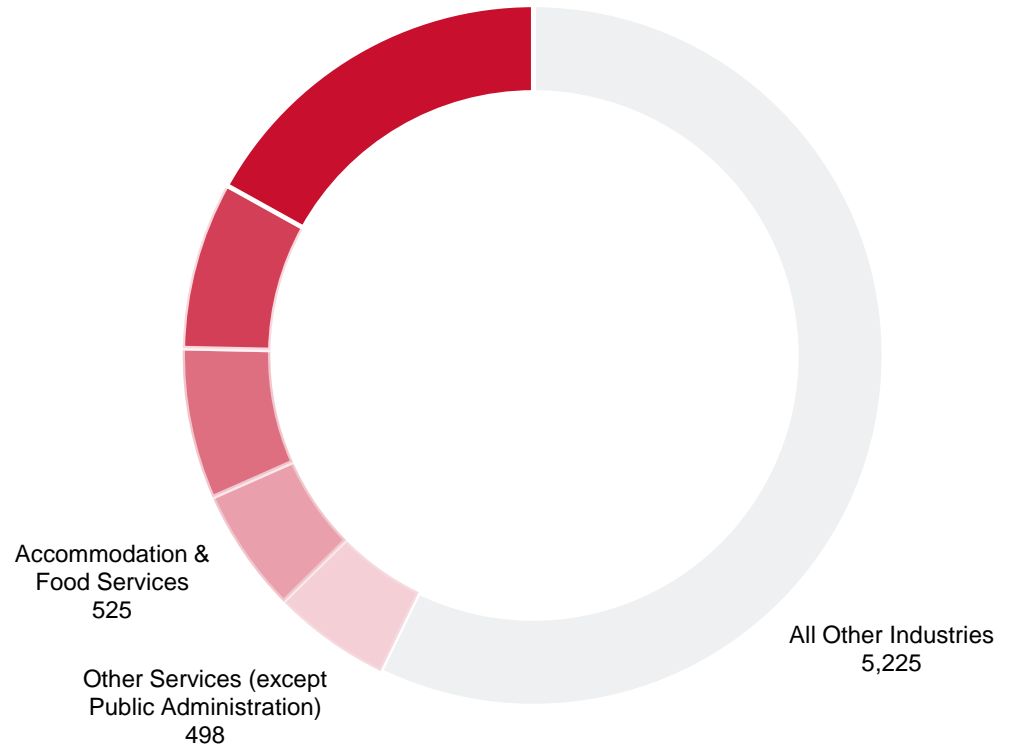
Total income added
in the region

OR

9,139

Total jobs supported
in the region

Impacts by industry (jobs supported)



INVESTMENT ANALYSIS



Student Perspective

\$351.1 million

Benefit: Higher future earnings

\$74.2 million

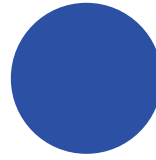
Cost: Tuition, supplies, opportunity cost

4.7

Benefit/cost ratio

18.7%

Rate of return



Taxpayer Perspective

\$127.9 million

Benefit: Future tax revenue, government savings

\$55.2 million

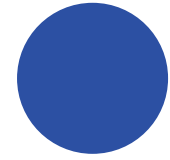
Cost: State and local funding

2.3

Benefit/cost ratio

5.5%

Rate of return



Social Perspective

\$1.6 billion

Benefit: Growth in state economic base, future earnings, tax revenue, and private and social savings

\$0.2 billion

Cost: All college and student costs

9.3

Benefit/cost ratio

n/a*

Rate of return

Future benefits are discounted to the present.

* The rate of return is not reported for the social perspective because the beneficiaries are not necessarily the same as the original investors.

Next Steps

Send the executive summary to state legislators.

Share industry impacts with local business partners.

Share results with state & local media.

Use campus fliers, newsletters, & websites to publish results.

Use social media to broadcast student returns to prospective students and parents.

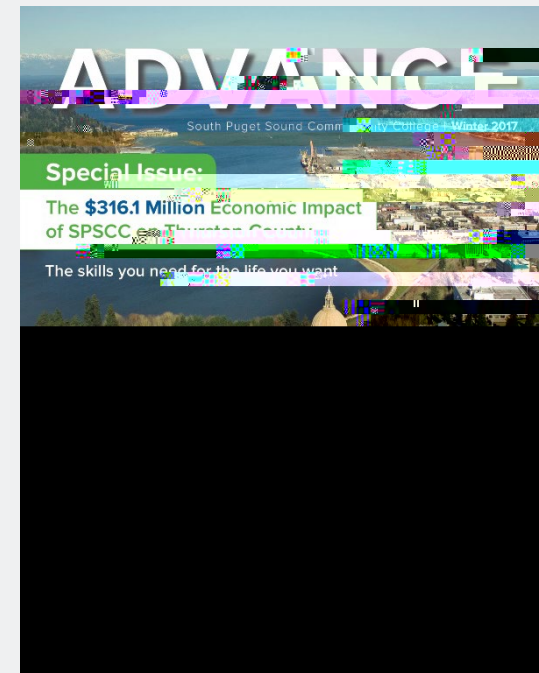
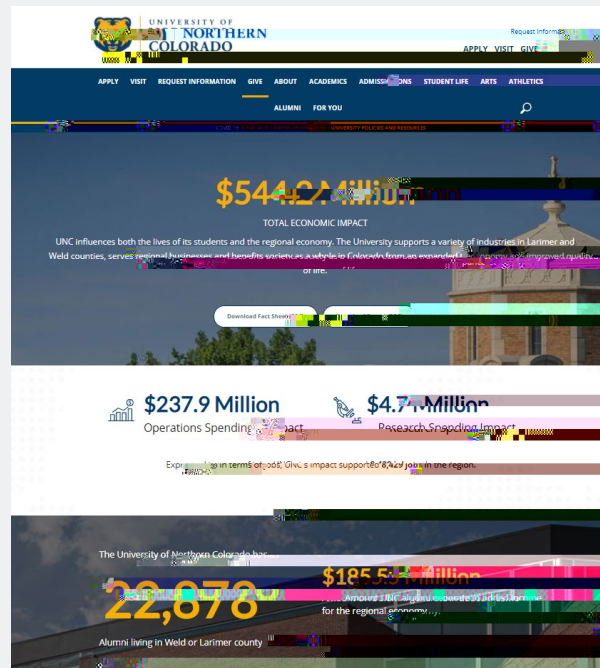
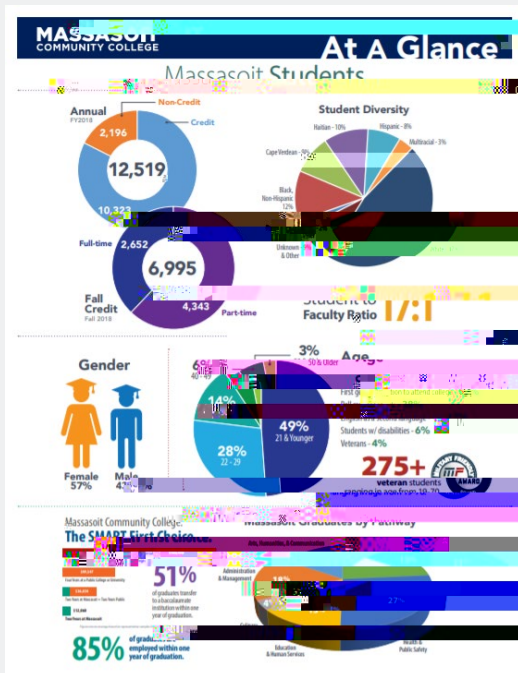
Leverage impacts for proposals, grant writing, & strategic planning.

Share your results

Combine your results with other institutional highlights to create a fact sheet.

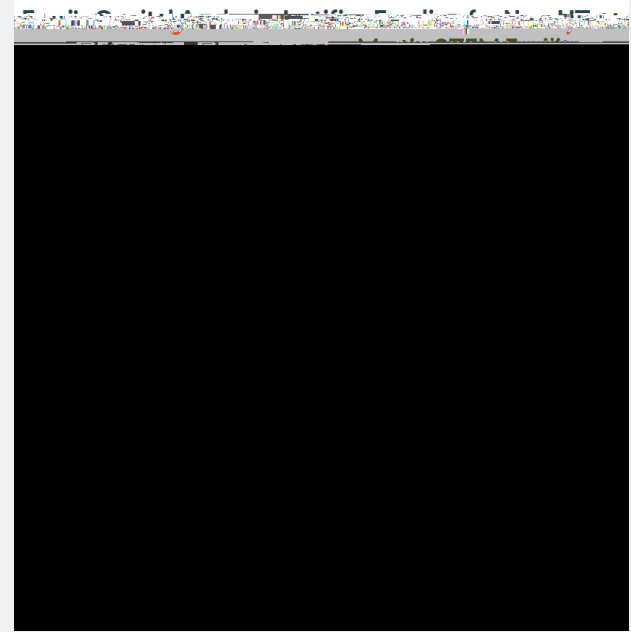
Create a web page that includes written highlights, animations, and videos.

Include your results in your periodic publications.



Share your results

Create a press release or hold a press conference to share results with your state and local media.



The results of this study
were prepared by

For a copy of the report, please contact MCCC.