



Analysis of the Return on Investment and Economic Impact of Education

THE ECONOMIC VALUE OF
BROOKDALE COMMUNITY COLLEGE

FY 2013-14



WHAT IS AN ECONOMIC IMPACT ANALYSIS?

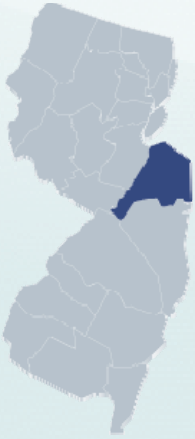
Measures how an event or institution affects the local economy.

WHAT IS AN INVESTMENT ANALYSIS?

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



About Monmouth County



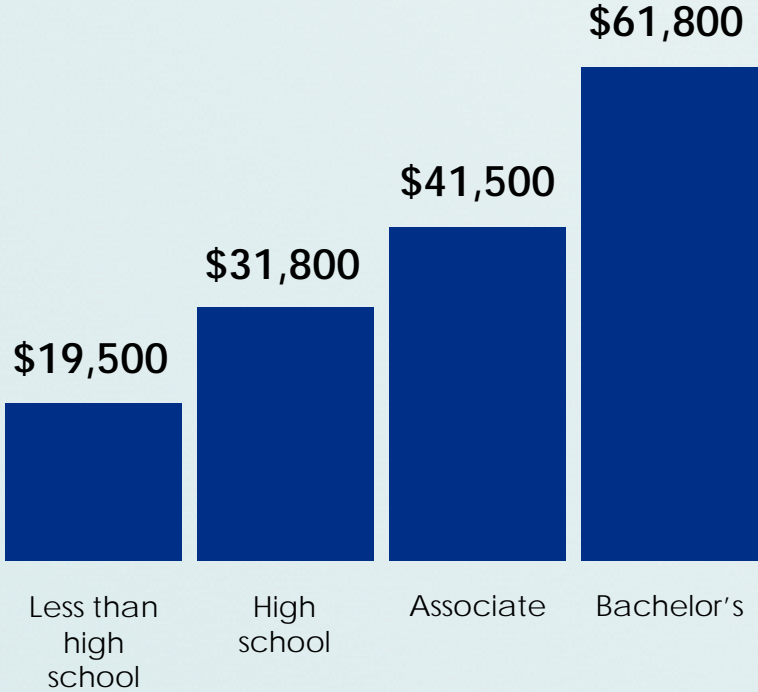
\$33.2 BILLION

TOTAL GROSS
REGIONAL PRODUCT

356,903

TOTAL JOBS

HIGHER EARNINGS BY EDUCATION LEVEL
AT CAREER MIDPOINT



BROOKDALE IN 2013-14

17,565
CREDIT STUDENTS SERVED

17,375
NON-CREDIT STUDENTS SERVED

1,347
EMPLOYEES

\$70 MILLION
TOTAL PAYROLL/BENEFITS

9%
STUDENTS FROM OUTSIDE
THE COUNTY

89%
STUDENTS REMAINING IN
THE COUNTY AFTER LEAVING
THE COLLEGE

OVERVIEW OF RESULTS

\$578.8 MILLION

TOTAL INCOME SUPPORTED
IN THE COUNTY

8,861

JOB'S SUPPORTED IN THE COUNTY

14.6%

RATE OF RETURN TO STUDENTS

19.7%

RATE OF RETURN TO TAXPAYERS

1.7%

OF COUNTY'S GRP



Operations Spending Impact

College payroll and other
spending + ripple effects

\$84.8 MILLION

RATE OF RETURN
TO STUDENTS

or

1,583

JOBS SUPPORTED
IN THE COUNTY

Student Spending Impact

Relocated/Retained student
spending + ripple effects

\$14.4 MILLION

ADDED COUNTY
INCOME

or

271

JOBS SUPPORTED
IN THE COUNTY

Alumni Impact

Higher alumni earnings
and increased business profit
+ ripple effects

\$479.6 MILLION

ADDED COUNTY
INCOME

or

7,007

JOBS SUPPORTED
IN THE COUNTY

** All results measured in income, not sales*

*** Results are net of counterfactual scenarios*

Total Impact

1.7%

of Gross Regional Product = Slightly larger than the county's entire Transportation & Warehousing industry

\$578.8 MILLION

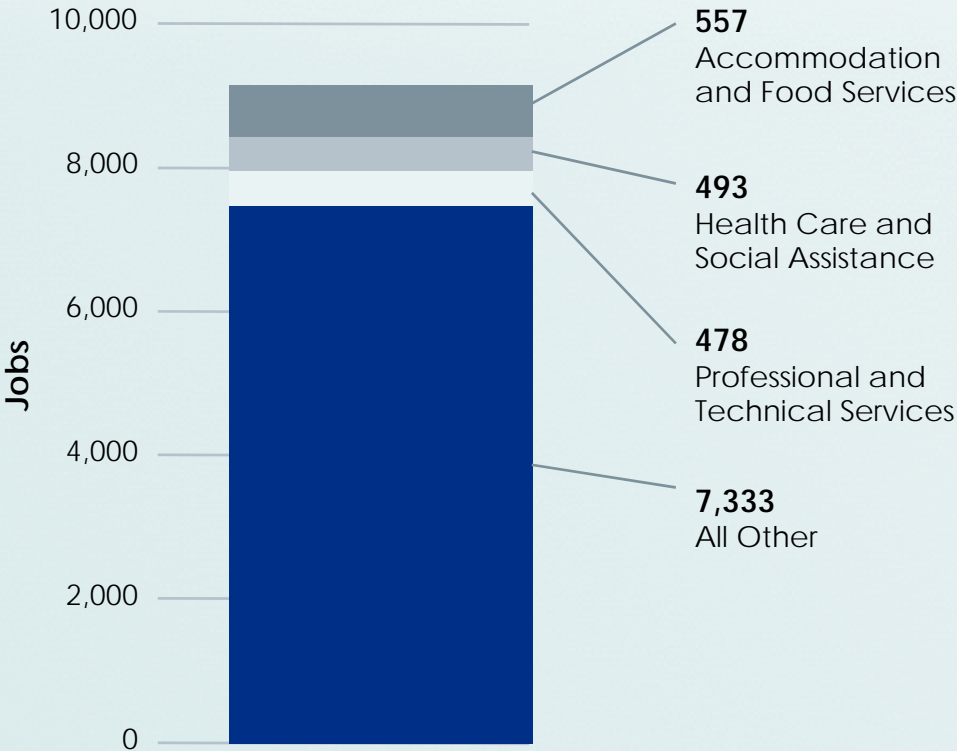
TOTAL ADDED COUNTY INCOME

or

8,861

TOTAL ADDED COUNTY JOBS

IMPACTS BY INDUSTRY



Student
Perspective

\$556.2 MILLION

Benefit: Higher future earnings

\$156.5 MILLION

Cost: Tuition, supplies, opportunity cost

Taxpayer
Perspective

\$231.4 MILLION

Benefit: Future tax revenue, government savings

\$39.6 MILLION

Cost: State and local funding

Social
Perspective

\$2.7 BILLION

Benefit: Future earnings, tax revenue, private savings

\$246.6 MILLION

Cost: Student and all college costs

3.6

BENEFIT/COST RATIO

5.8

BENEFIT/COST RATIO

10.8

BENEFIT/COST RATIO

14.6%

RATE OR RETURN

19.7%

RATE OR RETURN

N/A

RATE OR RETURN

Future benefits are discounted to the present.

ADDING INCOME TO YOUR COUNTY/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.

Next Steps

- Send the executive summary to **local legislators**
- Use **social media** to broadcast student returns to prospective students and parents
- Share industry impacts **with local business partners**
- Leverage impacts for **proposals, grant writing, & strategic planning**
- **Publish results** in campus fliers, newsletters, & websites
- Share results with **local media**

How can Emsi help?

- Emsi's Press Packet
- Ongoing presentations from your Emsi economist
- Email/call us anytime

The results of this study
were prepared by



FOR A COPY OF THE REPORT, PLEASE CONTACT THE COLLEGE.