FY 2017-18

Marion Technical College

The economic value of Marion Technical College

ANALYSIS OF THE ECONOMIC IMPACT
AND RETURN ON INVESTMENT OF EDUCATION

Emsi

Emsi & Community Colleges

15+ years working with higher education institutions

2,000+ economic impact studies completed

1.2M students used Emsi's career pathways tool last year

9 of 10 2019 Aspen Prize finalists are Emsi customers

What is an
ECONOMIC IMPACT ANALYSIS?

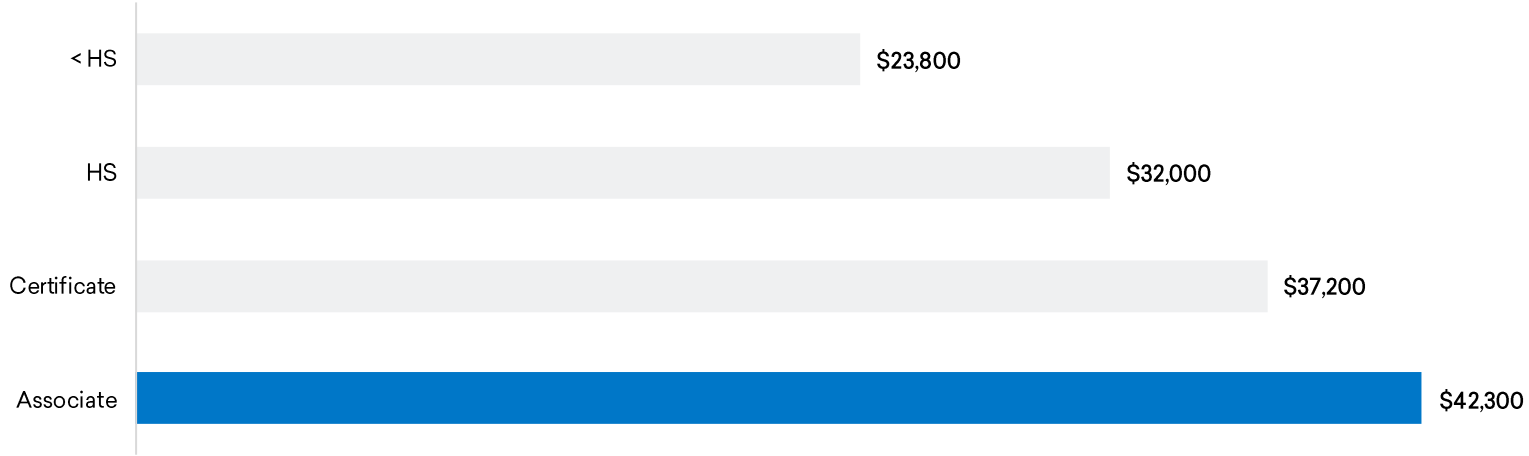
Measures how an event or institution affects the local economy

What is an
INVESTMENT ANALYSIS?

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

About the MTC's Seven-County Area.

AVERAGE EARNINGS BY EDUCATION LEVEL



$23.6 billion

Total Gross Regional Product (GRP)

256,285

Total Jobs

MTC in FY 2017-18

3,178
Credit students served

400
Non-credit students served

$9.8 million
Total payroll/benefits

238
Employees

$4.8 million
Total tuition revenue

32%
Students from outside the region

Overview of results

$76.7 million

Total income added to the region

0.3%

Of region's GRP

1,092

Total jobs supported in the region

6.6

Benefit-cost ratio for students

3.3

Benefit-cost ratio for taxpayers

12.2

Benefit-cost ratio for society

ECONOMIC IMPACT ANALYSIS

Operations Spending Impact

College payroll and other spending + ripple effects

$12.9 million

Added regional income

OR

283

Jobs supported in the region

Student Spending Impact

Retained student spending + ripple effects

$518.5 thousand

Added regional income

OR

13

Jobs supported in the region

Alumni Impact

Higher alumni earnings and increased business profit + ripple effects

$62.3 million

Added regional income

OR

781

Jobs supported in the region

All results measured in income, not sales. Results are net of counterfactual scenarios.

ECONOMIC IMPACT ANALYSIS

Total Impact

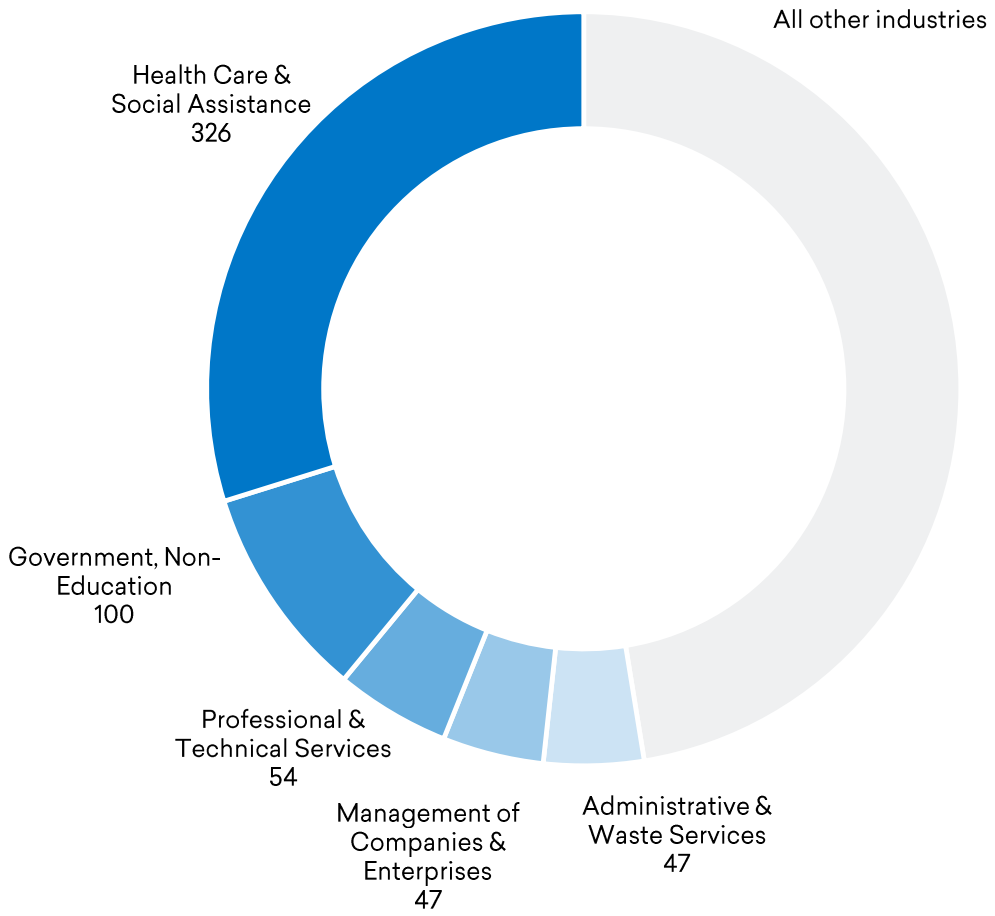
$76.7 million
Total income added in the region

O R

0.3%
Of region's GRP

1,092
Total jobs supported in the region

Top industries impacted by MTC (jobs supported)



INVESTMENT ANALYSIS

Student Perspective

$93.5 million

Benefit: Higher future earnings

$14.3 million

Cost: Tuition, supplies, opportunity cost

6.6

Benefit/cost ratio

21.7%

Rate of return

Taxpayer Perspective

$28.1 million

Benefit: Future tax revenue, government savings

$8.4 million

Cost: State and local funding

3.3

Benefit/cost ratio

8.6%

Rate of return

Social Perspective

$345.8 million

Benefit: Future earnings, tax revenue, private savings

$28.4 million

Cost: All college and student costs

12.2

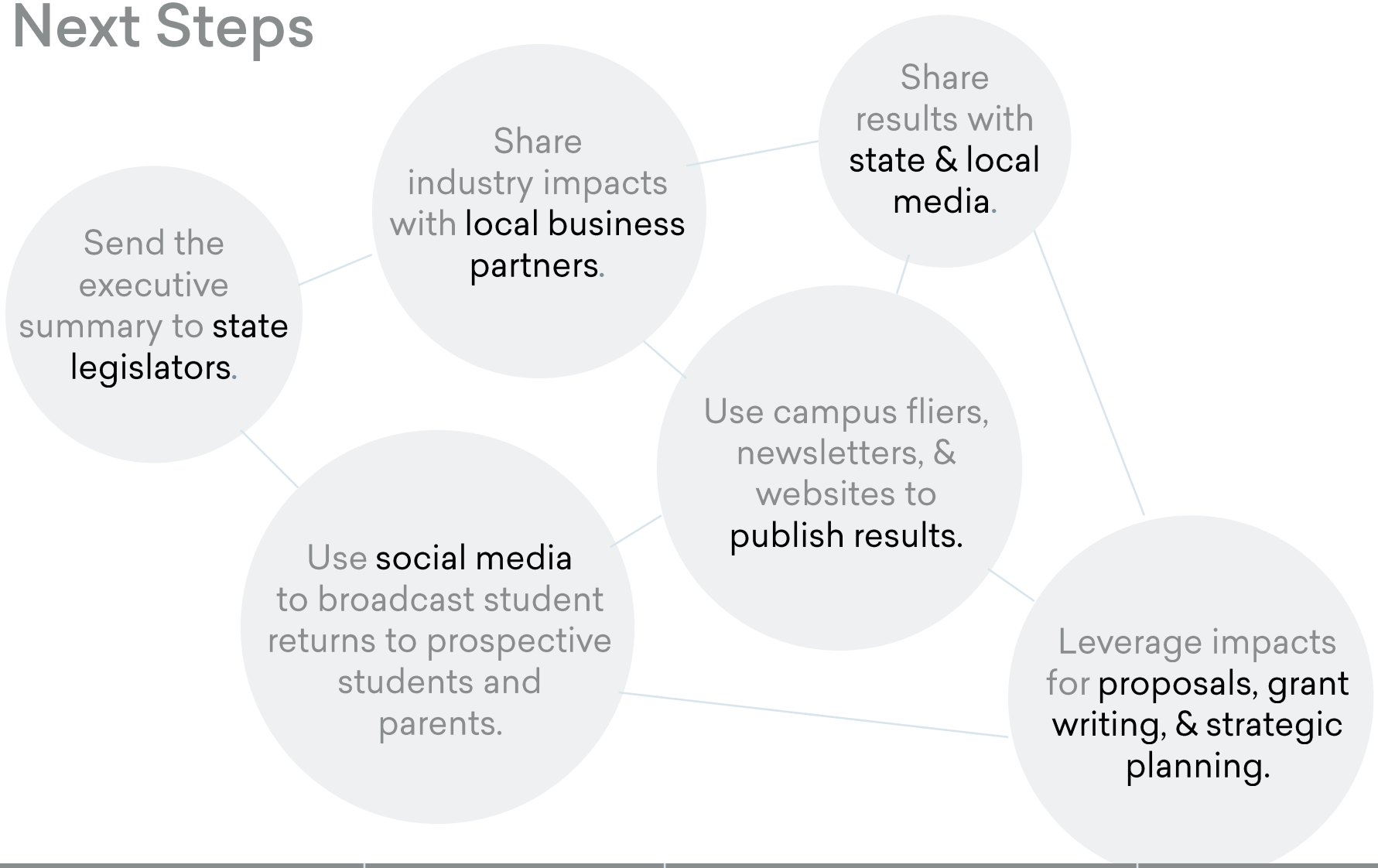
Benefit/cost ratio

n/a

Rate of return

Future benefits are discounted to the present.

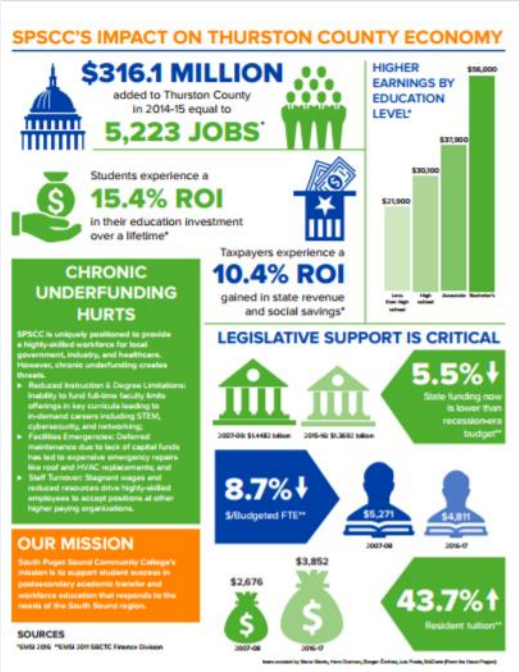
Next Steps



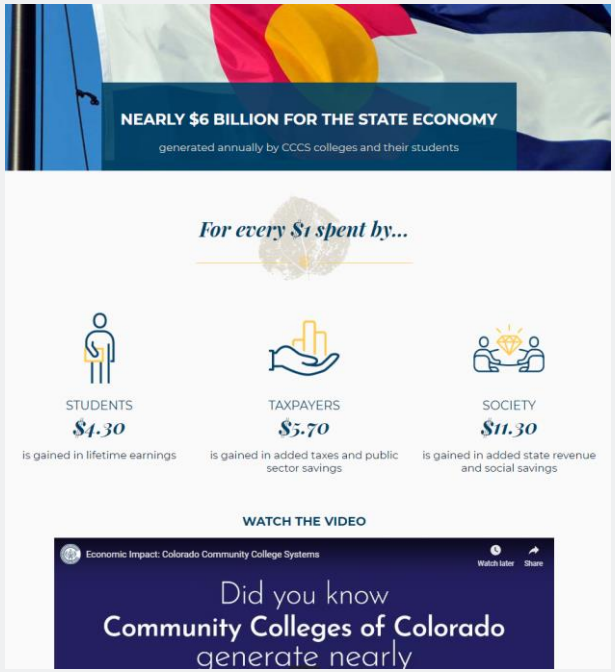
HOW CAN EMSI HELP?	Emsi's press packet	Ongoing presentations from your Emsi economist	Email/call us anytime

Share your results

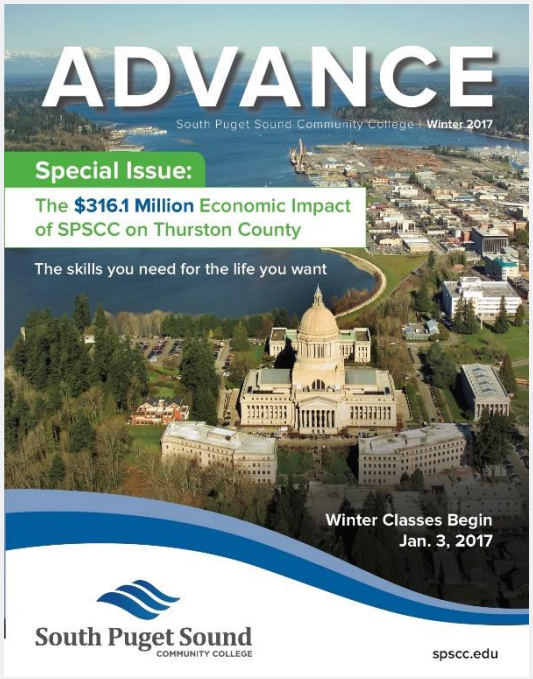
Combine your results with other institutional highlights to create a fact sheet.



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



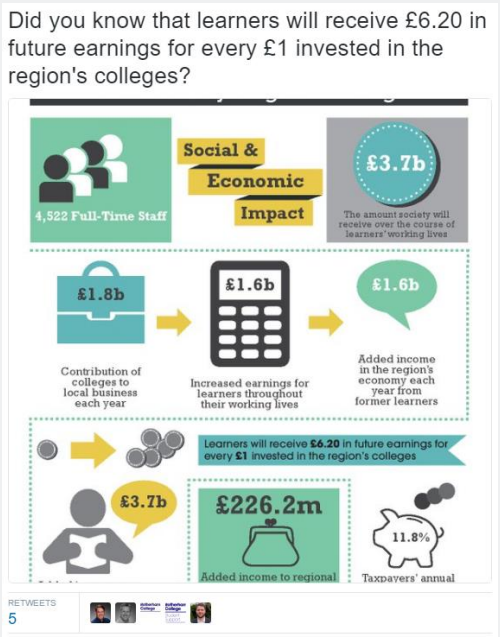
Include your results in your periodic publications.



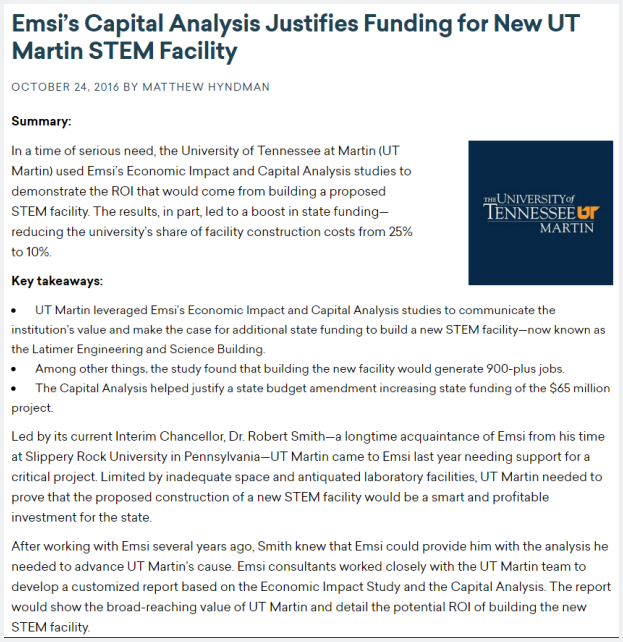
Share your results

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

Use social media to share your investment results with prospective students.



Use your study to help secure additional funding.



Emsi's Capital Analysis Justifies Funding for New UT Martin STEM Facility

OCTOBER 24, 2016 BY MATTHEW HYNDMAN

Summary:

In a time of serious need, the University of Tennessee at Martin (UT Martin) used Emsi's Economic Impact and Capital Analysis studies to demonstrate the ROI that would come from building a proposed STEM facility. The results, in part, led to a boost in state funding—reducing the university's share of facility construction costs from 25% to 10%.

Key takeaways:

- UT Martin leveraged Emsi's Economic Impact and Capital Analysis studies to communicate the institution's value and make the case for additional state funding to build a new STEM facility—now known as the Latimer Engineering and Science Building.
- Among other things, the study found that building the new facility would generate 900-plus jobs.
- The Capital Analysis helped justify a state budget amendment increasing state funding of the $65 million project.

Led by its current Interim Chancellor, Dr. Robert Smith—a longtime acquaintance of Emsi from his time at Slippery Rock University in Pennsylvania—UT Martin came to Emsi last year needing support for a critical project. Limited by inadequate space and antiquated laboratory facilities, UT Martin needed to prove that the proposed construction of a new STEM facility would be a smart and profitable investment for the state.

After working with Emsi several years ago, Smith knew that Emsi could provide him with the analysis he needed to advance UT Martin's cause. Emsi consultants worked closely with the UT Martin team to develop a customized report based on the Economic Impact Study and the Capital Analysis. The report would show the broad-reaching value of UT Martin and detail the potential ROI of building the new STEM facility.

The results of this study
were prepared by

For a copy of the report, please contact MTC.