

Investment. Innovation. Impact.
*Washington State Community and
Technical Colleges*

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Economic Modeling Specialists Inc.

EMSI Study



- **Eight regions**
- **Specific prof-tech programs**
- **Short- and long-run results**
- **Student and taxpayer perspective**
- **Four focus areas:**
 - Analyze student earnings
 - Evaluate tax revenues
 - Establish rate of return on investment
 - Determine investment payback period

Report Overview



Report Content:

- **Executive Summary**
- **8 Regional Reports:**
 - Regional economy
 - Specific prof-tech programs
 - Summary of all prof-tech program
- **Statewide Report**

Presentation Example



Crafting a Compelling Message



Snohomish Regional Economy

- **Diverse –**
- **Manufacturing & professional/technical sector –**
- **Healthcare sector growth –**

Accounting Technology

- **For students –**
 - 2.5 years – \$6,300 more
 - Completer career span – \$138,000 more
- **For employers/community –**
 - 500 new jobs, plus 300 vacancies
- **For taxpayers –**
 - Short: Nearly 50% investment recaptured
 - Long: over ½ million return on investment

Registered Nursing

- **For students**
 - 2.5 years -- \$20,000 more
 - Completer career span -- \$234,000 more
- **For employers/community**
 - 640 new jobs, plus 300 vacancies
- **For taxpayers**
 - Short: 80% of investment recaptured
 - Long: Net gain of almost \$2.4 million

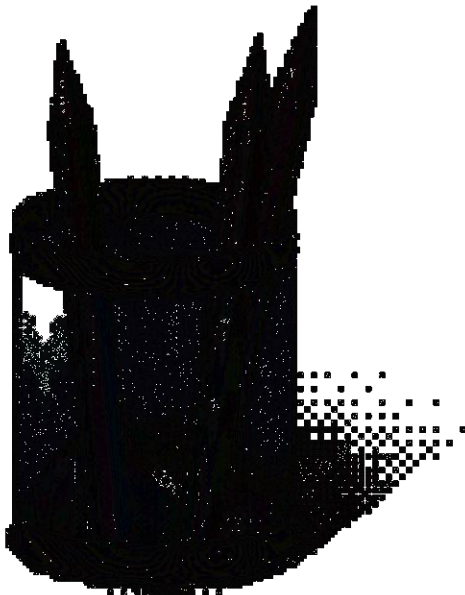
- **Summary of all program totals**
- **For students**
 - 2.5 years -- \$11,000 more
 - Completer career span -- \$165,000 more
 - Recapture investment – just over 1 year
 - Rate of return – 56% over their lifetime

- **Summary of all program totals**
- **For taxpayers**
 - Short-run: \$ 5.8 million in revenues
 - Long-run: \$19.2 million over initial investment
 - Recapture investment – 7.4 years
 - Rate of return – 10%

Focus the Message



Sharpening the message for
your specific college



Everett CC Nursing Program

- 100% employment rate for current grads
- Providence Everett Medical Center
- 2006 was largest graduating class in history
- 45 graduates employed at Providence - \$40,000 per year.

Everett CC Nursing Program

- More than 60% of applicants are turned away
- Funding needed to replace current facility
- New center would increase space