

Economic impact study takeaways

“Good to know” isn’t good enough

If you’ve spent money obtaining the best data available about your college’s economic value, you need that information to serve a purpose. What stories can you tell? How do you tell those stories?

My college is a strong investment.

Your college is a strong investment for students and society. From the taxpayer perspective, the benefits generated by your college and its students recover a significant portion of the costs borne by the taxpayers and create a wide range of long-standing tangible and intangible social benefits throughout New Mexico.

This message is especially potent when compared to other uses of government funds. Public parks, for example, require funds to maintain but they don’t generate more tax revenue. Your college is unique: It stimulates further economic growth through the increased incomes of students and reduced government expenditures in a variety of sectors, thereby refunding taxpayers for their investment in the college and its students.

Who Cares: Legislators, Board of Directors, Homeowners, Taxpayers

My college retains and creates wealth.

Income, or value added, is just another way of talking about the extra money generated in the region even after subtracting costs of production and leakages (most money spent on computers in New Mexico, for example, leaves New Mexico for Seattle to pay Microsoft). The remaining funds for the region are wages, profits, and other forms of income: money that otherwise wouldn’t exist in the region if your college didn’t exist. The college also creates wealth by educating students who add to their businesses’ output. This alumni impact would never have come to exist if the college hadn’t existed.

Who Cares: County Commissioners, Rotary/Kiwanis Clubs, Mayors, City Council, Local Businesses

My college performs better than the stock market.

The S&P 500 has delivered an average return of 9.6% over the last 30 years. If your college has a higher rate of return to its students, then it’s a safer and stronger alternative to the stock market.

Who Cares: Prospective Students, Local Media, Trustees, Average Citizens