

Economic Contribution of

Northern New Mexico College

Study consists of...

Investment analysis

Economic growth analysis

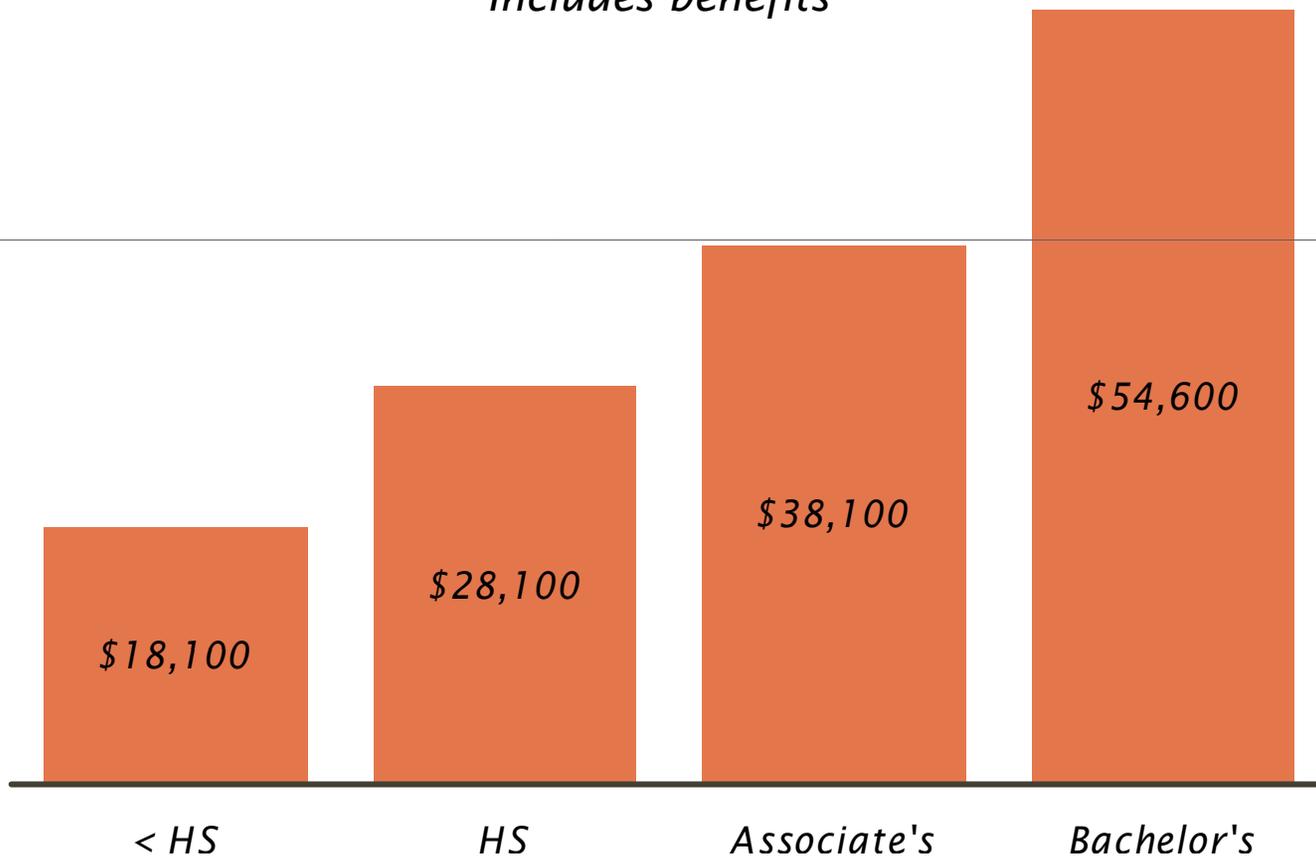
Investment Analysis

- **Student perspective –**
 - 21.5% Return On Investment
- **Social perspective –**
 - Social Savings[\$1.7m]/Added Income[\$21.1 m]
- **Taxpayer perspective –**
 - 13.2% Return On Investment

INVESTMENT ANALYSIS: *Student Perspective*

*Average income in North Central New Mexico
at career midpoint*

Includes benefits



Economic Growth Analysis

- College operations
- Student and visitor spending
- Student productivity

- Direct income of faculty and staff
- Associated multiplier effects
 - *[dollars spent in region]*
- Adjustment for alternative uses of funds

\$11.7 million

net contribution to regional income

- Off-campus spending by students and visitors from outside the region
- Associated multiplier effects

\$237,900

net contribution to regional income

Higher income of former students who are still active in the regional workforce –

- ~90% NNMC Graduates remain in home location.

Associated multiplier effects

NNMC Graduates are the Employees, Entrepreneurs, and Consumers of Española and Rio Arriba County

\$165.8 million
net contribution to regional income

*So what does
all this mean?*

Northern New Mexico College

- Supports the lives of local students and residents
- Increases students' lifetime income
- Generates government revenue
- Reduces the demand for social services
- Contributes to the growth of the local economy

Northern New Mexico College

- Works with the local private and public sectors
- Provides coursework and training that support local values and businesses