



COWLEY
COLLEGE

The Economic Value of Cowley College

EXECUTIVE SUMMARY



COWLEY College creates value in many ways. The college plays a key role in helping students increase their employability and achieve their individual potential. The college draws students to the region, generating new dollars and opportunities for the Cowley College Service Area. Cowley College provides students with the education, training, and skills they need to have fulfilling and prosperous careers. Furthermore, Cowley College is a place for students to meet new people, increase their self-confidence, and promote their overall health and well-being.

Cowley College influences both the lives of its students and the regional economy. The college supports a variety of industries in the Cowley College Service Area,¹ serves regional businesses, and benefits society as a whole in Kansas from an expanded economy and improved quality of life. The benefits created by Cowley College even extend to the state and local government through increased tax revenues and public sector savings.

This study measures the economic impacts created by Cowley College on the business community and the benefits the college generates in return for the investments made by its key stakeholder groups—students, taxpayers, and society. The following two analyses are presented:



Economic impact analysis



Investment analysis

All results reflect employee, student, and financial data, provided by the college, for fiscal year (FY) 2016-17. Impacts on the Cowley College Service Area economy are reported under the economic impact analysis and are measured in terms of added income. The returns on investment to students, taxpayers, and society in Kansas are reported under the investment analysis.

¹ For the purposes of this analysis, the Cowley College Service Area is comprised of select zip codes in Chautauqua, Cowley, Sumner, and Sedgwick Counties.

The value of Cowley College influences both the lives of its students and the regional economy.



Economic impact analysis

Cowley College promotes economic growth in the Cowley College Service Area through its direct expenditures and the resulting expenditures of students and regional businesses. The college serves as an employer and buyer of goods and services for its day-to-day operations. The college's activities attract students from outside the Cowley College Service Area, whose expenditures benefit regional vendors. In addition, Cowley College is a primary source of higher education to the Cowley College Service Area residents and a supplier of trained workers to regional industries, enhancing overall productivity in the regional workforce.

Operations Spending Impact



Cowley College adds economic value to the Cowley College Service Area as an employer of regional residents and a large-scale buyer of goods and services. In FY 2016-17, the college employed 322 full-time and part-time faculty and staff, 80% of whom lived in the Cowley College Service Area. Total payroll at Cowley College was \$13.2 million, much of which was spent in the region for groceries, mortgage and rent payments, dining out, and other household expenses. In addition, the college spent \$14.4 million on day-to-day expenses related to facilities, supplies, and professional services.

Cowley College's day-to-day operations spending added \$17.9 million in income to the region during the analysis year. This figure represents the college's payroll, the multiplier effects generated by the in-region spending of the college and its employees, and a downward adjustment to account for funding that the college received from regional sources. The \$17.9 million in added income is equivalent to supporting 395 jobs in the region.

Student Spending Impact



Around 25% of credit students attending Cowley College originated from outside the region in FY 2016-17, and some of these students relocated to the Cowley College Service Area to attend Cowley College. These students may not have come to the region if the college did not exist. In addition, some in-region students, referred to as retained students, would have left the Cowley College Service Area if not for the existence of Cowley College. While attending the college, these relocated and retained students spent money on groceries, accommodation, transportation, and other household expenses. This spending generated \$3.5 million in added income

IMPACTS CREATED BY
COWLEY COLLEGE IN FY 2016-17



\$17.9 million
Operations Spending Impact



\$3.5 million
Student Spending Impact



\$244.2 million
Alumni Impact



\$265.5 million
TOTAL IMPACT

- OR -

3,735
JOBS SUPPORTED

for the regional economy in FY 2016-17, which supported 58 jobs in the Cowley College Service Area.

Alumni Impact



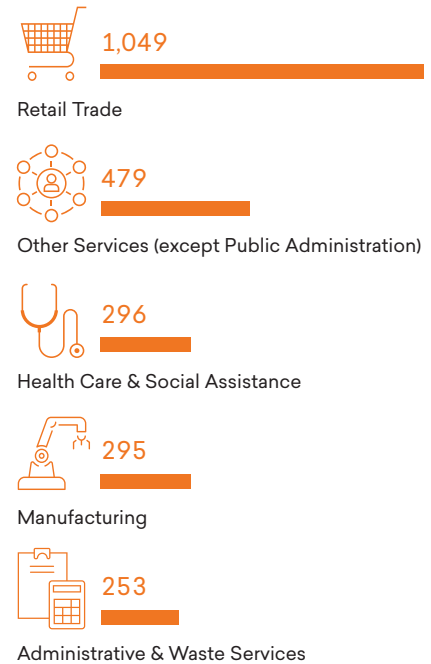
The education and training Cowley College provides for regional residents has the greatest impact. Since its establishment, students have studied at Cowley College and entered the regional workforce with greater knowledge and new skills. Today, thousands of former Cowley College students are employed in the Cowley College Service Area. As a result of their Cowley College educations, the students receive higher earnings and increase the productivity of the businesses that employ them. In FY 2016-17, Cowley College alumni generated \$244.2 million in added income for the regional economy, which is equivalent to supporting 3,282 jobs.

Total Impact

Cowley College added \$265.5 million in income to the Cowley College Service Area economy during the analysis year, equal to the sum of the operations spending impact, the student spending impact, and the alumni impact. For context, the \$265.5 million impact was equal to approximately 0.8% of the total gross regional product (GRP) of the Cowley College Service Area. This contribution that the college provided on its own is larger than the entire Arts, Entertainment, & Recreation industry in the region.

Cowley College's total impact can also be expressed in terms of jobs supported. The \$265.5 million impact supported 3,735 regional jobs, using the jobs-to-sales ratios specific to each industry in the region. This means that one out of every 98 jobs in the Cowley College Service Area is supported by the activities of Cowley College and its students. In addition, the \$265.5 million, or 3,735 supported jobs, impacted regional industries in different ways. Among non-education industry sectors, Cowley College supported the most jobs in the Retail Trade industry sector – supporting 1,049 jobs in FY 2016-17. These are impacts that would not have been generated without the college's presence in the Cowley College Service Area.

TOP INDUSTRIES IMPACTED BY COWLEY COLLEGE (JOBS SUPPORTED)



One out of every 98 jobs in the Cowley College Service Area is supported by the activities of Cowley College and its students.



Investment analysis

An investment analysis evaluates the costs associated with a proposed venture against its expected benefits. If the benefits outweigh the costs, then the investment is financially worthwhile. The analysis presented here considers Cowley College as an investment from the perspectives of students, taxpayers, and society in Kansas.

Student perspective



In FY 2016-17, Cowley College served 4,061 credit and 650 non-credit students. In order to attend the college, the students paid for tuition, fees, books, and supplies. They also took out loans and will incur interest on those loans. Additionally, students gave up money they would have otherwise earned had they been working instead of attending college. The total investment made by Cowley College's students in FY 2016-17 amounted to a present value of \$26.2 million, equal to \$8.3 million in out-of-pocket expenses (including future principal and interest on student loans) and \$17.9 million in forgone time and money.

In return for their investment, Cowley College's students will receive a stream of higher future earnings that will continue to grow throughout their working lives. For example, the average Cowley College associate degree graduate from FY 2016-17 will see an increase in earnings of \$7,400 each year compared to a person with a high school diploma or equivalent working in Kansas. Over a working lifetime, the benefits of the associate degree over a high school diploma will amount to an undiscounted value of \$310.8 thousand in higher earnings per graduate. Altogether, Cowley College's FY 2016-17 students will receive \$117.7 million in higher future earnings over their working lives, as a result of their education and training at Cowley College.

STUDENTS SEE A HIGH RATE OF RETURN FOR THEIR INVESTMENT IN COWLEY COLLEGE



17.8%

Average annual return for Cowley College students



10.1%

Stock market 30-year average annual return

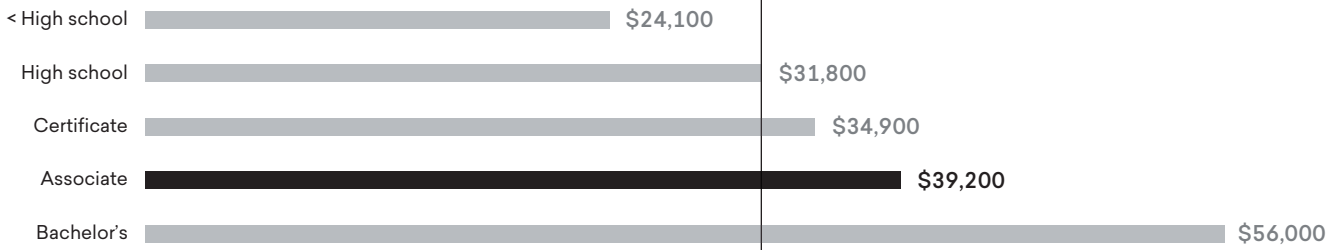


0.8%

Interest earned on savings account (National Rate Cap)

Source: Forbes' S&P 500, 1987-2016. FDIC.gov, 7-2016.

The average associate degree graduate from Cowley College will see an increase in earnings of **\$7,400** each year compared to a person with a high school diploma or equivalent working in Kansas.



Source: Emsi complete employment data.

The students' benefit-cost ratio is 4.5. In other words, for every dollar students invest in Cowley College, in the form of out-of-pocket expenses and forgone time and money, they will receive a cumulative value of \$4.50 in higher future earnings. Annually, the students' investment in Cowley College has an average annual internal rate of return of 17.8%, which is impressive compared to the U.S. stock market's 30-year average rate of return of 10.1%.

Taxpayer perspective



Cowley College generates more in tax revenue than it takes. These benefits to taxpayers consist primarily of taxes that the state and local government will collect from the added revenue created in the state. As Cowley College students will earn more, they will make higher tax payments throughout their working lives. Students' employers will also make higher tax payments as they increase their output and purchases of goods and services. By the end of the FY 2016-17 students' working lives, the state and local government will have collected a present value of \$45.8 million in added taxes.

Benefits to taxpayers will also consist of savings generated by the improved lifestyles of Cowley College students and the corresponding reduced government services. Education is statistically correlated with a variety of lifestyle changes. Students' Cowley College educations will generate savings in three main categories:

1) healthcare, 2) crime, and 3) income assistance. Improved health will lower students' demand for national health care services. In addition, students will be less likely to interact with the criminal justice system, resulting in a reduced demand for law enforcement and victim costs. Cowley College students will be more employable, so their reduced demand for income assistance such as welfare and unemployment benefits will benefit taxpayers. For a list of study references, contact the college for a copy of the main report. Altogether, the present value of the benefits associated with a Cowley College education will generate \$2.1 million in savings to state and local taxpayers.

Total taxpayer benefits amount to \$47.9 million, the present value sum of the added taxes and public sector savings. Taxpayer costs are \$13.5 million, equal to the amount of state and local government funding Cowley College received in FY 2016-17. These benefits and costs yield a benefit-cost ratio of 3.6. This

*For every dollar of public money invested in Cowley College, taxpayers will receive a cumulative value of **\$3.60** over the course of the students' working lives.*



STUDENT PERSPECTIVE

\$117.7 million
Present value benefits

\$26.2 million
Present value costs

\$91.5 million
Net present value

Benefit-cost Ratio	Rate of Return
4.5	17.8%



TAXPAYER PERSPECTIVE

\$47.9 million
Present value benefits

\$13.5 million
Present value costs

\$34.5 million
Net present value

Benefit-cost Ratio	Rate of Return
3.6	8.7%



\$561.3 million
Present value benefits

\$51.1 million
Present value costs

\$510.2 million
Net present value

Benefit-cost Ratio	Rate of Return
11.0	n/a*

* The rate of return is not reported for the social perspective because the beneficiaries of the investment are not necessarily the same as the original investors.

means that for every dollar of public money invested in Cowley College in FY 2016-17, taxpayers will receive a cumulative value of \$3.60 over the course of the students' working lives. The average annual internal rate of return for taxpayers is 8.7%, which compares favorably to other long-term investments in the public and private sectors.

Social perspective



Society as a whole in Kansas benefits from the presence of Cowley College in two major ways. Primarily, society benefits from an increased economic base in the state. This is attributed to higher student earnings and increased business output, which raise economic prosperity in Kansas.

Benefits to society also consist of the savings generated by the improved lifestyles of Cowley College students. As discussed in the previous section, education is statistically correlated with a variety of lifestyle changes that generate social savings. Note that these costs are avoided by the consumers but are distinct from the costs avoided by the taxpayers outlined above. Healthcare savings include avoided medical costs associated with smoking, alcohol dependence, obesity, drug abuse, and depression. Savings related to crime include reduced security expenditures and insurance administration, lower victim costs, and reduced expenditures by the criminal justice system. Income assistance savings include reduced welfare and unemployment claims. For a list of study references, contact the college for a copy of the main report.

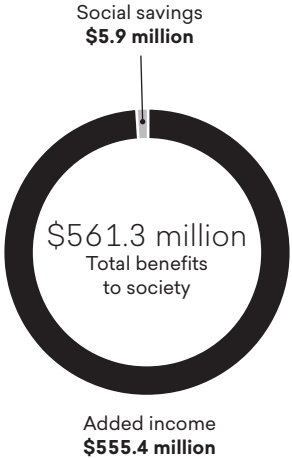
Altogether, the social benefits of Cowley College equal a present value of \$561.3 million. These benefits include \$555.4 million in added income through students' increased lifetime earnings and increased business output, as well as \$5.9 million in social savings related to health, crime, and income assistance in Kansas. People in Kansas invested a present value total of \$51.1 million in Cowley College in FY 2016-17. The cost includes all the college and student costs.

The benefit-cost ratio for society is 11.0, equal to the \$561.3 million in benefits divided by the \$51.1 million in costs. In other words, for every dollar invested in Cowley College, people in Kansas will receive a cumulative value of \$11.00 in benefits. The benefits of this investment will occur for as long as Cowley College's FY 2016-17 students remain employed in the state workforce.

Summary of investment analysis results

The results of the analysis demonstrate that Cowley College is a strong investment for all three major stakeholder groups—students, taxpayers, and society. As shown, students receive a great return for their investments in a Cowley College education. At the same time, taxpayers' investment in Cowley College returns more to government budgets than it costs and creates a wide range of social benefits throughout Kansas.

SOCIAL BENEFITS IN KANSAS FROM COWLEY COLLEGE



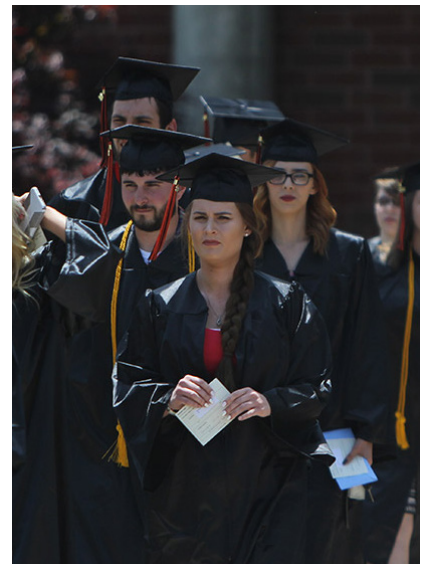
Conclusion

The results of this study demonstrate that Cowley College creates value from multiple perspectives. The college benefits regional businesses by increasing consumer spending in the region and supplying a steady flow of qualified, trained workers to the workforce. Cowley College enriches the lives of students by raising their lifetime earnings and helping them achieve their individual potential. The college benefits state and local taxpayers through increased tax receipts and a reduced demand for government-supported social services. Finally, Cowley College benefits society as a whole in Kansas by creating a more prosperous economy and generating a variety of savings through the improved lifestyles of students.

About the Study

Data and assumptions used in the study are based on several sources, including the FY 2016-17 academic and financial reports from Cowley College, industry and employment data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau, outputs of Emsi's Multi-Regional Social Accounting Matrix model, and a variety of studies and surveys relating education to social behavior. The study applies a conservative methodology and follows standard practice using only the most recognized indicators of economic impact and investment effectiveness. For a full description of the data and approach used in the study, please contact the college for a copy of the main report.

*The results of this study demonstrate that Cowley College creates value from **multiple perspectives.***



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