

The Economic Value of Norco College





NORCO COLLEGE (NC) 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 NC Service Area.* NC provides students with the education, training, and skills they need to have fulfilling and prosperous careers. Furthermore, NC is a place for students to meet new people, increase their self-confidence, and promote their overall health and well-being.

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

This study measures the economic impacts created by NC 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:

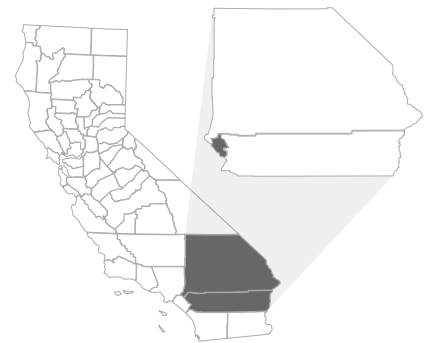


Economic impact analysis



Investment analysis

All results reflect employee, student, and financial data, provided by the Riverside Community College District (RCCD) reflecting the college, for fiscal year (FY) 2023-24. Impacts on the NC 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 California are reported under the investment analysis.



**The NC Service Area
(in San Bernardino and
Riverside Counties, CA)**

NC influences both the
lives of its students and
the **regional economy**.

* For the purposes of this analysis, the NC Service Area is comprised of the following 12 zip codes in Riverside and San Bernardino Counties: 91708, 91752, 92503, 92505, 92860, 92877, 92878, 92879, 92880, 92881, 92882, and 92883.



Economic impact analysis



NC promotes economic growth in the NC 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 NC Service Area, whose expenditures benefit regional vendors. In addition, NC is one of the primary sources of higher education to the NC Service Area residents and a supplier of trained workers to regional industries, enhancing overall productivity in the regional workforce.

Operations spending impact



NC adds economic value to the NC Service Area as an employer of regional residents and a large-scale buyer of goods and services. In FY 2023-24, the college employed 769 full-time and part-time faculty and staff, 15% of whom lived in the NC Service Area. Total payroll at NC was \$74.8 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 \$45.4 million on expenses related to facilities, supplies, and professional services (excluding construction).

NC's operations spending added \$84.1 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 \$84.1 million in added income is equivalent to supporting 860 jobs in the region.

Student spending impact



Around 41% of students attending NC originated from outside the region in FY 2023-24, and some of these students relocated to the NC Service Area to attend NC. 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 NC Service Area if not for the existence of NC. While attending the college, these relocated and retained students spent money on groceries, accommodation, transportation, and other household expenses. This spending generated \$28.8 million in added income for the regional economy in FY 2023-24, which supported 450 jobs in the NC Service Area.

Impacts created by
NC in FY 2023-24



Operations spending impact

\$84.1 million

+



Student spending impact

\$28.8 million

+



Alumni impact

\$36.6 million



Total economic impact

\$149.5 million

OR



Jobs supported

1,806



Alumni impact



The education and training NC provides for regional residents has the most notable impact. Since the establishment of the college, students have studied at NC and entered the regional workforce with greater knowledge and new skills. Today, thousands of former NC students are employed in the NC Service Area. As a result of their education from NC, the students receive higher earnings and increase the productivity of the businesses that employ them. In FY 2023-24, NC alumni generated \$36.6 million in added income for the regional economy, which is equivalent to supporting 497 jobs.

Total impact

NC added \$149.5 million in income to the NC 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 \$149.5 million impact was equal to approximately 0.6% of the total gross regional product (GRP) of the NC Service Area. For perspective, this impact from the college is larger than the Arts, Entertainment, & Recreation industry in the region.

NC's total impact can also be expressed in terms of jobs supported. The \$149.5 million impact supported 1,806 regional jobs, using the jobs-to-sales ratios specific to each industry in the region. In addition, the \$149.5 million, or 1,806 supported jobs, stemmed from different industry sectors. For instance, among non-education industry sectors, the spending of NC and its students and the activities of its alumni in the Construction industry sector supported 134 jobs in FY 2023-24. If the college did not exist, these impacts would not have been generated in the NC Service Area.

NC impacts by industry (jobs supported)



313

Accommodation & Food Services



134

Construction



129

Retail Trade



110

Professional & Technical Services



63

Health Care & Social Assistance

The **\$149.5 million** total impact supported **1,806 regional jobs**.




Investment analysis



An investment analysis evaluates the costs associated with a proposed venture against its expected benefits. The analysis presented here evaluates NC as an investment from the perspectives of students, taxpayers, and society in California. As with the economic impact analysis, this analysis considers only FY 2023-24 activities.

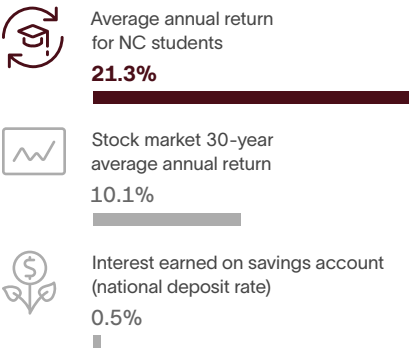
Student perspective

 In FY 2023-24, NC served 17,324 credit students. In order to attend the college, the students paid for tuition, fees, books, and supplies. They also gave up money they would have otherwise earned had they been working instead of attending college. The total investment made by NC's students in FY 2023-24 amounted to a present value of \$48.6 million, equal to \$14.8 million in out-of-pocket expenses and \$33.8 million in forgone time and money.

In return for their investment, NC's students will receive a stream of higher future earnings that will continue to grow throughout their working lives. For example, the average NC associate degree graduate from FY 2023-24 will see annual earnings that are \$9,400 higher than a person with a high school diploma or equivalent working in California. Over a working lifetime, the benefits of an associate degree over a high school diploma will amount to an undiscounted value of \$404,200 in higher earnings per graduate. The present value of the cumulative higher future earnings that NC's FY 2023-24 students will receive over their working careers is \$375.3 million.

The students' benefit-cost ratio is 7.7. In other words, for every dollar students invest in NC in the form of out-of-pocket expenses and forgone time and money, they will receive a cumulative value of \$7.70 in higher future earnings. Annually, the students' investment in NC has an average annual internal rate of return of 21.3%, which is impressive compared to the U.S. stock market's 30-year average rate of return of 10.1%.

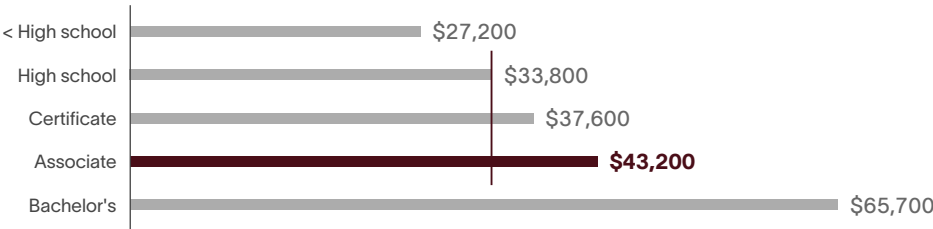
Students see a high rate of return for their investment in NC



Source: Forbes' S&P 500, 1994-2023; FDIC.gov, March 2023

Average earnings by education level at career midpoint

The average associate degree graduate from NC will see an increase in earnings of **\$9,400** each year compared to a person with a high school diploma or equivalent working in California.



Source: Lightcast employment data

Taxpayer perspective



NC generates more in tax revenue than it receives. 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 NC 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 2023-24 students' working lives, the state and local government will have collected a present value of \$136.2 million in added taxes.

Benefits to taxpayers will also consist of savings generated by the improved lifestyles of NC students and the corresponding reduced government services. Education is statistically correlated with a variety of lifestyle changes. The education that NC students receive will generate savings in three main categories: 1) health care, 2) justice system, and 3) income assistance. Improved health will lower students' demand for national health care services. In addition, costs related to the justice system will decrease. NC 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 an education from NC will generate \$27.1 million in savings to state and local taxpayers.

Total taxpayer benefits amount to \$163.4 million, the present value sum of the added tax revenue and public sector savings. Taxpayer costs are \$94.3 million, equal to the amount of state and local government funding NC received in FY 2023-24. These benefits and costs yield a benefit-cost ratio of 1.7. This means that for every dollar of public money invested in NC in FY 2023-24, taxpayers will receive a cumulative present value of \$1.70 over the course of the students' working lives. The average annual internal rate of return for taxpayers is 3.4%, which compares favorably to other long-term investments in the public sector.

For every dollar of public money invested in NC, taxpayers will receive a cumulative value of **\$1.70** over the course of the students' working lives.

Social perspective



Society as a whole in California benefits from the presence of NC in two major ways. Primarily, society benefits from an increased economic base in the state. This is attributed to the added income from students' increased lifetime earnings (added student income) and increased business output (added business income), which raise economic prosperity in California.

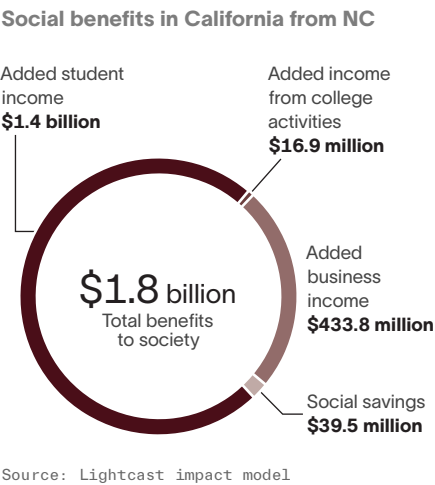
Benefits to society also consist of the savings generated by the improved lifestyles of NC students. As discussed in the previous section, education is statistically correlated with a variety of lifestyle changes that generate social savings. Note that these costs are avoided by the consumers but are distinct from the costs avoided by the taxpayers outlined above. Health care savings include avoided medical costs associated with smoking, obesity, substance abuse, and depression. Justice system savings include



avoided costs to the government and society due to less judicial activity. 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 NC equal a present value of \$1.8 billion. These benefits include \$1.4 billion in added student income, \$433.8 million in added business income, \$16.9 million in added income from college activities, as well as \$39.5 million in social savings related to health, the justice system, and income assistance in California. People in California invested a present value total of \$164.4 million in NC in FY 2023–24. The cost includes all the college and student costs.




The benefit-cost ratio for society is 11.2, equal to the \$1.8 billion in benefits divided by the \$164.4 million in costs. In other words, for every dollar invested in NC, people in California will receive a cumulative value of \$11.20 in benefits. The benefits of this investment will occur for as long as NC’s FY 2023–24 students remain employed in the state workforce.



Summary of investment analysis results

The results of the analysis demonstrate that NC 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 an education from NC. At the same time, taxpayers’ investment in NC returns more to government budgets than it costs and creates a wide range of social benefits throughout California.

Summary of investment analysis results

 Student perspective	 Taxpayer perspective	 Social perspective												
<p>Present value benefits \$375.3 million</p> <p>Present value costs \$48.6 million</p> <p>Net present value \$326.7 million</p>	<p>Present value benefits \$163.4 million</p> <p>Present value costs \$94.3 million</p> <p>Net present value \$69.1 million</p>	<p>Present value benefits \$1.8 billion</p> <p>Present value costs \$164.4 million</p> <p>Net present value \$1.7 billion</p>												
<table><tr><th>Benefit-cost ratio</th><th>Rate of return</th></tr><tr><td>7.7</td><td>21.3%</td></tr></table>	Benefit-cost ratio	Rate of return	7.7	21.3%	<table><tr><th>Benefit-cost ratio</th><th>Rate of return</th></tr><tr><td>1.7</td><td>3.4%</td></tr></table>	Benefit-cost ratio	Rate of return	1.7	3.4%	<table><tr><th>Benefit-cost ratio</th><th>Rate of return</th></tr><tr><td>11.2</td><td>n/a*</td></tr></table>	Benefit-cost ratio	Rate of return	11.2	n/a*
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11.2	n/a*													

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

Conclusion

*The results of this study demonstrate that NC 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. NC 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, NC benefits society as a whole in California 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 2023-24 academic and financial reports from RCCD reflecting NC, industry and employment data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau, outputs of Lightcast'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.



Lightcast provides colleges and universities with labor market data that help create better outcomes for students, businesses, and communities. Our data, which cover more than 99% of the U.S. workforce, are compiled from a wide variety of government sources, job postings, and online profiles and résumés. Hundreds of institutions use Lightcast to align programs with regional needs, drive enrollment, connect students with in-demand careers, track their alumni's employment outcomes, and demonstrate their institution's economic impact on their region. Visit lightcast.io/solutions/education to learn more or connect with us.