

IMPACT ON LOCAL BUSINESS COMMUNITY

Demonstrating the Economic Value of Aims Community College

DECEMBER 2015



In FY 2013-14, Aims's total impact on the Aims Service Area economy was \$541.6 million in added income, equal to 2.3% of the region's GRP. This contribution that the college provides on its own is slightly larger than the entire Transportation & Warehousing industry in the region.

Aims Payroll & Expenses Support Local Businesses

- In FY 2013-14, Aims employed **735** full-time and part-time faculty and staff, with an annual payroll of **\$30.1 million**. Much of this was spent in the Aims Service Area to purchase groceries, clothing, and other household goods and services.
- The college is itself a buyer of goods and services and spent another **\$29.3 million** to support its operations during the analysis year.
- The net impact of college payroll and expenses in the Aims Service Area was **\$33.5 million** in added income.

Job equivalents based on earnings

Job equivalents represent full- and part-time jobs that would not have occurred in the region without the college. They are calculated by jobs to sales ratios specific to each industry. Based on the GRP created by Aims, the job equivalents are as follows:

Operations spending impact = **768** job equivalents

Impact of student spending = **116** job equivalents

Alumni impact = **8,872** job equivalents

Overall, the GRP created by Aims and its students supported **9,756** job equivalents.



ADDED INCOME CREATED BY AIMS IN FY 2013-14 (GRP)

\$33.5 MILLION

Operations spending impact

\$4.1 MILLION

Impact of student spending

\$504.1 MILLION

Alumni impact

\$541.6 MILLION

Total impact



Aims Students Boost Local Spending

- Around 13% of students attending Aims originated from outside the region. Some of these students relocated to the Aims Service Area and spent money on groceries, transportation, rent, and so on at regional businesses. These expenditures helped support local businesses.
- In addition, a number of in-region students would have left the area for other education opportunities if not for the existence of Aims.
- The expenditures of these students added approximately **\$4.1 million** in added income to the region during the analysis year.

Aims Training Sustains a Skilled Workforce

- Over the years, students have studied at Aims and entered or re-entered the workforce with newly-acquired skills. Today, thousands of former students are employed in the Aims Service Area.
- As students apply the skills they acquired at the college, they are rewarded with higher earnings. They also raise business profits through their increased productivity. These higher earnings and increased profits create even more earnings as they are spent in the region.
- In FY 2013-14, the effect of former Aims students on the regional economy amounted to **\$504.1 million** in added income.