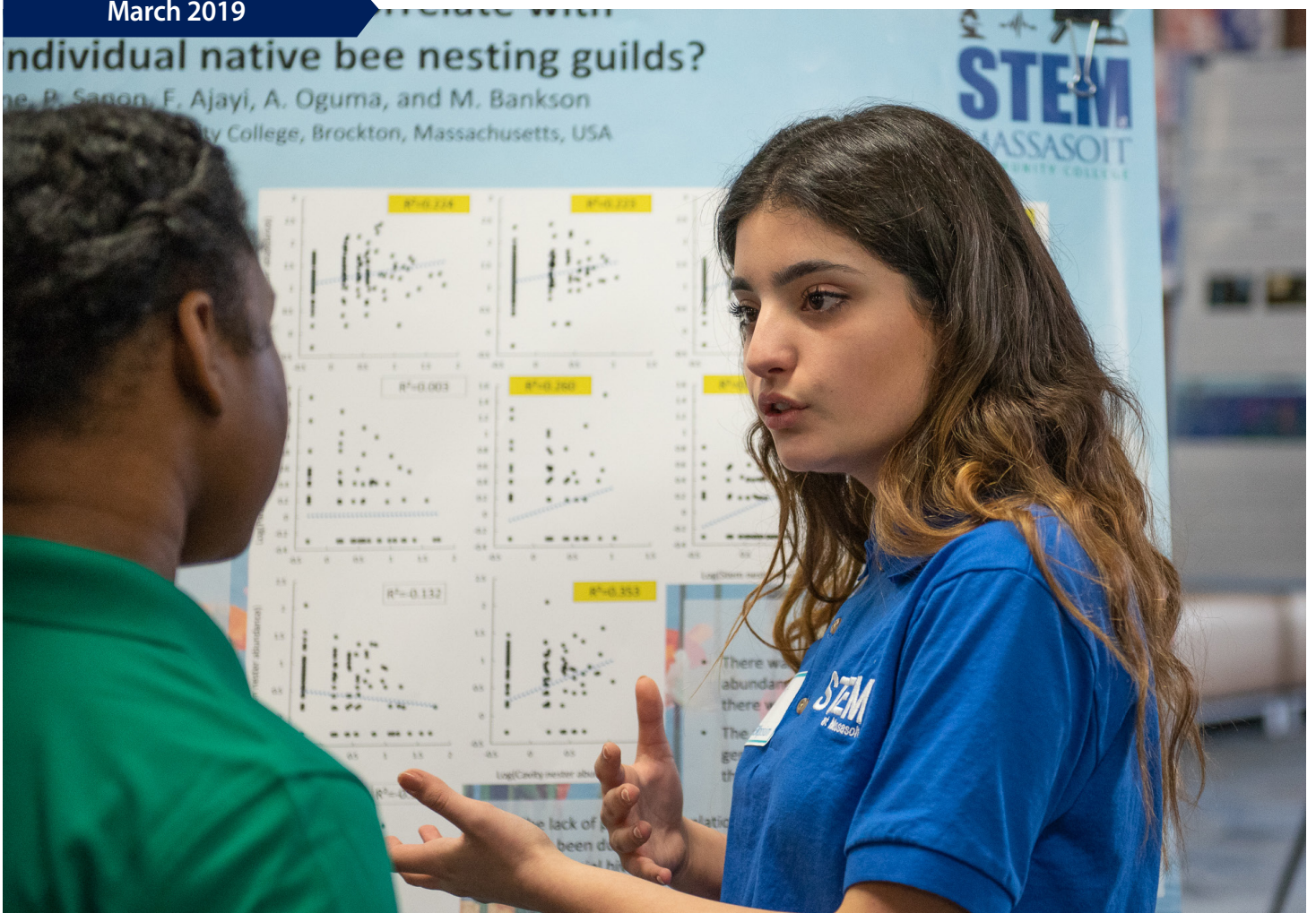


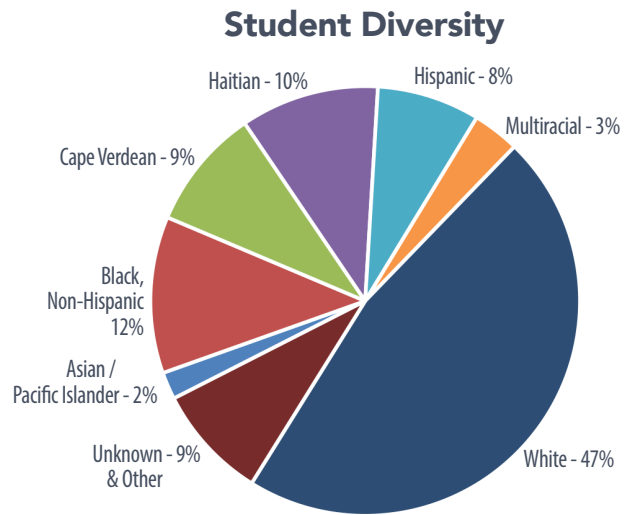
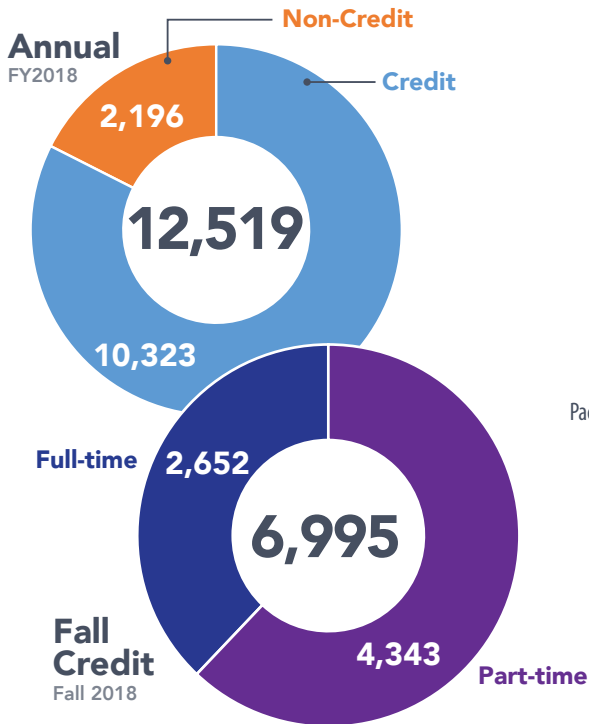
March 2019



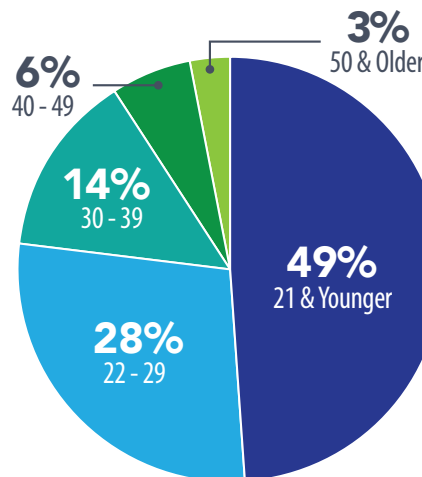
The Economic Value of Massasoit Community College

EXECUTIVE SUMMARY

Massasoit Students



Student to Faculty Ratio **17:1**



Age

Other Student Demographics

First generation to attend college - **52%**

Pell recipients - **38%**

English as a second language - **17%**

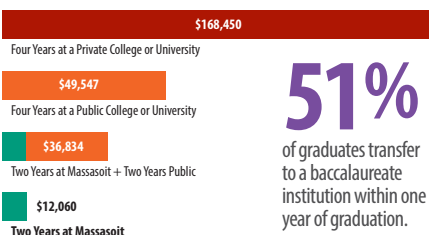
Students w/ disabilities - **6%**

Veterans - **4%**

275+
veteran students
ranging in age from 19-70.

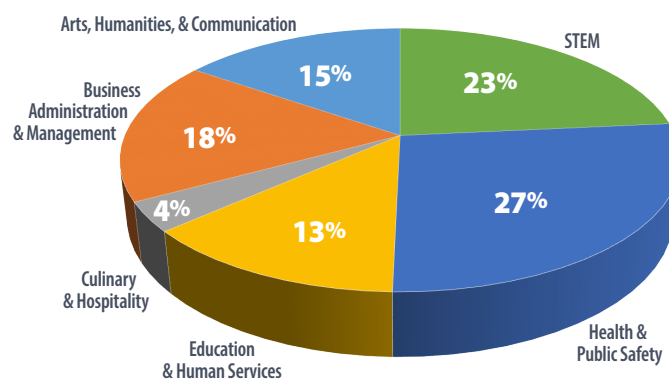


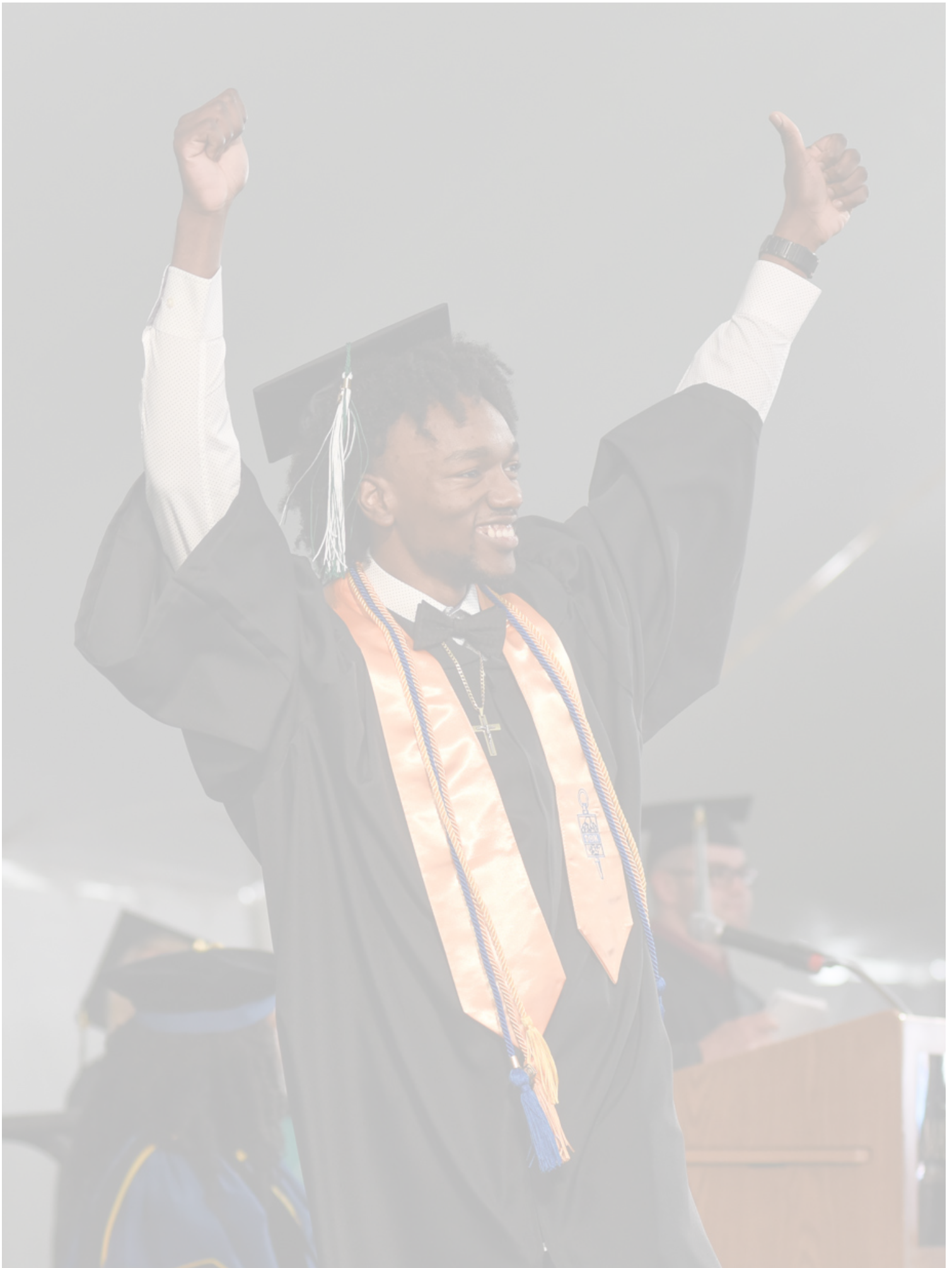
Massasoit Community College. The SMART First Choice.



85% of graduates are employed within one year of graduation.

Massasoit Graduates by Pathway







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

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

This study measures the economic impacts created by Massasoit 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 Massasoit 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 Massachusetts are reported under the investment analysis.

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

¹ For the purposes of this analysis, the Massasoit Service Area as is comprised of Plymouth and Norfolk Counties in Massachusetts.



Economic impact analysis

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

Operations Spending Impact



Massasoit adds economic value to the Massasoit Service Area as an employer of regional residents and a large-scale buyer of goods and services. In FY 2016-17, the college employed 1,082 full-time and part-time faculty and staff, 69% of whom lived in the Massasoit Service Area. Total payroll at Massasoit was \$47.7 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 \$29.4 million on day-to-day expenses related to facilities, supplies, and professional services.

Massasoit's day-to-day operations spending added \$65.5 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 \$65.5 million in added income is equivalent to supporting 1,355 jobs in the region.

Student Spending Impact



Around 18% of students attending Massasoit originated from outside the region in FY 2016-17, and some of these students relocated to the Massasoit Service Area to attend Massasoit. 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 Massasoit Service Area if not for the existence of Massasoit. While attending the college, these relocated and retained students spent money on groceries, accommodation, transportation, and other household expenses. This spending generated \$10.5 million in added income for the regional economy in FY 2016-17, which supported 196 jobs in the Massasoit Service Area.

IMPACTS CREATED BY MASSASOIT
IN FY 2016-17



\$65.5 million
Operations Spending Impact



\$10.5 million
Student Spending Impact



\$220.2 million
Alumni Impact



\$296.2 million
TOTAL IMPACT

- OR -

4,138
JOBS SUPPORTED

Alumni Impact



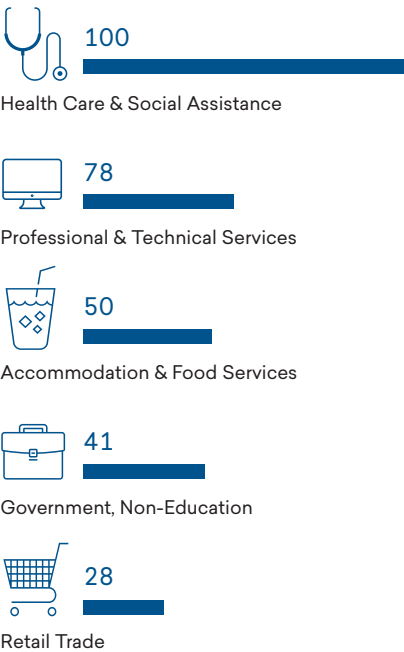
The education and training Massasoit provides for regional residents has the greatest impact. Since its establishment, students have studied at Massasoit and entered the regional workforce with greater knowledge and new skills. Today, thousands of former Massasoit students are employed in the Massasoit Service Area. As a result of their Massasoit educations, the students receive higher earnings and increase the productivity of the businesses that employ them. In FY 2016-17, Massasoit alumni generated \$220.2 million in added income for the regional economy, which is equivalent to supporting 2,587 jobs.

Total Impact

Massasoit added \$296.2 million in income to the Massasoit 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 \$296.2 million impact was equal to approximately 0.4% of the total gross regional product (GRP) of the Massasoit Service Area. This contribution that the college provided on its own was larger than the entire Agriculture, Forestry, Fishing & Hunting industry in the region.

Massasoit's total impact can also be expressed in terms of jobs supported. The \$296.2 million impact supported 4,138 regional jobs, using the jobs-to-sales ratios specific to each industry in the region. This means that one out of every 188 jobs in the Massasoit Service Area is supported by the activities of Massasoit and its students. In addition, the \$296.2 million, or 4,138 supported jobs, impacted regional industries in different ways. Among non-education industry sectors, Massasoit supported the most jobs in the Health Care & Social Assistance industry sector – supporting 630 jobs in FY 2016-17. These are impacts that would not have been generated without the college's presence in the Massasoit Service Area.

TOP INDUSTRIES IMPACTED BY MASSASOIT (JOBS SUPPORTED)





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 Massasoit as an investment from the perspectives of students, taxpayers, and society in Massachusetts.

Student Perspective



In FY 2016-17, Massasoit served 10,613 credit and 2,321 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 Massasoit's students in FY 2016-17 amounted to a present value of \$49.4 million, equal to \$30.6 million in out-of-pocket expenses (including future principal and interest on student loans) and \$18.8 million in forgone time and money.

In return for their investment, Massasoit's students will receive a stream of higher future earnings that will continue to grow throughout their working lives. For example, the average Massasoit associate degree graduate from FY 2016-17 will see an increase in earnings of \$10,900 each year compared to a person with a high school diploma or equivalent working in Massachusetts. Over a working lifetime, the benefits of the associate degree over a high school diploma will amount to an undiscounted value of \$457.8 thousand in higher earnings per graduate. Altogether, Massasoit's FY 2016-17 students will receive \$270.1 million in higher future earnings over their working lives, as a result of their education and training at Massasoit.

STUDENTS SEE A HIGH RATE OF RETURN FOR THEIR INVESTMENT IN MASSASOIT



19.7%

Average annual return for Massasoit students



10.1%

Stock market 30-year average annual return

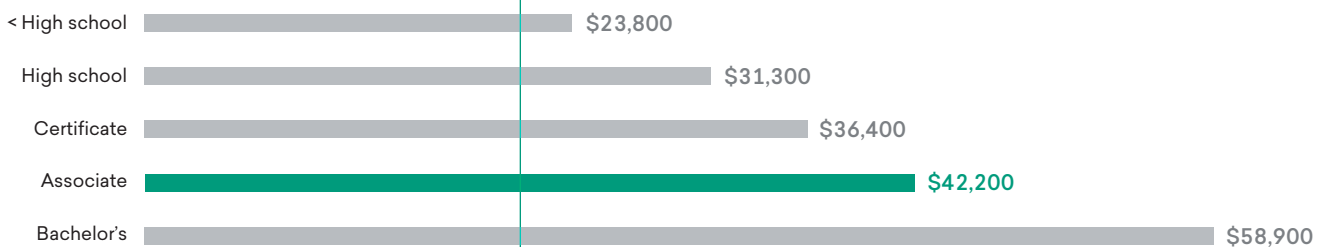


0.8%

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 Massasoit will see an increase in earnings of **\$10,900** each year compared to a person with a high school diploma or equivalent working in Massachusetts.



Source: Emsi complete employment data.

The students' benefit-cost ratio is 5.5. In other words, for every dollar students invest in Massasoit, in the form of out-of-pocket expenses and forgone time and money, they will receive a cumulative value of \$5.50 in higher future earnings. Annually, the students' investment in Massasoit has an average annual internal rate of return of 19.7%, which is impressive compared to the U.S. stock market's 30-year average rate of return of 10.1%.

Taxpayer Perspective



Massasoit 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 Massasoit 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 \$121.3 million in added taxes.

Benefits to taxpayers will also consist of savings generated by the improved lifestyles of Massasoit students and the corresponding reduced government services. Education is statistically correlated with a variety of lifestyle changes. Students' Massasoit 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. Massasoit 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 Massasoit education will generate \$7.7 million in savings to state and local taxpayers.

Total taxpayer benefits amount to \$129 million, the present value sum of the added taxes and public sector savings. Taxpayer costs are \$34.2 million, equal to the amount of state and local government funding Massasoit received in FY 2016-17. These benefits and costs yield a benefit-cost ratio of 3.8. This means that for every dollar of public money invested in Massasoit in FY 2016-17, taxpayers will receive a cumulative value of \$3.80 over the course of the students' working lives. The average annual internal rate of return for taxpayers is 11.6%, which compares favorably to other long-term investments in the public and private sectors.



STUDENT PERSPECTIVE

\$270.1 million

Present value benefits

\$49.4 million

Present value costs

\$220.8 million

Net present value

Benefit-cost Ratio

Rate of Return

5.5

19.7%



TAXPAYER PERSPECTIVE

\$129 million

Present value benefits

\$34.2 million

Present value costs

\$94.9 million

Net present value

Benefit-cost Ratio

Rate of Return

3.8

11.6%



SOCIAL PERSPECTIVE

\$1.5 billion

Present value benefits

\$102.8 million

Present value costs

\$1.4 billion

Net present value

Benefit-cost Ratio

Rate of Return

15.0

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.

Social Perspective



Society as a whole in Massachusetts benefits from the presence of Massasoit 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 Massachusetts.

Benefits to society also consist of the savings generated by the improved lifestyles of Massasoit 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.

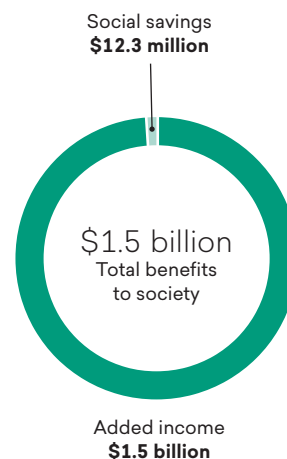
Altogether, the social benefits of Massasoit equal a present value of \$1.5 billion. These benefits include \$1.5 billion in added income through students' increased lifetime earnings and increased business output, as well as \$12.3 million in social savings related to health, crime, and income assistance in Massachusetts. People in Massachusetts invested a present value total of \$102.8 million in Massasoit in FY 2016-17. The cost includes all the college and student costs.

The benefit-cost ratio for society is 15.0, equal to the \$1.5 billion in benefits divided by the \$102.8 million in costs. In other words, for every dollar invested in Massasoit, people in Massachusetts will receive a cumulative value of \$15.00 in benefits. The benefits of this investment will occur for as long as Massasoit's FY 2016-17 students remain employed in the state workforce.

Summary of Investment Analysis Results

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

SOCIAL BENEFITS IN MASSACHUSETTS FROM MASSASOIT



Conclusion

The results of this study demonstrate that Massasoit 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. Massasoit 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, Massasoit benefits society as a whole in Massachusetts 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 Massasoit, 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 Massasoit creates value from
multiple perspectives.



Emsi is a leading provider of economic impact studies and labor market data to educational institutions, workforce planners, and regional developers in the U.S. and internationally. Since 2000, Emsi has completed over 1,800 economic impact studies for educational institutions in four countries. Visit www.economicmodeling.com for more information about Emsi's products and services.

About Massasoit

- With three campus locations in **Brockton, Canton,** and **Middleborough** and one of the largest of Massachusetts' 15 community colleges, Massasoit's fall credit enrollment is nearly **7,000** with more than **12,500** students annually.
- More than **2,500 students** enroll annually in non-credit community education & workforce development courses.
- The **Emergency Medical Services Suite** in Middleborough trains students in a fully-operational ambulance simulation setting. Students in the nationally-accredited Paramedic certificate program have historically had a near-100% employment rate upon graduation.

- On our Canton campus, state-of-the-art labs offer our students hands-on learning in **Architecture, Diesel, Engineering, HVAC, and Veterinary Technology.**
- The **Diesel Technology** program is the only degree-granting program of its kind in Massachusetts.
- Ranked in the **top 10 safest colleges** in Massachusetts for 2019 by the National Council for Home Safety & Security
- For 2018, Massasoit Community College ranked **10th overall** in the number of associate degrees in business and marketing granted to minority students.

- **Massasoit STEM** research maintains a robust internship program focusing on urban and suburban land-use practices effects on local ecosystems with a focus on native pollinator communities. Our STEM interns boast a nearly **100% transfer and retention rate.**
- More than 100 courses use no-cost online resources, which have saved students more than **\$1.4 million in textbook costs.**

Economic Impact

created by Massasoit

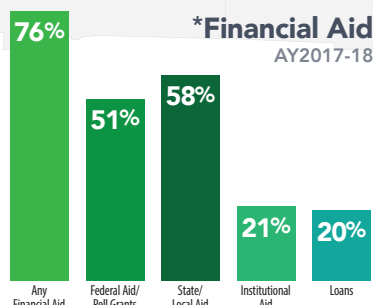

\$65.5 million
Operations Spending Impact


\$10.5 million
Student Spending Impact


\$220.2 million
Alumni Impact

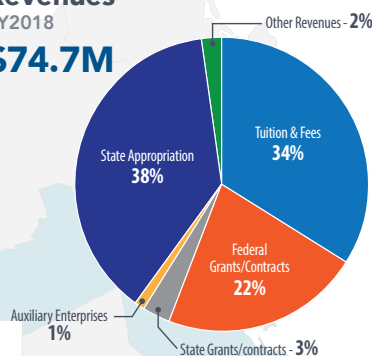

\$296.2 million
TOTAL IMPACT
- OR -
4,138
JOBS SUPPORTED

Massasoit students will receive a present value of
\$270.1 million
in increased earnings over their working lives.



*% of First-time, Full-time matriculated students

Revenues
FY2018
\$74.7M



Massasoit students earn an average rate of return of
19.7%
for their investment of time and money.

Mission Statement

Massasoit Community College is a dynamic, diverse learning community that supports all students in their education, leading to a career, transfer to four-year institutions, and the pursuit of lifelong learning. Faculty and staff are committed to student success and strive to offer accessible and innovative programs with comprehensive support services to prepare students for membership in a global society.

Accreditation

Massasoit Community College is accredited by the New England Commission of Higher Education (formerly the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges, Inc.)

Specialized Accreditations

Several programs of study offered by Massasoit Community College have been awarded national accreditation including Nursing, Dental Assisting, Child Care Education, Respiratory Care, Radiologic Technology, Medical Assistant, & Veterinary Technology.

Degrees & Certificates

Arts, Humanities & Communications

Liberal Arts Studies & Transfer
Media Arts
Theater Arts
Visual Arts - Art and Graphic Design
Visual Arts - Fine Arts

Business Administration & Management

Business Administration Careers - Accounting
Business Administration Careers - Marketing
Business Administration Careers - Management
Business Administration - Transfer
Computerized Accounting Certificate
Microsoft Office Specialist Certificate
Office Technologies Certificate

Culinary & Hospitality

Business Administration Careers -Hospitality
Culinary Arts
Food Production Certificate
Pastry Certificate

Education & Human Services

DDS Direct Support Certificate in Human Services Certificate (DDS Employees Only)
EEC Lead Teacher Certificate (Qualifying Courses)
Early Childhood Education & Administration
Early Childhood Education & Administration - Transfer
Early Childhood Education Certificate
Elementary Education
Human Services - Career & Transfer
Psychology
Social Science Transfer

Health & Public Safety

Corrections Certificate
Criminal Justice - Career & Transfer
Dental Assistant Certificate
Fire Science Technology
Law Enforcement Certificate
LPN to Associate Degree Advanced Placement
Nurse Education, Full- and Part-time
Medical Assistant Certificate
Nurse Education, Full- and Part-time
Paramedic Certificate
Phlebotomy Certificate
Private Security - Basic Certificate
Radiologic Technology
Respiratory Care

STEM

Architectural Technology
Biology Transfer
Chemistry Transfer
Computer Information Systems - Programming
Computer Information Systems - User Support
Computer Repair Technician Certificate
Computer Science Transfer
Diesel Technology
Engineering Transfer -
Chemical, Civil, Electrical, & Mechanical
HVAC - Building Systems Energy Management
Java Programming Certificate
Liberal Arts Transfer - Science
Mathematics Transfer
Networking Specialist Certificate
Veterinary Technology

BROCKTON
One Massasoit Boulevard
Brockton, MA 02302

CANTON
900 Randolph Street
Canton, MA 02021

MIDDLEBOROUGH
49 Union Street
Middleborough, MA 02346

massasoit.edu