

The Economic Value of Career and Technical Education at San Diego College of Continuing Education

Career and Technical Education¹ (CTE) at San Diego College of Continuing Education (SDCCE) creates a significant positive impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society. Using a two-pronged approach that involves an economic impact analysis and an investment analysis, this study calculates the benefits received by each of these groups. Results of the analysis reflect fiscal year (FY) 2019-20.



ECONOMIC IMPACT ANALYSIS

In FY 2019-20, SDCCE's CTE added **\$244.9 million** in income to the San Diego County economy. Expressed in terms of jobs, SDCCE's CTE impact supported **2,956 jobs**.

OPERATIONS SPENDING IMPACT

- SDCCE employed 119 full-time and part-time CTE faculty and staff.² Payroll amounted to \$10.1 million, much of which was spent in the county for groceries, mortgage and rent payments, dining out, and other household expenses. SDCCE's CTE spent another \$11.8 million on day-to-day expenses related to facilities, supplies, and professional services.³
- The net impact of the college's CTE operations spending added **\$19.2 million** in income to the county economy in FY 2019-20.

CONSTRUCTION SPENDING IMPACT

- SDCCE invests in construction each year to maintain its facilities, create additional capacities, and meet its growing educational demands, generating a short-term infusion of spending and jobs in the county economy.⁴
- The net impact of SDCCE's CTE construction spending in FY 2019-20 was **\$382.7 thousand** in added income for San Diego County.

1 Career and Technical Education (CTE) is defined at the course level and includes courses coded A-C (Apprenticeship, Advanced Occupational, and Clearly Occupational).
 2 Due to data limitations, the number of faculty and staff was estimated using a proportion based on CTE headcount.
 3 Due to data limitations, revenue and expenditure data were estimated using a proportion based on CTE headcount.
 4 Due to data limitations, construction expenditure data were estimated using a proportion based on CTE headcount.

IMPACTS CREATED BY SDCCE'S CTE IN FY 2019-20



Operations spending impact
\$19.2 million



Construction spending impact
\$0.4 million



Student spending impact
\$15.9 million



Alumni impact
\$209.4 million



TOTAL ECONOMIC IMPACT
\$244.9 million

OR

Jobs supported
2,956

STUDENT SPENDING IMPACT

- Around 7% of CTE students attending SDCCE originated from outside the county. Some of these students relocated to San Diego County. In addition, some in-county CTE students, referred to as retained students, would have left San Diego County for other educational opportunities if not for SDCCE's CTE. These relocated and retained students spent money on groceries, mortgage and rent payments, and other living expenses at county businesses.
- The expenditures of relocated and retained CTE students in FY 2019-20 added **\$15.9 million** in income to the San Diego County economy.



ALUMNI IMPACT

- Over the years, students have enrolled in SDCCE's CTE and entered or re-entered the workforce with newly-acquired knowledge and skills. Today, thousands of these former students are employed in San Diego County.
- The net impact of SDCCE's former CTE students currently employed in the county workforce amounted to **\$209.4 million** in added income in FY 2019-20.



INVESTMENT ANALYSIS

STUDENT PERSPECTIVE

- SDCCE's FY 2019-20 CTE students paid a present value of **\$813,000** to cover the cost of fees, and supplies. They also forwent **\$52.4 million** in money that they would have earned had they been working instead of attending college.
- In return for their investment, CTE students will receive a cumulative present value **\$167.3 million** in increased earnings over their working lives. This translates to a return of **\$3.10** in higher future earnings for every dollar students invest in their education. Students' average annual rate of return is **21.5%**.

CTE STUDENTS SEE A HIGH RATE OF RETURN FOR THEIR INVESTMENT IN SDCCE



Average annual return for SDCCE's CTE students
21.5%



Stock market 30-year average annual return
10.6%



Interest earned on savings account (National Rate Cap)
0.8%

Source: Forbes' S&P 500, 1991-2020. FDIC.gov, 6-2021.

TAXPAYER PERSPECTIVE

- Taxpayers provided SDCCE's CTE with **\$10.7 million** of funding in FY 2019-20. In return, they will benefit from added tax revenue, stemming from CTE students' higher lifetime earnings and increased business output, amounting to **\$44.2 million**. A reduced demand for government-funded services in California will add another **\$11.1 million** in benefits to taxpayers.
- For every dollar of public money invested in SDCCE's CTE, taxpayers will receive **\$5.20** in return, over the course of CTE students' working lives. The average annual rate of return for taxpayers is **31.9%**.

SOCIAL PERSPECTIVE

- In FY 2019-20, California invested **\$75 million** to support SDCCE's CTE. In turn, the California economy will grow by **\$671.4 million**, over the course of CTE students' working lives. Society will also benefit from **\$14.3 million** of public and private sector savings.
- For every dollar invested in SDCCE's CTE in FY 2019-20, people in California will receive **\$9.10** in return, for as long as SDCCE's FY 2019-20 CTE students remain active in the state workforce.

For every \$1...



Students gain in lifetime earnings
\$3.10



Taxpayers gain in added tax revenue and public sector savings
\$5.20



Society gains in added income and social savings
\$9.10