

A Path Forward for the Susquehanna Valley...



The Economic Impact of Our Own Regional Community College for the Susquehanna Valley

Data for Northumberland, Union, Montour, and Snyder Counties

FINDINGS & HIGHLIGHTS

KEY IMPACTS

ECONOMIC GROWTH

STUDY HIGHLIGHTS

A Proven Pathway for Economic Growth

A stand-alone community college will be a game-changer for the Susquehanna Valley.

Well-established research firm Economic Modeling Specialists International (Emsi) recently conducted a study of our region and concluded that a stand-alone community college will amplify and accelerate economic growth in the upcoming decades.

Our Own Regional Community College Offers the 4-A's of Opportunity

- ☑ Affordability for Our Families
- ☑ Accessibility for Our Students
- ☑ Adaptability to Our Employers
- ☑ Accountability to Our Taxpayers

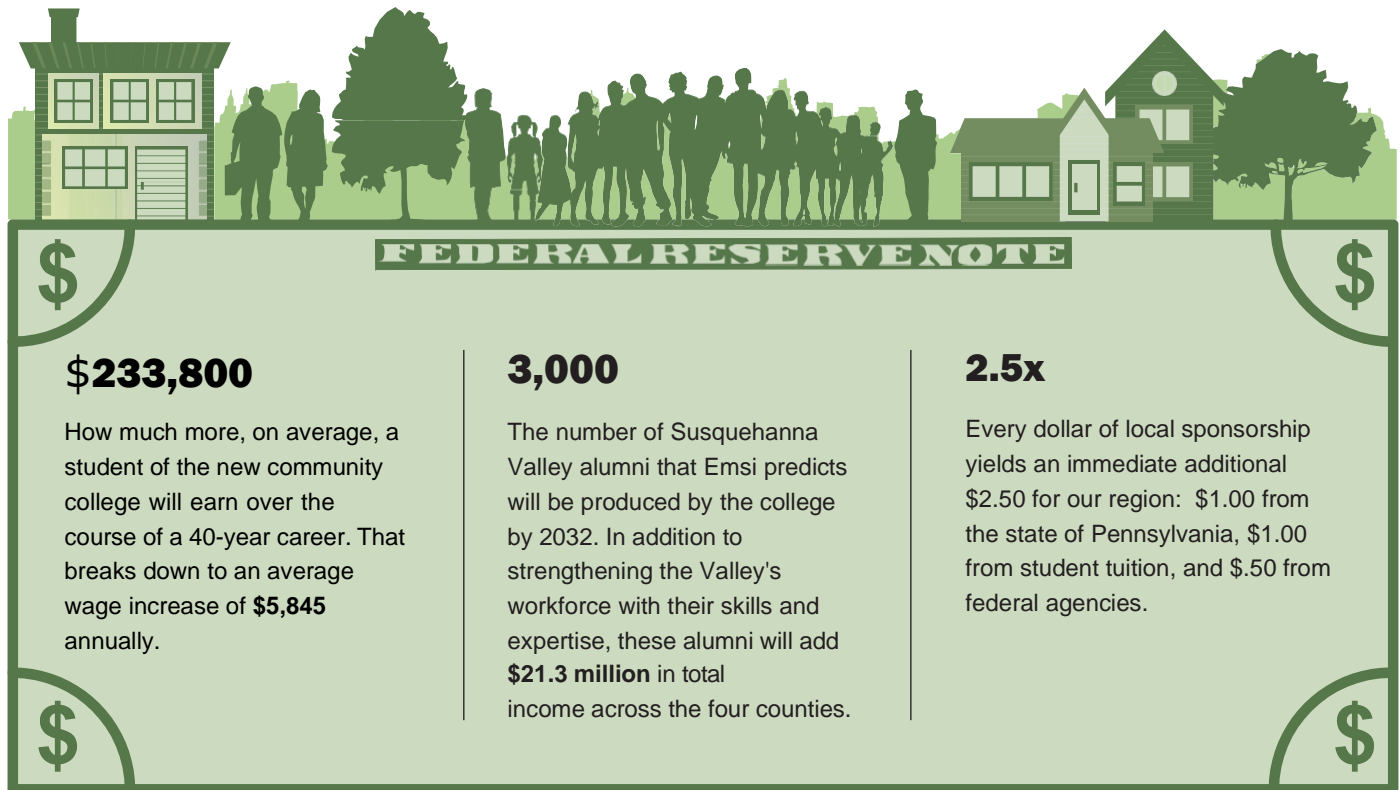
- Launching the community college will result in a significant amount of new economic activity for the Susquehanna Valley. Capital spending of **\$13.1 million** from 2022 to 2032 to establish the campus facilities will result in a net benefit of **\$2.6 million** in total added income from the jobs created in construction and maintenance.
- Investment in operations and staffing from 2022, the projected first year of operations, to 2032 will **add \$39.7 million** in total income across the counties. By the third year it will **add \$5.3 million** income annually. By year 10, it will staff an estimated 82 full-time employees.
- The community college will retain talent as people opt to stay in the Valley for education and career. From 2022 to 2032, Emsi estimates that **\$15 million** in total income will be added to the county's economy by students remaining in and relocating to the Valley to get their education. That's revenue generated through spending on housing, food, entertainment, and education.
- Armed with new skills, community college alumni will make more money and spend more. By 2032, these **3,000** projected alumni are expected to **add \$21.3 million** in income to the region's economy. By 2032, the total impact of operations, student spending, and alumni is projected to **add \$16.7 million** to the region's economy per year, **supporting 270 jobs**.
- **The big payoff:** In the first decade of operations the college will add a **total of \$78.5 million** in extra income to the Valley and increase the tax base by **\$4.2 million. These economic impacts multiply over time.**

STUDY RESULTS

By the Numbers

Emsi research revealed some key insights about the many ways, both large and small, that a stand-alone community college will provide an economic boost in our four-county region.

The graphic below highlights some key findings and projections in the study.



The Multiplier Effect

The stand-alone community college will generate what is known as the multiplier effect —additional economic activity that occurs across all industries in the economy:

The direct effect:

The economic benefit to companies and vendors that are paid to provide goods, services and support related to the start-up and operation of the community college.



The indirect effect:

The spin-off economic benefit for Valley businesses as vendors contracted by the community college spend money to support their work.



The induced effect:

The economic activity created throughout the four-county region as businesses affected by the community college raise salaries and hire people.

Helping Students. Supporting Employers. Improving Our Community.

The opportunity to build a rewarding new career after a layoff.

A second chance at higher education.

An affordable path for a first-generation college student to escape poverty.

These are the hopes and dreams that can become reality with a stand-alone community college serving the Susquehanna Valley counties.

Yet the benefits of the community college will reach beyond students by creating a stronger pipeline of talent for Valley employers and greater economic stability for the entire region.

Helping Students



- Receive the most affordable post-secondary education in the region, with annual tuition and fees projected at **\$7,000**, which is often covered by the Federal Pell grant.
- Get training that is directly aligned to the needs of local employers and not offered at four-year colleges.
- Stay in the Valley to get an education, instead of moving out of town for affordable college offerings. **94%** of community college graduates stay in their local area.

Supporting Employers



- Meet staffing needs noted in surveys of local Chamber of Commerce members and by top employers such as Evangelical Hospital, Geisinger Health System, Susquehanna University, and area manufacturers – all of whom expressed public support for the college.
- Address the **7,800** high priority job vacancies reported by Advance Central PA every year.
- Grow public-private workforce development efforts.

Improving Our Community



- Put the Valley on equal footing with the 15 other Pennsylvania regions that benefit from existing community colleges.
- Help strengthen the Susquehanna Valley's competitive edge for attracting and retaining new businesses.
- Support career transitions for adults. The average age of a community college student is 28.
- Build greater prosperity and stability for all the region's residents.

Community College: A Proven Catalyst for Economic Growth

Community colleges are making an impact in the U.S.

\$809 BILLION

THE ANNUAL NET TOTAL IMPACT OF COMMUNITY COLLEGES IN THE U.S.

Put another way, the added income created in the U.S. through increased student productivity and the spending supported the equivalent of 15.5 million jobs in 2012.

\$304.9 BILLION

THE AMOUNT COMMUNITY COLLEGES GENERATE IN TAXPAYER BENEFITS ANNUALLY — 6.8 TIMES MORE MONEY THAN THEIR PUBLIC FUNDING.

This means that for every \$1 of public investment, taxpayers reap a cumulative value of \$6.80 over the course of students' working lives.

\$4.80

THE AMOUNT IN HIGHER FUTURE INCOME RETURN FOR EVERY \$1 STUDENTS INVEST IN THEIR EDUCATION, NATIONALLY.

The average associate degree graduate will make \$10,700 more each year than someone with a high school degree or equivalent — \$41,900 compared with \$31,200.

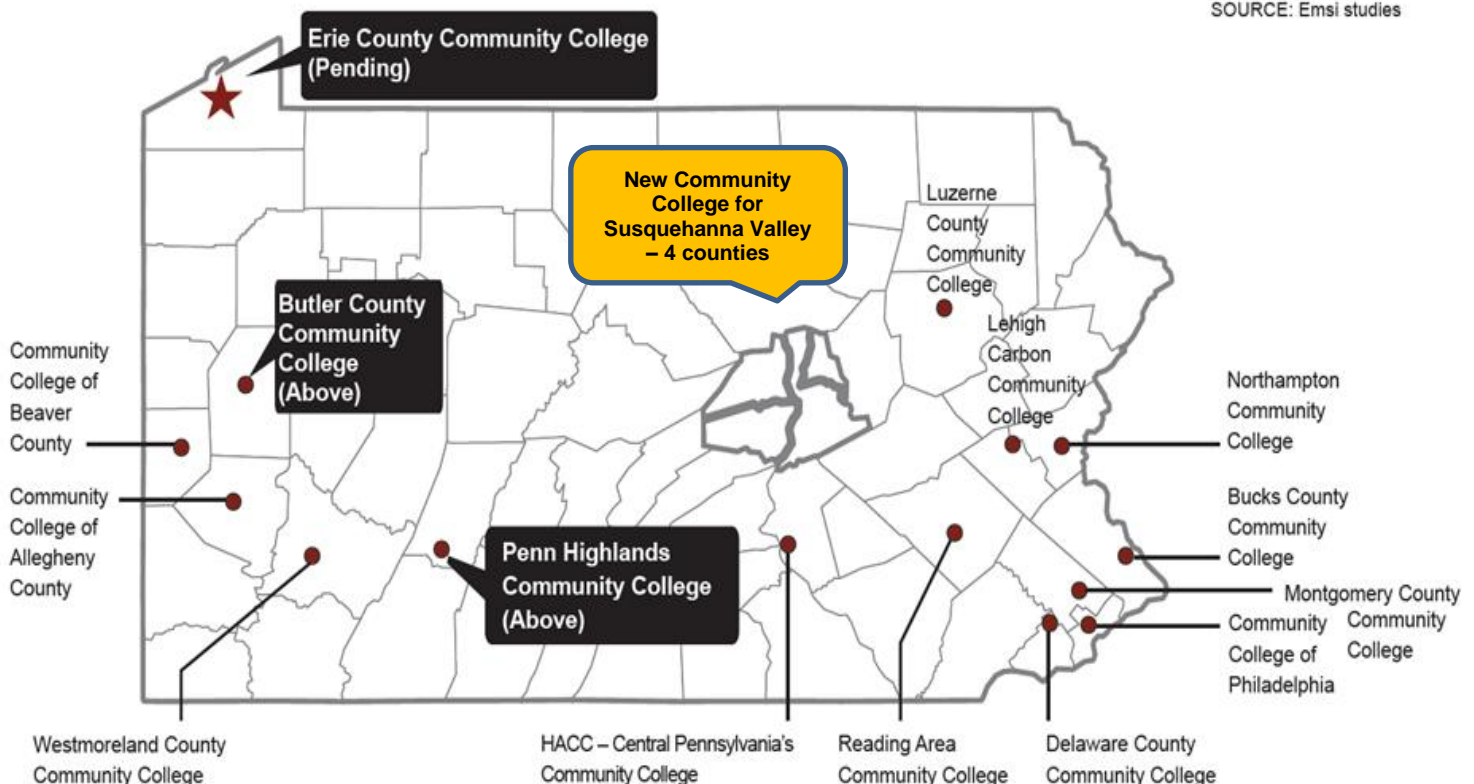
... and in Pennsylvania

Studies by Emsi offer proof positive that community colleges boost the local economy in a range of ways. Below are economic data from community colleges serving Butler and Montgomery counties.

Community College	Added regional gross income (in millions)	Estimated annual income county receives from college's operations	Taxpayer return on their investment
Penn Highlands	\$ 58.7	\$10.9 million	12.6%
Butler County	\$180.5	\$16.2 million	12.1%

NOTE:
Most recent data available shown:
Butler (2010-11)
Penn Highlands (2016-2017)

SOURCE: Emsi studies



Local Impact: A Stand-alone Community College Can Boost Careers - and Our Regional Economy

The full impact of a community college beyond dollars and cents can be difficult to measure. As the Emsi study states: “The real mission and purpose of the proposed college will be to foster human capital — i.e., knowledge, creativity, imagination, and entrepreneurship. The college will be able to serve students otherwise not served in the Valley economy and respond to growing needs of local employers.”



Susquehanna Valley Top Employers: We Need Our Own New Community College Now

Businesses have rallied behind the community college effort through the Central PA Chamber of Commerce and specific businesses, including Geisinger Health System, Evangelical Community Hospital, and Susquehanna University, 3 of the top regional employers.

The Greater Susquehanna Valley United Way, Susquehanna Human Resource Managers Association and many other local organizations, municipalities, school districts and small businesses have backed the project with letters of support, over 45 so far.



University Partner and Programs for a Regional Community College

Program development is underway with Marywood University who will provide Middle States Commission for Higher Education accreditation for students when doors open.

Programs will include Agriculture, Life Science, Business, Education, Engineering, Liberal Arts, Nursing. Incremental certificates, certifications, and licenses will be completed within the degree programs. CLEP exams and credit for prior learning will propel students to achieve career goals rapidly.



Blueprint for Job Creation in Central Susquehanna Valley

Beaver County Community College offers a glimpse into what is possible for the Susquehanna Valley. There, the presence of a community college helped Beaver County beat out several communities vying for a \$6 billion Royal Dutch Shell ethane cracker plant.

The plant will employ more than 600 people, with some making as much as \$90,000 a year. The community college is training students for two-year associate degrees in process technology, a high-demand job at the plant.

Community College Success Stories in Our Region

Dr. Frank Maffei, Chair, Pediatrics, Geisinger Medical Center
Bob Zimmerman, Owner, Zimmerman Motors
John Fogarty, Retired Owner, Fogarty Homes
Kymberley Best, Northumberland County Commissioner
Scott Tanner, Owner, Inkspot Printing
Lonnie Hill, Retired Attorney
Trey Casimir, Acupuncturist
Dr. Stephen Shirk, Pastor, Milton Presbyterian Church

George Venios, Community Advocate, TIME
Sam Schiccatano, Northumberland County Commissioner
Dr. Kathy Keegan, Superintendent, Milton Area School District
Dr. Barbara McElroy, Professor Emeritus, Susquehanna University
Kevin Gardner, Real Estate Investor
Chuck Steining, Snyder County Commissioner
Dena Snyder, Owner, Just Dena
Jim Knight, Supervisor, East Buffalo Township

LOCAL PROJECTS

Building Momentum in Our Valley

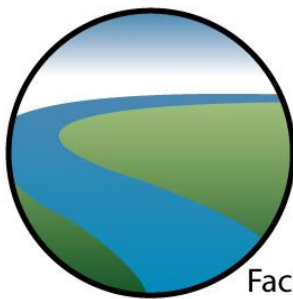
As a **key element in local economic and cultural infrastructure**, a community college has a **multiplier effect** on current investments, attracting new businesses and assuring a well-trained local workforce. The chart below highlights this effect, showing **current regional projects** the community college will support, **what people are saying** about access to our own community college, and the **target demographics** - who will attend the new community college.



REGIONAL PROJECTS	WHAT PEOPLE ARE SAYING	WHO WILL ATTEND
<ul style="list-style-type: none">▶ River Town Tourism▶ Downtown Revitalization▶ Greater Susquehanna Valley Thruway▶ Rural Broadband Deployment▶ Bright Farms Expansion▶ Makerspaces▶ Anthracite Outdoor Adventure Area▶ MUCH MORE!!	<p>“The rate of return for the community college is very impressive.” Robert Slaby, City of Shamokin Administrator</p> <p>“An autonomous, independent, new regional community college would serve the need for MSCHE accredited associate degrees and certificates that are relevant and responsive to the learning and workforce needs of our central region.” Tea Jay Aikey, President & CEO Central PA Chamber of Commerce</p> <p>“This is an unprecedented opportunity to secure a key component of a thriving 21st century economy.” Milton Area School District Board of Directors</p> <p>“We support sponsorship of an independent, dedicated community college serving the four-county region.” Middleburg Borough Council</p>	<ul style="list-style-type: none">▶ Dual Enrolled High School Students▶ Adult Learners▶ Career Changers▶ Displaced Workers▶ Employer Trainees▶ Graduating High School Students▶ Working Adults▶ Single Parents▶ Families

MORE INFORMATION

Additional resources and information about the proposed
Susquehanna Valley Community College
are available by visiting newcommunitycollege.org.



Susquehanna Valley Community Education Project

Facilitating the establishment of a Susquehanna Valley Community College

Susquehanna Valley Community Education Project

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