Macomb Community College generates a return on investment to its major stakeholder groups—students, taxpayers, and society and creates a significant positive impact on the business community. Using a two-pronged approach, this study includes an investment analysis and an economic impact analysis. Results of the analysis reflect fiscal year (FY) 2015-16.

### RETURN ON INVESTMENT TO STUDENTS, TAXPAYERS, AND SOCIETY

#### Student perspective
- Macomb’s FY 2015-16 students paid a total present value of $63.6 million to cover the cost of tuition, fees, supplies, and interest on student loans. They also forewent $137.3 million in income that they would have earned had they been working instead of learning.
- In return for the monies invested in the college, students will receive a present value of $710.1 million in increased earnings over their working lives. This translates to a return of $3.50 in higher future earnings for every $1 that students invest in their education. The average annual return for students is 13.3%.

#### Taxpayer perspective
- In FY 2015-16, state and local taxpayers in Michigan paid $78.7 million to support the operations of Macomb. The net present value of the added tax revenue stemming from the students’ higher lifetime earnings and the increased output of businesses amounts to $370.9 million in benefits to taxpayers. Savings to the public sector add another $23.4 million in benefits due to a reduced demand for government-funded services in Michigan.
- For every $1 in costs to taxpayers, the college and its students return $5 in benefits. The average annual return on investment for taxpayers is 12.6%.

#### Social perspective
- The economic base in Michigan will grow by $4 billion over the course of the FY 2015-16 students’ working lives. Society will also benefit from $87.9 million in present value social savings related to reduced crime, lower unemployment, and increased health and well-being across the state.
- For every $1 that society spent on Macomb in FY 2015-16, society will receive a cumulative value of $13 in benefits, for as long as the FY 2015-16 student population at Macomb remains active in the state workforce.
IMPACT ON BUSINESS COMMUNITY

During the analysis year, Macomb Community College and its students added $992.4 million in income to the Macomb County economy, approximately equal to 2.5% of the county’s total gross regional product. By comparison, the college’s contribution is larger than the entire Accommodation & Food Services industry. In other words, one out of every 26 jobs in Macomb County is supported by the activities of the college and its students. The economic impacts of Macomb break down as follows:

Operations spending impact
- Macomb employed 2,027 full-time and part-time employees in FY 2015-16. Payroll amounted to $97.5 million, much of which was spent in Macomb County to purchase groceries, clothing, and other household goods and services. The college spent another $62 million to support its day-to-day operations.
- The net impact of college payroll and expenses in Macomb County during the analysis year was approximately $113.1 million in income.

Student spending impact
- A number of students would have left the county if not for Macomb, and these retained students spent money on groceries, transportation, rent, and other expenses at county businesses.
- The expenditures of retained students during the analysis year added approximately $15 million in income to the Macomb County economy.

Alumni impact
- Over the years, students have studied at Macomb and entered or re-entered the workforce with newly-acquired skills. Today, hundreds of thousands of these former students are employed in Macomb County.
- The impact of former students currently employed in the county workforce amounted to $864.3 million in added income during the analysis year.

**IMPACTS CREATED BY MACOMB IN FY 2015-16***

<table>
<thead>
<tr>
<th>ADDED INCOME</th>
<th>JOBS</th>
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</thead>
<tbody>
<tr>
<td>Operations spending impact</td>
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<tr>
<td>$113.1 million</td>
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<tr>
<td>Student spending impact</td>
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<tr>
<td>$15 million</td>
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<tr>
<td>Alumni impact</td>
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<td>$864.3 million</td>
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<td>Total impact</td>
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* Numbers may not add due to rounding.