New Brunswick Community College (NBCC) creates a positive impact on the provincial economy and generates value in return for the investments made by its major stakeholder groups—students, society, and taxpayers. Using a two-pronged approach that involves an economic impact analysis and an investment analysis, the study calculates the benefits to each of these groups. Results of the analysis reflect the 2012-13 analysis year.

### Impact on the Provincial Economy

During the analysis year, NBCC and its students added $1.1 billion in income to New Brunswick’s economy, approximately equal to 3.8% of the province’s Gross Domestic Product. The economic impacts of NBCC break down as follows:

#### Impact of College Operations
- NBCC employed 840 full-time equivalent (FTE) employees in 2012-13. Payroll amounted to $53.9 million, a portion of which was spent in New Brunswick to purchase groceries, clothing, and other household goods and services. The college spent another $20.3 million to support its day-to-day operations.
- The net impact of college payroll and expenses in New Brunswick during the analysis year was approximately $60.6 million in added provincial income.

#### Impact of Student Spending
- Around 369 NBCC students (including international) relocated to New Brunswick from outside of the province and spent money at local businesses to purchase groceries, rent accommodation, pay for transport, and so on.
- The expenditures of students who relocated to the province during the analysis year added approximately $2.1 million in income to the economy.

#### Impact of Student Productivity
- Over the years, students have studied at NBCC and entered or re-entered the workforce with newly-acquired skills. Today thousands of these former students are employed in New Brunswick.
- The accumulated contribution of former students currently employed
in the provincial workforce amounted to $1.0 billion in added income during the analysis year.

RETURN ON INVESTMENT TO STUDENTS, SOCIETY, AND TAXPAYERS

Student perspective

- NBCC’s 2012-13 students paid a total of $17.4 million to cover the cost of tuition, fees, books, and supplies. They also forwent $63.5 million in money that they would have earned had they been working instead of learning.

- In return for the monies invested in the college, students develop the skills required for an increasingly globalized workplace, receiving a present value of $320.7 million in increased earnings over their working lives.

- Dividing benefits by costs yields a benefit-cost ratio of $4.00 in higher future income. In other words, students not only recover the cost of the original investment but also receive an additional $3.00 in benefits over and above every $1 in costs.

- The average annual internal rate of return for students is 18.8%.

Social perspective

- Society as a whole in New Brunswick will receive a present value of $463.8 million in added provincial income over the course of the students’ working lives. Society will also benefit from $18.2 million in present value social savings related to reduced crime, fewer demands for income assistance, and increased health and well-being across the province.

- For every dollar that provincial taxpayers spent on NBCC during the analysis year, society will receive a cumulative value of $8.10 in benefits, for as long as NBCC’s 2012-13 students remain active in the provincial workforce.

Taxpayer perspective

- In 2012-13, provincial taxpayers in New Brunswick paid $59.4 million to support the operations of NBCC. The net present value of the added tax revenue stemming from higher lifetime student earnings and increased output of businesses amounts to $87.4 million. Savings to the public sector add another $7.4 million in benefits due to a reduced demand for government-funded services in New Brunswick.

- Dividing benefits to taxpayers by the associated costs yields a 1.6 benefit-cost ratio, i.e., every $1 in costs returns $1.60 in benefits. The net return on investment thus comes to $0.60 in additional benefits over and above every $1 in costs.

- The average annual internal rate of return for taxpayers is 6.9%.