In FY 2012-13, WCJC’s total impact on the WCJC Service Area economy was $202.9 million in added income, equal to 0.8% of the region’s Gross Regional Product.

WCJC PAYROLL & EXPENSES SUPPORT LOCAL BUSINESSES

- In FY 2012-13, WCJC employed 927 full-time and part-time faculty and staff, with an annual payroll of $27.3 million. Much of this was spent in the WCJC Service Area to purchase groceries, clothing, and other household goods and services.
- The college is itself a buyer of goods and services and spent another $17.7 million to support its operations during the analysis year.
- The net impact of college payroll and expenses in the WCJC Service Area was $30.7 million in added regional income.

JOB EQUIVALENTS BASED ON INCOME

Job equivalents are a measure of the average-wage jobs that a given amount of income can potentially support. They are calculated by dividing income by the average income per worker in the region. Based on the added income created by WCJC, the job equivalents are as follows:

Operations spending impact = 975 job equivalents
Impact of student spending = 18 job equivalents
Alumni impact = 3,078 job equivalents

Overall, the added income created by WCJC and its students supported 4,071 job equivalents.
WCJC Students Boost Local Spending

- Around 11% of students attending WCJC originated from outside the region. Some of these students relocated to the WCJC Service Area and spent money on groceries, transportation, rent, and so on at regional businesses. These expenditures helped support local businesses.
- The expenditures of the college’s out-of-region students added approximately $755,600 in income to the region during the analysis year.

WCJC Training Sustains a Skilled Workforce

- Over the years, students have studied at WCJC and entered or re-entered the workforce with newly-acquired skills. Today, thousands of former students are employed in the WCJC Service Area.
- As students apply the skills they acquired at the college, they are rewarded with higher incomes. They also raise business profits through their increased productivity. These higher incomes and increased profits create even more income as they are spent in the region.
- In FY 2012-13, the effect of former WCJC students on the regional economy amounted to $171.4 million, in added income.