

IMPACT ON LOCAL BUSINESS COMMUNITY

Demonstrating the Economic Value of Santa Rosa Junior College



In FY 2014-15, SRJC's total impact on the Sonoma County economy was \$1.6 billion in added income, equal to 7.2% of the county's GRP. This contribution that the college provides on its own is nearly as large as the county's entire Health Care and Social Assistance industry.

SRJC PAYROLL & EXPENSES SUPPORT LOCAL BUSINESSES

- In FY 2014-15, SRJC employed **3,298** full-time and part-time faculty and staff, making it the second largest employer in the county. Payroll amounted to **\$111.9 MILLION**. Much of this was spent in Sonoma County to purchase groceries, clothing, and other household goods and services.
- The college is itself a buyer of goods and services and spent another **\$61.7 MILLION** to support its operations during the analysis year.
- The net impact of college payroll and expenses in Sonoma County was **\$147.4 MILLION** in added income.

JOB EQUIVALENTS BASED ON EARNINGS

Job equivalents represent full- and part-time jobs that would not have occurred in the county without the college. They are calculated by jobs to sales ratios specific to each industry. Based on the added income created by SRJC, the job equivalents are as follows:

Operations spending impact = **3,703** job equivalents

Impact of student spending = **1,027** job equivalents

Alumni impact = **23,217** job equivalents

Overall, the income added by SRJC and its students supported **27,947** job equivalents.



**ADDED INCOME CREATED BY SRJC
IN FY 2014-15 (GRP)**

\$147.4 MILLION

Operations spending impact

\$66.6 MILLION

Impact of student spending

\$1.4 BILLION

Alumni impact

\$1.6 BILLION

Total impact



SRJC STUDENTS BOOST LOCAL SPENDING

- Around 13% of students attending SRJC originated from outside the county. Some of these students relocated to Sonoma County and spent money on groceries, transportation, rent, and so on at county businesses. These expenditures helped support local businesses.
- In addition, a number of in-county students would have left the area for other education opportunities if not for the existence of SRJC.
- The expenditures of these students added approximately **\$66.6 MILLION** in added income to the county during the analysis year.



**SRJC TRAINING SUSTAINS A SKILLED
WORKFORCE**

- Over the years, students have studied at SRJC and entered or re-entered the workforce with newly-acquired skills. Today, thousands of former students are employed in Sonoma County.
- As students apply the skills they acquired at the college, they are rewarded with higher earnings. They also raise business profits through their increased productivity. These higher earnings and increased profits create even more earnings as they are spent in the county.
- In FY 2014-15, the effect of former SRJC students on the county economy amounted to **\$1.4 BILLION** in added income.