

The Economic Value of RED DEER COLLEGE to the Central Region

OPERATIONS SPENDING IMPACT

Impact of RDC's payroll and day-to-day spending

ALUMNI IMPACT

Impact of the increased earnings of RDC's alumni and the businesses they work for

\$431.3 million
ANNUAL ADDED INCOME

an economic effect similar to

144
playoff games



or

5,827
JOBS SUPPORTED

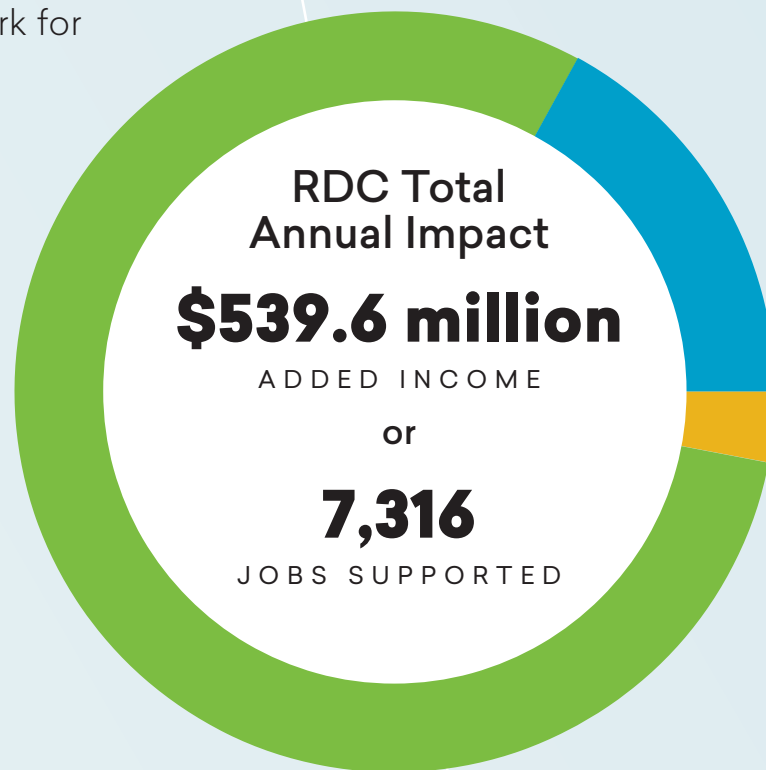


\$91.6 million
ADDED INCOME



enough to buy
2,361
new cars

or **1,062** JOBS SUPPORTED



STUDENT SPENDING IMPACT

Impact of the daily spending of RDC students retained in and attracted to the region

\$16.7 million
ADDED INCOME

enough to buy

1,459

families* a year's worth of groceries



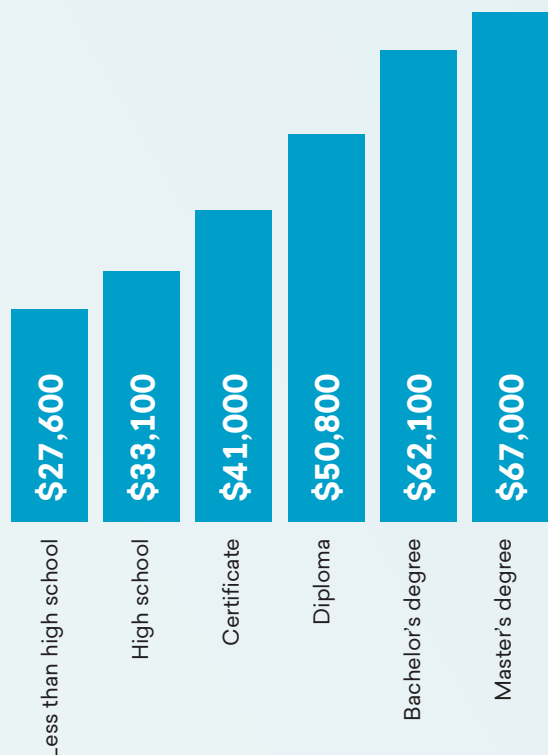
or **427**
JOBS SUPPORTED



* family of four ♀ = 100 jobs

Average Earnings in the Central Region

The average diploma graduate earns \$17,700 more than a high school graduate at their career midpoint.



About Red Deer College

7,649
Credit Students

14,824
Non-Credit Students

665
FTE Employees

For every \$1 invested by...

STUDENTS
\$1 = **\$5.60**
in lifetime earnings

SOCIETY
\$1 = **\$12.00**
in added provincial revenue and social savings

TAXPAYERS
\$1 = **\$5.40**
in added taxes and public sector savings