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Fact Sheet

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The Economic Value of Career and Technical Education at Cuyamaca College



Career and Technical Education[1] (CTE) at Cuyamaca College creates a significant positive impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society. Using a two-pronged approach that involves an economic impact analysis and an investment analysis, this study calculates the benefits received by each of these groups. Results of the analysis reflect fiscal year (FY) 2023-24.



San Diego County, California

Economic impact analysis

In FY 2023-24, Cuyamaca College's CTE added **$197.4 million** in income to the San Diego County economy. Expressed in terms of jobs, Cuyamaca College's CTE impact supported **2,165 jobs**.

1 Career and Technical Education (CTE) is defined at the course level and includes courses coded A-C (Apprenticeship, Advanced Occupational, and Clearly Occupational).

Operations spending impact

- Cuyamaca College employed 446 full-time and part-time CTE faculty and staff.[2] CTE payroll amounted to $18.6 million, much of which was spent in the county on groceries, mortgage and rent payments, dining out, and other household expenses. The college's CTE spent another $11.6 million on its expenses related to facilities, supplies, and professional services (excluding construction).[3]
- The net impact of the college's CTE operations spending added **$26.8 million** in income to the county economy in FY 2023-24.

Construction spending impact

- Cuyamaca College invests in capital projects each year to maintain CTE facilities, create additional capacities, and meet growing educational demands, generating a short-term infusion of spending and jobs in the county economy.[4]
- The net impact of Cuyamaca College's CTE-related construction spending in FY 2023-24 was **$9.9 million** in added income for San Diego County.

Student spending impact

- Around 20% of CTE students attending Cuyamaca College originated from outside the county. Nearly all of these students relocated to San Diego County. In addition, some in-county CTE students, referred to as retained students, would have left San Diego County for other educational opportunities if not for Cuyamaca College's CTE. These relocated and retained students spent money on groceries, mortgage and rent payments, and other living expenses at businesses in the county.
- The expenditures of relocated and retained CTE students in FY 2023-24 added **$32.1 million** in income to the San Diego County economy.

Alumni impact

- Over the years, students have studied at Cuyamaca College's CTE and entered or re-entered the workforce with newly acquired knowledge and skills. Today, many of these former students are employed in San Diego County.
- The net impact of Cuyamaca College's former CTE students currently employed in the county workforce amounted to **$128.5 million** in added income in FY 2023-24.

Impacts created by Cuyamaca College's CTE in FY 2023-24

Operations spending impact
$26.8 million

+

Construction spending impact
$9.9 million

+

Student spending impact
$32.1 million

+

Alumni impact
$128.5 million

Total economic impact
$197.4 million

OR

Jobs supported
2,165



2 Due to data limitations, the number of faculty and staff was estimated using a proportion based on CTE credits.

3 Due to data limitations, revenue and expenditure data were estimated using a proportion based on CTE credits.

4 Due to data limitations, construction expenditure data were estimated using a proportion based on CTE credits.

Investment analysis

Student perspective

- Cuyamaca College's FY 2023-24 CTE students paid a present value of **$4.3 million** to cover the cost of tuition, fees, supplies, and interest on student loans. They also forwent a value of **$16.7 million** in time and money had they been working instead of attending college.
- In return for their investment, CTE students will receive a cumulative present value of **$153.6 million** in increased earnings over their working lives. This translates to a return of **$7.30** in higher future earnings for every dollar students invest in their education. Students' average annual rate of return is **22.5%**.

Taxpayer perspective

- Taxpayers provided Cuyamaca College's CTE with **$37.0 million** of funding in FY 2023-24. In return, they will benefit from added tax revenue, stemming from CTE students' higher lifetime earnings and increased business output, amounting to **$53.4 million**. A reduced demand for government-funded services in California will add another **$9.7 million** in benefits to taxpayers.
- Total taxpayer benefits amount to **$63.1 million**, the present value sum of the added tax revenue and public sector savings. For every dollar of public money invested in Cuyamaca College's CTE, taxpayers will receive **$1.70** in return over the course of CTE students' working lives. The average annual rate of return for taxpayers is **4.2%**.

Social perspective

- In FY 2023-24, California invested **$67.0 million** to support Cuyamaca College's CTE. In turn, the California economy will grow by **$696.8 million** over the course of CTE students' working lives. Society will also benefit from **$12.9 million** of public and private sector savings.
- For every dollar invested in Cuyamaca College's CTE in FY 2023-24, people in California will receive **$10.60** in return, for as long as the CTE students remain active in the state workforce.

CTE students see a high rate of return for their investment in Cuyamaca College



Average annual return for Cuyamaca College's CTE students

22.5%



Stock market 30-year average annual return

10.9%



Interest earned on savings account (national deposit rate)

0.5%

Source: Forbes' S&P 500, 1994-2025; FDIC.gov, January 2024

For every $1...



Students gain in higher lifetime earnings

$7.30



Taxpayers gain in added tax revenue and public sector savings

$1.70



Society gains in added income and social savings

$10.60