

NMC is good for northern Michigan



NMC ADDS LOCAL ECONOMIC WEALTH

\$287.4m
annually



NMC adds \$287.4 million in income to the six-county region, or about 3.6% of the area's Gross Regional Product—nearly as large as its entire wholesale trade industry.

NMC SUPPORTS 1 OUT OF 22 JOBS



One out of every 22 jobs in the region is supported by the activities of NMC and its students—an estimated 5,766 jobs in all.



- lower unemployment
- more spending
- health savings
- less crime



\$37.5m
added value

NMC graduates lead a better lifestyle, presently benefitting Michigan with \$37.5 million in value due to reduced crime, lower unemployment, and increased health.

for every
\$1.00
spent

STUDENTS GAIN
\$2.00
in lifetime earnings

TAXPAYERS GAIN
\$2.90
in added taxes and public sector savings

SOCIETY GAINS
\$5.40
in added state revenue and social savings

NMC IS A REWARDING INVESTMENT FOR MICHIGAN

NMC creates significant positive impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society.

	STUDENTS	TAXPAYERS	SOCIETY
Present Value	\$165,925	\$69,341	\$688,607
Costs	\$82,694	\$23,782	\$127,159
Net Value	\$83,231	\$45,560	\$561,448
Rate of Return	9.6%	10.5%	--

NMC GRADUATES SAVE TAXPAYERS MONEY

NMC graduates result in a savings of \$8.9 million to state and local taxpayers due to a reduced demand for government-funded services in Michigan.



NMC is good for students



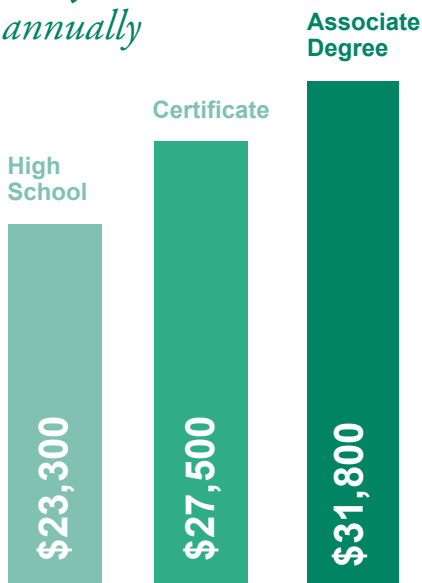
\$227 million

NMC students generated \$227 million in added income for the region which is equivalent to supporting 4,518 jobs.



\$272,000
lifetime

\$8,500
annually

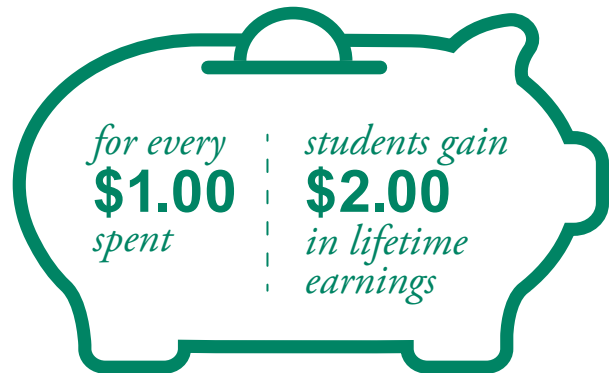


NMC OUTPERFORMS THE U.S. STOCK MARKET

The average annual return for students is 9.6% compared to the 10-year average 6.9% return on the stock market.



STUDENTS GET BACK TWICE AS MUCH AS THEY INVEST



more wealth

healthier lifestyle

better citizens

NMC GRADUATES ENJOY A BETTER QUALITY OF LIFE

NMC improves the lifestyle of students and generates health, crime, and unemployment savings.

NMC SUPPORTS 1 OUT OF 22 JOBS

One out of every 22 jobs in the region is supported by the activities of NMC and its students—an estimated 5,766 jobs in all.



SOURCE: Average earnings by education level at career midpoint in Michigan.