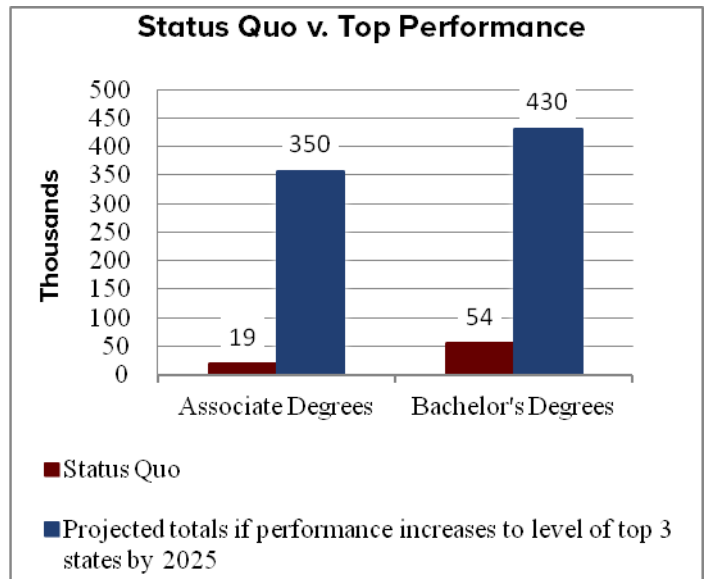


Return on Investment to Increasing Postsecondary Credential Attainment in North Carolina

North Carolina Must Improve College Participation and Credential Attainment Rates to Remain Competitive

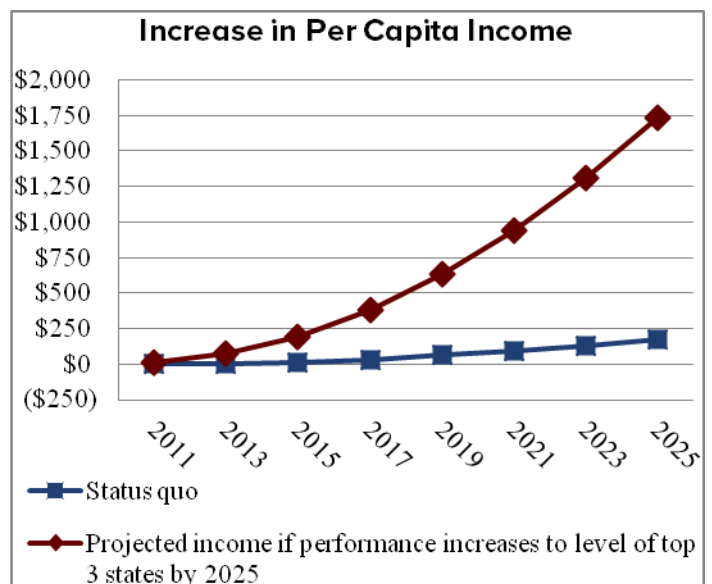
- To remain globally competitive, the U.S. and each state should ensure that at least 60% of adults ages 25 to 64 have an associate or bachelor's degree by 2025. In North Carolina, the current rate is 37.6%.
- North Carolina ranks 26th among 50 states in the size of the credential increase it needs to achieve annually. To meet the 60% goal, it will need to produce an additional 637,456 degrees by 2025.
- By achieving rates of the top-performing states, North Carolina can produce about 430,000 bachelor's degrees, 350,000 associate degrees and 310,000 certificates by 2025.



Meeting Credential Goal Produces Significant Personal Economic Return

Per capita income increases when the state meets 60% credential attainment goal

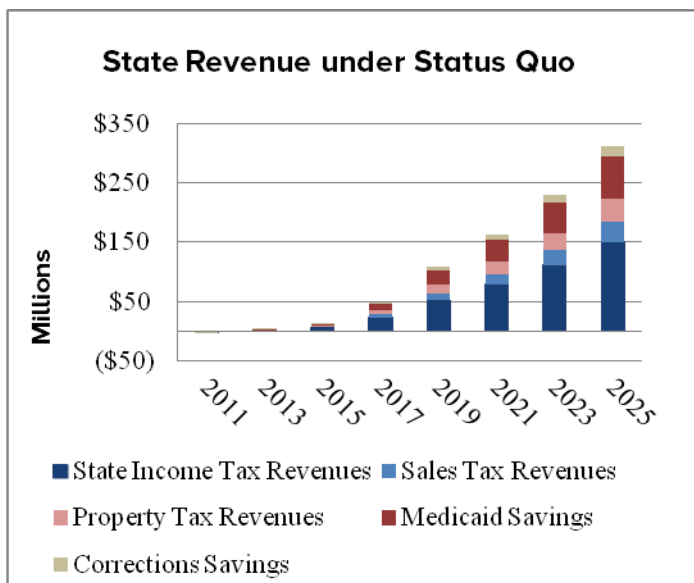
- Under current postsecondary investment patterns, annual personal per capita income in North Carolina is projected to increase by about \$170 in 2025.
- By meeting the 60% credential attainment goal, annual per capita income would increase significantly more, by approximately \$1,700 in 2025.



Meeting Credential Goal Produces Significant Economic Returns to the State

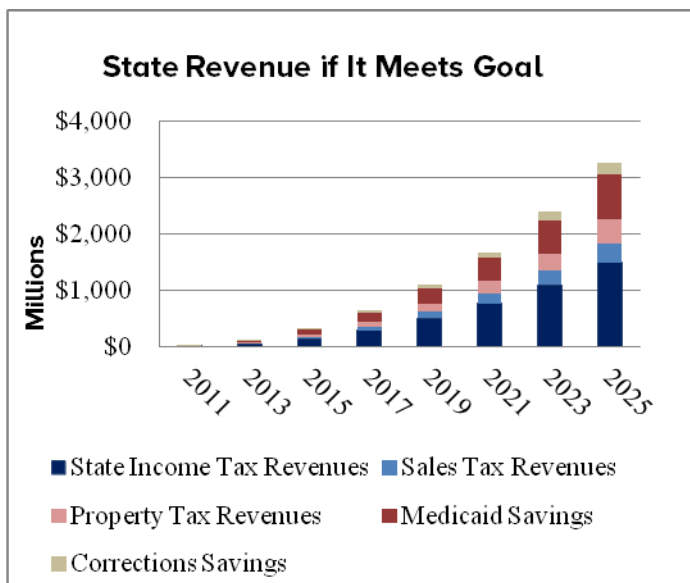
Status quo produces small returns

Under current postsecondary investment patterns, North Carolina's state revenues will increase by about \$310 million in 2025.



Meeting 60% credential goal pays off

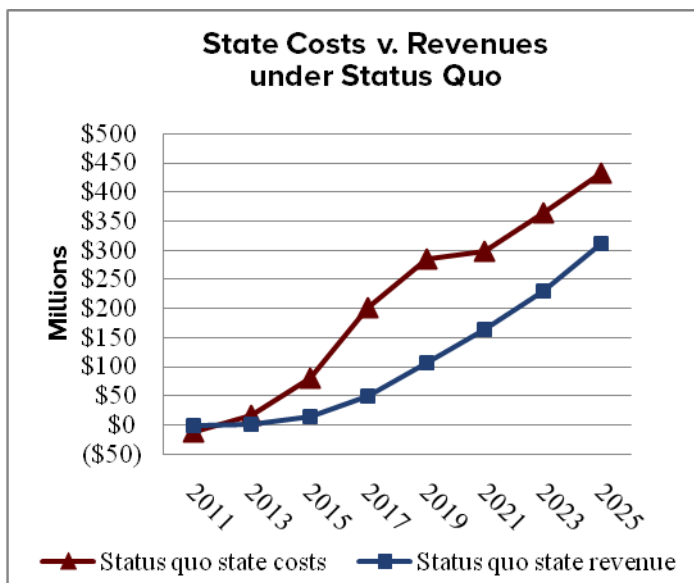
By meeting the 60% credential goal, North Carolina will generate more annual revenue, topping approximately \$3 billion in 2025.



State Revenues Exceed Costs When Credential Goal is Met

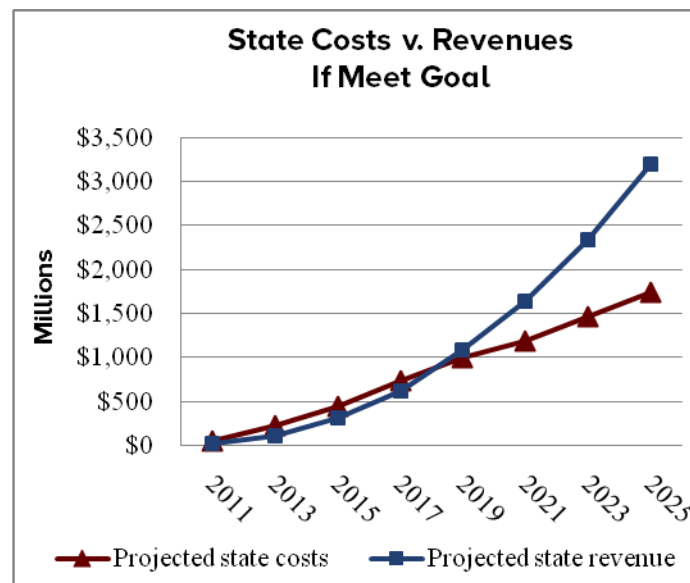
Status Quo: Costs exceed revenues

Under current postsecondary investment patterns, North Carolina's postsecondary costs exceed state revenues by about \$120 million by 2025.



Meet 2025 goal: Revenues exceed costs

By meeting the 60% credential attainment goal, North Carolina's revenues exceed postsecondary costs by about \$1.5 billion by 2025.



This analysis was prepared using the CLASP-NCHEMS Return on Investment Dashboard tool. See www.clasp.org/ROIDashboard