



# The Economic Benefits of Great Oaks Career Campuses

Prepared by the Economics Center



# RETURN ON INVESTMENT

Great Oaks Career Campuses operates in partnership with 36 school districts across southwestern Ohio counties. They also serve approximately 18,000 middle and high school students annually on average.

While total partner district enrollments have declined slightly over the last five years, Great Oaks enrollments have increased. Additionally, Great Oaks graduates about 700 adult program learners annually on average.

Great Oaks' adult workforce development programs are part of the Ohio Department of Higher Education. Great Oaks is an Ohio Technical Center and participates in the one-year option and transfer to degree guarantee. Full-time programs are accredited by the Council on Occupational Education.

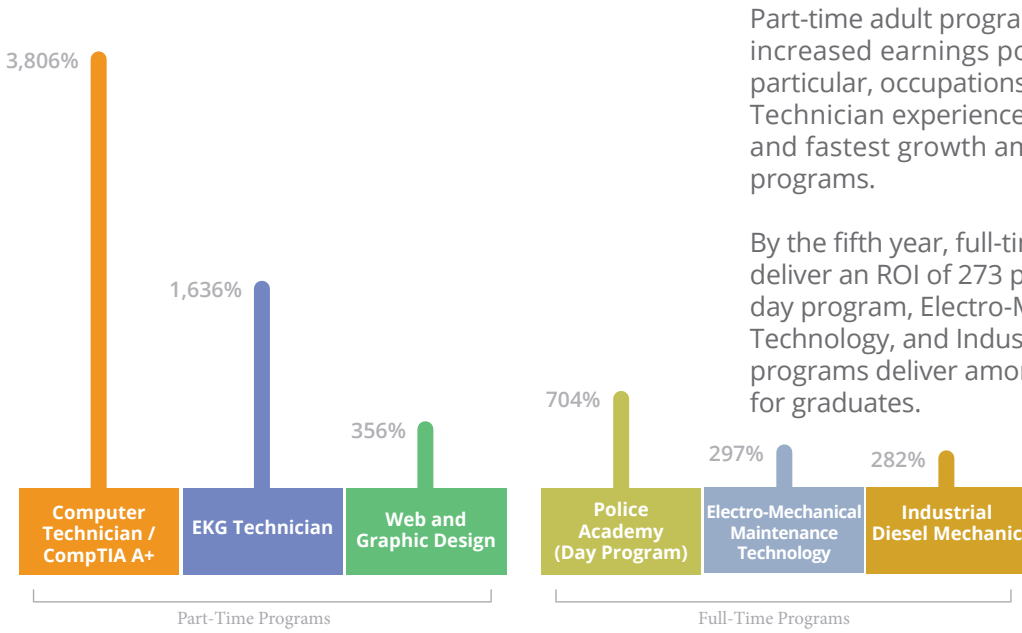
All of Great Oaks' full-time adult certificate programs are associated with occupations that have average earnings above the high school graduate or equivalent baseline of \$31,000 annually from nearly \$8,000 to approximately \$27,000 more in the first year alone depending on the program.

Additionally, the anticipated growth rate of earnings in careers occupied by those completing most of Great Oaks' full-time programs is greater than individuals with only a high school diploma or equivalent. Comparing costs with the earnings profiles and cumulative gains over time allows us to understand the rate of return on the investment (ROI) in a Great Oaks full-time certificate program.





# AVERAGE ROI 5 YEARS AFTER CERTIFICATION



Part-time adult programs give benefits through increased earnings potential for graduates. In particular, occupations associated with Computer Technician experience the highest average earnings and fastest growth among the part-time certificate programs.

By the fifth year, full-time programs on average, deliver an ROI of 273 percent. The Police Academy day program, Electro-Mechanical Maintenance Technology, and Industrial Diesel Mechanic programs deliver amongst the highest five-year ROI for graduates.

**715%**

**10TH**

**YEAR**

**464%**

**1,840%**

**20TH**

**YEAR**

**1,611%**

Average ROI weighted by graduates

# ENROLLMENT

Great Oaks operates four main campus locations – two in Hamilton County (Scarlet Oaks and Diamond Oaks) and one each in Clermont (Live Oaks) and Clinton (Laurel Oaks) Counties – as well as satellite operations throughout its footprint. While enrollment in the high school courses is open to students in their junior and senior year, satellite programs vary across partner districts and may be available to students as young as fifth grade.

Any student within one of the partner districts who is in good standing and has obtained the minimum credit requirements may enroll in a program or take classes in their junior and

senior year. Thus, instead of each school district independently providing its own CTE curriculum for students, Great Oaks represents a shared curriculum service across its partner districts. Each year, graduates from the certificate programs represent approximately 94 percent of enrollments on average.

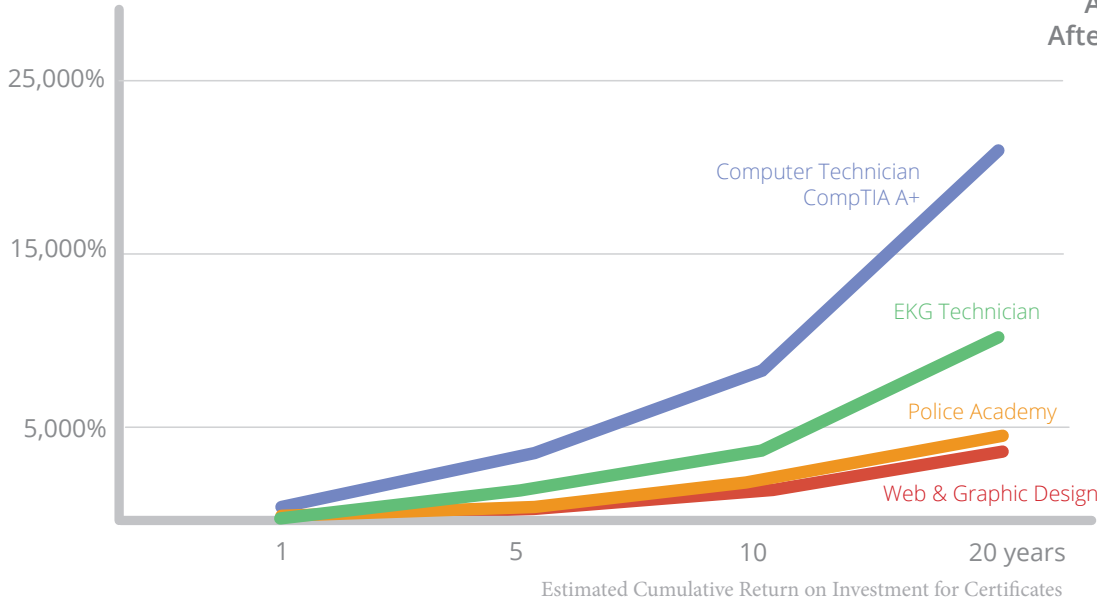
In addition to providing educational programming and services for local high school and middle school students, Great Oaks also offers a variety of adult certificate programs for continuing education and transitioning workers. These adult students constitute the remaining five to six percent of enrollment.

## Increase in enrollment over 5 years in full-time programs



# PROGRAMS

## TOP-PERFORMING PROGRAMS



Annual Earnings 20 Years After Certificate Completion

**\$75,493**

**\$48,550**

**\$86,320**

**\$44,282**

## FULL-TIME PROGRAMS

Program	Day	1 Year	5 Years	10 Years	20 Years
Police Academy	Day	45%	704%	1,685%	4,139%
	Evening	17%	579%	1,341%	3,313%
	Morning	8%	499%	1,230%	3,049%
Electro-Mechanical Maintenance Technology		-34%	297%	817%	2,308%
Industrial Diesel Mechanic		-29%	282%	737%	1,913%
Heating/Ventilating and Air Conditioning		-44%	203%	564%	1,505%
Medical Office Specialist		-72%	73%	332%	1,197%
Auto Collision		-42%	192%	496%	1,152%
Welding Technician		-55%	142%	422%	1,124%
Fire and Emergency Medical Rescue Academy		-6%	119%	378%	942%
Dental Assisting		-73%	54%	259%	863%

## PART-TIME PROGRAMS

Program	1 Year	5 Years	10 Years	20 Years
Computer Technician/CompTIA A+	322%	3,806%	8,509%	20,703%
EKG Technician	208%	1,636%	3,888%	10,163%
Web and Graphic Design	43%	356%	1,534%	3,670%
Phlebotomy	-84%	90%	571%	2,554%
Clinical Medical Assistant	-89%	32%	377%	1,811%
State Tested Nursing Assistant and Patient Care Assistant	-106%	-95%	-26%	362%

Estimated Cumulative Return on Investment for Certificates



# EARNINGS

## FULL-TIME PROGRAMS

	1 Year	5 Years	10 Years	20 Years
Police Academy	\$58,086	\$65,174	\$71,569	\$86,320
Electro-Mechanical Maintenance Technology	\$42,523	\$58,514	\$66,994	\$87,892
Industrial Diesel Mechanic	\$55,250	\$59,786	\$65,982	\$80,368
Heating/Ventilating and Air Conditioning	\$49,420	\$40,168	\$57,845	\$68,901
Medical Office Specialist	\$40,168	\$44,864	\$51,536	\$68,102
Auto Collision	\$50,900	\$52,345	\$54,209	\$58,138
Welding Technician	\$46,580	\$49,378	\$53,113	\$61,452
Fire and Emergency Rescue Medical Academy	\$39,070	\$42,008	\$43,453	\$46,559
Dental Assisting	\$39,860	\$43,061	\$47,426	\$57,529

## PART-TIME PROGRAMS

	1 Year	5 Years	10 Years	20 Years
Computer Technician/CompTIA A+	\$51,740	\$56,023	\$61,880	\$75,493
EKG Technician	\$36,560	\$38,810	\$41,817	\$48,550
Web and Graphic Design	\$36,500	\$38,016	\$39,999	\$44,282
Phlebotomy	\$31,470	\$33,676	\$36,652	\$36,652
Clinical Medical Assistant	\$31,450	\$33,731	\$36,618	\$43,858
State Tested Nursing Assistant and Patient Care Assistant	\$30,543	\$32,106	\$34,174	\$38,715

Estimated Average Annual Earnings for all Certificates

High School Graduate

Computer Technician  
CompTIA A+

Police Academy

**\$31,000**  
Annual earnings in  
the 1st year

**\$51,740**  
Annual earnings in  
the 1st year

**\$58,086**  
Annual earnings in  
the 1st year

# ECONOMIC IMPACT

To provide its educational programming, Great Oaks pays employees and purchases supplies, services, capital goods and construction projects. When this spending occurs, local businesses and workers are supported, generating gross economic impacts.

When this spending is funded by non-local revenues originating outside of the area that would not necessarily accrue to the region were it not for Great Oaks, such as state and federal funding, then the resulting economic impacts are net new to the region.

The nearly \$60 million in operations spending to provide its career-technical training to middle, high

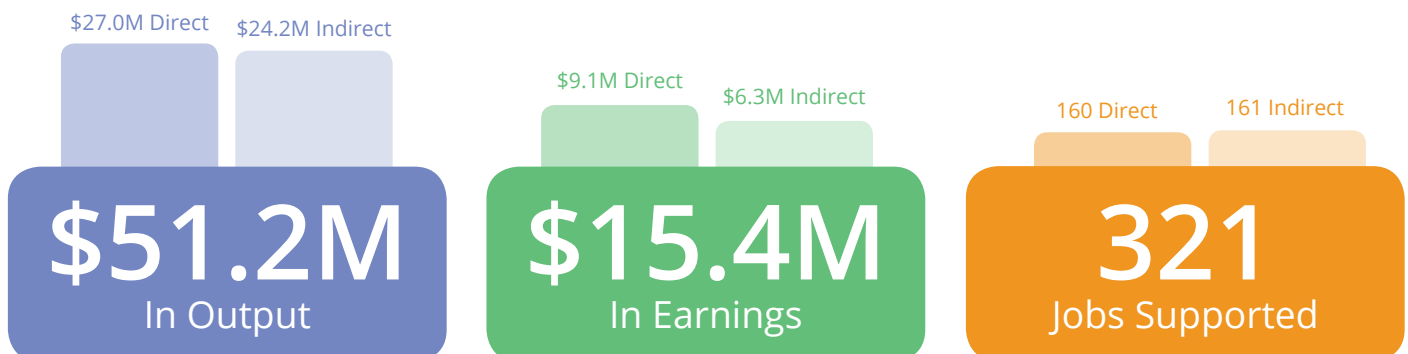
school, and adult learners resulted in approximately \$115 million in total economic impact in the area, supported more than 1,000 jobs and approximately \$51 million in total earnings.

Great Oaks' spending on construction and capital improvements generates one-time impacts in the region. From 2011 to 2016, total spending on construction and capital goods was approximately \$27 million (in 2016 dollars). This spending was associated with a total impact of nearly \$51 million, or an average of \$10 million each year, supported an average of 64 jobs each year and more than \$3 million in earnings.

## ECONOMIC IMPACTS OF OPERATIONS FY2016



## ECONOMIC IMPACTS OF COMBINED CAPITAL AND CONSTRUCTION SPENDING FY2011-2016 (IN 2016 DOLLARS)





We are Great Oaks—the first choice in providing innovative career training to empower individuals and communities. Our associates work together to prepare and support all learners to successfully enter, compete and advance in their educational and career paths. We also work to create an environment and provide resources that meet the evolving needs of learners, industry and our communities.



The work of the Economics Center provides tools to help clients make better financial, policy, and economic and workforce development decisions. The critical data analyses empower business and civic leaders to respond to changing economic conditions, strengthen local economies, and improve the quality of life for their communities.