



▶ NNMC Raises Consumer Spending

- NNMC employed 215 full-time and 207 part-time faculty and staff in the 2010–11 reporting year, with an annual payroll of **\$11.1 million** (including monies paid to student workers).
- In addition to payroll, NNMC spent **\$7.6 million** in FY 2010–11 for supplies and services, of which an estimated 45% was spent in North Central New Mexico.
- NNMC estimates that approximately **9%** of its students came from outside North Central New Mexico in FY 2010–11. Non-local students who settle in the region support local businesses through their off-campus expenditures for room and board, entertainment, transportation, and other personal expenses.
- NNMC also drew **11,300** visitors in FY 2010–11. Of these, an estimated 20% were from outside the region and spent money at local businesses for food, lodging, and other expenses.

NNMC Plays Key Role for Española, Surrounding Communities

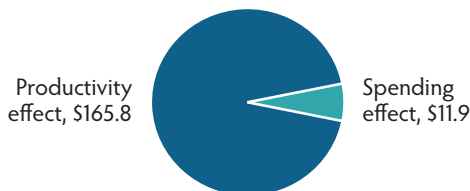
During its rich history, NNMC has filled an important—and evolving—niche for residents of Española and the surrounding communities. In all its roles since 1909, NNMC has shown a keen desire to adapt and best serve the region.

"[Students] see us as a way to step up their skills so they can be qualified for these positions (that are available)," said Provost Anthony Sena, who started as a faculty member in 1981.

NNMC is the closest education provider in a large, isolated region, and it has developed a strong relationship with the community in Española and other small nearby towns. It has also been able to attract students and faculty with its recreational and cultural opportunities.

"We get incredible faculty because they want to live here," says Mellis Schmidt, Dean of the College of Arts and Sciences. "That's one of the reasons I'm here—because I want to live here."

Added Income in North Central New Mexico Due to NNMC (\$ Millions)



▶ NNMC Generates New Income

- The net added income generated by NNMC operations (\$11.7 million), student spending (\$119,500), and visitor spending (\$118,400) contributes a total of **\$11.9 million** in income to the North Central New Mexico economy each year.
- The increased productivity of workers due to the accumulation of past and present NNMC skills in the North Central New Mexico workforce creates **\$165.8 million** in added income each year.
- Altogether, the average annual added income due to the activities of NNMC and its students equals **\$177.7 million**. This is approximately equal to 4,320 average-wage jobs.

EMSI is a leading provider of socioeconomic impact and strategic planning tools to colleges and universities in the US and Canada. Visit us at www.economicmodeling.com for more information. To see the full documentation of the study, please contact NNMC.