As the primary source of higher education in the northern Pioneer Valley, Greenfield Community College stimulates the economic, social and cultural growth of the region. In addition to serving over 4,900 people annually in credit courses and credit-free workshops, GCC is one of the largest employers in Franklin County. The spending by faculty, staff and students along with the direct spending of the college for goods and services in the local and state economy contributes significantly to the economic vitality of the region.

This update of the economic impact of Greenfield Community College shows results of an analysis of the economic contributions of GCC to the region and the Commonwealth for fiscal year 2016 (July 1, 2015 through June 30, 2016). The results are based on payroll, direct spending and transfers and taxes expended by the college during that one-year time period.

This study estimates the contribution of Greenfield Community College to the local economic activities of Franklin and Hampshire counties and to the state economy. The underlying principle of this relationship is that spending on goods and services by the college, by the faculty and staff through payroll, and by students through financial aid awards leads to additional economic activity in other sectors of the economy as money is spent and re-spent. Estimation of this multiplier effect was done with an input-output model based on the IMPLAN modeling system. IMPLAN (Impact Analysis for PLANning) was developed by the U.S. Forestry Service and is used widely. It was used in previous studies by Greenfield Community College.

The key results show:

- Of the $25.6 M flowing through Greenfield Community College in fiscal year 2016, $19.3 M (75%) remains in Massachusetts. This leads to a total of $46.1 M in spending throughout Massachusetts every year: This is 4.5 times the 2016 state appropriation of $10.3 M to the college.
- Almost 80% of GCC’s spending in Massachusetts is to businesses and people in Franklin and Hampshire Counties.
- For Franklin County, Greenfield Community College creates almost $22.3 M in economic activity annually as its payroll, direct purchases and student financial aid are re-spent and the effect multiplies within the local economy.
- 36% of students are awarded student financial aid, $6.1 M. This includes $2.2 M in federal student loans.
- GCC employs 320 people and 83% of faculty and staff live in Franklin or Hampshire Country. Each GCC employee helps to support about one additional employee in the Massachusetts economy.
- Greenfield Community College faculty and staff strive to foster the value of education in their own lives and bring positive contributions to the communities in which they live by volunteering at over 150 locations.

Greenfield Community College is an affirmative action/equal opportunity institution. For disability accommodation, please contact the Coordinator of Disability Services (413) 775-1812.
Data:

Financial Statements of Greenfield Community College FY2016, Business Office, Greenfield Community College; payroll and employment records FY2016, Human Resources, Greenfield Community College (special thanks for assistance to Karen Phillips, College Comptroller; Mary Jane Connelly, Payroll Accountant; Kathy Forster, HR Coordinator)

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Rephann, Terance J., Community Colleges and Local Economic Development, Center for Economic and Policy Studies, University of Virginia, 2008.