



MEDIA RELEASE

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Northern Lakes College is vital to the regional economy

March 11, 2014 - A recent study shows that Northern Lakes College makes a very significant impact on the college's service region, adding \$72.8 million to the economy in 2011-2012. The study shows that investing in Northern Lakes College is beneficial to students, communities and the province as a whole. Taxpayers receive a good return on their investment, demonstrated by higher lifetime earnings for college graduates, and increased output for businesses.

Northern Lakes College also alleviates pressure on regional social assistance programs. When employability increases through training, the demand for income assistance or employment insurance decreases. Additionally, education helps improve lifestyle choices, resulting in a lower demand for health care services, and less medical costs associated with smoking, alcoholism, obesity and mental illness. The need for law enforcement services also declines, as current students and graduates are more productive and less likely to be involved in crime. These benefits saved provincial taxpayers \$1.3 million in 2011-2012, along with an additional savings of \$3.3 million in related social costs.

In return for the investment of tuition, students develop skills that enable them to achieve a higher quality of life through better career opportunities. "The College is a significant economic catalyst in the region", says Ann Everatt, President and CEO of Northern Lakes College. "Not only is the college crucial to the establishment of a locally trained, skilled workforce, it can also play a critical role in the education and development of future community leaders throughout rural and remote Alberta".

Thousands of former Northern Lakes College students in the region use their acquired skills to contribute to the local economy. During the past year, former students generated \$41.6 million in added income to the area. Students from the 2011-2012 year alone will add \$225.1 million in generated income to the region in the course of their working lifetime.

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Northern Lakes College is located in more than 26 communities across northern Alberta. Programs offered include, diploma, certificate apprenticeship, university studies, academic upgrading and a variety of workforce development opportunities.

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This study was conducted by Economic Modeling Specialists International and is based on a conservative methodology. The report was comprised of data collected from the individual institutions, Statistics Canada, and the Government of Alberta.