

OVERVIEW

East Berkshire College's mission is to deliver excellence to its learners. The experiences that learners receive at the College have the power to shape the rest of their lives and put them on the path to becoming happy and productive members of their communities. The College also plays a key role in helping them increase their employability and achieve their individual potential.

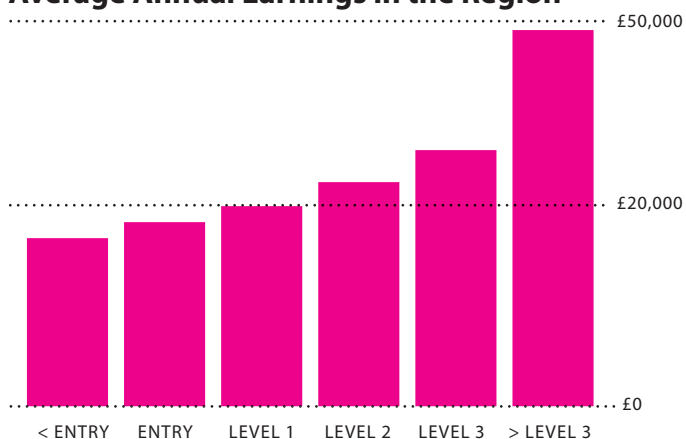
LEARNING MAKES A DIFFERENCE TO PEOPLE'S LIVES

- East Berkshire College (EBC) provides an **excellent environment** for learners to meet new people and develop lasting friendships with others who are in the same stage of life.
- Participating in College courses helps learners improve their self-confidence and develop the tools they need to approach life's challenges. While at the College, learners can establish good habits that will make their lives easier and improve the **overall health and well-being** for themselves and their families.
- The skills and qualifications that learners achieve at EBC will put them on the path to a **fulfilling and prosperous career**.

LEARNING RETURNS GOOD VALUE FOR MONEY SPENT

- To meet the costs of going to the College, learners rely on their own earnings or on their families. At EBC, learners paid a total of **£4.9 million** in 2010-11 to cover the cost of tuition fees and other expenses.
- While at the College, learners spend time focusing on their studies, time they would have otherwise spent in employment or with their families and friends. For EBC, the value of the time and earnings forgone by learners in 2010-11 is estimated to be **£92.8 million**.

Average Annual Earnings in the Region



- In return for the costs of going to the College, learners receive a stream of higher lifetime earnings. Within a few years, the earnings gains learners receive will fully recover the money they spent and will continue to grow throughout their working lives.
- Average annual earnings increase as learners attain higher levels of education. Level 3 achievers will earn, on average, **£31,728** at the midpoint of their careers.

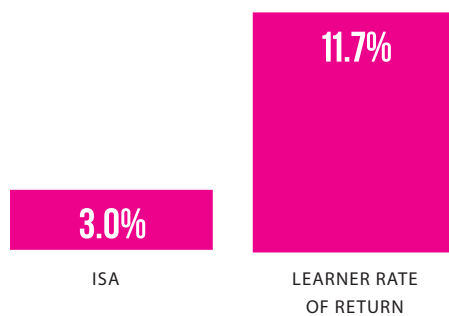
- A Level 3 learner will, on average, earn a present value of **£1,110,483** over their working lifetime, an increase of **£105,694** compared to someone with Level 2 qualifications.
- On average, EBC learners will receive a cumulative **£3.20** in higher future earnings for every £1 invested in the College (in the form of tuition fees and forgone time and earnings).

Average lifetime earnings in the region by education level, undiscounted

EDUCATION LEVEL	EARNINGS	DIFFERENCE
< Entry level	£743,720	n/a
Entry	£811,399	£67,679
Level 1	£858,007	£46,608
Level 2	£965,071	£107,064
Level 3	£1,110,483	£145,412
> Level 3	£1,657,412	£546,930

EDUCATION IS ONE OF THE BEST INVESTMENTS LEARNERS AND THEIR FAMILIES CAN MAKE

Comparison of Learner Rates of Return



- Learners and their families **invest in education** so that they can acquire the skills and qualifications they need to succeed in the workplace and maintain a higher quality of life.
- Had learners and their families taken the money they spent on education and invested it instead in today's Individual Savings Accounts (ISAs), they would have received a rate of return of **less than 3%**.
- In comparison, EBC learners receive an average annual rate of return of **11.7%** on their investment in the College. This rate of return continues throughout the learners' working lives.

ABOUT EMSI

Economic Modelling Specialists International (EMSI) provides employment data and economic analysis via web tools and custom reports. The company has also produced more than 1,300 comprehensive impact analyses for colleges and universities in the US, Canada, UK, and Australia. Founded in 2000, EMSI is located in Moscow, Idaho and serves education, economic, and workforce development institutions and organizations. Visit our website at www.economicmodeling.com for more information.