

The Economic Value of De Anza College



De Anza College (De Anza) creates a significant positive impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society. Using a two-pronged approach that involves an economic impact analysis and an investment analysis, this study calculates the benefits received by each of these groups. Results of the analysis reflect fiscal year (FY) 2024-25.



Santa Clara County, California



Economic impact analysis

In FY 2024-25, De Anza added **\$946.7 million** in income to the Santa Clara County economy. Expressed in terms of jobs, De Anza's impact supported **5,999 jobs**.

Operations spending impact

- De Anza employed 1,253 full-time and part-time faculty and staff. Payroll amounted to \$118.7 million, much of which was spent in the county on groceries, mortgage and rent payments, dining out, and other household expenses. The college spent another \$93.9 million on its expenses related to facilities, supplies, and professional services.
- The net impact of the college's operations spending added **\$132.6 million** in income to the county economy in FY 2024-25.

Student spending impact

- Some in-county students, referred to as retained students, would have left Santa Clara County for other educational opportunities if not for De Anza. These retained students spent money on groceries, mortgage and rent payments, and other living expenses at businesses in the county.
- The expenditures of retained students in FY 2024-25 added **\$13.1 million** in income to the Santa Clara County economy.

Alumni impact

- Over the years, students have studied at De Anza and entered or re-entered the workforce with newly acquired knowledge and skills. Today, many of these former students are employed in Santa Clara County.
- The net impact of De Anza's former students currently employed in the county workforce amounted to **\$801.1 million** in added income in FY 2024-25.

Impacts created by
De Anza in FY 2024-25



Operations spending impact

\$132.6 million

+



Student spending impact

\$13.1 million

+



Alumni impact

\$801.1 million



Total economic impact

\$946.7 million

OR



Jobs supported

5,999





Investment analysis

Student perspective

- De Anza's FY 2024-25 students paid a present value of **\$44.9 million** to cover the cost of tuition, fees, supplies, and interest on student loans. They also forwent a value of **\$101.9 million** in time and money had they been working instead of attending college.
- In return for their investment, students will receive a cumulative present value of **\$947.6 million** in increased earnings over their working lives. This translates to a return of **\$6.50** in higher future earnings for every dollar students invest in their education. Students' average annual rate of return is **18.6%**.

Taxpayer perspective

- Taxpayers provided De Anza with **\$147.6 million** of funding in FY 2024-25. In return, they will benefit from added tax revenue, stemming from students' higher lifetime earnings and increased business output, amounting to **\$400.9 million**. A reduced demand for government-funded services in California will add another **\$36.3 million** in benefits to taxpayers.
- Total taxpayer benefits amount to **\$437.2 million**, the present value sum of the added tax revenue and public sector savings. For every dollar of public money invested in De Anza, taxpayers will receive **\$3.00** in return over the course of students' working lives. The average annual rate of return for taxpayers is **7.0%**.

Social perspective

- In FY 2024-25, California invested **\$336.1 million** to support De Anza. In turn, the California economy will grow by **\$4.9 billion** over the course of students' working lives. Society will also benefit from **\$51.0 million** of public and private sector savings.
- For every dollar invested in De Anza in FY 2024-25, people in California will receive **\$14.60** in return, for as long as De Anza's FY 2024-25 students remain active in the state workforce.

Students see a high rate of return for their investment in De Anza



Average annual return for De Anza students

18.6%



Stock market 30-year average annual return

10.9%



Interest earned on savings account (national deposit rate)

0.5%

Source: Forbes' S&P 500, 1994-2025; FDIC.gov, January 2024

For every \$1...



Students gain in higher lifetime earnings

\$6.50



Taxpayers gain in added tax revenue and public sector savings

\$3.00



Society gains in added income and social savings

\$14.60

