

Reflects FY 2023-24

**JUNE 2024** 

# The Economic Value of **Thompson Rivers University's** Williams Lake Campus

## **About TRU's Williams Lake Campus**

369 Credit students 676 Non-credit students



The Cariboo Regional District, **British Columbia** 

# **Economic impact analysis**



### **Alumni impact**

Impact of the increased earnings of TRU's Williams Lake Campus alumni and the businesses they work for

An economic boost similar to OR hosting an NHL playoffs game 7x



234 Jobs supported



# 1 out of every 93

jobs in the Cariboo Regional District is supported by the activities of TRU's Williams Lake Campus and its students.





## Operations spending impact

Impact of annual payroll and other spending

### \$4.5 million Added income

Enough to buy 115 new cars



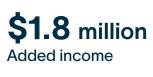
OR



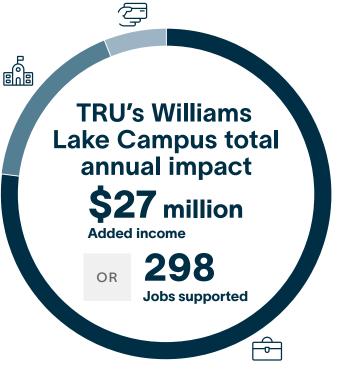
Impact of the daily spending of TRU's Williams Lake Campus students attracted to or retained in the region

Enough to buy 156 families\* OR a year's worth of groceries

**39** Jobs supported



25 Jobs supported



# **Investment** analysis

\* = family of four



## For every \$1...

\$



= 5 jobs

Students gain \$1.20 in lifetime earnings



society gains \$3.20 in added provincial revenue and social savings \$\$ \$

#### In total...



Taxpayers gain \$662.1 thousand in added tax revenue and public sector savings

The average bachelor's degree graduate from TRU's Williams Lake Campus will see an increase in earnings of **\$19,700** each year compared to someone with a high school diploma working in British Columbia.

