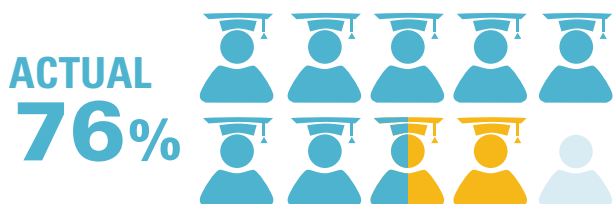
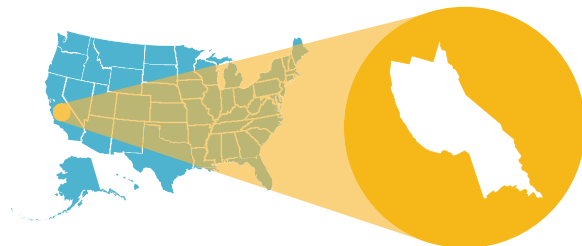


# THE ECONOMIC BENEFITS

## OF INCREASING THE High School Graduation Rate for Public School Students

### WHAT IF ...

**90%** of students from the Class of 2012 in the Santa Cruz-Watsonville, CA metro area had earned a high school diploma?



**GOAL**  
**90%**

➔ **An increase of 400 graduates**

### THE BENEFITS WOULD BE HUGE



**\$5.4 million**  
in increased **annual earnings**



**30** new jobs



**\$4 million**  
in increased **annual spending**



**\$6.5 million**  
in increased annual **gross regional product**



**\$13 million**  
in increased **home sales**  
**\$900,000**  
in increased **auto sales**



**\$900,000**  
in increased annual **federal tax revenue**  
**\$400,000**  
in increased annual **state/local tax revenues**

THE BEST ECONOMIC STIMULUS PACKAGE IS A HIGH SCHOOL DIPLOMA.

The above projections were generated by the Alliance for Excellent Education using an economic model developed by Economic Modeling Specialists, Inc., through the generous support of State Farm®. Graduation rates were provided by Editorial Projects in Education. This document builds on previous work by the Alliance analyzing the economies of more than 200 metropolitan statistical areas (MSAs), all 50 states, and the District of Columbia to determine the economic benefits of improving high school and college graduation rates. For more information, visit [impact.all4ed.org](http://impact.all4ed.org).



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