

Return on Investment

# Tracking ROI for Workforce Solutions Borderplex Projects and Programs

Measuring the success of WSB projects and initiatives in the community

[www.borderplexjobs.com](http://www.borderplexjobs.com)

# By the Numbers

Utilizing grants, governmental funding, and other financial sources, Workforce Solutions Borderplex creates, manages, and implements workforce development and educational programs and projects in the borderland region. From pre-apprenticeships and internships to childcare and business support, these initiatives work to support employers, employees, and students in El Paso and beyond. Through the comprehensive return on investment report, Workforce Solutions Borderplex measures the impact of these programs to ensure their success or to reevaluate their performance goals.

The ROI report details how much is invested in programs initiated by WSB, the number of individuals served and the number who have exited the program, and their changes in income and employment to measure the effectiveness and the impact of these programs.

Based on the results, WSB works to improve services and programming, better allocate funds, create new programs, and apply for future funding.

## How ROI is Calculated

Workforce Solutions Borderplex calculates ROI by analyzing the median earnings before the individual utilized WSB's services, median earnings after, and finding the difference and its impact on the local economy based on the number employed post-WSB services. This number is then divided by the investment amount to calculate the ROI for the amount invested.

# ROI Calculation Example

This is an example of how the return on investment is calculated for a WSB program supporting WIOA adults. These numbers are for demonstration purposes only.

- Investment: 2,590,398
- Number served: 344
- Cost per customer: 7,530
- Exiters: 237
- Placed in employment: 192
- Median annual earnings before WSB services: 10,220
- Median annual earnings after WSB services: 30,256
- Earnings difference: 20,036
- Aggregated value to the economy: 3,846,912
- Economic impact for every program dollar invested: 1.49
- ROI per participant: 0.49

In this instance, the term “exiters” refers to individuals who entered the program and fully completed all aspects of it.

WSB first looks at the median earnings before the exiters utilized WSB services and their earnings after and find the difference. This is then multiplied by the number placed in employment (192) to determine the aggregated value to the economy (3,846,912). This number is then divided by the amount invested (2,590,398) to get the economic impact for every dollar invested. The ROI for every dollar invested is then calculated by subtracting the amount invested from the aggregated value to the economy and then divided by the investment.

## Calculating the Impact

Workforce Solutions Borderplex also calculates the percent change in impact of the program. In the example above, this is calculated by dividing the median annual earnings after receiving services by the earnings before services and subtracting one. In the above example, this program would have a 196% impact in the community.

# Goals & Implications



The goal of the ROI report is to measure the success, impact, and financial return on programming implemented in the El Paso community. This knowledge is then applied to updating programming, implementing new projects, and building further services of Workforce Solutions Borderplex.

## Looking to the Future

The Workforce Solutions Borderplex team completes the Return on Investment Report annually to keep track of the success of projects and apply it to future programming while ensuring that funding is utilized wisely.