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FOR IMMEDIATE RELEASE

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(Media representatives are invited to attend a press briefing regarding the Economic Contributions of South Plains College. Kjell Christophersen will be available to interview with the media after the presentation.)

SPC to host briefing on economic contributions

LEVELLAND – The economic contributions of South Plains College on Hockley and Lubbock counties will be the subject of a press briefing set for 10 a.m. Jan. 16 at the Byron Martin Advanced Technology Center, 3201 Ave. Q.

The report, produced by Economic Modeling Specialists Inc., will be presented by Kjell A. Christophersen, Ph.D. Christophersen is a senior economist and co-principal of EMSI, with 30 years of international and domestic experience. Before joining EMSI and starting CCbenefits, Christophersen was a Senior Manager for the International Resources Group (1983-2001), Associate Professor at the University of Idaho (1977-1983) and an adjunct associate professor at Washington State University (1992-1998). To date, he has produced more than 700 socioeconomic impact studies for community and technical colleges throughout the United States and Canada.

EMSI provides integrated regional economic and labor market data, web-based analysis tools, data-driven reports and consulting services. The company specializes in detailed information about regional economies for assessment and planning purposes, bringing together industry, workforce and education perspectives.

“This report details the role that South Plains College plays in promoting economic development, enhancing students’ careers and improving quality of life,” said Dane Dewbre, associate dean for College Relations at SPC. “It provides data to support the case that there are measurable benefits of higher education, not only for students, but for businesses, taxpayers and society as a whole.”

Invitees to the briefing will include local, county and regional community leaders.

For more information, contact Dewbre at 806-716-2210.

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