

# the COLLEGE conundrum

**1** Some research suggests that **46%** of Americans will hold a **Bachelor's degree** by 2046. Another study reports **36%** of students experienced no significant **improvement in learning** after four years. There are many factors for future college students to consider, but a higher education degree may still be worth it, while also contributing to the public good.

## COLLEGE *benefits*



Increased productivity  
Philanthropic participation  
Civic engagement



Better access to health and retirement **benefits**



College can help with future career prospects, but it also helps to provide a **public good**



In 2012, Americans with Bachelor's degrees **earned over \$32,000** a year more than high school graduates who never attended college

### PERSONALLY



Just **60%** of first time full-time students earn a Bachelor's degree, averaging six years at four-year institutions

### PROFESSIONALLY



Academic inflation can cause the college diploma to simply become an **expensive piece of paper**

### FINANCIALLY



In 2010, **college tuition increased 7.9%** and **4.5%** for public and private institutions, respectively.



Some data project that the U.S. may face higher-education related debt reaching **\$1.9 trillion** by 2041.

**2**

## How college helps with the public good

### College grads...

2.3 times more likely to **volunteer** (vs. high school grads)  
More **politically involved**  
Vote at higher rates  
More **active** in their communities



As the number of Americans earning Bachelor's degrees increases, so will the number of those contributing to the public good. Colleges and universities must not forget that cognitive strategies such as critical thinking and problem solving are fostered and refined in higher education. With that skill set, graduates will be better equipped to provide to the public good.

**4**

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