A college education opens doors to opportunities that wouldn’t otherwise be available. Adults with postsecondary credentials are more likely to:

- Be employed and earn more than others
- Have more access to health care and retirement plans
- Engage in healthy behaviors, be active and engaged citizens, and be positioned to provide better opportunities for their children.1

EARNING A BACHELOR’S DEGREE OR A GRADUATE DEGREE LEADS TO THE HIGHEST EARNINGS, LOWEST UNEMPLOYMENT RATES, WIDEST RANGE OF CAREER OPPORTUNITIES, AND THE SHARPEST DIFFERENCE IN CIVIC PARTICIPATION AND HEALTH-RELATED BEHAVIORS.3

The benefits of college aren’t just in future earnings. Students also:

- Develop personally and intellectually
- Engage in new and varied opportunities
- Enjoy the experience of being a college student.4

Affordability is about more than what you can pay right now. Having a sense of the value of educational experience is critical to thinking about college affordability.”

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