



College Matters – for Life

The College Board's mission is connecting students to college opportunity and success. This mission has driven the development of BigFuture[™], a free comprehensive website from the College Board that improves the college planning process for students, families, and educators.

A college education is the gateway to success in today's knowledge-based, global economy. It's an investment in each student's future.

- Individuals who have a college degree earn an average of \$22,000 more per year than those with only a high school diploma.
- A college education gives a person more job security. People with a high school diploma are more than twice as likely to be unemployed.
- For most students who go to college, the increase in lifetime earnings far outweighs the cost of their education.
- College is more than just a classroom. It's an important time in life to learn and grow as a person while gaining independence and life skills.
- Statistics show that a college education impacts health, family and community involvement.
 - Young adults with a college degree are much less likely to be obese than those with only a high school diploma.
 - Children of parents with a college degree are much more likely to be read to every day than children of parents with only a high school diploma.
 - Individuals with a college degree are more than twice as likely to volunteer as those with only a high school diploma.

(Source: Five Ways Ed Pays. Copyright 2011, The College Board)

College Board is a registered trademark of the College Board. BigFuture is a trademark owned by the College Board.