



# Why College is Important

*Are you looking for ways to help your child understand that college is important? The Why Go To College videos feature three college graduates discussing why they decided to go to college and how it has changed their lives. Use their advice and the information below to talk to your child about college and its effect on his or her future.*

## **Point out the possible earnings potential.**

According to the U.S. Census Bureau, a person who goes to college usually earns more than a person who doesn't. For each additional degree or credential, see how your annual income can change!

- High School Diploma: \$32,500
- Associate's Degree: \$42,000
- Bachelor's Degree: \$53,000
- Master's Degree: \$63,000
- Professional Degrees: \$100,000+ ([www.collegeboard.com](http://www.collegeboard.com))

## **Remind them that a four-year college isn't the only option.**

Consider community college. Community colleges are public, two-year schools that provide an excellent education for an associate's degree, a certificate program, technical training, or plan to continue studies at a four-year college. More information on community colleges is available at [www.collegeforalltexas.com](http://www.collegeforalltexas.com).

## **Find their interests and make the most of their skills.**

If your child knows what they want to study, they can hone their talents and skills at college. Professors and career service offices can help your child find internships and meet professionals in the field. If they are undecided, they can take courses in a variety of subjects to help them discover their interests.

## **College can help your child grow and take charge of his or her life.**

At college, learning also happens outside of the classroom. Your child will quickly learn about time management, study skills, and setting goals for themselves. They will also learn to take charge of their education and be successful.