

# NUMBERS GAME:

# SHOWING THE VALUE OF A BACHELOR'S DEGREE

By Victoria Markovitz

## BACHELOR'S DEGREES LEAD TO SUCCESS

#OPPS4ALL

### HIGHER EMPLOYMENT

The unemployment rate for individuals age 25 and older with at least a bachelor's degree has consistently been about half of the unemployment rate for high school graduates.

### IMPROVED ACCESS

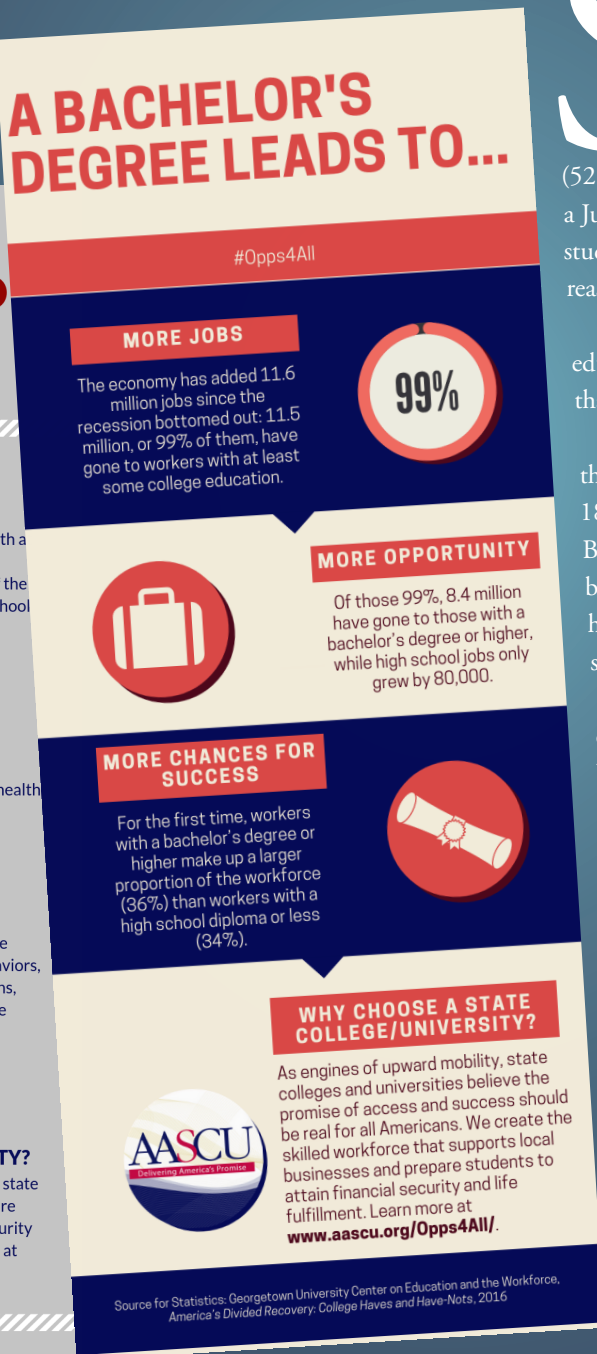
Higher levels of education correspond to more access to health care and to retirement plans.

### MORE OPPORTUNITY

More educated people are more likely to engage in healthy behaviors, to be active and engaged citizens, and to be in positions to provide better opportunities for their children.

### WHY CHOOSE A STATE COLLEGE OR UNIVERSITY?

As engines of upward mobility, state colleges and universities prepare students to attain financial security and life fulfillment. Learn more at [www.aascu.org/Opps4All/](http://www.aascu.org/Opps4All/).



State colleges and universities (SCUs) face a common challenge: proving the value of a bachelor's degree. Over 60 percent of Americans say higher education is going in the wrong direction, including almost three-quarters (73 percent) of Republicans and Republican-leaning respondents and just over half (52 percent) of Democrats and Democratic-leaning respondents, a July 2018 Pew Research Center survey found. High tuition and students not getting the workplace skills they need were the top reasons the respondents stated for their attitudes.

However, other studies show that SCUs provide an affordable education, and that those with bachelor's degrees are doing better than ever before in the job market and workplace.

In-state tuition for public four-year institutions remained the most affordable option for a four-year degree from 2017-18, according to *Trends in College Pricing 2017* by the College Board. And numerous studies have shown that earning a bachelor's degree leads to better-quality jobs, higher-paying jobs, higher levels of employment, higher confidence levels in job stability, and other benefits.

AASCU's *Opportunities for All* (O4A) campaign focuses on providing SCUs with tools and resources to promote the benefits of SCUs as an affordable, accessible, high-quality and responsible higher education option. We've created a series of infographics (shown in the surrounding images) and sample social media copy that demonstrates the benefits of earning a bachelor's degree at an SCU.

Along with these infographics, other O4A resources include an editorial institutions can customize and publish regionally to promote the value of attending an SCU, and their university in particular; sample language for highlighting the benefits of SCUs in marketing campaigns; and examples of materials other members have used to successfully promote their institutions.

To learn more about the O4A campaign, including how to access the Member Community that houses its resources and how to take the pledge to join, visit this website:

[www.aascu.org/Opps4All/](http://www.aascu.org/Opps4All/). P

Source for Statistics: The College Board, *Education Pays 2016*, 2016.

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