

# WHY COLLEGE?

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- **Knowledge**– We live in an information age where knowledge is king. The more you know the better off you will be in a variety of ways down the road.
- **Professional Development and Job Satisfaction**– Most career tracks require education and training to start with and the need for both keeps growing in the marketplace.
- **Flexibility and Self-Improvement**– The rate of change in our information society is astonishing and you have to adjust quickly or fall behind. You may change jobs many times over your working life, or the job you choose will change and you will have to adapt to new requirements.
- **Love of Learning**– The more you learn, the more it contributes to the quality of life. Often cited as the best reason for the investment you make in education.
- **Money**– The more education you have, the more you are likely to earn over your working life. Without postsecondary education and/or training of some kind, the possibility of a working life marked by low wages, minimal benefits and periodic unemployment is much greater. *A two- or four-year college program may not turn out to be the answer for every child, but it is an option that every child should have.*

## Education pays

