Higher Education Provides Opportunity for Upward Mobility and a Lifetime of Value
The Unemployment Rates for Degree-Holders are Below the National Average

Unemployment rates by educational attainment, 2017

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral degree</td>
<td>1.5%</td>
</tr>
<tr>
<td>Professional degree</td>
<td>1.5%</td>
</tr>
<tr>
<td>Master's degree</td>
<td>2.2%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>2.5%</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>3.4%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>4.0%</td>
</tr>
<tr>
<td>High school diploma</td>
<td>4.6%</td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

National Average: 3.5%

When Degree-Holders Work, They Earn Far More Than Their Peers

Median usual weekly earnings by educational attainment, 2017

- Doctoral degree: $1,743
- Professional degree: $1,836
- Master's degree: $1,401
- Bachelor's degree: $1,173
- Associate degree: $836
- Some college, no degree: $774
- High school diploma: $712
- Less than a high school diploma: $520

All Workers: $907

Four Out of Five Well-Paying Jobs Require at Least Some Education or Training Beyond High School

Jobs paying at least $35,000 for young workers or $45,000 for older workers, by educational requirement

- 56% BA Pathway
- 24% Middle-skills Pathway*
- 20% High School Pathway

*Note: “Middle-skills” pathway requires some postsecondary training or education.

Skills Commonly Associated With a Liberal Arts Education Are Among the Most In-Demand From Employers

Employment Growth Is More Rapid In Occupations Requiring Higher Social or Analytical Skills

Percent change in employment, 1980-2015

Jobs requiring social skills: 83%
Jobs requiring analytical skills: 77%
All occupations: 50%

Full-Time Workers With a Bachelor’s Earn 74% More Annually Than Those With Just a High School Diploma

High School Diploma: $29,800
Some College: $35,400
Bachelor’s Degree: $52,000
Graduate Degree: $69,900

Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates.
Investing In a Degree Pays Off

Age at which cumulative earnings of college graduates exceeds those of high school graduates, by degree and price of college

Source: The College Board, “Education Pays 2016,” Figure 2.28
Higher Education Is More Than Just a Private Good

Society derives all manner of benefits from a highly-educated population.

From advancing research to driving economic development, the benefits of higher education extend beyond its role in educating students.
Colleges and Universities are Among the Largest Employers in Most States
States where at least one college or university is among the top 10 largest employers

The Children of College Graduates are Less Likely to be Obese
Prevalence of obesity among youths (persons aged 2-19 years), by education of household head, 2011-2014

Bachelor’s Degree Holders Contribute Far More in Taxes than They Receive in Benefits

Estimated total lifetime fiscal effects at age 19

<table>
<thead>
<tr>
<th></th>
<th>Government Expenditures</th>
<th>Taxes Paid</th>
<th>Net Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduate</td>
<td>$211,000</td>
<td>$237,000</td>
<td>$26,000</td>
</tr>
<tr>
<td>Bachelor's Degree Holder</td>
<td>$130,000</td>
<td>$381,000</td>
<td>$511,000</td>
</tr>
</tbody>
</table>

**Note:** Estimates use a 3 percent discount rate.

Poverty Rates are Three Times Higher for Those With Only a High School Diploma

Percent of individuals age 25 and older living in poverty, by educational attainment, 2015

Source: The College Board, “Education Pays 2016,” Figure 2.16A, 2016.
Americans with a College Degree are Less Likely to Participate in Public Assistance Programs

Percent of individuals age 25 and older living in households that participated in various public assistance programs, by education level, 2015

- **High School Diploma**
  - Medicaid: 29%
  - SNAP: 13%
  - Housing Assistance: 4%

- **Bachelor’s Degree or Higher**
  - Medicaid: 12%
  - SNAP: 3%
  - Housing Assistance: 1%

*Source: The College Board, “Education Pays 2016,” Figure 2.17, 2016.*
College Graduates Are More Likely to Vote

Voter Participation, 2018 Election

42% of high school graduates reported participating in the 2018 election, compared to 66% of Americans with a bachelor’s degree.

Source: U.S. Census Bureau, "Voting and Registration in the Election of November 2018," Table 5, April 2019.
People with a College Education are Significantly More Likely to Volunteer

16% of high school graduates volunteered in their communities in 2015, compared to 39% of Americans with a bachelor’s degree.

The Higher Education Sector is Advancing Research & Development

Over $75 Billion in Higher Education R&D Spending, FY 2017

- Computer & Information Sciences: $2.2 billion
- Geosciences, Atmospheric, & Ocean Sciences: $3.2 billion
- Life Sciences: $43.1 billion
- Mathematics, Statistics, & Physical Sciences: $5.8 billion
- Psychology: $1.2 billion
- Social Sciences: $2.6 billion
- Engineering: $11.9 billion
- Non-Science & Engineering: $4.3 billion

NACUBO 2019 Perceptions & Priorities

Read the entire statement at: medium.com/@nacubo

View related slide decks at: nacubo.org/Advocacy/Annual-Letter