

## Why is college important?



Education holds the key to your child's future. Education can help your child reach his/her life goals and dreams. Education will help your child choose what he/she wants in life. Here are 10 key reasons why going to college is important for your child:

- **Education opens up doors.** The more education your child gets, the more choices and opportunities he/she will have. With an education, your child has more options, which often lead to greater success and happiness in life.
- **Education allows your child to choose his/her career.** By going to college, your child can choose what he/she wants to do in life. Your student will be able to choose a career that interests him/her and that will enable him/her to achieve his/her dreams.
- **Education increases the amount of money your child may be able to make.** The more education your child receives, the more money he/she may be able to earn. On average, a person with a four-year college degree earns twice as much money as a person who graduated from high school but did not attend college.
- **Education determines your child's lifestyle.** By going to college, your child will likely have more flexibility to choose what type of house he/she lives in, what type of car he/she drives, what places he/she will visit during vacations, and many other things.
- **Education expands your child's mind.** The more educational opportunities your child is exposed to, the more knowledge and skills he/she will obtain. Education will expose your child to a variety of people, topics, and experiences. Your student will learn about things that interest him/her. Growth and development will occur in many areas, including decision-making, analytical awareness, reasoning, creative expression, verbal expression, and more.
- **Education can help your child improve the community.** Going to college will help to teach your child how to make a difference in his/her community. During college, he/she can learn about laws and resources that affect the community. After graduating from college, your child can come home and apply his/her knowledge and skills to better the neighborhood and the people who live there. As a college graduate, your child will also serve as a role model for other children in the community.
- **Education exposes your child to a variety of people and experiences.** In college, your child will have classes with people of all different backgrounds. Your child will also learn new things about himself/herself.
- **Education equals security.** In general, it is much easier for a person with a college education to find a job, maintain a job, and get promoted while on the job.
- **Education equals respect.** In our society, people with college degrees tend to get more respect. People who have college degrees are considered knowledgeable.