The College Board’s mission is connecting students to college opportunity and success. This mission has driven the development of BigFuture™, a free comprehensive website from the College Board that improves the college planning process for students, families, and educators.

A college education is the gateway to success in today’s knowledge-based, global economy. It’s an investment in each student’s future.

- Individuals who have a college degree earn an average of $22,000 more per year than those with only a high school diploma.

- A college education gives a person more job security. People with a high school diploma are more than twice as likely to be unemployed.

- For most students who go to college, the increase in lifetime earnings far outweighs the cost of their education.

- College is more than just a classroom. It’s an important time in life to learn and grow as a person while gaining independence and life skills.

- Statistics show that a college education impacts health, family and community involvement.
  - Young adults with a college degree are much less likely to be obese than those with only a high school diploma.
  - Children of parents with a college degree are much more likely to be read to every day than children of parents with only a high school diploma.
  - Individuals with a college degree are more than twice as likely to volunteer as those with only a high school diploma.

(Source: Five Ways Ed Pays. Copyright 2011, The College Board)

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