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Do Students Invest Wisely in College?

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**THE HIGHER EDUCATION MISSION:
TO EMPOWER INDIVIDUALS TO
LIVE FULLY IN THEIR TIME, FREE FROM
POVERTY AND PUBLIC DEPENDENCY**

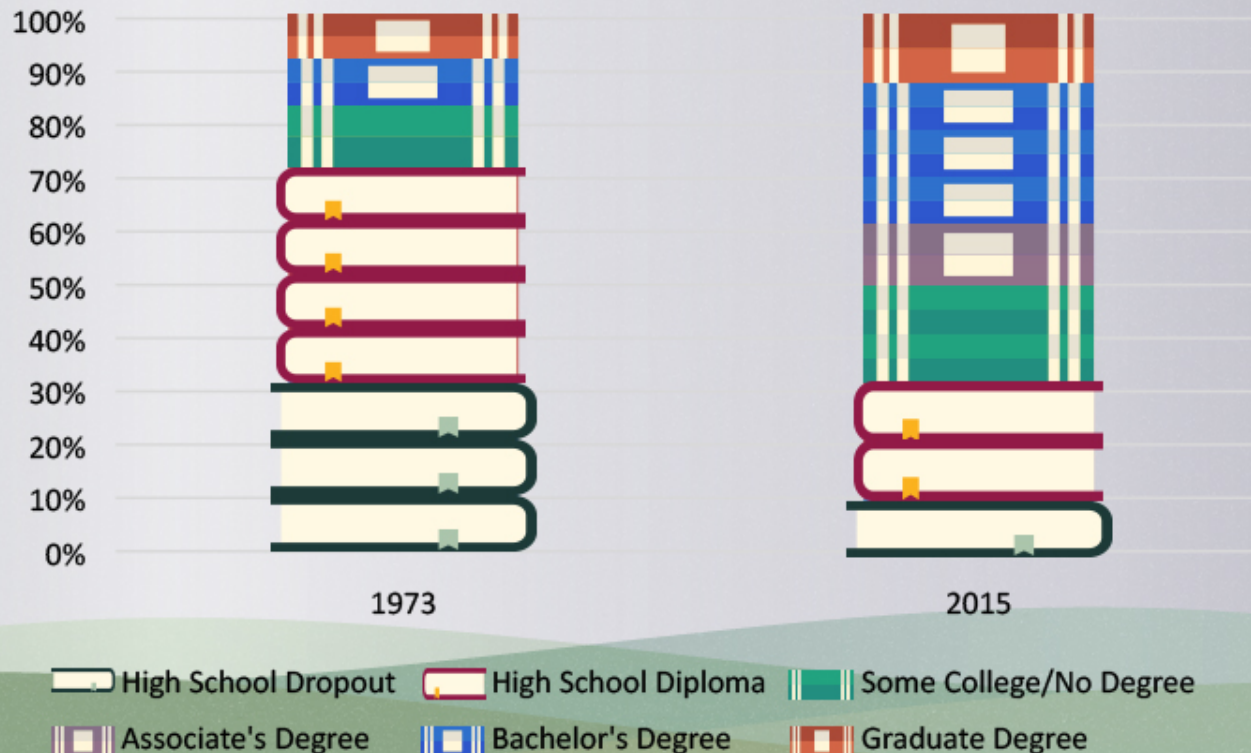


THE MISSION ENDURES, BUT TIMES CHANGE



THE BIGGEST CHANGE IS IN THE RELATIONSHIP BETWEEN POSTSECONDARY EDUCATION AND THE ECONOMY

Educational Demand for Jobs: 1971 and 2015



- More than 70% needed high school back in the 70s to get a job. Now, more than 60% of jobs require postsecondary education and training.



ULTIMATELY, LEARNING & EARNING IS KEY

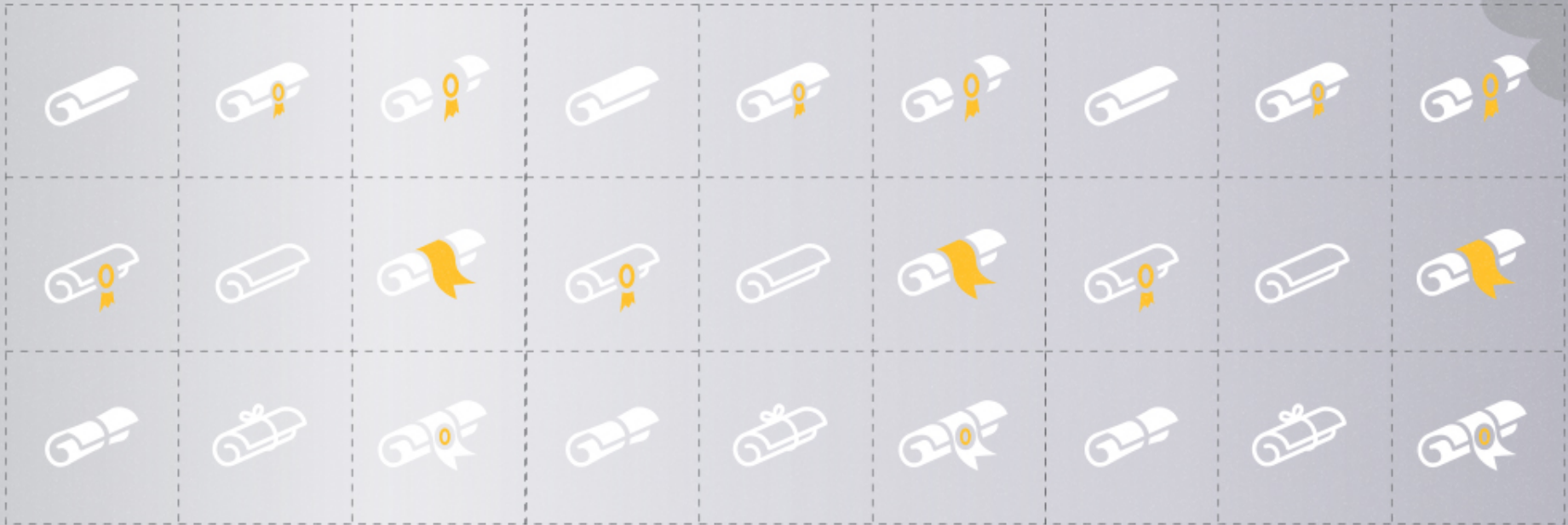


THE GROWTH OF THE VALUE OF COLLEGE HAS BEEN GOOD FOR EDUCATED WORKERS AND EMPLOYERS

- The college wage premium—the difference between the average wage of college- and high-school-educated workers—has spiked since 1967. By 2007, that difference had reached 81% for men, compared to 37% in 1967. The story was similar for women, with the college wage premium rising from 54% to 81% over that time.
- What is most remarkable of all, is that the average wage advantages for college workers over high school workers has doubled *even though* the number of college graduates has *quadrupled*.
- Four-year college graduates make up 37% of the workforce and 57% of the labor value added in the economy.



GROWTH IN THE ECONOMIC VALUE OF COLLEGE HAS BEEN GOOD FOR GENERAL EDUCATION, THE LIBERAL ARTS, HUMANITIES AND SOCIAL SCIENCES

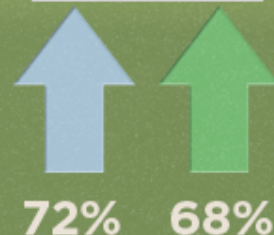


- The Since 1971, the number of college degrees has increased from 13 million to 71 million in 2015.
- 60-70% of coursework for every degree has been in general education, including the liberal arts, humanities and social sciences.



THE RISE IN THE ECONOMIC VALUE OF COLLEGE HAS BEEN BAD NEWS FOR THE HAVE NOTS

- 80% of the growth in inequality since 1983 is due to differences in access to and success in college.
- 82% of new white students since 1995 have gone to one of the 476 selective colleges, while 68% of African American and 72% Hispanic students are going to one of the open-admission institutions.
- 70% percent of students at selective colleges are in the top socioeconomic status, 11% percent are in the 2nd quartile, 17% are in the 3rd and only 3% are in the bottom quartile.



■ White
■ Hispanic
■ African American

NEW RULES FOR LEARNING & EARNING

RULE #1: MORE EDUCATION PAYS

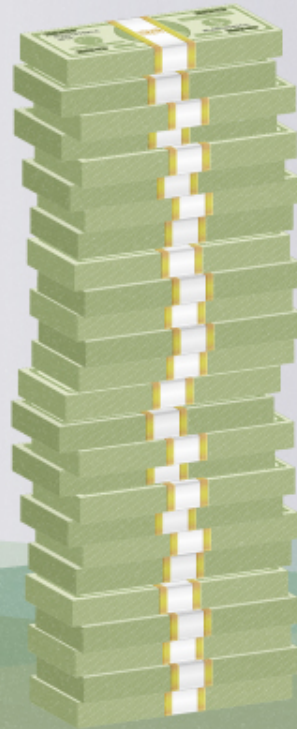


LIFETIME EARNINGS BY EDUCATIONAL ATTAINMENT (IN 2009\$)



RULE #2: WHAT YOU MAKE DEPENDS ON WHAT YOU TAKE

PETROLEUM ENGINEERING



\$128,000

SOCIAL WORK



\$41,000

ANNUAL EARNINGS



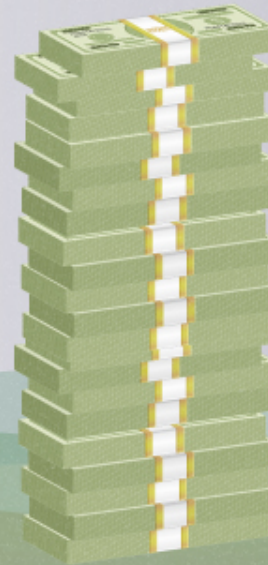
RULE #3: SOMETIMES LESS IS MORE

COMPUTER CERTIFICATE



\$72,500

MEDIAN BA

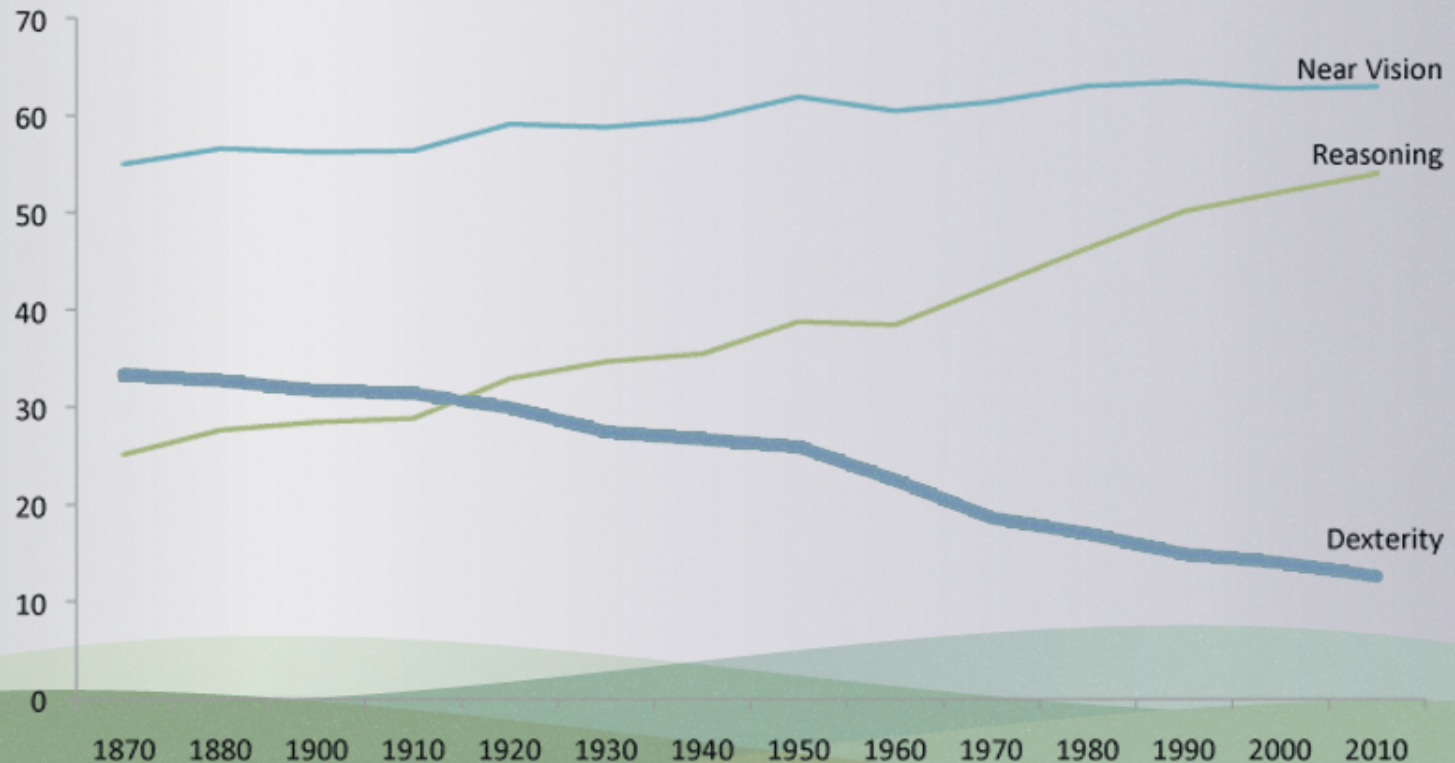


\$54,300

ANNUAL EARNINGS



RULE #4: EMPLOYERS ARE HIRING FOR 21ST CENTURY COMPETENCIES



THANK YOU

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