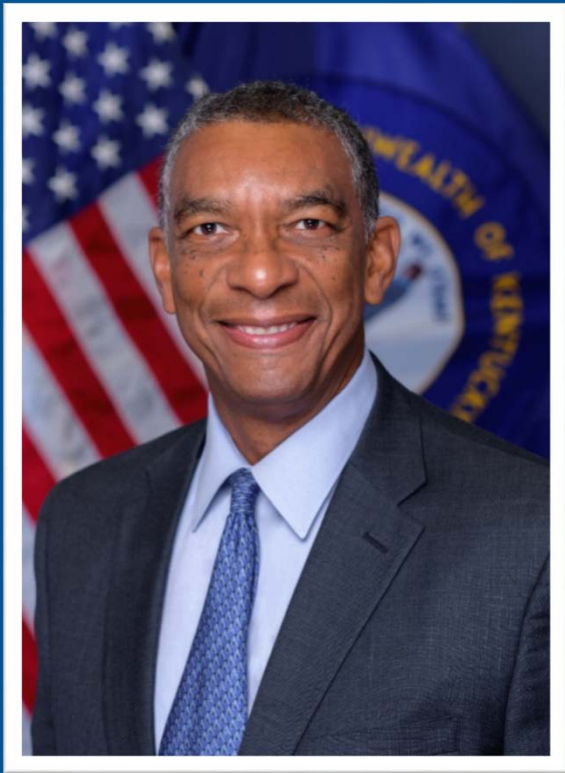


MAKING THE CASE FOR WHY HIGHER EDUCATION MATTERS



Aaron Thompson, Ph.D., President
Council on Postsecondary Education



Higher Education Listening Tour





Is College Worth It?



MARGULIES
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Build broad understanding that higher education is the key to personal opportunity and Kentucky's economic growth.



Higher Education's Return on Investment



**HIGHER
EDUCATION'S
RETURN ON
INVESTMENT**

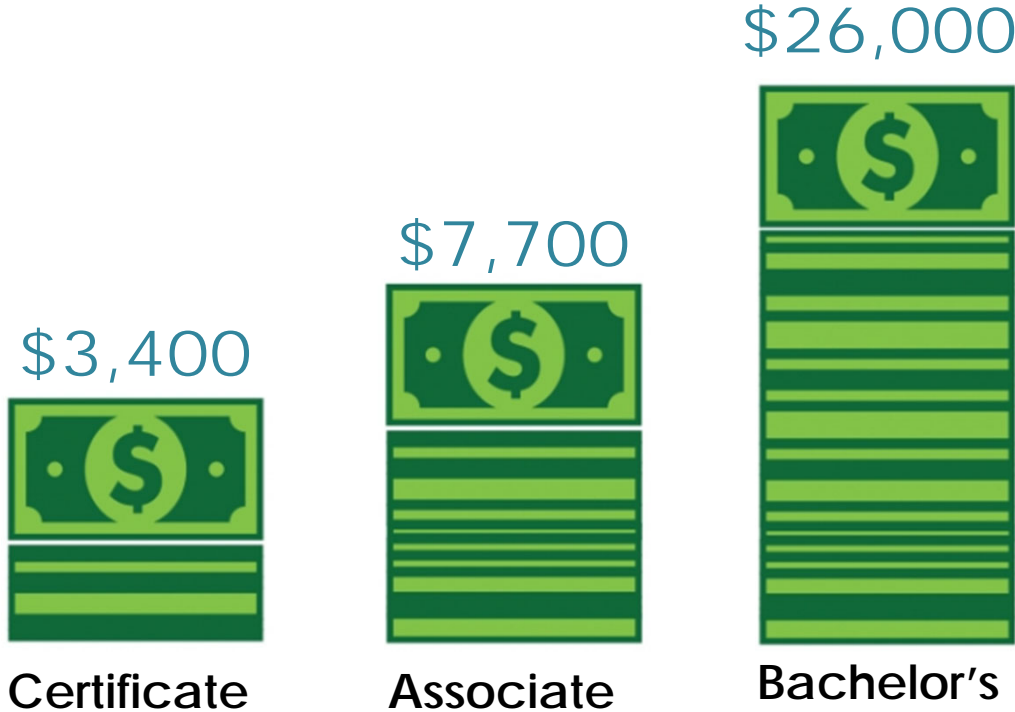
The Case for Why Higher Education Matters

The logo for the Kentucky Council on Postsecondary Education, featuring a white star icon to the left of the text "Kentucky Council on Postsecondary Education".The Higher Ed Matters logo, a smaller version of the circular logo seen in the top right of the slide.

Higher Education's Return on Investment



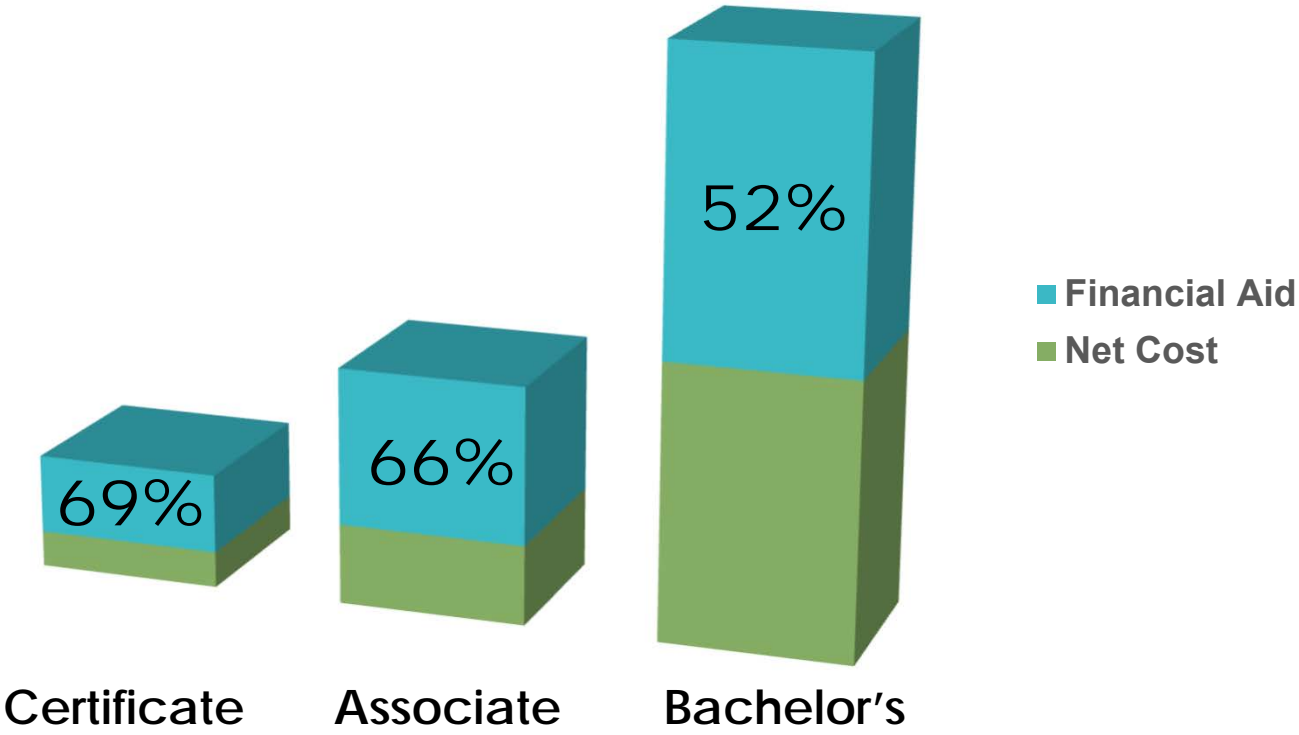
Average Total Cost of Credential for KY High School Class of 2010



Higher Education's Return on Investment



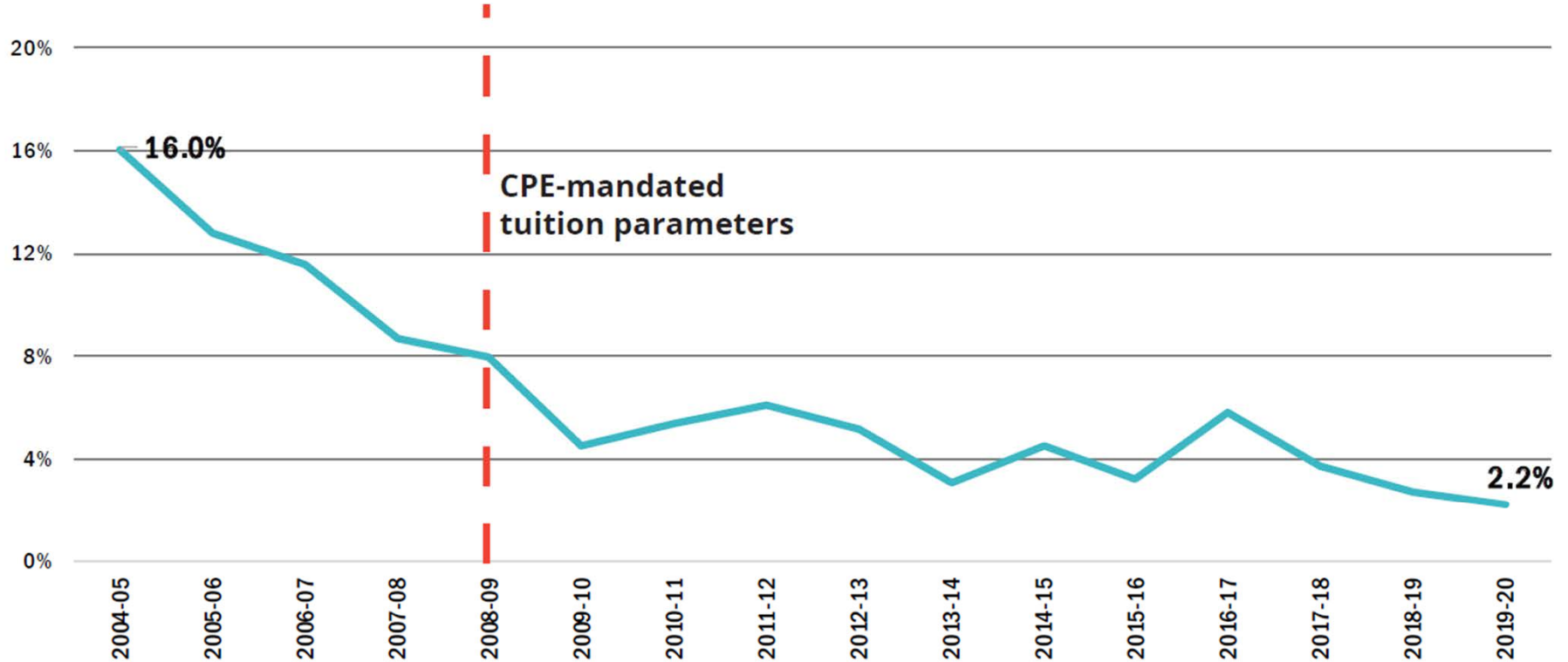
Percentage of Total Cost Subsidized by Aid



Higher Education's Return on Investment



Average Annual Tuition and Fee Increases at Public Institutions

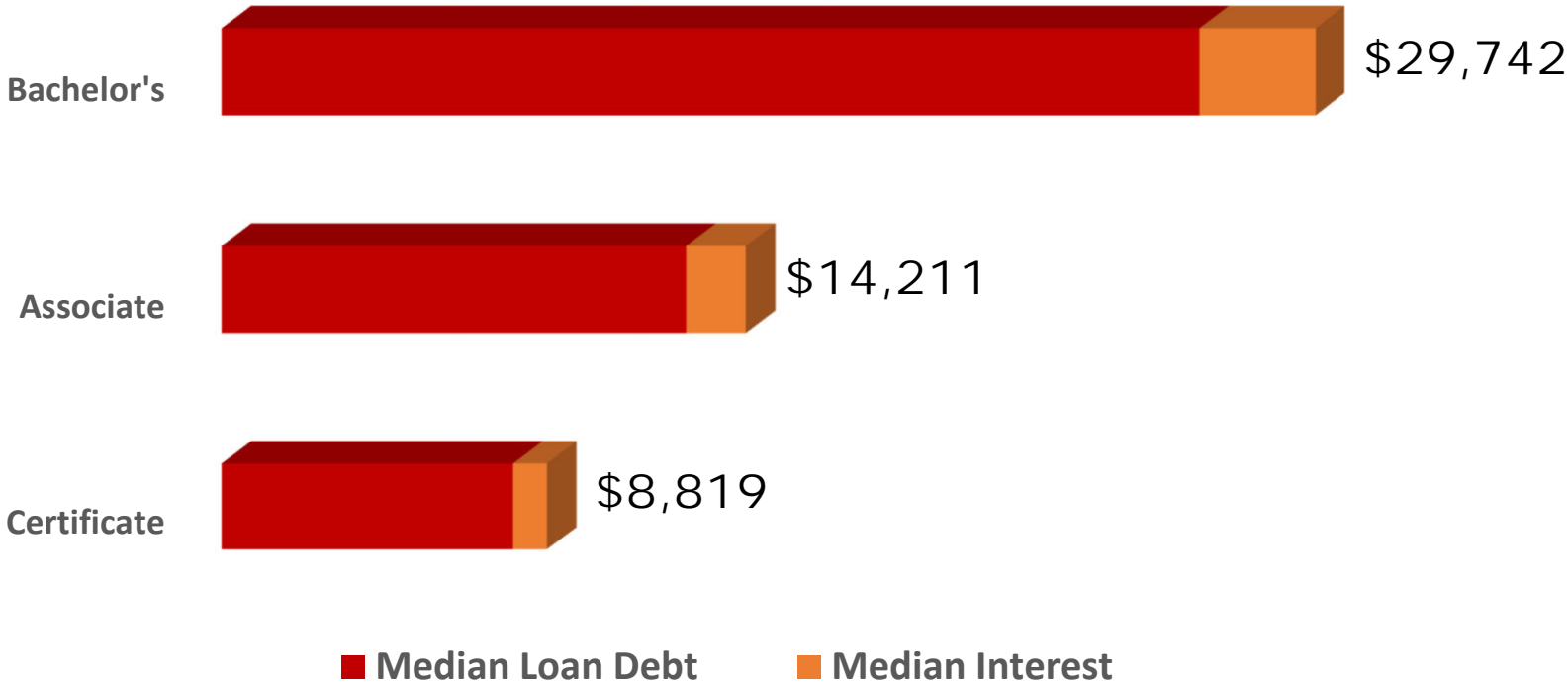


Source: Kentucky Council on Postsecondary Education

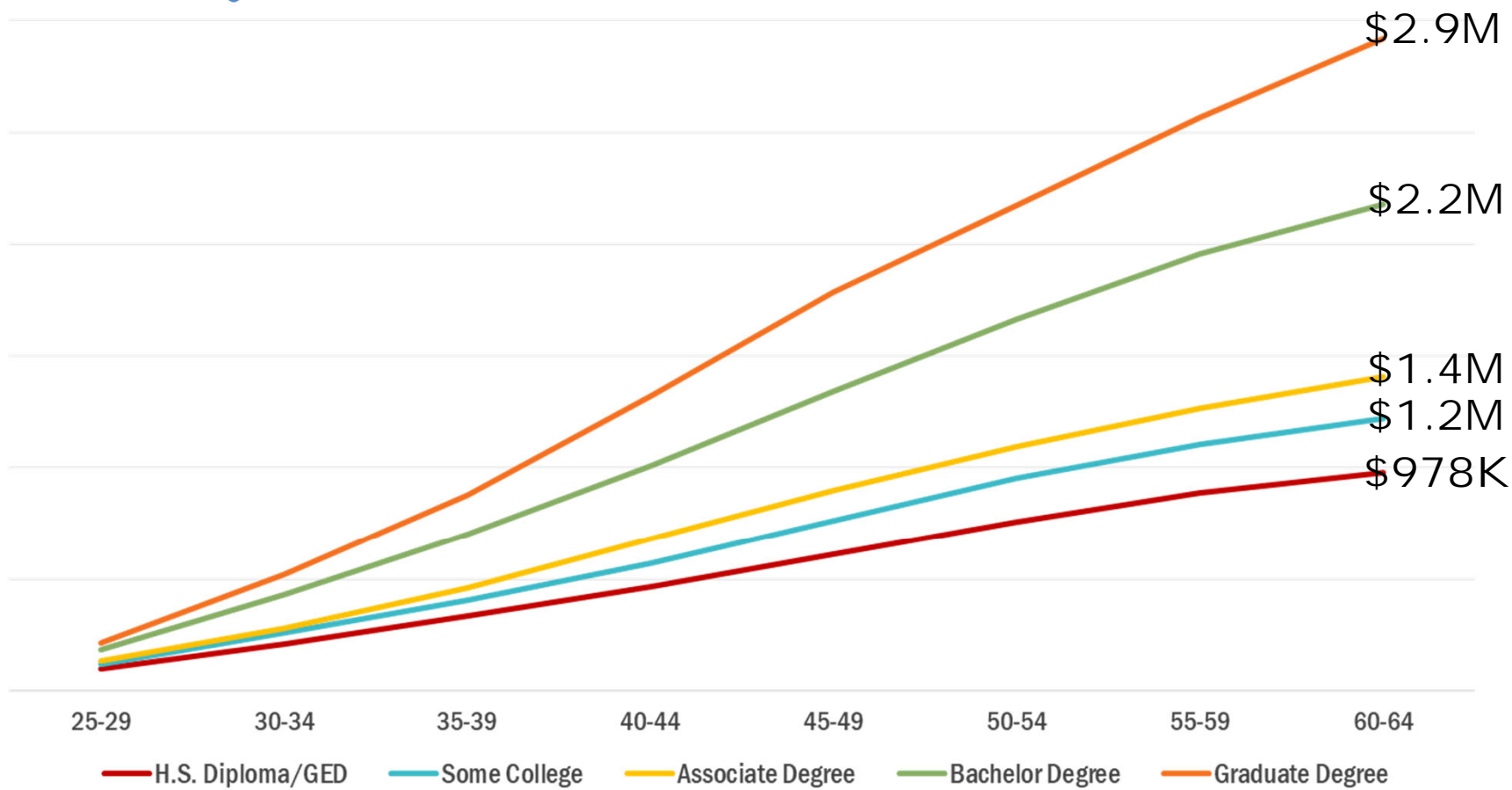
Higher Education's Return on Investment



Median Loan Debt plus Interest



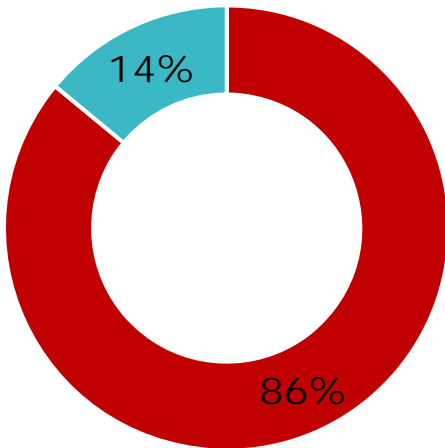
Higher Education's Return on Investment



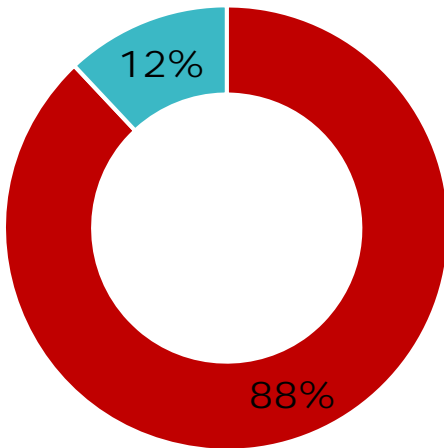
Higher Education's Return on Investment



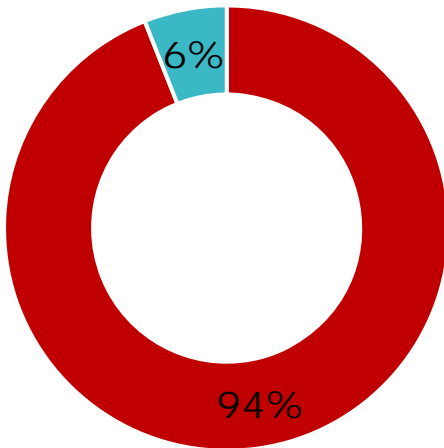
Medicaid



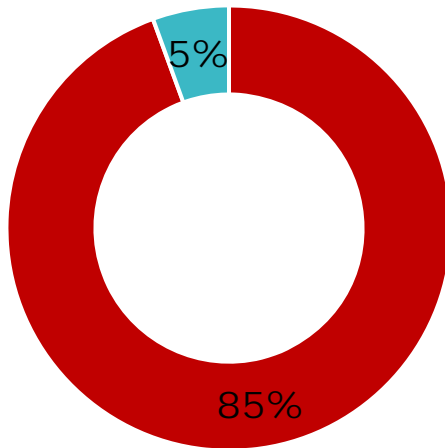
SNAP



SSI



Unemployed



■ No College ■ College



Make higher education affordable for all Kentuckians.



Priority Two: Affordability



Keep tuition and fee increases low.



Help students finish on time.



Improve financial literacy & "college knowledge."





Ensure more students earn degrees or certificates regardless of race, income, age or geography.

Priority Three: Success



Close achievement gaps.



Incentivize completion.



Welcome & support adult students.





Meet Kentucky's current & future workforce needs through high-quality, innovative programs.



Priority Four: Quality & Innovation



Revamp academic program review.



Implement QA Commons initiative.



Increase work-based learning.



