

## *Why is Going to College Important?*



When it comes to making decisions about your future, there are a lot of factors to consider. One of the most important decisions you will ever make is whether to go to college. Some people might say that college is no longer important, a poor investment or that you can get a well-paying job without going to college.

We disagree.

If you're wondering how college helps your career, here are our top 15 reasons why college is still an important step in your career.

### **1. College prepares you for the workforce**

While some people may argue that college is not necessary in preparation for the workforce, the reality is that attending college can give you a significant advantage when applying for jobs. A college education shows potential employers you can complete a long-term project, you can think critically, solve problems, and have the capacity to learn new things.

Most jobs now require at least some college experience; without a degree, you will likely be at a disadvantage when competing against other applicants. Even if you choose not to pursue a traditional four-year degree, there are many shorter programs, certificates and courses that can help you develop the skills and knowledge necessary to succeed in today's workplace.



## **2. College can help you network with other professionals**

Networking is an important part of any professional's life. It can help you meet new people, learn about new opportunities, and build important relationships.

College is a great place to start networking.

Not only will you meet other students with similar interests, you'll also have the chance to network with your professors and other professionals. Attending college career fairs, joining professional organizations, studying with fellow students, and taking advantage of other networking opportunities are all steps you can take to build a strong network in college to be better prepared for your future career.

## **3. College can help you stand out from other applicants for high-level jobs**

In today's competitive job market, a college degree can give you the edge you need to stand out from other applicants. Although some high-level jobs may only require a high school diploma, employers often prefer candidates with a college education. College coursework provides valuable knowledge and skills that can be applied in the workplace. Taking classes in writing, communication, and critical thinking that will help you excel in your career.

Additionally, most colleges offer internships and other experiential learning opportunities that can give you a taste of your future profession. As a result, completing a college degree can help you stand out to future potential employers.



## **4. College is a time to explore your interests and passions**

With so many different courses and activities available, there are endless opportunities to try new things and figure out what you love. For some students, this process happens right away, and they immediately know what they want to study. Others may take a little longer to figure it out, and that's okay.

The important thing is that you take the time to explore all that college has to offer. Talk to your professors, get involved in extracurriculars, and try out different clubs and organizations. By doing so, you'll be more likely to find something you're passionate about and can see yourself pursuing long-term. Who knows, you might even discover a hidden talent you never knew you had!

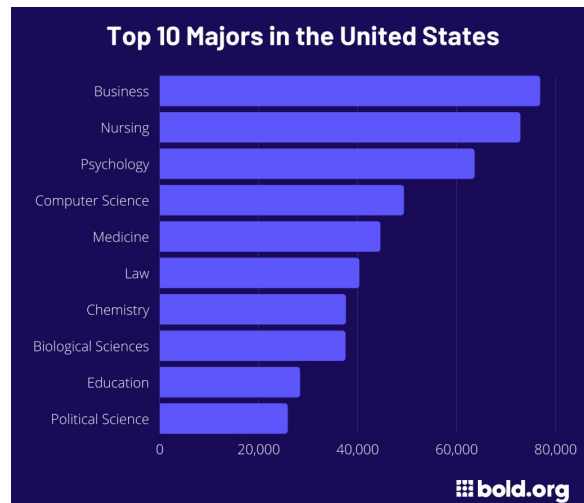
So don't be afraid to step outside of your comfort zone during college – it just might be the best decision you ever made.

## 5. College can provide you with opportunities to travel and learn about other cultures

One of the great advantages of attending college is the opportunity to travel and learn about other cultures. Many colleges offer study abroad programs that allow students to spend a semester or even a year living in another country. This can be an immensely valuable experience, providing students with first-hand exposure to new customs and perspectives.

Additionally, many colleges now offer online courses that make it possible to study from anywhere in the world.

As more and more businesses become globalized, it is increasingly important for students to understand different cultures. College provides an excellent opportunity to gain this valuable skillset.



## 6. College can give you the chance to specialize in a particular area of study

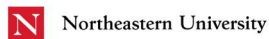
College can be a great opportunity to explore different areas of academic interest and to find a specialization that fits your skills and interests. In most cases, college students have the chance to take a variety of classes before declaring a major. This can be a great way to learn about different subject areas and to find out what you're passionate about. Once you've decided on a major, you can start taking more specialized classes that will prepare you for a career in that field.

Most colleges offer internship and research opportunities that can give you real-world experience in your chosen field. As a result, college can be the perfect time to discover your academic niche and begin pursuing a career path that is both personally fulfilling and professionally rewarding.

### 7. College is a great place to make friends and meet people with similar interests

College can be a great place to meet new people. With so many students and faculty members from all different backgrounds, you're sure to find someone who shares your passions. Whether you're looking for a study buddy, someone to grab coffee with or a new best friend, college is a great place to start your search

There are also plenty of ways to get involved on campus and meet people with similar interests. Get involved in a club or organization, join a sports team, or participate in campus events. You'll not only meet new people, but you'll also learn more about yourself and what you're passionate about. So don't be afraid to put yourself out there and start meeting new people in college!



### Education Pays

Median Earnings	Average: \$65,262	Unemployment Rate	Average: 4.25%
Doctorate Degree		1.5%	\$99,290
Professional Degree		1.8%	\$100,060
Master's Degree		2.6%	\$81,867
Bachelor's Degree		3.5%	\$69,381
Associate Degree		4.6%	\$50,093
Some College but No Degree		5.5%	\$46,755
High School Diploma		6.2%	\$42,081
Less Than a High School Diploma		8.3%	\$32,565

Source: U.S. Bureau of Labor Statistics (BLS), 2022

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### 8. College can help increase your earning potential

Most people know that a college education can lead to a better job and a higher salary. What many don't realize is just how big the difference can be

According to the latest data from the U.S. Census Bureau, the median earnings for workers with a bachelor's degree is nearly \$60,000 per year, compared to just over \$30,000 for those with only a high school diploma. Simply put, college graduates earn about twice as much as their non-college-educated counterparts.

College graduates are also less likely to be unemployed and have better health insurance and retirement benefits. The sometimes-high cost of tuition can be a barrier for some people considering college, but your increased earning potential should more than make up for it. So, if you're looking for ways to increase your earning potential, college is definitely worth considering.

### **9. College is the perfect place to gain your independence and develop your identity**

There's no doubt that college is a time of huge transition. For many students, it's the first time they're living away from home and making their own decisions. It can be a big adjustment, but it's also an exciting time to gain your independence and start figuring out who you are.

One of the great things about college is that there are so many opportunities to explore new things and find out what you're passionate about.

As you grow and change, you'll learn more about who you are and what you want in life. So, if you're feeling a little lost or uncertain about the future and what you want to do for a career, don't worry—college is the perfect place to find yourself and figure it out.