

PROMOTING THE VALUE OF HIGHER EDUCATION

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SHEEO

State Higher Education
Executive Officers Association



Kara D. Freeman
President and CEO
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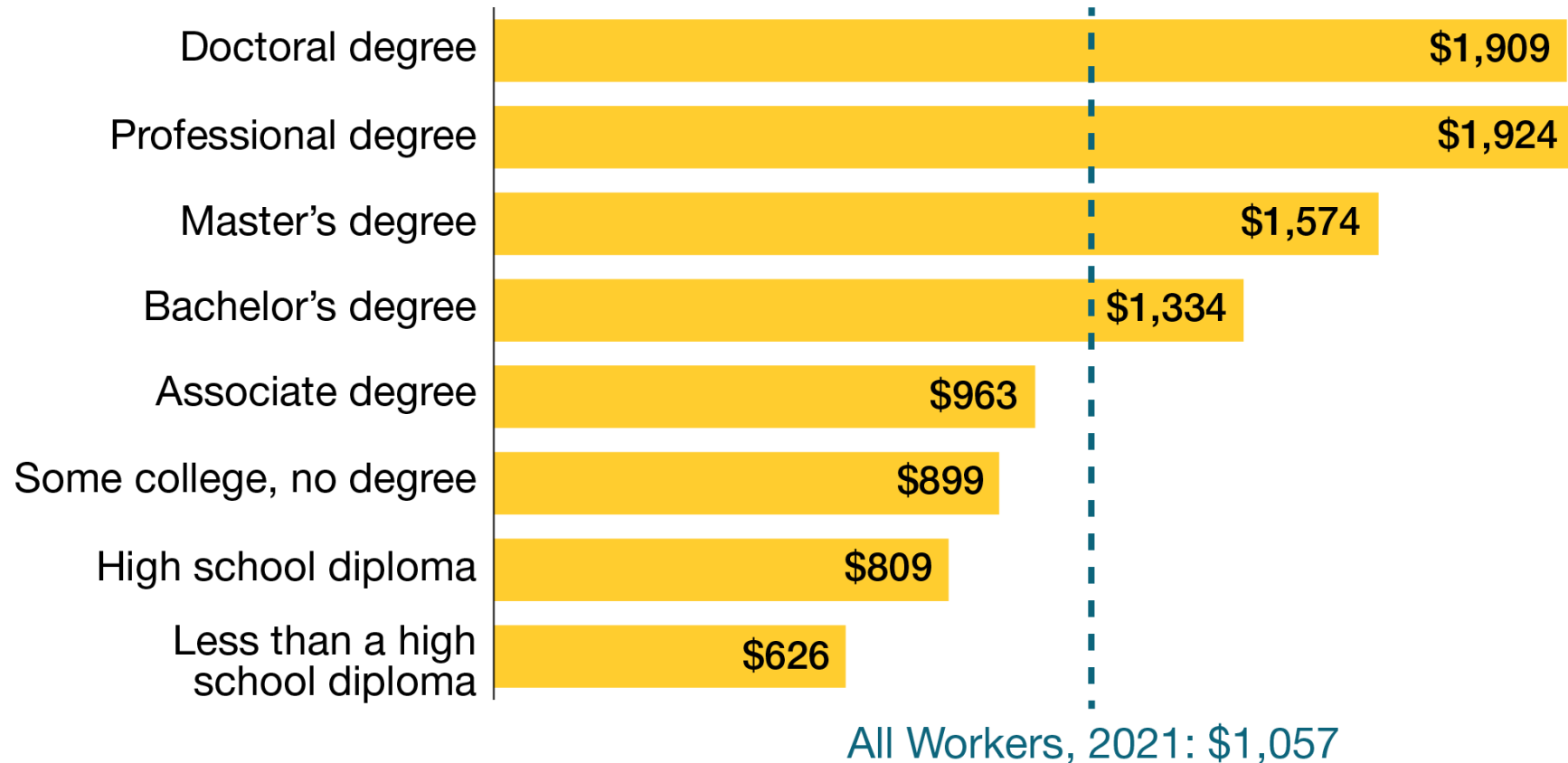


More Is Possible With Higher Education

- More opportunities
- More prosperity
- More community benefits
- More support
- More work to be done

Degree Holders Earn Far More Than Their Peers

Median usual weekly earnings by educational attainment, 2021

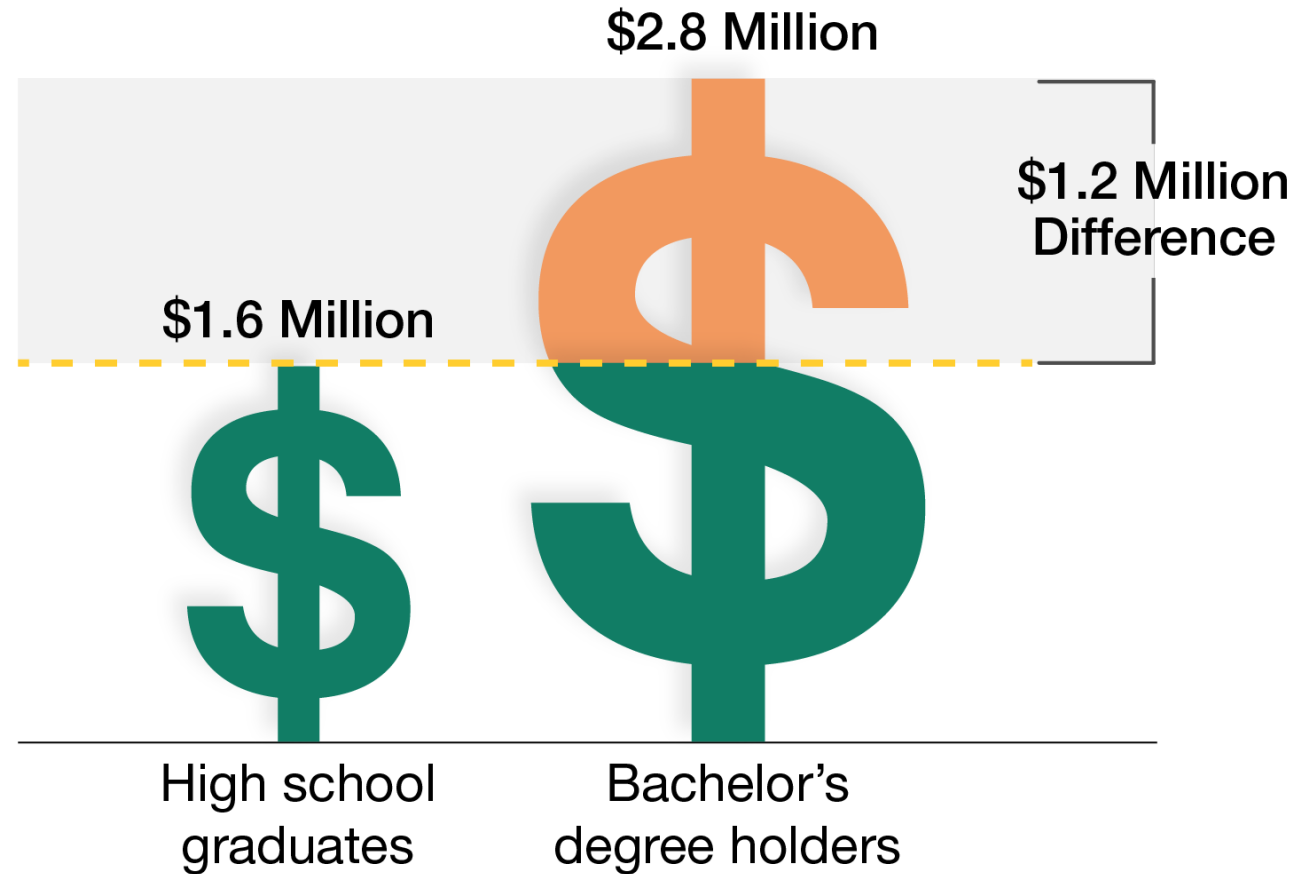


Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

Source: U.S. Bureau of Labor Statistics, "Employment Projections," Current Population Survey, 2021.

Obtaining a College Degree Can Boost Lifetime Earnings

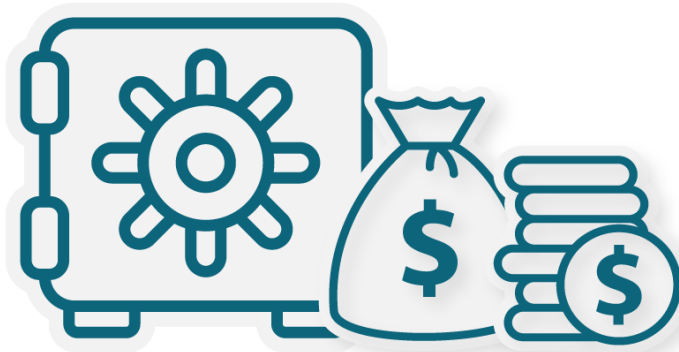
Median lifetime earnings by highest educational attainment, 2009-2019



Source: Anthony P. Carnevale, et al., "The College Payoff: More Education Doesn't Always Mean More Earnings," Georgetown University Center on Education and the Workforce, 2021.

Over Their Lifetimes, Bachelor's Degree Holders Make Significant Contributions to Their Communities

Average lifetime contributions of bachelor's degree holders compared to an average wage earner with only a high school diploma



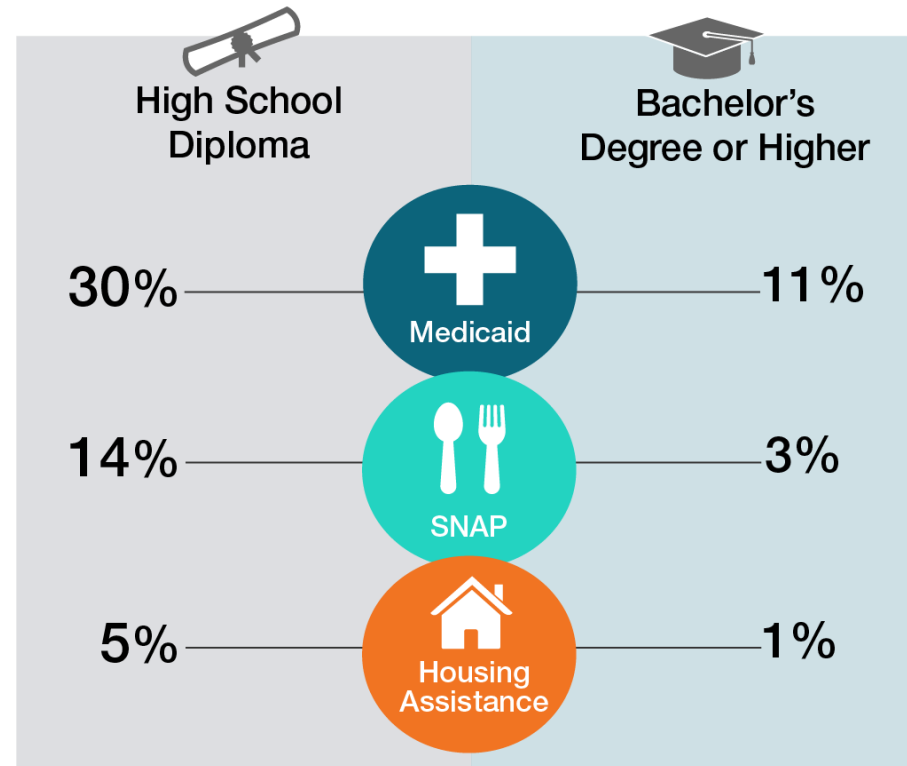
\$278,000
More to their
local economy

\$44,000
More in state and
local taxes

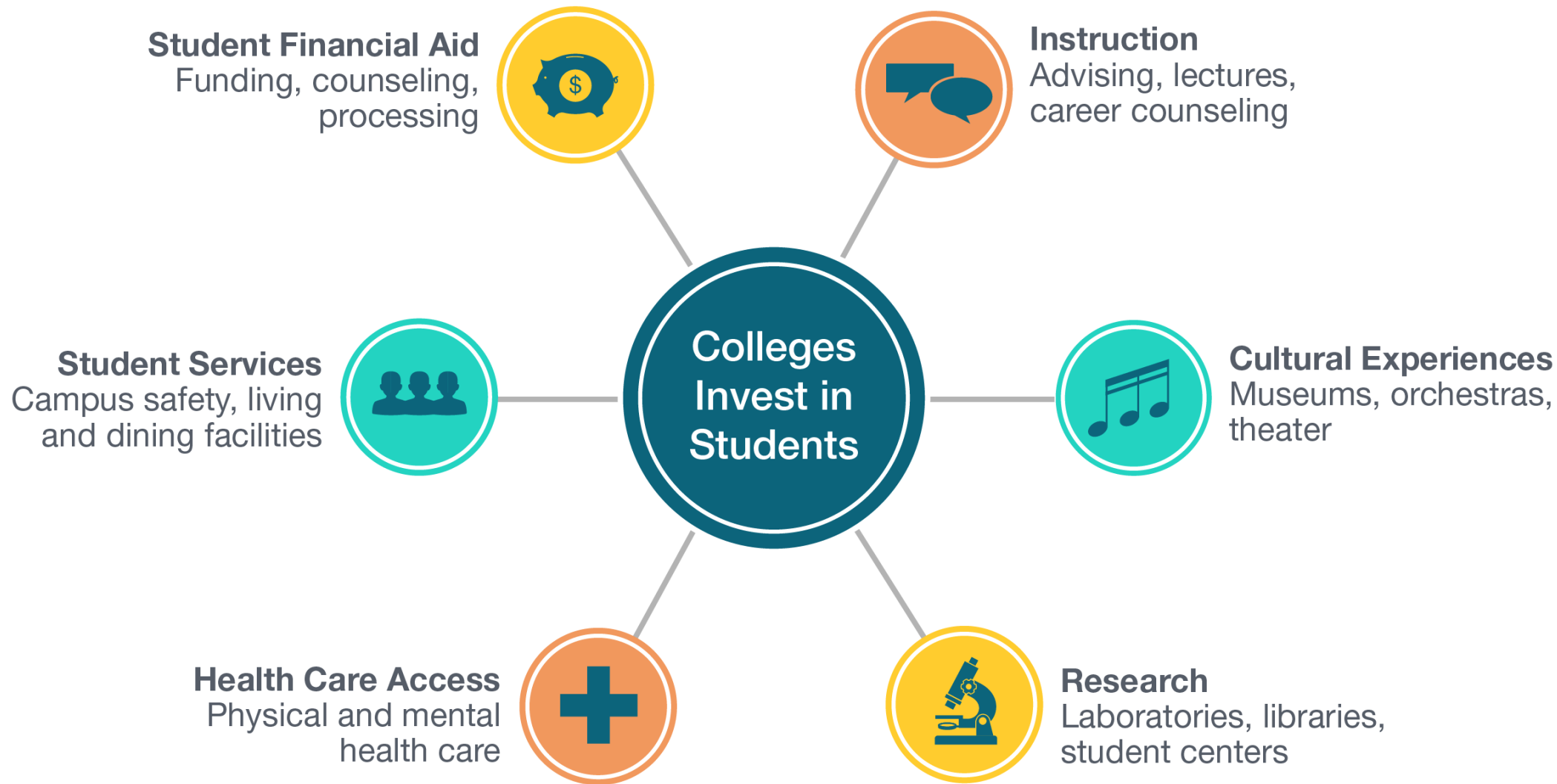
\$771
More in annual
charitable giving

Americans With a College Degree Are Less Likely to Participate in Public Assistance Programs

Percent of individuals age 25 and older living in households that participated in various public assistance programs, by education level, 2021

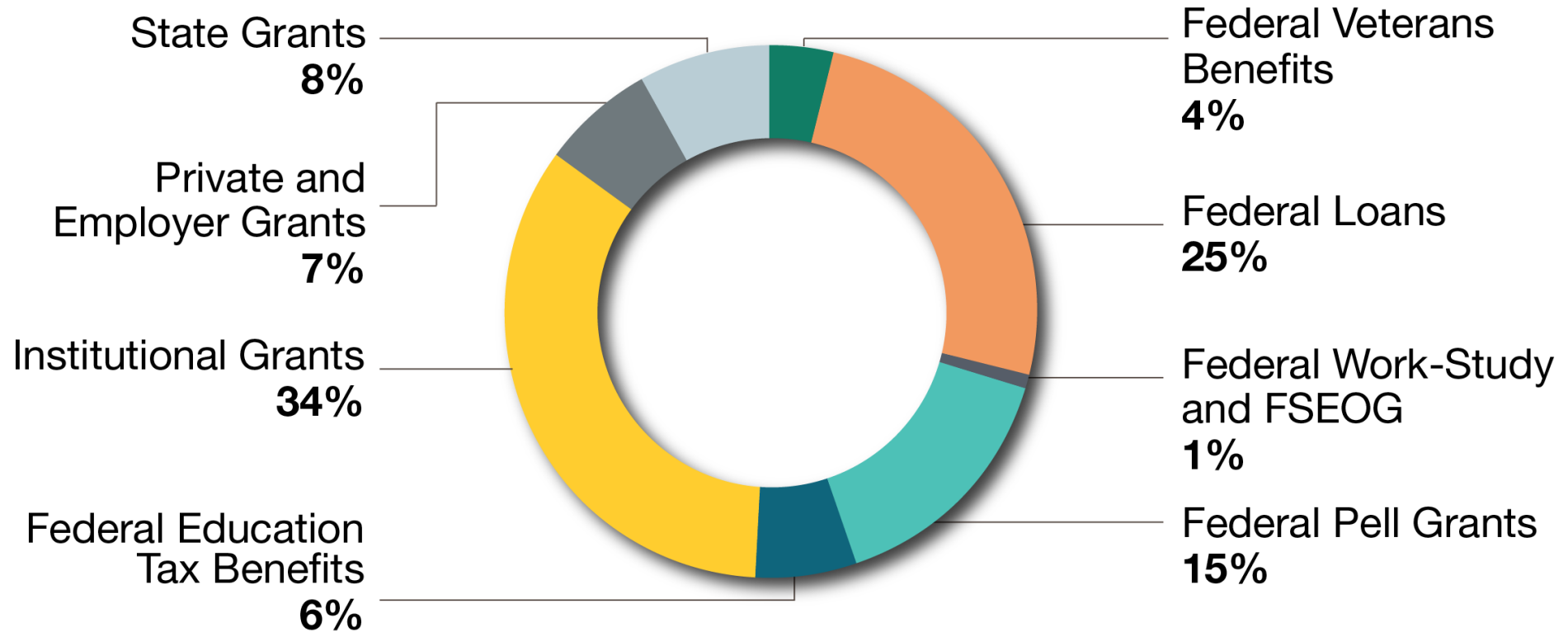


Source: "Education Pays 2023," Figure 2.17, The College Board, 2023.



Institutional Grants Are the Largest Source of Undergraduate Aid

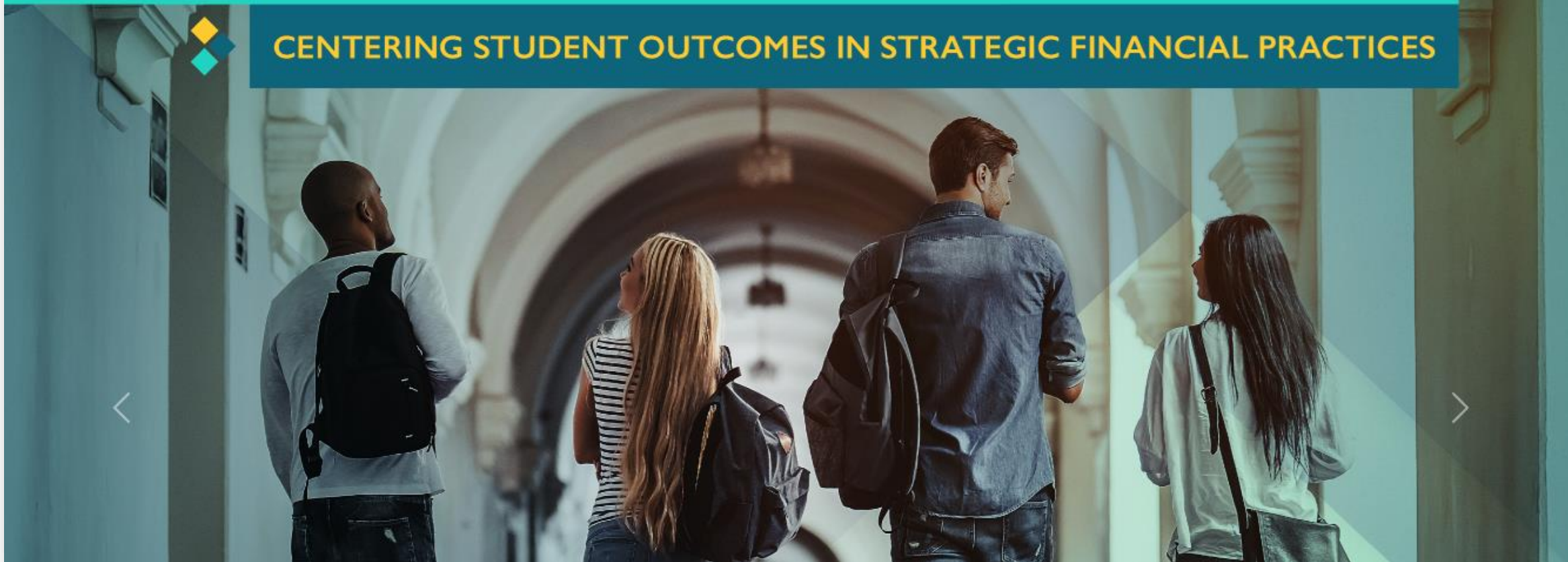
Distribution of total undergraduate aid by source and type, 2022-23



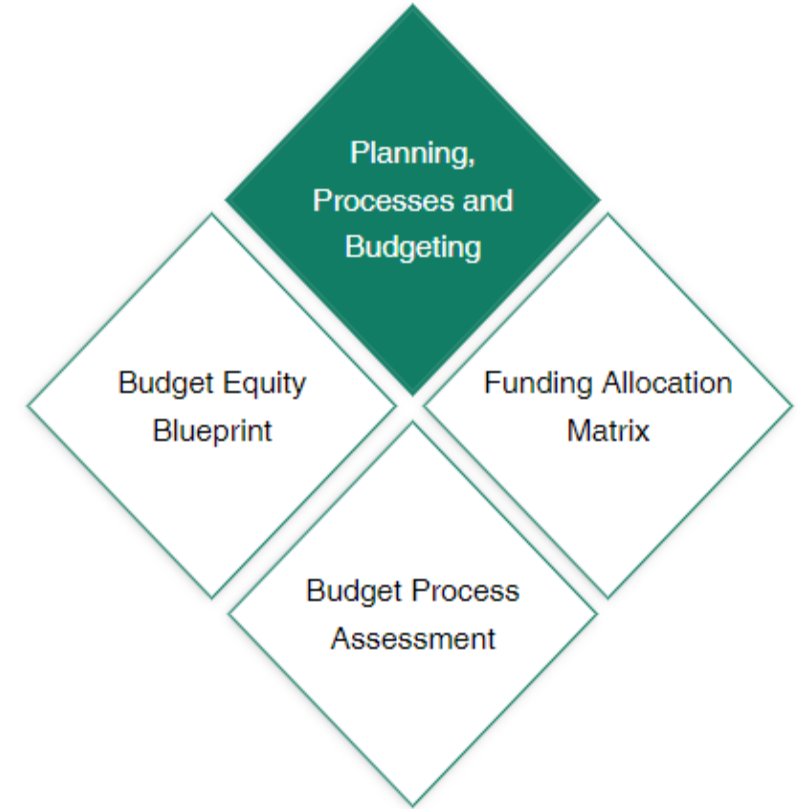
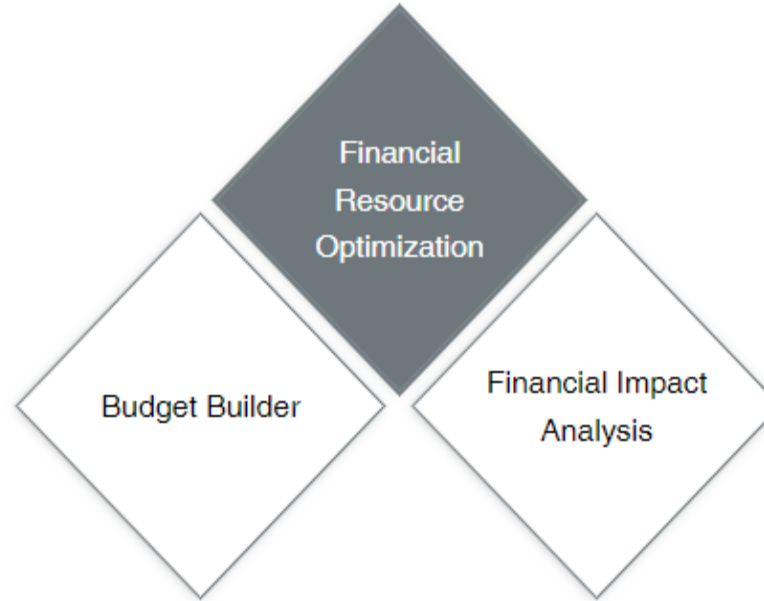
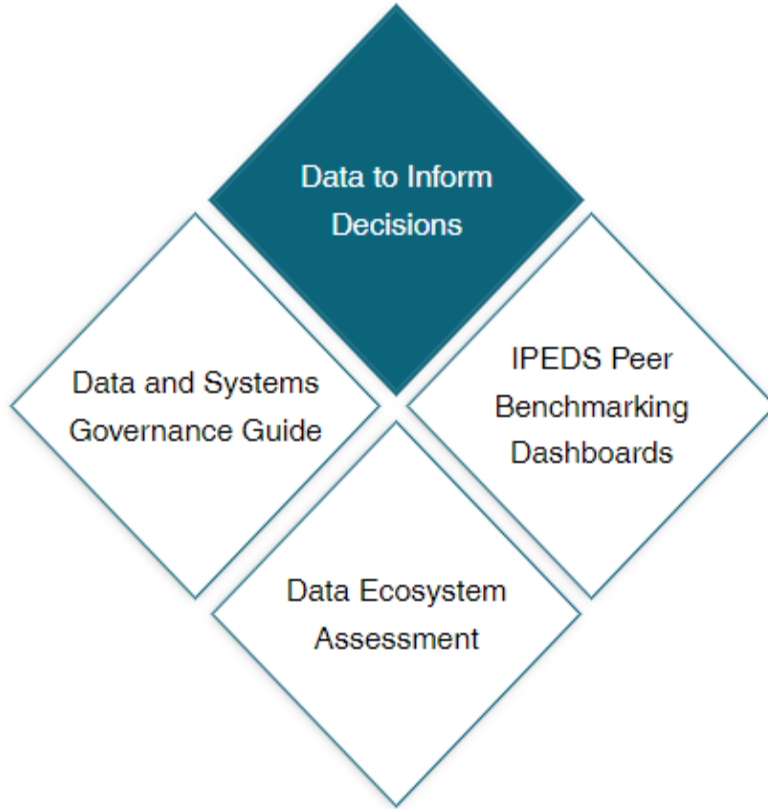
Source: *Trends in College Pricing and Student Aid 2023*, Figure SA-3, College Board, 2024.

WELCOME TO THE NACUBO STUDENT SUCCESS HUB

 CENTERING STUDENT OUTCOMES IN STRATEGIC FINANCIAL PRACTICES



Focus Areas and Toolkits





Advocacy



Across college campuses, trustees, administrators, faculty, staff, and students have sought safe and sustainable paths forward to fulfill their institutions' missions—and they are doing so because postsecondary training, education, and the pursuit of knowledge remain sound aspirations in the face of so much uncertainty.