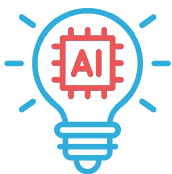


The Value of College in a Changing World

Public skepticism about higher education is growing, but the data tells a different story: A college degree remains one of the most powerful investments a person can make. Beyond higher wages, college graduates enjoy stronger job security and learn the skills needed to thrive in an AI-driven economy.

College Pays Off — Now and for a Lifetime

- Bachelor's degree holders earn **88% more per year** on average than workers with a high school degree, and associate's degree holders earn 19% more.
- **Unemployment is 40% lower** for college graduates than for non-graduates.



College Prepares Students for the AI Economy

- Firms investing in AI are **increasing college-educated roles** (+3.7%) while cutting non-degreed positions (−7.2%).
- College builds **creativity, critical thinking and adaptability** — human skills AI can't replicate.

College Unlocks Essential Networks

- **85% of jobs are filled through networking**, and college is one of life's premier network-building opportunities.
- Mentorship, peer collaboration and alumni serve as **lifelong career accelerators**.



Reclaiming the Narrative

At The Fratelli Group, we help universities tell this story — clearly, credibly and compellingly — to grow enrollment, build trust and restore confidence in higher education.

Together, we can shift perception and prove: College isn't just worth it — it's indispensable.