

Presented by the business community in your neighborhood and across the country.

Things That Count







Homework counts.
 Adults who did 15 hours of homework a week in high school completed 2.7 more years of college and earned 35% more in the workplace than adults who did no homework.

Grades count.
 If you earn C's and D's in high school, you will spend your early college years taking expensive make-up courses and have only a 50-50 chance of earning even one college credit.

Attendance and punctuality count.
 The only way you can learn what you need to know for college and work is to attend school every day and arrive on time, which is what your future employer will expect.

Work ethic counts.
 Know that hard work will pay off. Students who work hard and practice leadership, teamwork, and other skills in school will be more successful in the workplace.

Every decision counts.
 Every decision you make as a middle or high school student is a financial decision and one that could impact your ability to get a job.


See the rest of the story on the website.

Ready for college, work and life.
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Think You'll Be Ready for Life After High School?



College Professors and Employers Don't Think So.

- ★ Over 70% of college professors say high school graduates are not academically ready for college.
 - ★ About 60% of mathematics, science, or engineering professors are dissatisfied with student preparation in math.
 - ★ Nearly 70% of humanities and social science professors are dissatisfied with the quality of students' writing.
- ★ Only 20% of community college students earn a two-year degree in three years; the rest take longer than three years.
- ★ Nationally, fewer than 50% of college or university students earn a four-year degree within six years; the rest take longer.
- ★ Employers report that unprecedented numbers of job applicants with high school diplomas cannot pass employment tests in math that assess basic knowledge like the ability to use fractions.
- ★ Employers also report that only 18% of high school graduates are academically prepared enough for promotions within the company.





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Learn Now or Pay Later


Learn the academic material you need for college in middle and high school while American taxpayers are supporting the costs of your education.

- ★ Cost of a high school education paid by taxes \$40,000.
- ★ Total cost of a K-12 education paid by taxes \$80,000.

Otherwise, you will have to learn high school material in college, when you or your family will be paying the bills.

- ★ Cost for four years at a private university \$148,000.
- ★ Cost for four years at a public in-state college \$73,200.

- ◆ Students who enter college without knowing the high school material needed for college courses are placed into remedial courses, where they take high school material over again.
- ◆ Remedial courses are expensive, can double or triple the costs of college education, and don't count toward earning a degree.
- ◆ Students who have not learned demanding high school material often take SIX years or longer to earn a four-year degree because they often spend two or three years in remedial classes.
- ◆ Even one remedial course makes a student SIX times less likely to earn a college degree.
- ◆ About 83% of students who enroll in a college reading remediation course fail to complete a four-year degree within eight years.
- ◆ Students who earn only 'C's' and 'D's' in high school have only a 50 - 50 chance of earning even one college credit.

See the rest of the story on the website. Costs listed above reflect national averages.

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Make Employers Want You



Experts tell us that students in school today may have as many as 14 jobs by age 38. Knowing how employers make their hiring decisions and using your time in school to prepare to deliver what *they* want will help you get the job *you* want. In addition to the academic or industry credentials required by the job, employers will:

- ★ Test for drugs using hair follicle tests that can measure drug use over a period ranging from 60 to 90 days.
- ★ Expect you to submit an error-free application.
- ★ Check for criminal convictions, bad credit scores and driving records.
- ★ Require personal references that are not family members or friends.
- ★ Check social Internet sites for evidence of inappropriate behavior.
- ★ Often not hire people who smoke because of higher insurance costs and the likelihood that smokers will get sick and be absent more often.
- ★ Require you to demonstrate academic knowledge on written tests in language arts and mathematics (taken without a calculator).




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Should Have Could Have Would Have



- ★ In national surveys, over 65% of college students said that if they had known how difficult college was going to be, they would have worked harder in school.
- ★ An even higher percentage (over 77%) of young adults who went right to work after high school said that if they had known how demanding the workplace was going to be, they would have worked harder in school.
- ★ About 33% of students at four-year universities don't make it to sophomore year; about 45% of students in community colleges drop-out after their freshman year.
- ★ The percentage of students who start community college and have to take remedial courses (which don't count toward graduation but are as expensive as credit-bearing courses) is between 50% and 98%.
- ★ Nearly one-third (31%) of adults wish they had earned better grades in school and also regret not having acquired better credentials while they were younger.
- ★ Just under half (45%) of unemployed adults who were actively looking for work said they regret not working harder in school.




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The Tassel Is Worth the Hassle



Getting a college degree won't be easy. But it will be worth it. In middle and high school, you need to start building the academic momentum you will need to get into, and through, college.



- ★ Lifetime Earnings with a high school diploma **\$1.2 million**
- ★ Lifetime Earnings with an Associate's Degree **\$1.6 million**
- ★ Lifetime Earnings with a Bachelor's Degree **\$2.1 million**
- ★ Lifetime Earnings with a Master's Degree **\$2.5 million**

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TAX Your Brain MAX Your Options

Learn demanding material in language arts, science, and math (especially in math) while you are in middle and high school:

- ★ builds your mind like exercise builds your body,
- ★ physically changes your brain and **MAKES YOU SMARTER**, and
- ★ gives you the critical thinking skills you will need to succeed in college or in all high-wage jobs.


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THE MATH PATH



- ★ Almost all employers use math assessments (no calculators) as the gateway to high-wage jobs.
- ★ Over 84% of jobs that will be available when you are an adult will require a college degree; 90% of the fastest growing jobs will require education beyond high school.
- ★ Courses students take in high school can directly impact their ability to graduate from college.

Students who know:	Have this chance of earning a college degree:
★ Algebra I	8%
★ Geometry	23%
★ Algebra II	40%
★ Trigonometry	62%
★ Pre-Calculus	74%
★ Calculus	80%

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LearnDoEarn Posters for Parent Outreach


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Small package contains 30 each of ten posters
Medium package contains 50 each of ten posters
Large package contains 100 each of ten posters

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Answer: Academics

- ★ Advancing technology will require future workers to have more knowledge and skills than ever before.
- ★ About 75% of the jobs that will be available to students in school today have not even been invented yet.
- ★ Over 80% of today's employers will not hire people if all they have is a high school diploma.



- ★ Studies show that completing the rigorous high school courses listed below can:
 - reduce your college costs because you will not have to pay to learn what you should have learned in high school for free.
 - increase your scores on college entrance exams by over 100 points.
 - double or triple your chances of earning a college degree.
 - help you earn up to 13% more every year even if you don't go to college.
 - Algebra I, Algebra II, Geometry
 - Biology, Chemistry, Physics
 - English I, II, III, IV
 - Two years of the same World Language
 - Three years of Social Studies
 - One semester of Economics


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How To Be a Millionaire



Acquiring wealth is an achievable goal and almost anyone can be a millionaire. Most millionaires started with nothing, invested a lot of hard work, and made a lot of sacrifices when they were young.

They also followed the four rules below:

- ★ Change the way you think about money: save as much as you can and make the money you make work for you by putting it in an account that earns interest over time.
- ★ Build your potential for earnings. Get the education you need to secure high-wage jobs. Make sure your life behaviors don't cause employers to reject you. Don't get in trouble with the law, maintain good credit scores, don't use drugs or smoke, and don't post evidence of questionable activities on the Internet.
- ★ Use your own money and stay out of debt. Only use credit for things you need or that will increase in value, like a home or an education. Learn to know the difference between what you need and what you want. Learn to manage your wants and postpone gratification.
- ★ Don't burn the money you earn on things that don't matter. Remember advertising is designed to make you forget the difference between what you need and what you want. Be happy when you save your money rather than when you spend it.



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