

I Think Again About Sending Your Child to College

We foresee no return to the condition of the '50's and '60's, in which employers were forced to bid against each other for the services of new graduates. ... Conclusion? The student whose talents and interests are rooted in other than academic fields might be well advised to consider alternatives."

Vallejo Times Herald, September 17, 1972 Supplement P.14

The time has come for parents and students to reassess the need for a college education and perhaps to look elsewhere for rewarding career opportunities.

Why? First, let's look at it from the financial angle. Five years ago, the average cost of a year at a public university in a student's own state was \$9. Next year, it is expected to average \$1,621. That comes to nearly \$6,500 in four years. In addition, required fees, room and board only.

A comparable increase has been noted in the cost of private colleges—from \$2,104 per year to \$3,022 annually. Therefore, to attend for four years at a liberal arts college can run more than \$12,000 just for the basic expenses.

And that is by no means the total cost of a college education. The out-of-pocket expense will be added to lost wages. Even at the minimum wage rate, receiving annual increases, a student will have lost some \$1,000 in a four-year period. In view of these sacrifices, the diminishing return on investment, I think that parents and young people should ask themselves, "Is college really the best answer?"

In the coming decade, it may not be. For while the net increase in the supply of new college-educated workers during the 1970's is estimated at 1 million, the increase in demand is expected to total only 1 million, clearly changing the situation from a "sellers' market" to a "buyers' market." This is just temporary. We foresee no return to the condition of the '50's and '60's in

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expected to narrow. Conclusion? *The student whose talents and interests are rooted in other than academic fields might be well advised to consider alternatives.*

For several generations now, the college education and the white-collar job have been con-

sidered a status that they didn't really want?

For if you look down your block or around your neighborhood, I think you'll find skilled craftsmen living next door to professionals—living the same kind of life, enjoying the same luxuries, and in many instances

pride of accomplishment that comes to the skilled artisan who works with his hands.

Therefore, although a college education can be intellectually and socially stimulating for those young men and women whose interests lie in that direction, it is certainly not logical

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