


4

FACTS

That will Change the Way  
You Think About College



a  ebook

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# So, you're thinking about college...

The American college system is set up with a specific goal in mind: we as society feed in young students, and the system takes them in, stuffs some knowledge into their heads, and deposits them back into society as successful adults.

Right?

That's how college has always been marketed, but lately **the statistics have been telling a different story.**

As of 2012, 44% of college grads were working jobs that *didn't* require a college degree. And only **one-third** of that 44% were bringing in what researchers called "good" pay (around \$45,000 per year).

I think it's safe to say **college isn't a guarantee of career success.** But if that's the case, why go to college at all? Is there even a point?

Is there a better way to do college?

Of course there is. It just may not be the one you thought it was. But to find it, we need to debunk some of the ideas our society accepts as gospel.

You ready?

# FACT

## You don't have to go to "The Right" School

1



Despite what you may have been told, **managers don't care what school you graduate from.** Rarely do they even care what degree you hold. They don't want to hire a "good student" who knows how to show up to class and turn in their homework on time. And, believe it or not, your degree isn't going to teach you what you need to know for the job.

According to a 2013 Gallup survey, *only 9% of employers* said university choice was "very important" to their hiring decision. 20% said they looked for "applied skills," and **84% said they looked for field knowledge** before granting an interview.

And that's just when looking over a resume.



Beefing up your resume is definitely an important first step (which we'll talk more about later). After all, your employer wants to know you can actually do the job you're applying for. But all a resume does is help the hiring manager filter out possible candidates from the horde of applicants.

After that happens, there's the interview process in which managers search for your fit within the company. That's right. Your education and past experience only gets you an interview. Your future employer still has to decide if you're a good "fit." This will depend on a variety of factors: personality, values, soft skills, etc. That's what gets you in.

**So, still fretting over your college choice? Don't.**

What school you graduate from is really the least of your future employer's concerns. Whether it's Harvard or Podunk University, a degree is a degree.

# FACT

## You don't have to spend 4 years at one location

2



What if you could custom build your own degree to your exact specifications? What would you do?

Would you free up your time so you can work on other projects? Would you reduce the cost of your degree? Would you choose only coursework you find interesting?

After high school, I chose to work full-time to save up for college. I took a job at a local fast food restaurant and began working 40- and 50-hour weeks. During that year of working, learning, and living life differently than I ever had before, I developed a new perspective.

The idea of spending 4 years in a classroom made me antsy. And when my enrollment deadline finally rolled around, I just didn't have the *time* to sit in a class. I didn't want to give up the good thing I had going to listen to a professor drone on about a topic I didn't really care about.

I wanted to get an education *my* way instead of letting the system tell me what to do.

The great news is, through the technological advances of the 21st century, **you can “unbundle” yourself from the traditional college system.**

You'll need some guidance, of course, as every college still has their own general requirements for graduation, but it's possible. [\(We can help you.\)](#)

By taking courses through a variety of locations and methods, you can transfer a wide variety of credit into your chosen college for graduation instead of earning credit at one specific university.

**How does this help you?** Our *CollegePlus: Unbound* students are a great example. They graduate through highly flexible online institutions. However, instead of *just* completing set coursework at their chosen institution, these students are able to transfer courses from:

- Community colleges
- Online universities
- Independent study options
- Credit-by-examination
- Prior Learning Assessments (PLA)
- Competency-based learning programs
- Internships
- Study abroad programs

Just think of what you can do with an unbound degree like this. Need to work full-time? Done. Want to beef up your resume? Done. Still figuring out what you want, but don't want to get behind? Done, done.

And as more universities catch on to this 21st century model, more and more flexible, affordable options are becoming available to help you earn your custom-built, fully accredited degree.

***Want to learn more about unbundling your degree? [Click here to request a call with one of our Student Counselors.](#)***

# FACT

## You don't have to go bankrupt

3



Attending one university (especially living *on campus*) makes your college price tag soar into the tens of thousands. And let's face it, unless you're a trust-fund baby or successfully nail countless scholarships, paying for college without going into debt is *probably* not going to happen.


Or is it?

Let's step back to the idea of unbundling your degree. You'd be surprised how easy it is to find coursework that is interesting, in-depth, and *available for credit* for a fraction of the cost of traditional college classes.

Take the two most popular (and most cost-effective) options: credit-by-examination and independent study.

The College-Level Examination Program (CLEP) is a series of tests produced by the The College Board (creators of the SAT) and is the most popular example of a credit-by-examination course.

By studying for one of these exams, you'll be learning the exact same material as a traditional college student *for an eighth of the cost*. The only difference? You're gathering and studying the material on your own rather than having your hand held the whole way.

A close-up photograph of a hand holding a clear pen over an open notebook. The pen is positioned as if about to write. The notebook has some faint lines and text visible. The image is overlaid with a semi-transparent teal filter.

Independent study courses work similarly. One of these courses will hand you all the material you need: homework assignments, general deadlines, and access to a professor who will grade assignments and answer questions (usually via email). But the rest is up to you. No one will be getting on your case or making sure you're doing your work. It's completely up to you to learn the material and pass the midterm and final exam.

Both of these options are *significantly* cheaper than full-blown college courses for a simple reason: you're using the resources available to you instead of requiring someone to spoon-feed you the material.

**That's a big responsibility, but it pays off in two ways:**

1. **You're saving money.** The average credit-by-exam costs only \$100 per course, and an independent study course is around \$500. (How does that look next to your standard \$800 course from an "affordable" state school?)
2. **You're building essential skills for you future.** You think your boss will hand you a curriculum for new skills? Better get used to learning on your own before you get there.



# FACT

## You don't need a degree

4



From a young age, we're taught there's one path through life: school, school, school, college, work.

But what about all the electricians, automobile repair workers, artists, and small business owners who don't necessarily *need* to follow this path? Should they go thousands of dollars into debt for college?

On the flipside, what about the college grads marching into offices with shiny degrees who can't even land interviews because they lack necessary experience?

College degrees are important. And they're useful (especially when negotiating salary in the corporate world), but let's face it—for some people, **a degree isn't your golden ticket.** In fact, depending on your future goals, it *might* be considered excessive.

Take one of my favorite fields of work: freelance writing. Freelancing is a popular choice for 21st century workers (myself included). Really big. But the funny thing about this field is *hardly anyone will ask to see a degree.*

Ever.

Most clients are more interested in work samples, much like an employer is drawn to a resume.

While holding a bachelor's certainly doesn't hurt, the day I declared I would write for a living, I knew a degree would *not* be my educational be-all end-all.

Because I figured this out early, I was able to put less focus on earning a specific degree, or earning a degree as fast as possible, and more focus on higher-priority tasks: gaining practical knowledge, cultivating my writing and editing skills, learning more about the world around me, pursuing amazing opportunities, and building relationships that will last a lifetime *while* pursuing the degree that I saw as an “extra credential.”

We tend to put education on a pedestal. We fight for our chance at a college education, the “only education that really means anything.”

Take a step back. Do you know *why* you're looking for a degree? Do you really need one?

Before you enroll in college, it'll be worth your while to spend some extra time figuring out what you want to do *after* college. Then you can decide the best way to approach the whole degree-earning process before dropping thousands of dollars on something you may not even want or need.

***Talk to one of our Student Counselors to discuss your options and if a college degree is right for you.***



# Prepare to Live on Purpose

The world often tries to force us into the outdated 20th-century educational box. But, let's face it. You just don't belong there. You are not a puppet controlled by the world around you. **You are a unique creature created by God to fulfill a purpose.**

Do you really want to jump through society's hoops because "everyone else is doing it" and risk missing out on that calling?

**Live your life on purpose.**

# Talk to a Student Counselor

Deciding to live on purpose is just the first step. Want some help finding the next one?

We've got your back.

Friendly, easy to talk with, and highly trained on matters of college and calling, our Student Counselors can help you lay out your college options and choose the path that's right for *you*—whatever that may be. If you have a question, they can answer it.

**If you're ready to take your education into your own hands, [request a call here](#).** Or call us at (866) 989-5432, ext 1.

You were created with dreams and desires. You were created for a purpose. Make sure your college years become a launching point, not a stumbling block.

***That is a better way to do college.***