

The Parent's Investment

Higher Education Represents An Opportunity To Get Better Jobs In The Future

College graduates who work full-time earn \$17,500 more per year compared to those with only a high school diploma.

Is College Worth It?

In addition to higher salaries on average compared to those of their peers who did not continue their studies beyond high school, this type of investment provides other benefits to your children:

1. Work Ethic

Having to take more responsibility for their own lives will help students develop a more solid work ethic.

2. Independence

Living away from home allows young people to strengthen their sense of self determination and identify their life goals.

3. Foundation

It has been amply demonstrated that the university experience creates a more solid foundation upon which to build a better life.

4. Maturity

College is an opportunity to expand their knowledge and acquire a degree of maturity.

What Are Your Options As A Parent?

You probably know several investment savings options for college, retirement and other things. But is it possible to do too much for your child?

A study conducted by Laura T. Hamilton (American Sociological Review) suggests that it is. This study revealed that the children of parents who paid too much without expecting them to contribute to the cost of their own education received lower academic grades than those who had to work in order to get at least some of what they wanted.

A Parent's Story

When Juan and Sara were getting ready to send their daughter to college, they wanted to make sure that Cristina had everything she needed. They worked multiple jobs and cut almost all their expenses to be able to finance their daughter's education.

At the end of the first semester, Cristina's grades were awful. Juan and Sara couldn't figure out why. Cristina had a rebellious attitude and refused to tell them whether she was attending classes, which she claimed were not too hard, and got upset when asked about them during winter break.

Juan and Sara had to make a very hard decision: they told Sara that she had to pay for her own extracurricular activities, snacks, etc. Cristina got angry and returned to school upset with her parents.

By the end of the second semester, however, Cristina's grades had improved enough to meet Juan and Sara's expectations. That summer, Cristina returned home as a much more mature, respectful and happy daughter.

