

I am the One

i-am-the-one.com

who will determine my future.

The “I am the One” campaign is Virginia’s marketing effort to empower **all** students to plan for and succeed in education beyond high school. Based on input from Virginia high school students and counselors, the “I am the One” campaign is succeeding in its efforts, by providing fun messaging, clear information, and incentives that drive students to take control of their futures. Campaign materials direct counselors and students and their families to the i-am-the-one.com website where they can find resources about college preparation, financial aid, and Virginia colleges and universities.

The “I am the One” campaign is coordinated by the State Council of Higher Education for Virginia (SCHEV), through funds available from the U.S. Department of Education’s College Access Challenge Grant Program. The grant is specifically designed to increase the number of under-represented students who are prepared to enter and succeed in postsecondary education.



SO WHY SHOULD YOU GO TO COLLEGE?

- 1.** Ka-ching! As a college graduate, they'll earn an average of \$368 more a week than a high school graduate – that's \$20,000 more a year!
- 2.** It pays to stay in school. Over a lifetime, a high school dropout working full-time will earn \$300,000 less than a high school graduate, and more than \$1 million less than a college graduate!
- 3.** They'll have better odds for a better job: A college degree increases a person's chances of employment by nearly 50%.
- 4.** They'll be getting ahead of the game – it's estimated that by 2014, 90% of the fastest-growing careers will require some level of education beyond high school.
- 5.** A college degree will continue to grow in value. By the time a current student is in his or her 30s, there'll be an estimated 19 million more jobs for educated workers than there are qualified people to fill them.
- 6.** It has benefits in lots of other ways, such as health insurance and generous retirement plans. Jobs for college graduates typically offer more and better benefits than lower-skill jobs requiring just a high school diploma.
- 7.** Families with higher levels of education tend to enjoy a better standard of living. With more earning potential, college graduates can also give back to their parents and be in a position to help other members of their family and the community.
- 8.** Pay it forward – statistics show that if a student goes to college, his or her children and even their children are more likely to go.

Sources: www.college.gov and www.knowhow2go.org 2010

The "I am the One" campaign is coordinated by the State Council of Higher Education for Virginia (SCHEV) through funds from the U.S. Department of Education's College Access Challenge Grant Program.



i-am-the-one.com