



THE COLLEGE DILEMMA AND THE HEARTLAND SOLUTION

- ◆ Only 65.9% of 2018 high school graduates were enrolled in college or a university program, **97% of high school graduates enrolled in college.**
- ◆ Only 20% of high school graduates chose their appropriate Major.²
In our program, 71% of high school graduates chose their appropriate major.
- ◆ Only 65% of students entering college will complete their degree at their original college.²
In our program, 95% of students entering college will complete their degree at their original college.
- ◆ Only 59% of students entering college graduate in less than 6 years.²
In our program, 98% of students entering college graduate in less than 6 years.
- ◆ The National average amount of financial aid awarded per student is \$14,790.³
In our program, the average amount of financial aid per student is \$35,375.

1. Source: Bureau of Labor Statistics 2. Source: National Center for Education Statistics 3. Source: The College Board

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BREAKING THROUGH The College Dilemma

THE GOOD: Obtaining a College Degree is more important than ever; on average a graduate with a bachelor's degree makes 35% more annually than someone who has no degree...¹

THE BAD: The average tuition for a Public Four-Year In-State University is 85,480 and increasingly at an alarming rate. That means without proper planning each additional year could be costing you \$21,370!³

THE **HIFE COLLEGE COACHING PROGRAM** HAS THE ANSWER



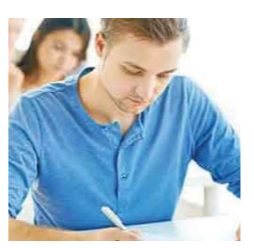


WHAT DO WE ACCOMPLISH FOR PARENTS AND STUDENTS?

HIFE College Coaching supports the efforts of all students wanting a college education. The Heartland Institute's College Planning Coaches work directly with students using assessments, based on skills and interests, to help students explore and decide on their career goals and the best major for that career. So here's what we do for our students:

- ✓ **Career Assessments, Studying the Results, Exploring Possible Careers and Setting Career Goals**
- ✓ **Help Selecting the Best Major and Colleges For the Student**
- ✓ **Guidance Preparing for College. This May Include ACT/SAT Preparation Guidance, Class Selection and Activities to Build a Student Resume**
- ✓ **Help with the College Application Process and College Comparisons**
- ✓ **Financial Aid Guidance Involving FAFSA, Scholarships, Appeals, Strategies**
- ✓ **Individualized Coaching**

Right Preparation Right College Right Career



HOW ARE WE UNIQUE ?

The HIFE College Planning Coaches are what truly sets our program apart from others. On average, our Coaches have over 20 years of experience in higher education teaching, as admissions counselors, and career / academic advising. The Coach will take the time to get to know the student and create a plan just for them so they are fully prepared for college. This personal approach is the reason why 97% of high school graduates enrolled into college after going through our College Coaching program! The HIFE Coaches will work with all students wanting a college education in an effort to successfully decide on careers and majors, prepare for attending college, applications, selecting the best college, and the financial-aid process.

Better yet...Our coaches work together and support each other for the benefit of every student. Each coach has essential college planning knowledge, as well as specific areas of expertise. By working together the coaches will share information and suggestions that will help each individual student succeed!

And even more...The Heartland Institute of Financial Education is a national 501 c(3) non-profit organization that is endorsed by Colleges and Universities all across the U.S.

