



Why Pay for Career and College Counseling with the Economy in Recession?

Because the Economy IS in Recession!!

In these negative economic times, college and career planning is more important than ever. The cost of higher education can be daunting. According to an article published in *The New York Times*, on December 3 2008, college tuition and fees have risen 439 percent from 1982-2007 while median family income increased 147 percent in the same period. In 2007, the net per year cost at a public university amounted to 28 percent of the median family income; the annual cost at a four year private university amounted to 76 percent of the median family income. Education budgets can suffer severe setbacks if a student changes majors or transfers to a different college. This can potentially result in a delay in graduating. In these changing times, **one must consider:**

1. The availability of student loans and what interest rate they may carry.
2. College tuition will continue to increase; because, schools up to this point schools have little incentive to curb costs.
3. Colleges may be forced to cut back on scholarships, because of declining contributions.
4. A student may not be able to afford the school they originally wanted to attend and may need to research more cost effective options.
5. Certain careers may be on the decline and they should be avoided.
6. Personal investments may also be on the decline.

What can families do in these increasingly demanding times to address these challenges?

Comprehensive career and college counseling can help minimize these negative aspects. “My Pathways to Success” has been designed from the ground up to be a comprehensive career and college planning methodology. Our goal is to make a positive impact on planning for a successful college education. It is our commitment to assist high school and college students, and their parents, to get on the right track from the get go. We can help to avoid possible career dissatisfaction and provide for a lifetime of career success. We are trained and authorized to use the Birkman Method®, which is the best available for our client’s needs. To quote Alan Bernstein and the editors of the Princeton Review Guide To Careers: “No other assessment instrument offers the depth of the Birkman Method®”.

It now takes an average 6.2 years to earn a 4 year degree. Choosing a career and a college that is the right fit from the start can help keep the college experience and expenses to 4 years. Choosing a career and college that is the right fit could avoid disappointment and financial hardship. Career and college counseling may not be the first thing we consider when trying to cut costs, however, this small investment has the potential for a very high return, or as the saying goes, “*an ounce of prevention is worth a pound of cure*”.



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