Challenges and Opportunities

Jim Purcell
Thomas Jefferson:

“I was a revolutionary so that my children could farm and so their children could do art.”
"If I could rest anywhere, it would be in Arkansas, where the men are of the real half-horse, half-alligator breed such as grows nowhere else on the face of the universal earth."

Davey Crockett

No state with a low proportion of Bachelor's degrees has a high per capita income.

2002 = 19.7%

No state with a high proportion of Bachelor's degrees has a low per capita income.

Source: U.S. Census Bureau, ACS 2006
Investing in Higher Education

- **Arizona** Gov. Janet Napolitano (D) proposed a compact with the state’s eighth-graders: Stay out of trouble and get Bs in high school, and we’ll give you a college education. Napolitano also pledged to **double the number of bachelor’s degrees awarded by her state’s colleges by 2020**.

- **Michigan** Gov. Jennifer Granholm (D) also set a **goal of doubling the number of college graduates**. She wants to expand a pilot program that gives students an associate college degree after a five-year high school program and reward colleges that manage to graduate students, as opposed to just enrolling them.

- **West Virginia** Gov. Joe Manchin III (D) includes **$50 million** for the “Bucks for Brains” initiative to recruit faculty and build infrastructure with the goal of finding success in fields that could result in profits.

- **Ohio** Gov. Ted Strickland (D): wants to pay for students to spend their final year of high school on a college campus for free. He also wants to **make Ohio one of the 10 least-expensive states to attend college**.

- **Tennessee’s** Phil Bredesen (D) suggested lowering the GPA threshold that college students must maintain to keep their Hope Scholarship from a 3.0 to 2.75.

- **South Dakota’s** Mike Rounds (R) said another 200 students could join the 3,465 who already receive the state’s Opportunity Scholarships if the ACT score requirement were lowered from 24 to 23.

- **Missouri’s** Matt Blunt (R) asked for **$100 million** for Access Missouri scholarships, a sum that would quadruple the state’s investment in need-based grants.

- **Idaho’s** C.L. "Butch" Otter (R) proposed in his address Jan. 7 spending **$50 million** for scholarships for low-income students.
The 2010 Meltdown
Solving the Impending Jobs Crisis

• up to 50 percent of America’s adult population today lacks the advanced skills that are the foundation for most future high-paying jobs in today’s complex knowledge economy.

Arkansas:

• BLS assures us that over the long term, labor supply and demand will balance. (pg 18)
Legislative Taskforce on Remediation, Retention and Graduation

• Goal: *Reach the SREB average for citizens with bachelor’s degrees by 2015.* (projected to be 27%).

• Arkansas is currently at 18.2%.

• Arkansas is currently producing 11,186 bachelor degrees per year and at this rate of production Arkansas will have 337,256 citizens with bachelor’s degrees by 2015.

• To reach the SREB average, Arkansas must increase the current production of bachelor’s degrees by 64% (7,098 more graduates per year).
Strengthening the Arkansas Education Pipeline
Percent 96-97 Arkansas 9th Grader’s Progression into High School and College (percent)

Fall 2000 College Freshmen

9th Grade Enrollment  High School Grads  Enrolled Directly into College  First-time Full-time Degree Seeking Cohort  Retained After 1 Year  Graduated Within 6 Years  With Associate Degree  With Bachelor Degree
96-97 Arkansas 9th Grader's Progression into High School and College (number)

- 9th Grade Enrollment: 37,160
- High School Grads: 27,335
- Enrolled Directly into College: 17,116
- First-time Full-time Degree Seeking Cohort: 15,172 (100%)
- Retained After 1 Year: 10,701 (71%)
- Graduated Within 6 Years: 5,817
- Graduated with Associate Degree: 1,493 (28%)
- Graduated with Bachelor Degree: 4,324
Competing Globally

- Arkansas high school graduates: 28,532
- How many high school graduates in Dallas/Fort Worth MSA? 40,906
- All of Texas: 240,485
- US: 3,152,000
- China: 9,500,000
Catching Up

• What can be done? What is possible? What are the issues?
• What is the solution?
• Will Arkansas seek to participate in the modern-global-technological society in a capacity other than being a provider of low-skilled cheap labor?
Arkansas College-Going Rate

Source: Arkansas Higher Education Information System
Reading Remediation Rates by County
Fall 2007

First-time entering (full- and part-time) students seeking an associate or baccalaureate degree.
First-time entering (full- and part-time) students seeking an associate or baccalaureate degree.
Math Remediation Rates by County
Fall 2007

First-time entering (full- and part-time) students seeking an associate or baccalaureate degree.
Unduplicated Remediation Rates by County
Fall 2007

First-time entering (full- and part-time) students seeking an associate or baccalaureate degree.
Knowing is half the battle.

GI Joe, Action figure and comic book character
### Unduplicated Number of Fall First-Time Freshmen Assigned to Remediation for 2007-2008

<table>
<thead>
<tr>
<th>Institution</th>
<th>First-Time Freshmen</th>
<th>All Remedial</th>
<th>English</th>
<th>Math</th>
<th>Reading</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
<td>ASUJ</td>
<td>1,733</td>
<td>46.68%</td>
<td>28.16%</td>
<td>38.72%</td>
<td>25.45%</td>
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<td>ATU</td>
<td>1,543</td>
<td>42.90%</td>
<td>25.92%</td>
<td>34.28%</td>
<td>22.29%</td>
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<tr>
<td>HSU</td>
<td>803</td>
<td>38.11%</td>
<td>23.66%</td>
<td>30.76%</td>
<td>20.67%</td>
</tr>
<tr>
<td>SAUM</td>
<td>537</td>
<td>55.87%</td>
<td>40.97%</td>
<td>42.27%</td>
<td>37.43%</td>
</tr>
<tr>
<td>UAF</td>
<td>2899</td>
<td>10.93%</td>
<td>3.69%</td>
<td>7.07%</td>
<td>3.73%</td>
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<td>UAFS</td>
<td>1,138</td>
<td>44.02%</td>
<td>18.63%</td>
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<td>UALR</td>
<td>862</td>
<td>54.99%</td>
<td>33.76%</td>
<td>43.16%</td>
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<tr>
<td>UAM</td>
<td>533</td>
<td>64.73%</td>
<td>46.53%</td>
<td>56.10%</td>
<td>43.15%</td>
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<tr>
<td>UAPB</td>
<td>819</td>
<td>91.70%</td>
<td>75.46%</td>
<td>84.86%</td>
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<td>UCA</td>
<td>1,793</td>
<td>29.89%</td>
<td>4.13%</td>
<td>28.00%</td>
<td>6.97%</td>
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<tr>
<td><strong>Total Four-Year</strong></td>
<td><strong>12,660</strong></td>
<td><strong>39.50%</strong></td>
<td><strong>22.50%</strong></td>
<td><strong>33.02%</strong></td>
<td><strong>21.09%</strong></td>
</tr>
</tbody>
</table>
## Unduplicated Number of Fall First-Time Freshmen Assigned to Remediation for 2007-2008

<table>
<thead>
<tr>
<th>Institution</th>
<th>First-Time Freshmen</th>
<th>All Remedial %</th>
<th>English %</th>
<th>Math %</th>
<th>Reading %</th>
</tr>
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<tbody>
<tr>
<td>ANC</td>
<td>298</td>
<td>84.90%</td>
<td>55.03%</td>
<td>81.54%</td>
<td>52.35%</td>
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<tr>
<td>ASUB</td>
<td>775</td>
<td>62.97%</td>
<td>38.32%</td>
<td>56.52%</td>
<td>31.10%</td>
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<tr>
<td>ASUMH</td>
<td>175</td>
<td>64.57%</td>
<td>34.86%</td>
<td>51.43%</td>
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<tr>
<td>ASUN</td>
<td>153</td>
<td>79.74%</td>
<td>58.17%</td>
<td>71.90%</td>
<td>45.10%</td>
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<tr>
<td>BRTC</td>
<td>319</td>
<td>72.41%</td>
<td>52.98%</td>
<td>52.66%</td>
<td>42.95%</td>
</tr>
<tr>
<td>CCCUA</td>
<td>152</td>
<td>82.24%</td>
<td>60.53%</td>
<td>76.97%</td>
<td>54.61%</td>
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<tr>
<td>EACC</td>
<td>256</td>
<td>84.38%</td>
<td>60.94%</td>
<td>70.31%</td>
<td>58.59%</td>
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<tr>
<td>MSCC</td>
<td>280</td>
<td>80.00%</td>
<td>60.36%</td>
<td>70.36%</td>
<td>54.29%</td>
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<tr>
<td>NAC</td>
<td>322</td>
<td>63.98%</td>
<td>42.55%</td>
<td>43.48%</td>
<td>34.16%</td>
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<tr>
<td>NPCC</td>
<td>304</td>
<td>83.88%</td>
<td>49.01%</td>
<td>80.26%</td>
<td>38.16%</td>
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<tr>
<td>NWACC</td>
<td>1,116</td>
<td>72.58%</td>
<td>38.35%</td>
<td>59.59%</td>
<td>30.82%</td>
</tr>
<tr>
<td>OTC</td>
<td>131</td>
<td>75.57%</td>
<td>38.93%</td>
<td>70.99%</td>
<td>28.24%</td>
</tr>
<tr>
<td>OZC</td>
<td>228</td>
<td>69.30%</td>
<td>47.81%</td>
<td>46.49%</td>
<td>34.21%</td>
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<tr>
<td>PCCUA</td>
<td>75</td>
<td>86.67%</td>
<td>66.67%</td>
<td>72.00%</td>
<td>64.00%</td>
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<tr>
<td>PTC</td>
<td>1,034</td>
<td>87.72%</td>
<td>54.26%</td>
<td>84.24%</td>
<td>53.58%</td>
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<tr>
<td>RMCC</td>
<td>111</td>
<td>72.07%</td>
<td>40.54%</td>
<td>52.25%</td>
<td>33.33%</td>
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<tr>
<td>SACC</td>
<td>137</td>
<td>87.59%</td>
<td>64.23%</td>
<td>78.83%</td>
<td>62.04%</td>
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<tr>
<td>SAUT</td>
<td>160</td>
<td>85.00%</td>
<td>58.75%</td>
<td>74.38%</td>
<td>57.50%</td>
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<tr>
<td>SEAC</td>
<td>166</td>
<td>86.75%</td>
<td>65.06%</td>
<td>79.52%</td>
<td>44.58%</td>
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<tr>
<td>UACCB</td>
<td>216</td>
<td>77.78%</td>
<td>50.46%</td>
<td>70.83%</td>
<td>41.67%</td>
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<tr>
<td>UACCH</td>
<td>195</td>
<td>79.49%</td>
<td>42.05%</td>
<td>65.13%</td>
<td>43.59%</td>
</tr>
<tr>
<td>UACCM</td>
<td>453</td>
<td>73.95%</td>
<td>45.92%</td>
<td>65.78%</td>
<td>40.40%</td>
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<tr>
<td>Total Two-Year</td>
<td>7,056</td>
<td>76.67%</td>
<td>48.41%</td>
<td>66.77%</td>
<td>42.05%</td>
</tr>
</tbody>
</table>
Cost of Remediation

$53,800,000
Equivalent to the combined budget of seven of Arkansas’s community colleges.

Revise remediation instruction
During the 1980’s what percent of college and university budgets consisted of State Funds?

- 1992? 64%
- 2001? 60%

69 to 70%
Academic Challenge/Governor's Scholarship, State Need-Based Aid, Institutional Scholarships, Student Loans
(in $millions)

- '98: $141.59
- '99: $34.77
- '00: $2.9
- '01: $13.9
- '02: $24.97
- '03: $66.21
- '04: $215.42
- '05: $330.92
- '06: $85.85
- '07: $395.73

- Academic Challenge/Governor's Scholarship
- State Need-Based Aid
- Institutional Scholarships
- Student Loans
A Plan
“Speed to Market and Close to Customer”

Ed Barlow, Futurist
“Speed to Market and Close to Customer”

1. Implement a series of initiatives that expedite the number of degrees produced and the speed at which degrees are produced.

2. Enhance the production of degrees in high-demand programs that are needed for the modern Arkansas economy.

3. Encourage students to complete a degree and to work in Arkansas.
The Plan: “Speed to Market and Close to Customer”

1. Implement a series of initiatives that expedite the number of degrees produced and the speed at which degrees are produced.
   1. A continuation of the current need-based funding formula with slight equity modifications
   2. A separate performance funding formula coordinated by ADHE Emphasis on increasing the # of associate and bachelor degrees as fast as possible.
   3. State-wide annual enrollment management workshop
   4. Continue improving the college matriculation process: remediation, course articulation, advising
   5. Expand concurrent enrollment
The Plan: “Speed to Market and Close to Customer”

2. Enhance the production of degrees in high-demand programs that are needed for the modern Arkansas economy.

1. Offer Competitive grants to address geographic workforce shortages for program expansions – probably healthcare in first cycle – awards will be added to the institution’s base if degree targets are met within prescribed time period.

2. Establish closer ties with Business and Industry for the purposes of becoming more responsive.

3. Offer Competitive grants for the purpose of identifying academic/technical programs as “Centers of Excellence.” Selected programs would illustrate quality, attract and graduate a large number of students. Awards will be added to the institution’s base if degree targets are met.
Top 10 Jobs with the Most Annual Openings: Associate’s Degree Required

- Registered Nurses: 703
- Computer Support Specialists: 122
- Radiologic Technologists and Technicians: 61
- Computer Specialists, All Other: 45
- Medical Records and Health Information Technicians: 42
- Paralegals and Legal Assistants: 41
- Respiratory Therapists: 37
- Dental Hygienists: 30
- Medical and Clinical Laboratory Technicians: 29
- Physical Therapist Assistants: 21
Top 10 Jobs with the Most Annual Openings: Bachelor’s Degree Required

- Business Operations Specialists, All Other: 348
- Elementary School Teachers, Except Special Education: 275
- Accountants and Auditors: 204
- Secondary School Teachers, Except Special and Vocational Education: 195
- Teachers and Instructors, All Other: 103
- Middle School Teachers, Except Special and Vocational Education: 102
- Computer Software Engineers, Applications: 86
- Network and Computer Systems Administrators: 78
- Engineers, All Other: 76
- Computer Systems Analysts: 74

Number of Openings
Top 10 Jobs with the Highest Growth Rate: Master’s Degree Required

1. Mental Health and Substance Abuse Social Workers: 4.14%
2. Clergy: 3.82%
3. Psychologists, All Other: 3.73%
4. Geoscientists, Except Hydrologists and Geographers: 3.45%
5. Substance Abuse and Behavioral Disorder Counselors: 3.36%
6. Occupational Therapists: 3.35%
7. Epidemiologists: 3.28%
8. Home Economics Teachers, Postsecondary: 3.26%
9. Foreign Language and Literature Teachers, Postsecondary: 3.17%
10. Mental Health Counselors: 3.15%
Top 10 Jobs with the Highest Growth Rate: Doctoral Degree Required

1. Medical Scientists, Except Epidemiologists - 5.00%
2. Criminal Justice and Law Enforcement Teachers, Postsecondary - 3.66%
3. Physics Teachers, Postsecondary - 3.28%
4. Political Science Teachers, Postsecondary - 3.17%
5. Postsecondary Teachers, All Other - 3.12%
6. Education Teachers, Postsecondary - 3.11%
7. History Teachers, Postsecondary - 3.07%
8. Chemistry Teachers, Postsecondary - 3.00%
9. Philosophy and Religion Teachers, Postsecondary - 2.99%
10. Psychology Teachers, Postsecondary - 2.96%
The Plan: “Speed to Market and Close to Customer”

3. **Encourage students** to complete a degree program and to work in Arkansas.

1. **Degree completion initiatives**
2. **Adult financial aid or tax credits**
3. **Streamline state financial aid programs** including the reduction of loan repayment programs.
4. **Add state funds for work-study programs**
5. **Transfer scholarships**
6. **Expand internship/work opportunities**
7. **Train institutions on how to best package financial aid for maximum impact**.
Fundamentals

• **Academic Program Viability**
  – **Currently 3,2,1** Needs to be higher. New and old programs
  – **Assure quality** Revise process for academic program review
  – **New Teacher performance measures**
    • Compare end of instruction scores of new teachers by university (controlled for free lunch, etc)

• **Financial Viability**
  – Revise % of tuition revenue that can be used for institutional scholarships from 30% to 15%. (legislation)
  – **Monitor institutional financial health**
    • Percent of budget used for instruction, etc.
    • Fund balances at appropriate levels
  – **Change formula for determining the level of bond debt that an institution can afford.** Subtract out institutional scholarships
Insanity: Doing the same thing over and over and expecting different results.

Albert Einstein
“Speed to Market and Close to Customer”
Ed Barlow, Futurist
Will these efforts have an impact?
Fall Enrollments at AR Public Institutions

Total Two-Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Two-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>37,582</td>
</tr>
<tr>
<td>1999</td>
<td>38,177</td>
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<tr>
<td>2000</td>
<td>38,883</td>
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<td>2001</td>
<td>41,036</td>
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<td>2002</td>
<td>39,262</td>
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<td>2003</td>
<td>41,275</td>
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<td>2004</td>
<td>42,130</td>
</tr>
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<td>2005</td>
<td>43,217</td>
</tr>
<tr>
<td>2006</td>
<td>43,218</td>
</tr>
<tr>
<td>2007</td>
<td>45,052</td>
</tr>
</tbody>
</table>
Fall Enrollments at AR Public Institutions

Total Four-Year


- 1998: 60,161
- 1999: 60,812
- 2000: 61,324
- 2001: 62,704
- 2002: 69,582
- 2003: 71,824
- 2004: 73,009
- 2005: 74,788
- 2006: 75,506
- 2007: 76,131
Arkansas ranks 7th in the growth of associate degrees since 1999-2000.
Arkansas ranks 11th in the growth of bachelor’s degrees since 1999-2000
Since 2001-02, a total of 2,912 additional degrees (+24.7%) have been awarded across the State System.

Enrollment during this same time period increased 21%.
Enrollment during this same time period only increased 10%.

Since 2000-01, a total of 4,668 additional degrees (+24.5%) have been awarded across the State System.
No state with a low proportion of Bachelor’s degrees has a high per capita income.

From 2000 to 2004, Oklahoma increased in the number of bachelor’s degrees for Oklahomans age 25 and older from 20.2 to 22.2 and from 46th to 42nd in the state rankings.

No state with a high proportion of Bachelor’s degrees has a low per capita income.

Source: U.S. Census Bureau, ACS 2005
Workforce and Economic Development

Workforce Development

- $4.5 million to increase academic programs at institutions offering nursing and allied health care programs.

- This will produce an additional 300 registered nurses, 130 allied health professionals and 15 additional masters level nursing faculty members annually.
Current Situation

Hospital Staff Vacancies

- RN: 1129
- LPN: 221
- Physical Therapists: 83
- Respiratory Therapists: 57
- Medical Technologist: 48
- Scrub Techs: 44
- Pharmacists: 39
- Occupational Therapists: 38
- Radiographer: 35
- Lab Technologist (MLT): 17
- Other Needs: 16
- Ultrasound Technologist: 15
- CT Technologist: 13
- MR Technologist: 13
- Vascular/ Interventional: 7
- Nuclear Medical Tech: 4
- Radiation Therapist: 3
RN needs by Location

Percent of state-wide vacancies

- NW: 4%
- TULSA: 33%
- NE: 12%
- OKC: 35%
- SW: 7%
- SE: 9%
IT'S TIME TO FINISH WHAT YOU STARTED. You can return and complete your bachelor's degree at any of these nine participating state universities through the new ReachHigher program. It's a chance to achieve a higher education at a respected state university, and a way to increase your opportunities for a better career, through a program that fits your obligations, your budget – and your life.
EVEN THOUGH
LIFE HAS BEEN
YOUR MAIN FOCUS

OPPORTUNITY
IS STILL KNOCKING.

IT’S TIME TO FIT THE DEGREE THAT YOU NEVER QUITE FINISHED,
into a life that just keeps going. ReachHigher is an affordable, flexible way
to complete the bachelor’s degree that you once were working towards through
a state university close to you. Life always goes on. A college degree gives
you the opportunities for a better job, a better salary and a better life.

ReachHigher
OKLAHOMA’S DEGREE COMPLETION PROGRAM

Fully Accredited By The Higher Learning Commission

ENROLL TODAY AND REACH HIGHER 918.683.0040 x5011

CLASSES BEGIN MARCH 2007 www.ReachHigherOklahoma.org
Degree Completion is a National Issue

• A generation ago the U.S. was #1 in the world in higher education.
• Currently, the U.S. is #10
• To regain our status and our economic competitive edge, the U.S will need to produce a million more bachelor degrees each year.
Federal Role In Higher Education

- Federal policies implemented through appropriations rather than general rules and regulations and have thus affected only selected kinds of institutions, programs, students, and faculty.

- **GI Bill (1944)**
  - Within 7 years, approximately 8 million veterans received educational benefits. ($14 billion)

- **National Defense Education Act (1958)**

- **Higher Education Act of 1965**
  - Pell grant
  - Student loans

Federal Role in the States -2008

- The College Access Challenge Grant Program (CACGP) is designed to foster partnerships among Federal, State and local government entities and philanthropic organizations to significantly increase the number of underrepresented students who enter and remain in postsecondary education.

- CACGP provides two-year grants to States to meet the needs of underrepresented students and families.
College Access Challenge Grant

- Arkansas has been allocated $706,129 from the federal government to implement this program.
- The state is required to provide non-Federal funds equal to one third (1/3) of the costs of authorized activities and services. ($353,000)
- So far: Major commitment by Winthrop Rockefeller Foundation.
  - Cash and in-kind contributions by several state agencies, associations, colleges and universities.
Federal Role in the States -2008

- New GI Bill (2008)
- Effective Fall 2009 expanded college benefits for veterans
At the end of WWII, the U.S. made a bold decision to invest in the future of its economy by providing $1.9 billion annually to the education of returning veterans of the war. This commitment to human capital helped enable the WWII generation to become the “greatest generation.”

Possibly, Arkansas’s greatest generation is at the schoolhouse door waiting for the opportunity to propel Arkansas into the global economy.
civic involvement
volunteer activity by education levels

blood donation by education level, 1994:

Incarceration rates by education levels

Economic Percent Below Poverty Threshold, 2004

- Less Than High School Diploma: 32%
- High School Diploma: 15%
- Some College: 10%
- B.A. or Higher: 4%

Census Bureau
unemployment rates and education level, 2004

Source: Employment Policy Institute
Quality of Life

Home Ownership

Census Bureau, American Housing Survey for the United States: 2005

- Less Than High School Diploma: 58%
- High School Diploma: 69%
- Some College: 66%
- B.A. or Higher: 75%
Seatbelt Use while intoxicated, 1990

Percentage who use seatbelt

- Less Than High School Diploma: 15%
- High School Diploma: 20%
- Some College: 52%
- B.A. or Higher: 78%

Source: American Journal of Public Health
Average family income by educational attainment, 2003

Source: Postsecondary Education Opportunity, 2005
The Impact of Education on Individuals: Lifetime Earnings

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Estimated Lifetime Earnings</th>
<th>Difference Compared to High School Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 9th grade</td>
<td>$976,350</td>
<td>-$478,903</td>
</tr>
<tr>
<td>High school dropout</td>
<td>1,150,698</td>
<td>-304,555</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1,455,253</td>
<td>0</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>1,725,822</td>
<td>270,569</td>
</tr>
<tr>
<td>Associate degree</td>
<td>1,801,373</td>
<td>346,120</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>$2,567,174</td>
<td>$1,111,921</td>
</tr>
<tr>
<td>Master's degree</td>
<td>2,963,076</td>
<td>1,507,823</td>
</tr>
<tr>
<td>Doctorate</td>
<td>3,982,577</td>
<td>2,527,324</td>
</tr>
<tr>
<td>Professional degree</td>
<td>5,254,193</td>
<td>3,798,940</td>
</tr>
</tbody>
</table>

Source: Federal Reserve Bank of Dallas, 2005
Nearly all economic growth and prosperity for individuals, families, cities, states, and the country is now driven by college educated workers.

Those individuals, families, cities, states and – increasingly—countries with the most education are prospering, while those with the least higher education are experiencing relative and often absolute economic decline.

--Postsecondary Education OPPORTUNITY, June 2005.
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