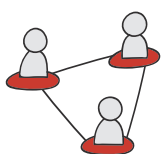


— TOP TAKEAWAYS —  
**A Market in  
Higher Education**



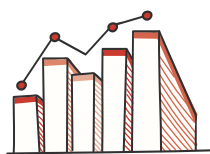
**THE TRADITIONAL SYSTEM IS  
COSTLY AND INEFFICIENT**

- The cost of college tuition has more than doubled during the past 30 years.
- Many undergraduates are not learning and gaining the skills they need to succeed.
- High-paying jobs go unfilled because of a lack of qualified candidates.



**A TRUE MARKET IN EDUCATION CAN...**

- Encourage providers to offer better value (higher quality and lower tuition).
- Help develop programs for filling existing, good-paying jobs.
- Serve non-traditional students by offering flexible schedules and services.



**SIGNS THAT MARKET COMPETITION  
IS ALREADY WORKING:**

- Colleges with a track record of adequately preparing students are attracting more business.
- Many students now enjoy access to:
  - Lower-cost education options like access to online courses.
  - Distinct, skills-based instruction designed for very specific jobs.



**THE PROFIT MOTIVE CAN ENCOURAGE  
INNOVATION IN EDUCATION**

- Businesses entering the higher education sector are responding to consumers' demands for different kinds of educational opportunities.
- They will only succeed if they are able to attract students and demonstrate that they add value.

*Encouraging continued innovation in higher education will help better equip Americans with the education and training they need to succeed in today's economy.*