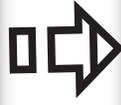


COLLEGE CHANGES EVERYTHING

The Challenge: Meet workforce needs by increasing the number of Iowans with degrees and credentials

GOAL 2025

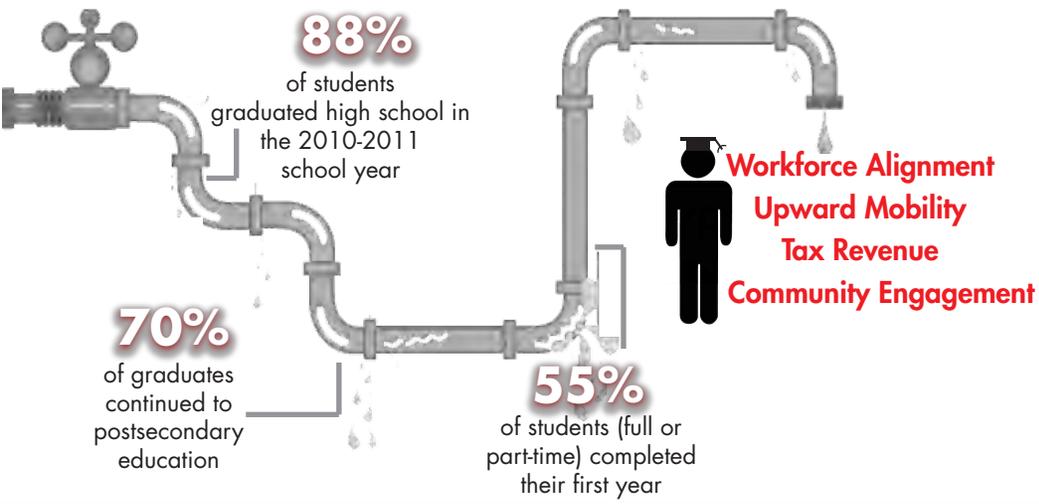
THE GAP
Only **36%** of Iowans have completed education beyond high school, ranking Iowa **25th** in the nation



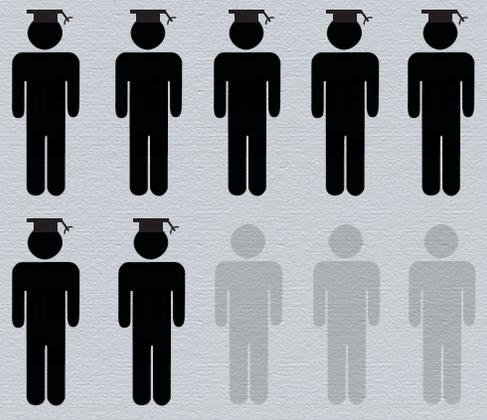
THE GOAL
Increase the percentage of Iowans with degrees or credentials to **60% by 2025**

The Reality of the Education Pipeline

Despite having the best high school graduation rate of all the states, Iowa students continue to fall off the education pipeline at key transition points from high school graduation to completion of a college degree.



By 2020, nearly 7 in 10 jobs will require postsecondary credentials or degrees beyond high school.



Join the College Changes Everything Movement

Everyone has a role to play in helping Iowa reach Goal 2025. Help spread the word about College Changes Everything and the importance of removing barriers to higher education, making college affordable for all Iowans and reducing student loan borrowing in order to stop the education pipeline leaks and increase degree attainment.

Top Workplace Skills

A survey of employers ranked these workplace skills highest in terms of importance.

1. Critical thinking & problem solving
2. Collaboration/teamwork
3. Communication
4. Technical skills associated with the job
5. Adaptability/managing multiple projects
6. Professionalism

Source: Economist Intelligence Unit survey, March 2014

For more information, contact:

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The Iowa College Student Aid Commission (Iowa College Aid) is committed to helping Iowans pursue and complete education beyond high school. In addition to programs, services and resources to help Iowans through the college planning, application and financial aid processes, Iowa College Aid awards more than \$70 million each year in state-funded grants, scholarships and loan forgiveness programs.



IowaCollegeAid.gov
Because College Changes Everything