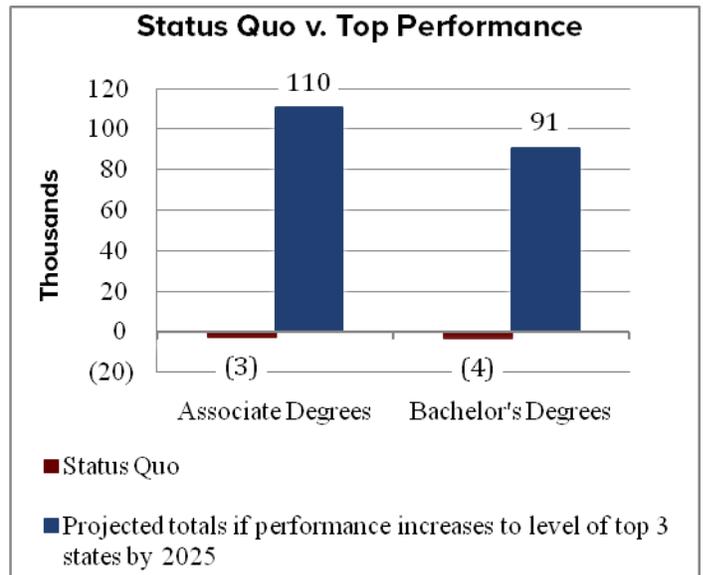


Return on Investment to Increasing Postsecondary Credential Attainment in Iowa

Iowa Must Improve College Participation and Credential Attainment Rates to Remain Competitive

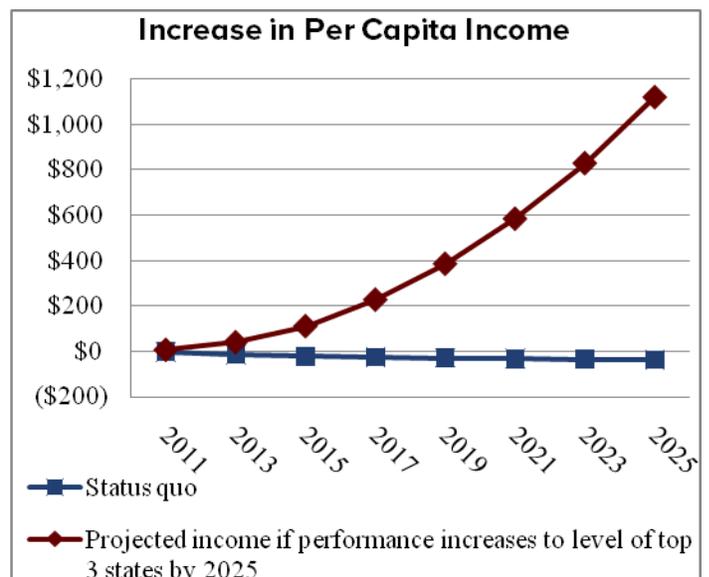
- To remain globally competitive, the U.S. and each state should ensure that at least 60% of adults ages 25 to 64 have an associate or bachelor's degree by 2025. In Iowa, the current rate is 39.7%.
- Iowa ranks 46th among 50 states in the size of the degree gap it needs to fill. To meet the 60% goal, it will need to produce an additional 108,807 degrees by 2025.
- By achieving rates of the top-performing states, Iowa can produce about 91,000 bachelor's degrees, 110,000 associate degrees and 44,000 certificates by 2025.



Meeting Credential Goal Produces Significant Personal Economic Return

Per capita income increases when the state meets 60% credential attainment goal

- Under current postsecondary investment patterns, annual personal per capita income in Iowa is projected to decrease by about \$37 in 2025.
- By meeting the 60% credential attainment goal, annual per capita income would increase significantly more, by approximately \$1,100 in 2025.



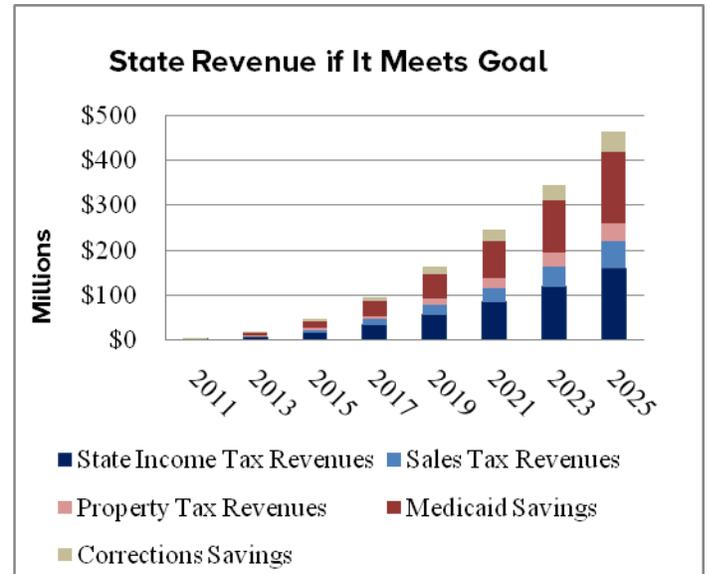
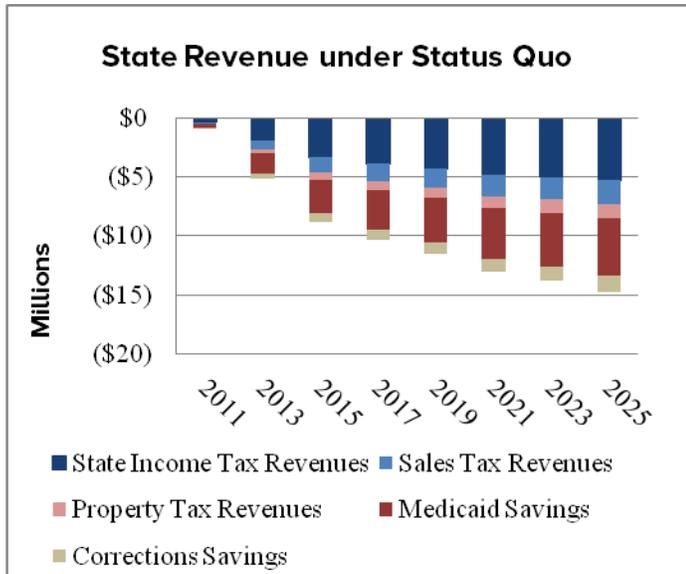
Meeting Credential Goal Produces Significant Economic Returns to the State

Status quo produces negative returns

Under current postsecondary investment patterns, Iowa's state revenues will decrease by about \$14 million in 2025.

Meeting 60% credential goal pays off

By meeting the 60% credential goal, Iowa will generate more annual revenue, topping approximately \$465 million in 2025.



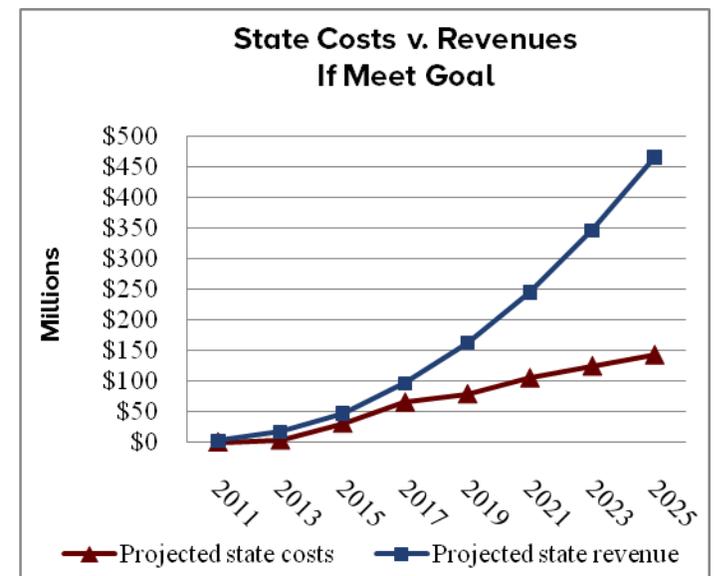
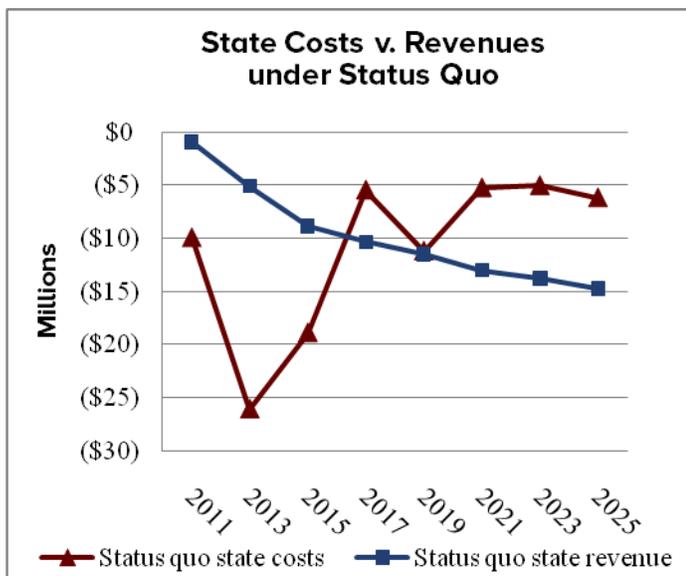
State Revenues Exceed Costs When Credential Goal is Met

Status Quo: Revenues are lower than costs

Under current postsecondary investment patterns, Iowa's state revenues decline to about \$8 million below postsecondary costs.

Meet 2025 goal: Revenues exceed costs

By meeting the 60% credential attainment goal, Iowa's revenues exceed postsecondary costs by approximately \$320 million by 2025.



This analysis was prepared using the CLASP-NCHEMS Return on Investment Dashboard tool. See www.clasp.org/ROIDashboard