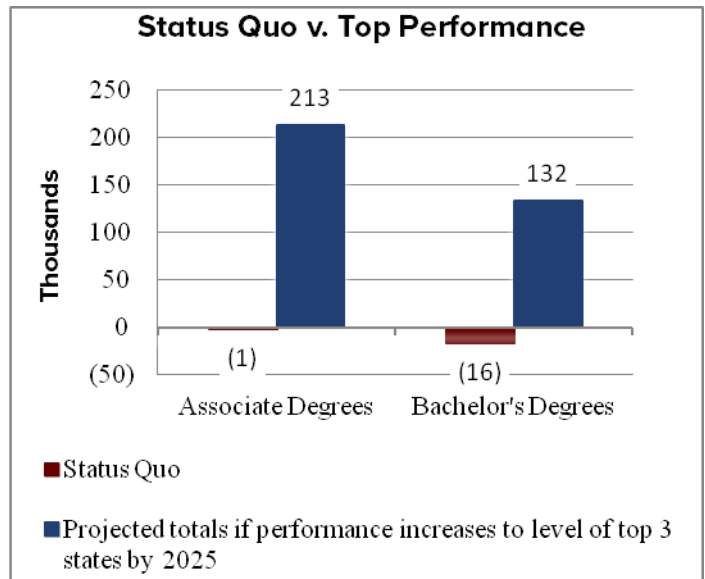


Return on Investment to Increasing Postsecondary Credential Attainment in Maryland

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

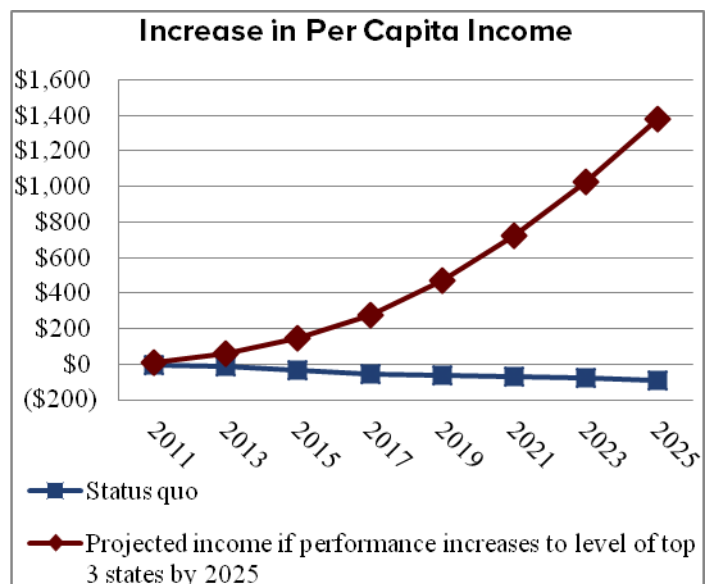
- To remain globally competitive, the U.S. and each state should ensure that at least 60% of adults ages 25 to 64 have an associate or bachelor's degree by 2025. In Maryland, the current rate is 44.7%.
- Maryland ranks 36th among 50 states in the size of the credential increase it needs to achieve annually. To meet the 60% goal, it will need to produce an additional 250,712 degrees by 2025.
- By achieving rates of the top-performing states, Maryland can produce about 132,000 bachelor's degrees, 213,000 associate degrees and 70,000 certificates by 2025.



Meeting Credential Goal Produces Significant Personal Economic Return

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

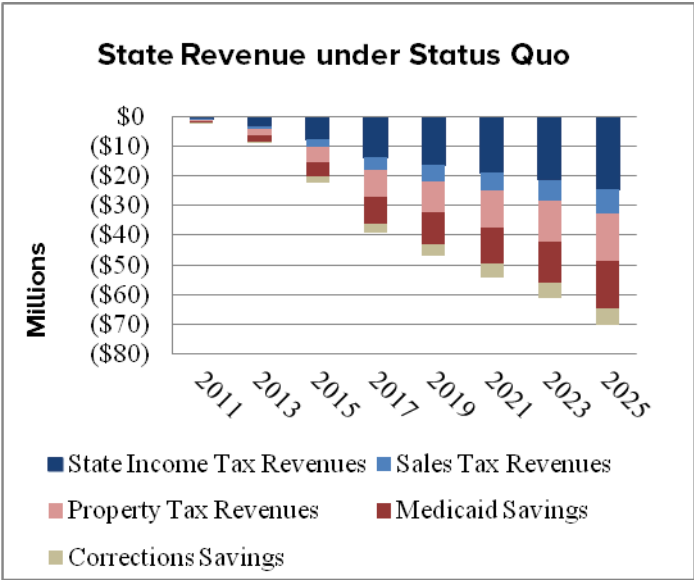
- Under current postsecondary investment patterns, annual personal per capita income in Maryland is projected to decrease by approximately \$90 in 2025.
- By meeting the 60% credential attainment goal, annual per capita income would increase significantly more, by about \$1,400 in 2025.



Meeting Credential Goal Produces Significant Economic Returns to the State

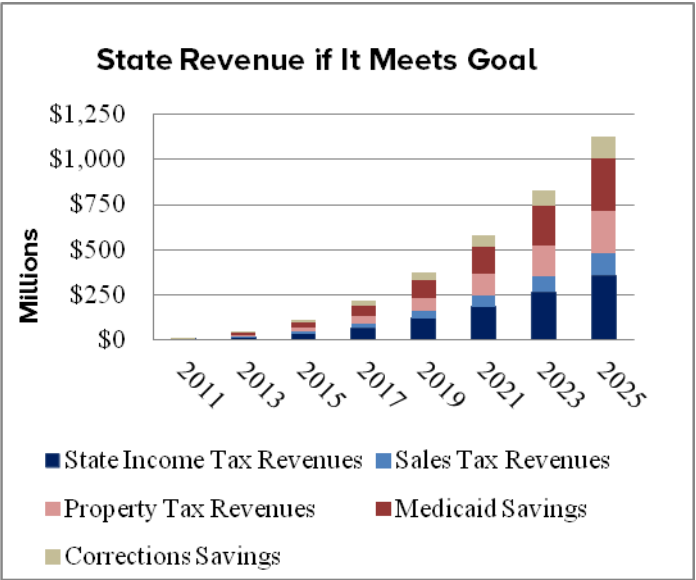
Status quo produces negative returns

Under current postsecondary investment patterns, Maryland's state revenues will decrease by approximately \$70 million in 2025.



Meeting 60% credential goal pays off

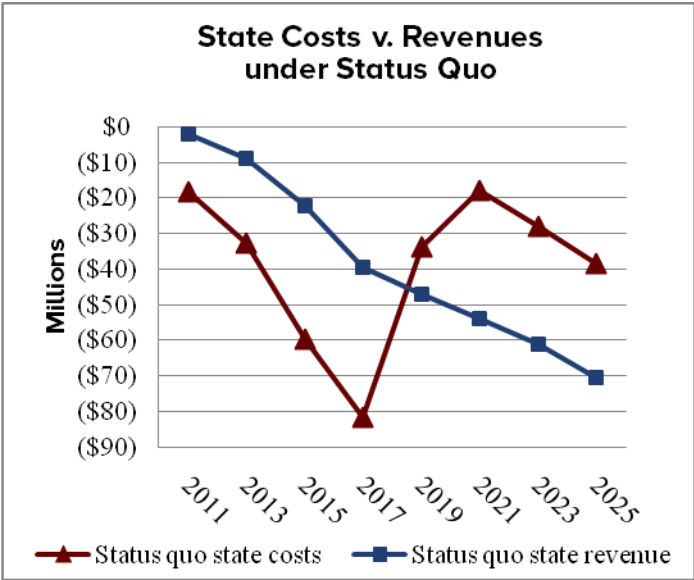
By meeting the 60% credential goal, Maryland will generate more annual revenue, topping about \$1 billion in 2025.



State Revenues Exceed Costs When Credential Goal is Met

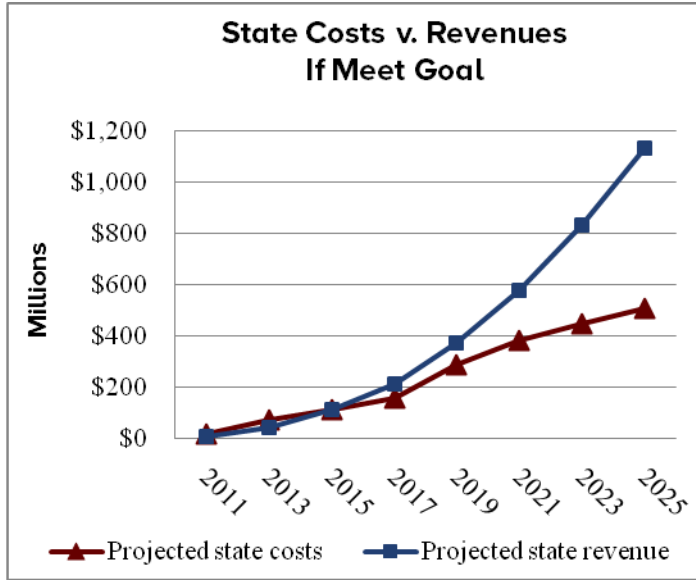
Status Quo: Revenues are lower than costs

Under current postsecondary investment patterns, Maryland's revenues are about \$30 million lower than costs in 2025.



Meet 2025 goal: Revenues exceed costs

By meeting the 60% credential attainment goal, Maryland's revenues exceed postsecondary costs by approximately \$615 million by 2025.



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