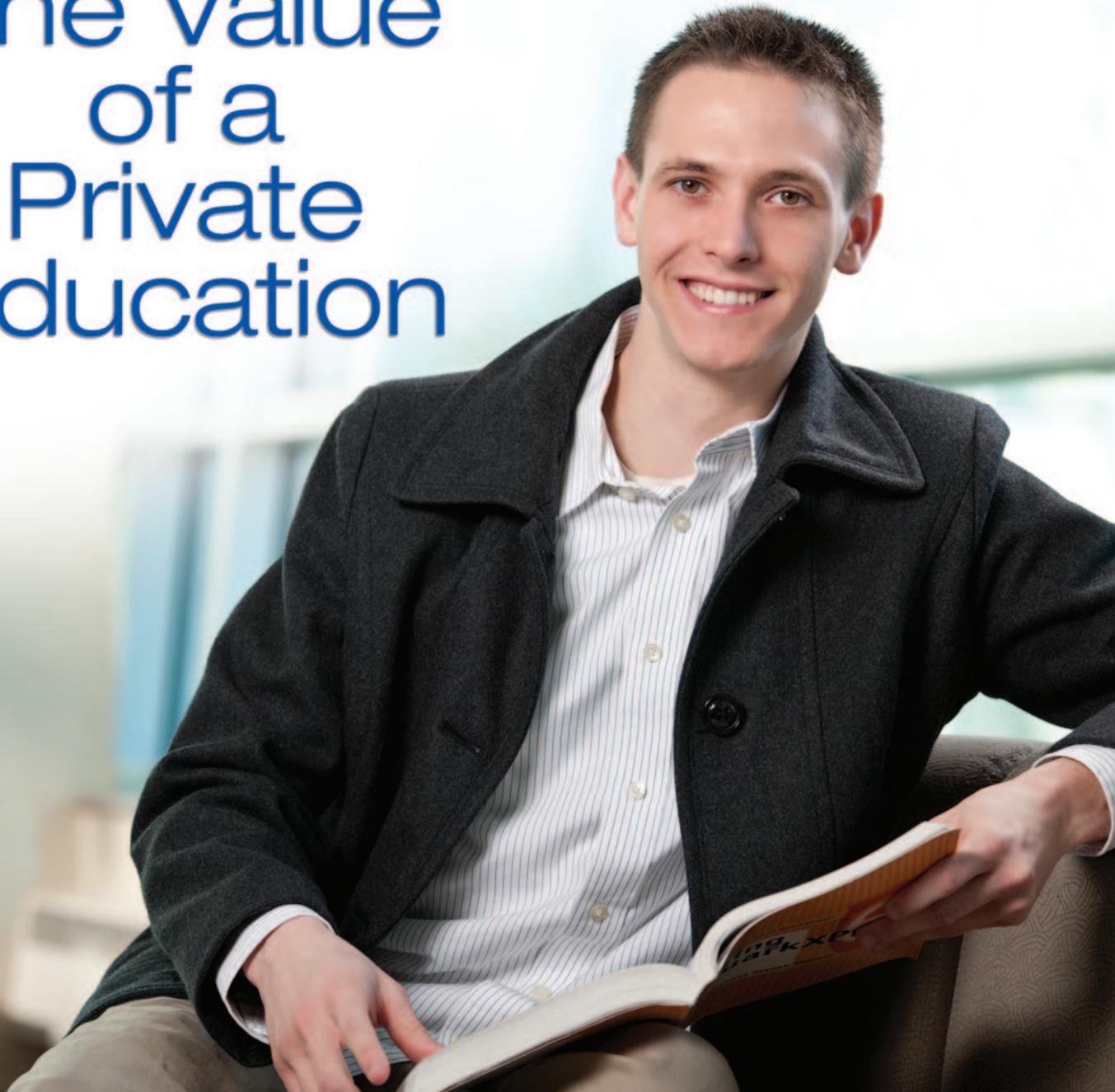


KING'S COLLEGE

WILKES-BARRE, PENNSYLVANIA

The Value
of a
Private
Education



Everyone can promise you a great college experience but in the end, it all comes down to what you get out of college after you leave. As you're making the decision about where to go and are not sure whether to choose a private or public institution, consider the following.

Private colleges are all unique—just like individuals, no two are the same. From differences in curriculum and academic standards to missions, each school creates an atmosphere that is truly its own. Because they are not charged with educating the masses, private colleges are able to understand and focus on each individual student. This personalized and supportive environment creates well-rounded, lifelong learners who are prepared to go out and meet life's challenges.

With more financial aid and smaller enrollments, students are much more likely to complete their degree in four years, enabling them to finish paying tuition and start earning a salary sooner. When you factor it all in, a private education is much more affordable than you may think.

But don't take our word for it. Ask those who know best—our successful students.





Meet TOM

Class of 2012, with a double major in Accounting and Business Administration, who feels King's College School of Business gives students real life insight into the world of trade and commerce. "It does so by presenting students with a well- rounded curriculum, business competitions and career forums. The exposure a student receives for internship and job opportunities through the Career Planning Office is second to none. I interned at Wegmans, which allowed me to learn the retail side of the grocery business. Through this experience, I was able to set myself apart in the interview process by demonstrating how I could help Campbell Soup Company achieve its strategic goals. As a result, I was offered a position as a Corporate Auditor at their Cherry Hill, New Jersey headquarters."

It's Academic

Private institutions offer a creative environment geared toward cultivating the academic success of their students. How do they do it?

Providing a quality education is the sole focus at private colleges. Their reputation is built on satisfied alumni, and they take pride in offering an education that will provide graduates with the tools that they need for successful careers.

Most private institutions are based in the liberal arts, which includes a broad exposure to many fields and disciplines that offer an understanding of how things are related. The initial emphasis is on learning, rather than the curriculum itself, and students are taught to be innovative thinkers who can question, reason and challenge conventional thinking. It pays off as a recent study found that **more Fortune 500 CEOs have had liberal arts B.A.s than professional degrees.**

This isn't to say that private colleges only graduate liberal arts degrees—some of the finest business schools, teaching and pre-professional training programs are within private institutions. Liberal arts colleges serve as first-rate preparation for graduate or professional school and careers in academia, medicine or law. In fact, **King's guarantees placement in several of the most competitive pre-professional programs in the country,** including law and medical school, for students who meet the requirements.

Because liberal arts institutions teach students how to think, not what to think, their graduates' abilities for critical thinking, communication skills and broad knowledge base are of extreme value to employers.

Now more than ever, having an extensive skill set will help graduates negotiate and carve their way through today's competitive job market.

It's Personal

Meet CANDICE

Private institutions offer an academic environment where individual attention is the norm, not the exception. How can they do this?

It starts with the size. State-funded public colleges have as their mission to serve the citizens of the state, a very large population. Because they are self-funded, privates need only take on the number of students they feel they can educate successfully. The population at a private college is usually much smaller (**King's has 2,700 students**), which enables students to receive a personalized, hands-on education.

Whereas public colleges must accommodate anyone who meets the requirements, privates can select the students that will do best in their particular environment. Private schools seek the right fit and look beyond admission requirements to see what interests, skills and talents students have that could make a positive impact on the college.

It shows in their alumni satisfaction rates. In a survey of Pennsylvania private college graduates, **90% indicated that they would choose their undergraduate institution again.**

One of the reasons most often cited in alumni satisfaction studies is the warm environment a private institution offers. Most campuses are close-knit communities where friendships are easily made and a support system is in place almost immediately.

This encouraging atmosphere is especially evident in the classroom. Instead of large lecture halls with hundreds of students, a private college offers small classes that enable individual attention from professors. **With a student to faculty ratio of 14:1**, King's students are likely to be working in small, interactive groups that encourage discussion and out-of-the-box thinking.

It was through the work study program that Candice, Class of 2011, found her career path. "I had one of the most memorable and meaningful experiences of my life and I knew then that I wanted to be a teacher. The small classes ensured professors knew my name and they cared about my attendance, which made me care more. Every education professor I had at King's was willing to help and they were completely supportive in helping me become a teacher. I am confident in the education I have received here and have grown in ways that are impossible to put into words. I will always be proud to be a member of the King's College Community."





Meet BRIANNE

Brianne, graduating in 2012 with a major in Mass Communications, feels King's is all about the people. "I feel like part of a family here. When I walk through campus, I always come across a familiar face. I love the small classes because they encourage discussions and the faculty here are so supportive. They will go out of their way to make sure you get whatever you need to succeed. I have to say that being a part of the soccer team has been the greatest experience I have had here at King's. I came onto the field freshman year quite shy and ended up as captain of the team. I am no longer a follower, but a leader who is leaving with the confidence one needs to survive in the working world."

It's Supportive

Private colleges provide an atmosphere that allows students with a passion for learning and a combination of interests to thrive. How so?

For one thing, professors are primarily professional educators. Most faculty members at private colleges consider teaching—not research or business—to be their primary job. The faculty at King's are more qualified because over 82% have a Ph.D. or equivalent degree in their particular field of study.

Professors, not graduate assistants, teach the courses and know their students by name. If a student shows great promise in a particular area, their professors will go above and beyond to help them succeed. If a student is struggling, professors will reach out to find out why.

Slipping through the cracks is not an option at a small institution.

78% of private college alumni surveyed said their professors challenged them and personally helped them, compared to 39% of public college alumni.

This supportive environment extends beyond the classroom where students are encouraged and able to participate in as many activities as they can handle. This isn't the case at larger institutions where the sheer number of students often prevents participation in athletics or the student newspaper until junior or senior year.

Whether it's leading a social justice rally, performing on stage or playing on a varsity team, the ability to participate is one of the key benefits of the private college experience.

It's Connected

Meet JOHN

Private college graduates enter the job market with networks already established, a result of professional work experience and strong alumni connections. How does that help find jobs?

In addition to life experiences, private colleges believe that hands-on learning is an essential aspect of any career path. This can involve internships, collaborative research with faculty, working in a foreign country or participating in real-world field projects. Because of the small class sizes, these opportunities happen early on and frequently in a private college and are critical differentiators in the job market.

At King's, juniors and seniors are encouraged to participate in internships in order to test career options and gain professional work experience before graduating. This pays off on a resume as **83% of employers consider internships as evidence that a graduate possesses the skills and knowledge for success on the job.**

Teaching students how to network and providing them many opportunities to do so is one of the many benefits a private institution offers. Private colleges offer strong alumni connections (King's has over 600 alumni mentors), which students are encouraged to tap into. More than 4,000 student/alumni contacts are made annually at King's, connecting students with potential employers and establishing a network that is ready to help them as they begin their careers.

Because of a longstanding reputation for excellence, strong rankings and multiple accreditations, hundreds of companies recruit on King's campus each year. But the proof is in the numbers: **99% of King's College graduates are employed or attending graduate school within six months of graduation.** And that is just the beginning. Alumni of Pennsylvania private colleges and universities enjoyed high levels of employment, increased earnings and had a good likelihood of being homeowners five years after graduation.

Class of 2011, who selected King's accounting program because of the AACSB accreditation and impressive job placements. "King's provided networking events and internships which were priceless for starting my career. I was extremely impressed with the alumni that returned to help current students network for career opportunities. Through these connections, I obtained a summer internship and a position with PricewaterhouseCoopers (PwC), one of the 'big four' accounting firms. King's prepared me not only academically, but taught me to be professional above all else. With these skills, I began my career extremely confident in my abilities."





Meet GIANCARLO

Giancarlo, who is graduating with three majors in 2012, is a living example of King's values. "I take pride in knowing that my King's education is more than what I learned in the classroom: it is the sum of my relationships and experiences. I have been a member of Student Government, served as a Resident Assistant and am quite involved with the Shoal Center for Community Engagement. I went to the Commission on Economic Opportunity for CitySERVE but what have impacted me most were the WinterSERVE trips I have gone on. After graduation I will do a year of service at the André House in Phoenix and then plan to pursue a Master's Degree in Public Administration. My goal is to work in community development or education for a large, urban government."

It's Valuable

Private colleges create individuals who are not only successful, but also satisfied and productive citizens. How does this occur?

It's in part due to the values that are taught, most of which are based on the mission of the individual institution. King's mission is to educate the children of working class families and strives to make the cost of an education as accessible and affordable as possible. The fact that **97% of incoming freshmen receive financial aid from King's** is evidence of this commitment.

Many private colleges have a religious affiliation, which helps students clarify their values and experience personal growth. King's, which is a Catholic college sponsored by the Congregation of Holy Cross from the University of Notre Dame, welcomes students of all faiths and encourages them to explore their spiritual side.

Private colleges touch on all the key areas of life including mental, physical, social and philosophical. These teachings create grounded individuals that will lead balanced lives and leave the world a better place.

Social consciousness, ethics and environmentalism are woven into the private curriculum. Students are taught to care, to get involved and to make a difference: **King's was recently named to the Presidential Honor Roll for Service, the highest federal recognition** a school can achieve for its commitment to service learning and civic engagement. Students can also take on a global perspective through Study Abroad and service programs around the world. These experiences enable participants to test language skills and their ability to adapt to new situations while living and working in other cultures.

It's Affordable

Meet KARA

With scholarships and other grant money, private colleges are often no more expensive—and sometimes less costly—than public or state-funded colleges. How can this be?

With almost 90 percent of private college students receiving financial aid, much of it in grants, very few pay the published sticker price. In 2011, the average first-year financial aid package at King's covered 60% of costs and over 70% of it was in grants.

Most grant aid at private colleges takes financial need into consideration, so students who otherwise might not be able to afford it have the opportunity to attend the college of their choice. And because it does not have to be repaid, grant aid reduces the out-of-pocket costs and student loan debt for families significantly.

State-funded colleges face ever-increasing enrollments and reduced budgets, so students at public colleges are often unable to get the courses they need and it can take five years or longer to earn an undergraduate degree.

Private colleges, which are not dependent upon government funding, can curb enrollment to ensure that students get the classes they need in order to graduate on time. **The majority of students in private colleges complete their degree in four years**, enabling them to finish paying tuition and start earning a salary sooner than those in state-system schools.

With faster graduation rates, lower student debt and strong career placement, private colleges offer students a great value. When you add in the life values that are instilled in our students, King's College is more than affordable.

Physician Assistant, Class of 2011. Kara was the recipient of a Parente Scholarship, which was one of the influencers in her decision to attend King's. "The scholarship gave me the opportunity to attain a quality education at an affordable price, but I chose King's because of the excellent reputation that the Physician Assistant program has. It was a wise investment in my future as the PA program gave me a strong foundation in medicine and truly prepared me for my career. The value of a King's education is priceless: it not only helps students reach their professional goals, but also instills values for life."



A Catholic College Sponsored by the Congregation of Holy Cross

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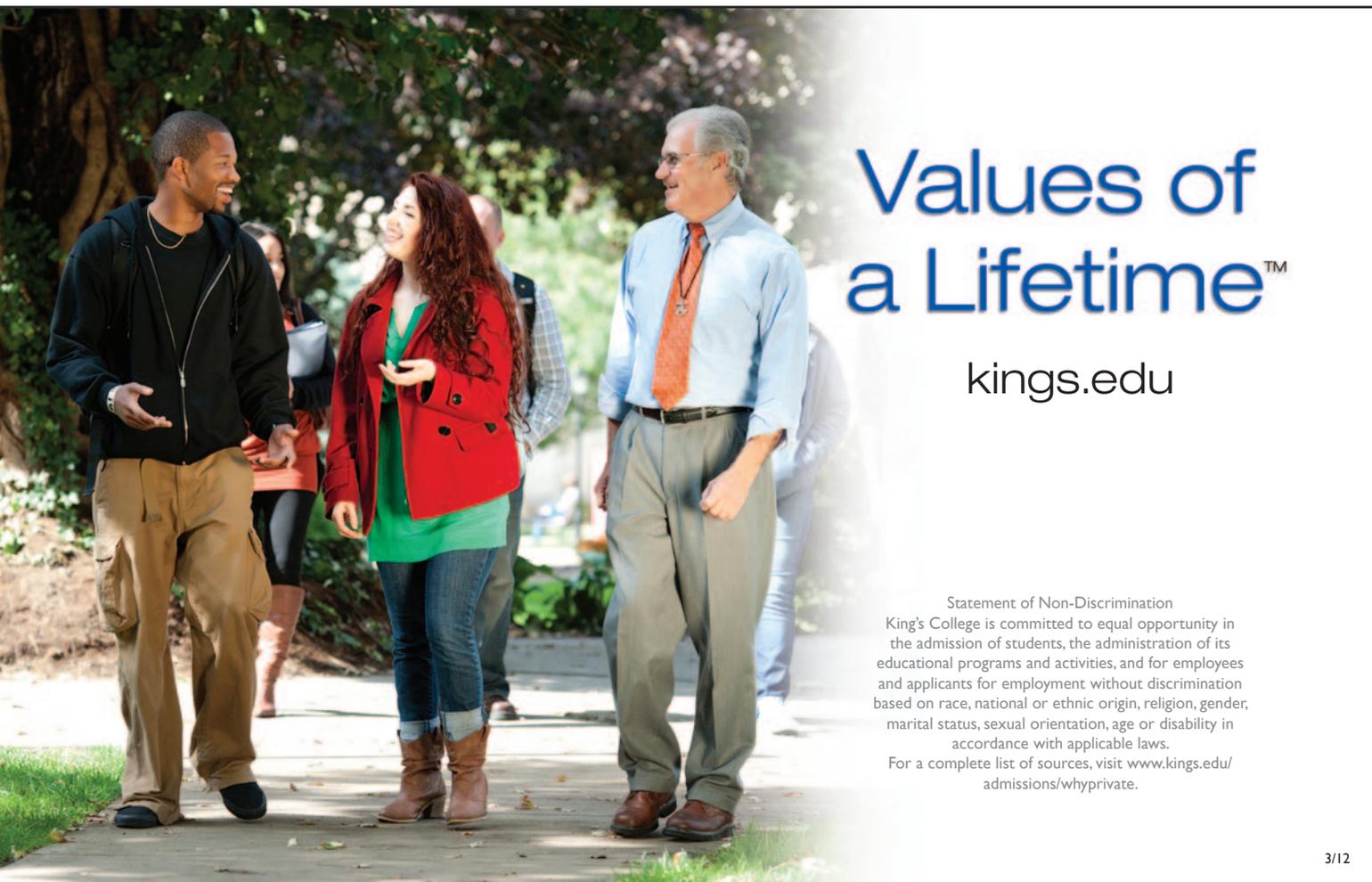
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Values of a Lifetime™

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Statement of Non-Discrimination

King's College is committed to equal opportunity in the admission of students, the administration of its educational programs and activities, and for employees and applicants for employment without discrimination based on race, national or ethnic origin, religion, gender, marital status, sexual orientation, age or disability in accordance with applicable laws.

For a complete list of sources, visit www.kings.edu/admissions/whyprivate.