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Strategy Name: Benefits of Higher Education

Purpose/Objective:

1. Use Padlet to brainstorm advantages and disadvantages of higher education (pros/cons). Discuss as a large group.
2. Have students research to find an employment ad that advertises for a job that has a specific request for a certification or endorsement. Students will then research to identify the requirements for the certification/endorsement. (specific training, costs, education, etc.) Students will prepare a one paragraph summary of the requirements and report out to group.
3. Close Reading Activity: Small Groups

Benefits of Higher Education

<https://trends.collegeboard.org/sites/default/files/education-pays-2013-full-report.pdf>

4. Questions to consider for discussion following close reading:

What are your ideas/thoughts on the article and how you may/may not change your career goals/plans based on this reading?

Why do you feel it is valuable for companies/organizations to encourage employees to continue their education?