EVERFI®

Lesson Plan

Education Return on Investment

20 minutes

Prerequisite: Digital Lesson–Educational Return on Investment

INSTRUCTIONS

Each digital lesson is supplemented with a follow-up synchronous lesson plan to extend and reinforce learning. Activities and questions are structured in a way that supports both in-person and virtual classroom settings.

OBJECTIVES

Students will be able to...

- Explain why higher education typically has a positive return on investment.
- Differentiate the net cost of higher education from the "true cost."
- Analyze careers and relationships between education, training, and earnings.

MATERIALS

In-Person Lesson

- Writing utensil
- Computer or tablet
- ROI Scorecard student activity

Virtual Lesson

- Computer or tablet
- ROI Scorecard student activity

STANDARDS ADDRESSED

2021 Jump$tart National Standards for Personal Finance

- Earning Income 12-3a. Evaluate the costs and benefits of investing in additional education or training.
- Earning Income 12-3c. Compare earnings and unemployment rates for level of education and training.

TEACHER NOTE

This lesson plan focuses on finding the educational ROI of four-year colleges. Some students may not be attending four-year colleges, and that's okay. You can encourage them to complete the activity using two-year colleges or technical programs.

SECTION	DESCRIPTION	FORMAT	DURATION
Opening	Say: "Today we are going to look at the educational return on investment for some four-year colleges." Ask students: "Have any of you thought about what colleges you want to attend? If you are not planning on attending a four-year college, that is also okay! The next activity will get you thinking about how the potential value of education can help affect your decision to attend a higher education institution."	Virtual: Ask students to respond using the chat feature. In-Person: Ask students and wait for responses.	2 mins
Activity	Share with students that they will be researching three higher education institutions (these can be public, private, in-state, out-of-state, etc.) of their choice to measure the ROI of each using the following website tool: Ranking ROI of 4,500 U.S. Colleges and Universities from Georgetown University Display the website to the class and scroll down to "Find Your School." Ask for volunteers to read definitions for the following terms and clarify meanings as needed. Terms: • Net Present Value (NPV) • Earnings Price Return • Earnings Debt Return Review examples on the worksheet with the class. *(e.g., UCLA has a positive ROI because earnings price and earning debt return are both high. Florida Memorial University has a negative ROI because earnings price and earnings debt return are both low.)* Discuss the findings as a class.	Virtual: Have students work individually or in breakout groups. In-Person: Have students complete the worksheet individually or with a partner.	15 mins

SECTION	DESCRIPTION	FORMAT	DURATION
	Ask: • "What is something that surprised you after filling out the scorecard?" • "What differences or similarities did you find between the institutions you researched?"		
Exit Ticket	Ask students: "Do you think educational ROI is the most important factor when deciding on which college to attend? Why or why not?"	Virtual: Ask students to respond in the chat. In-Person: Ask students and wait for responses.	2 mins