Choosing the Best College Value

by Stephen F. Been

It is important to consider the long-term costs and benefits when choosing a college and career. In the difficult economic climate of the last few years, many Americans have come to question whether a college education is even the surest path to financial security.   
  
Prestigious private universities are attractive to many prospective students, but public universities are often a much more cost-effective means to achieving a four-year degree. The [University System of Georgia](http://www.usg.edu/), for example, offers some of the best educational value in the nation.   
  
A recent study by SmartMoney evaluated the earnings of college graduates and compared them with their four-year tuition expenditures. The Georgia Institute of Technology was identified as the best deal in the study, and the University of Georgia ranked fifth out of fifty institutions evaluated.  
  
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