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.

About the author: Stephen F. Been earned his Bachelor’s degree in Finance at the University of Georgia. He is the CEO of Legacy Communities, a real estate development and construction company in Atlanta.