

Saving It Forward

As the cost of higher education continues to rise, many parents are concerned about whether they'll be able to help their children pay for college. It's natural to have questions and concerns about saving and paying for school. Baird explores some of the most common questions below:

HOW MUCH DOES A COLLEGE EDUCATION COST TODAY? WHAT WILL IT COST WHEN MY CHILD IS READY TO ENROLL?

While it's difficult to project exactly how much college costs will increase in the coming years, all signs suggest they'll continue to climb. According to a 2016 report by the College Board, the average cost of a four-year public university education is \$84,047, while a four-year private university education costs \$189,811. Those costs are projected to soar by 2034, when a four-year public education is expected to cost \$143,085 and a four-year private education is expected to cost \$323,139, assuming a 3% increase per year in projected costs.

CAN I – AND DO I – WANT TO MAKE SAVING FOR COLLEGE A FINANCIAL PRIORITY? WHAT IF I HAVEN'T SAVED ENOUGH FOR OTHER GOALS, LIKE RETIREMENT?

Take time to reflect on your financial priorities or discuss them with your partner. Is saving for a child's college education something I/we want to do? What kind of education do I/we envision for my/our child? How much of the cost do I/we want to cover? What's realistic for my/our financial situation? Your answers will be shaped both by personal philosophy and your household's financial situation, goals and obligations.

Laura Thurow
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What You Should Do Now

With careful planning, you can help your child pay for their college education. Contact a Baird Financial Advisor to discuss your savings goals and build a plan to achieve them.