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New tool shows students earning potential for different college majors

10:23 AM, Feb 3, 2014 | by Jason Noble | Comments

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Iowa Student Loan – a West Des Moines-based higher ed lender – has a new online tool for helping students determine the earnings potential for college majors and career paths, knowledge aimed at helping them better manage their finances and debt.

The tool, called the ROCI (return on college investment) Reality Check, allows students to see the jobs that might result from the major they intend to pursue, as well as the probability of getting that job, the starting salary, growth in the field and the percentage of graduates in the major who have the job.

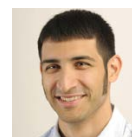
A student pursuing a computer engineering major, for example, would learn that 7.8 percent of graduates in the major get jobs as computer programmers with starting salaries at more than \$53,000.

That starting salary, according to ROCI, doubles as the recommended maximum for student-loan borrowing during college.

Officials with Iowa Student Loan announced ROCI in a press conference on Monday with Gov. Terry Branstad. It's one of several online tools the lender offers to educate students before they take out loans.

Branstad has been highlighting his administration's college-affordability efforts this year as

Jason Noble



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