

## *Informative Speech*

General Purpose: To inform my audience about a process.

Specific Purpose: To inform my audience about the process of succeeding in higher education.

Thesis Statement: Motivation, setting goals, and learning and using skill sets are three essential elements for succeeding in college.

### Introduction

- I. **Attention Getter:** Do you want to make more money?
  - A. Do you want to have a more secure career?
  - B. How about a second home?
  - C. What about being able to afford to take a vacation?
- II. **Thesis Statement/Introduce Topic:** A college degree will enable you to make these things happen, and in order to succeed in college you need to know how a degree will help you.
- III. **Credibility Statement:** I have many family members with and without college degrees, and I have seen the difference between their incomes. I have been a student for 2 years now, and have kept a GPA of a 3.8.
- III. **Preview:** Motivation is the first component of a attaining a college degree.
  - A. Even with the proper motivation, however, you still need to set goals to help you get where you wish to be.
  - B. Finally, you need the right skill sets to achieve in college, because after all, “it ain’t high school.”

[**Transition:** With all those things in mind, let’s first look at the basic value of a college degree.]

- I. **Main Point:** It is important to know that a college degree can provide you with many advantages, most notable in employment and earning potential.

- A. **Sub-point:** According to the Associated Press, during the 2008 recession those with a college degree lost their jobs at half the rate of those without a degree.
- B. **Sub-point:** The AP said that if college grads do lose jobs they get another quicker, make more money, and have more savings (Leonard, January 10, 2009, par. 2).
- C. **Sub-point:** That AP article quoted Lawrence Mishel, president of the Economic Policy Institute in Washington D.C., as saying: that college graduates "have a privileged position in the labor market" (Leonard, January 10, 2009, par. 7).
- D. **Sub-point:** The AP noted that these statistics are true over time too.
  - 1. **Sub-sub-point:** In 1983 the unemployment rate for college grads was 3.4, compared to 10.4 for the overall population (Leonard, January 10, 2009, par. 8).
  - 2. **Sub-sub-point:** Also consider that during bad times in the 1990s college graduates' unemployment only raised to 3.4%, while those without the degree rose to 12.2% (Leonard, January 10, 2009, par. 8-9).
- E. **Sub-point:** The AP also noted that high school grads average about \$15.02 an hour, while college grads earn over \$26.50 per hour (Leonard, January 10, 2009, par. 11).
- F. **Sub-point:** And to show just how much industry values education, attaining an advanced degree gets you over \$33.50 per hour (Leonard, January 10, 2009, par. 11).

[**Transition:** As you can see receiving a college degree has many advantages, providing the motivation, but you will need to set goals to achieve that degree.]

**II. Main Point:** There are two types of goals for you to consider.

**A. Sub-point:** First there are short term goals.

- 1. **Sub-sub-point:** Short term goals help you meet your long term goals.
- 2. **Sub-sub-point:** Achieving short term goals lets you realize that you are making progress.

**B. Sub-point:** Long term goals clarify direction and have several factors.

1. **Sub-sub-point:** Long term goals should fit your values, so, if you want a flashy lifestyle it is probably not a good idea to major in education to become a school teacher.
2. **Sub-sub-point:** Long term goals should also be realistic, so if you are a not a math or science major then a career in aeronautics is probably not a reasonable goal.
3. **Sub-sub-point:** You should be able to measure your long term goals by dates, advancing from freshman to sophomore, to junior, etc.
4. **Sub-sub-point:** You should also make your goals flexible, as interests change and you meet new people and take different classes.

[**Transition:** But having goals is not enough, you also need certain skills to succeed in college.]

- III. **Main Point:** Time management is one of those skills that not everyone has. It is a learned skill.
  - A. **Sub-point:** You need to manage the 168 hours that there are in a week.
  - B. **Sub-point:** It is necessary to have a planner and to have assignment dates listed so you will know in advance when things are due.
  - C. **Sub-point:** Planners also help you manage multiple assignments.
  - D. **Sub-point:** Sometimes unexpected things surface, so, it is important to have extra time built into your schedule to accommodate unforeseen time requirements, and don't forget to set time for sleep!

[**Transition:** Just as you budget time, you have to also budget your money.]

- IV. **Main Point:** Properly handling money is an important skill for college students as most have very limited finances.
  - A. **Sub-point:** College, even at a public school, is expensive and for many students debt is inevitable.
    1. **Sub-sub-point:** According to the National Center for Education Statistics the cost of one year of college tuition and room and board was over \$3,800, and 20 years later that had

gone up by over 300% to over \$12,000. (see table at: <http://nces.ed.gov/FastFacts/display.asp?id=76>).

2. **Sub-sub-point:** Most college students live on a pretty meager allotment of finances, so paying tuition and covering other costs is difficult.

**B. Sub-point:** It is imperative that you have a good idea of your daily, weekly, monthly, and annual expenses.

1. **Sub-sub-point:** MSNBC noted that over 75% of college students use credit cards (Silver-Greenberg, September 5, 2007, par. 2), and Bankrate.com said that the average college student's credit card debt was \$2,200 (Lazaroney, par. 3).
2. **Sub-sub-point:** According to *The Economist* loans have shot up from \$41 billion in 2007 to currently \$87 billion ("Bailing Out," par. 2).
3. **Sub-sub-point:** If you do take out a student loan make sure it is for your education and not spent on lifestyle things such as vacations, partying, or other forms of entertainment.

[**Transition:** As you can see a college degree requires some thoughtful planning.]

Conclusion

- I. **Signpost:** In summary, motivation, time and money skills are required for college success.
- II. **Summary:** A college degree will earn you more money.
  - A. A college degree will make it less likely you will lose your job, and easier to find another one if you do.
  - B. In order to get those benefits, though, you will need to establish short term and long term goals.
  - C. It is also important to have a budget, so that if you borrow money you ensure that it is to advance your education.
  - D. Essentially, to succeed in college you need to be properly motivated to achieve in college, know how to set goals, and learn what skills you will need to get your degree.

- III. Clincher:** It may seem like a hassle at times, but realize getting a college degree is going to have a profound impact on the rest of your life.

#### Bibliography

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