



The Price You Pay for College Ron Lieber

“Your Money” columnist for *The New York Times* and author, *The Opposite of Spoiled* and the newly released *The Price You Pay for College*.

Lauren Rivera, Ph.D.

Professor of Management and Organizations, Kellogg School of Management, Northwestern University.
Author, *Pedigree: How Elite Students Get Elite Jobs*.

Tuesday, January 26, 2021, 7:00 PM Central
www.bit.ly/LieberFANWebinar

PLUS: After-Hours Event!

Purchase a copy of *The Price You Pay for College* from FAN's partner bookseller The Book Stall to receive a link to an interactive “After-Hours” event hosted by Mr. Lieber. Details on the webinar registration page.

Presented by **Family Action Network (FAN)**,

in partnership with Beacon Academy, Bennett Day School, Compass Health Center, Evanston Scholars, Evanston Township High School D202, Family Service Center, Fusion Academy, Lake Forest D67, Loyola Academy, Mindful Psychology Associates, New Trier High School D203, New Trier Parents' Association, North Shore Country Day School, Porter-Gaud Parent Association, Regina Dominican High School, Roycemore School, Science and Arts Academy, Spirit of 67, Stevenson High School D125, The Alliance for Early Childhood, Wolcott College Prep, and Woodlands Academy.

This event is #freeandopentothepublic and will be recorded. Suitable for youth 12+ familyactionnetwork.net
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FOR IMMEDIATE RELEASE: RON LIEBER

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Tuesday, January 26, 2021, 7:00-8:00 PM, **The Price You Pay for College**, a FAN webinar feat. Ron Lieber. Interviewer: Lauren Rivera, Ph.D. **REGISTER:** www.bit.ly/LieberFANWebinar. **BONUS AFTER-HOURS EVENT:** Attendees who purchase a copy of *The Price You Pay for College* from FAN's partner bookseller *The Book Stall* are invited to attend an **AFTER-HOURS** event hosted by Mr. Lieber that will start immediately after the webinar. Details can be found on the webinar registration page.

Sending a teenager to a flagship state university for four years of on-campus living costs more than \$100,000 in many parts of the United States. Meanwhile, families of freshmen attending scores of selective private colleges will spend triple that—over \$300,000. It's a hard pill to swallow but the cost of college is probably the biggest expense that a family will incur over its lifetime. Add to this the effects of the COVID-19 crisis on incomes, and the stakes are even higher.

With the same passion, smarts, and humor that infuses his personal finance column in *The New York Times*, **Ron Lieber's** highly anticipated new book, *The Price You Pay for College: An Entirely New Road Map for the Biggest Financial Decision Your Family Will Ever Make*, offers families a much-needed guide to help them navigate this difficult and often confusing journey that has only been compounded by a global pandemic and the resulting chaos in higher education. Mr. Lieber explains who pays what, and why, and how the financial aid system got so complicated. He also pulls the curtain back on merit aid, a complicated and often opaque form of tuition discounting that most colleges now use to compete with their peers.

While price is essential, value is paramount. So, what is worth paying extra for, and how do you know when it exists in abundance at any particular school? Is a small college better than a big one? Who teaches, actually? Given that every college claims to have reinvented its career counseling center, who should we believe? And how has – and should – the pandemic changed the definition of what it means to get your money's worth out of an undergraduate education?

Mr. Lieber will be interviewed by **Lauren Rivera, Ph.D.**, Professor of Management and Organizations at the Kellogg School of Management, Northwestern University. She is the author of *Pedigree: How Elite Students Get Elite Jobs*.

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