



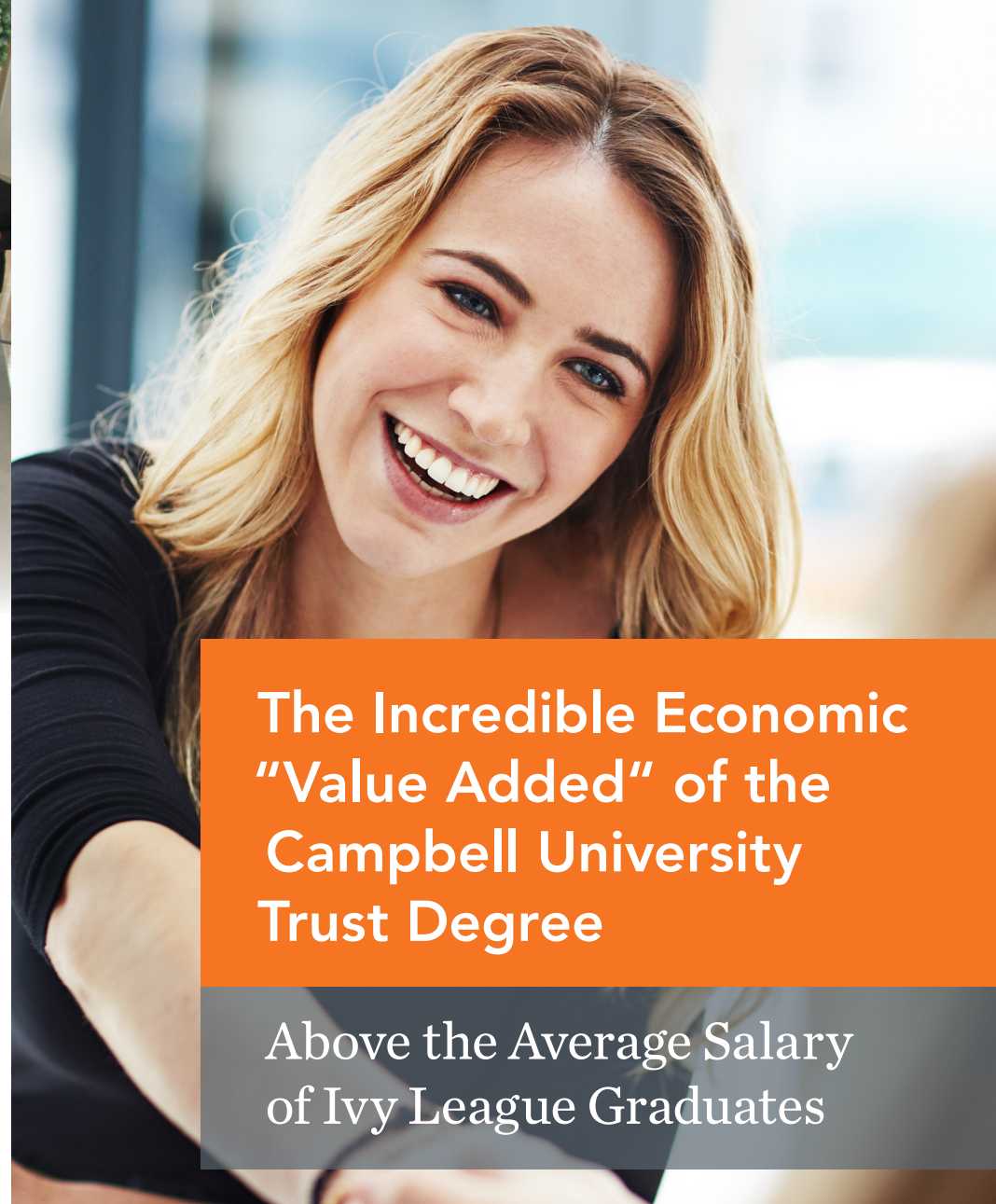
### AVERAGE SALARIES OF CAMPBELL TRUST ALUMNI

Current Position	%	Salary (10 yrs)	Salary (20 yrs)
Trust/Financial	80%	\$161,230	\$261,690
Lawyer	6%	\$186,000	\$290,000
Other	14%	\$147,273	\$281,000

### CONCLUSION

A Campbell University Trust degree not only promises a meaningful and noble career focusing on helping clients and their families, it also happens to lead to financially secure life. A Campbell Trust degree is valuable in many ways to the graduate and the good people they serve.

Many of the amazing career opportunities our graduates enjoy are due to the tireless efforts of over 2,000 loyal Campbell Trust alumni and the Board of Directors of the Trust Education Foundation, Inc. The Trust Advisors Forum in Pinehurst, Trust Advisors Institute and the ATFA Certification Program are offered by Campbell and the Foundation to senior executives nationwide to expand our already impressive network of job placement contacts.



The Incredible Economic  
"Value Added" of the  
Campbell University  
Trust Degree

Above the Average Salary  
of Ivy League Graduates



**CAMPBELL**  
UNIVERSITY

Lundy-Fetterman  
School of Business

# What is the “Economic Value Added” (EVA) of Higher Education?

Naturally, both parents and students attending universities want to know whether their “investment” will pay off financially. What is the impact of a college education – specifically?

## THE WALL STREET JOURNAL (WSJ) NATIONAL STUDY



WSJ recently published a comprehensive study to answer the **Economic Value Added (EVA)** question for undergraduates. The “Salary Impact” looked at alumni salary 10 years after graduation.

Four of the top 5 were Ivy League universities:

1. University of Pennsylvania
2. Princeton University
3. Columbia University
4. MIT
5. Harvard University

At top-ranked Penn, the median graduate salary 10 years after graduation is **\$116,856**, more than \$84,000 above the \$32,856 of a high-school graduate in Pennsylvania 10 years after graduation.



Lundy-Fetterman  
School of Business

CAMPBELL  
TRUST GRADUATE  
SALARIES EXCEED THOSE  
OF IVY LEAGUE SCHOOLS

## THE CAMPBELL TRUST AND WEALTH MANAGEMENT SURVEY

The WSJ study prompted the Lundy-Fetterman School of Business to conduct an anonymous survey of 380 Trust and Trust Pre-Law alumni from 1997-2013. Like the WSJ survey, we requested salary **TEN YEARS** into their Trust career to determine the EVA of a Campbell University Trust Degree. (Note: according to the US Career Institute a North Carolina high school graduate earns \$30,106 ten years after graduation).

### CAMPBELL TRUST SALARIES - 10 Years After Graduation

Median Salary (WSJ comparison): ..... **\$150,000**  
 EVA (WSJ comparison)  
 of a Campbell Trust Degree: ..... **\$119,894**  
 Salary Range: ..... **\$60,000 - \$450,000**  
 Average Salary: ..... **\$160,844**

**Campbell Trust graduates exceed graduates from the Ivy League’s top performing Penn graduates by \$35,894**

These results led us to conduct a second survey on earnings **20 YEARS** into our graduates’ careers.

### CAMPBELL TRUST SALARIES – Peak Earning Years (20 yrs)

Median Salary (WSJ comparison): ..... **\$212,000**  
 EVA (WSJ comparison)  
 of a Campbell Trust Degree: ..... **\$181,894**  
 Salary Range: ..... **\$110,000 - \$650,000**  
 Average Salary: ..... **\$267,053**