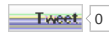


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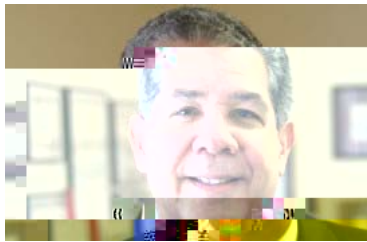


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Voters will hear many good reasons to vote "yes" on the higher education facilities bond, on the Nov. 6 ballot, the first such investment in New Jersey higher education since 1988. A vote for the bond is important far beyond the facilities it will build, and the jobs it will create. In my opinion, there are three powerful reasons to pass this important bond:

**IT'S SMART TO BE SMART, TO COMPETE**

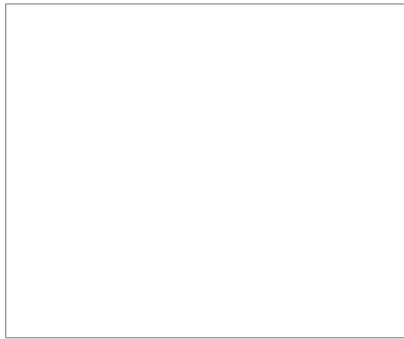
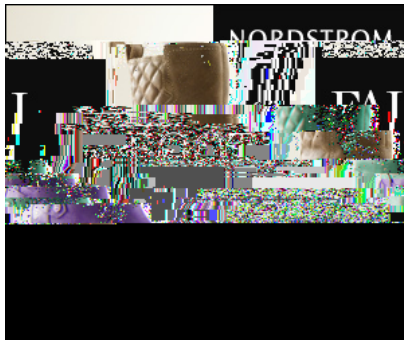
While New Jersey is a great place to live and prosper, we compete with other states and other nations, globally for ideas, resources and economic well being. In an increasingly competitive global economy, the smartest investment we can make is in the long-term educational strength of our citizens. The United States is no longer the world's leader on measures of college-level attainment, as indicated by the Organization for Economic Cooperation and Development (OECD).

Every advanced and developing country in the world and every state in the US are striving to increase productivity and competitiveness by investing in postsecondary education. A recent Georgetown University study points out that in the lingering global recession, only college graduates stand out as winners in keeping and gaining new jobs.

College graduates, globally, are healthier, live longer, contribute more to their communities, and maintain stronger family ties for life. It is a smart investment in all our futures to vote "yes" on the bond.

**KEEP OUR TALENTED**





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