

The New York Times

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Leveling the College Playing Field

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To the Editor:

Your article correctly describes the difficulty in finding comparative net price information about colleges, but a bigger problem is the language that government and professionals use to explain the cost. The current explanations of price and financial aid are unique to higher education; the concepts are abstract and inconsistent; the words are unfamiliar.

At a minimum, the language of college pricing and financial aid should display the appropriate amount of money with a commonly used vocabulary, adopt words that describe typical purchases of goods and services, include documentation and warning about risk and borrowing, and translate word-for-word into Spanish. This would help inform prospective students and families about the cost of college and the choice and opportunity available to them.

C. ANTHONY BROH
Brookline, Mass., Aug. 26, 2014

The writer is the founder of Broh Consulting Services, which specializes in higher education.