



EDUCATION
NETWORK

A means to what end?

Education consumer views of post-secondary education

NEBHE Upskilling New England Thinkers' Meeting

September 16, 2019



EDUCATION
NETWORK

Completion with a purpose

Our mission is to improve lives by forging clearer and more purposeful pathways between education and employment.



Our social impact efforts

We pursue our work toward Completion With a Purpose through five strategic pathways that strengthen education to employment outcomes.





GALLUP

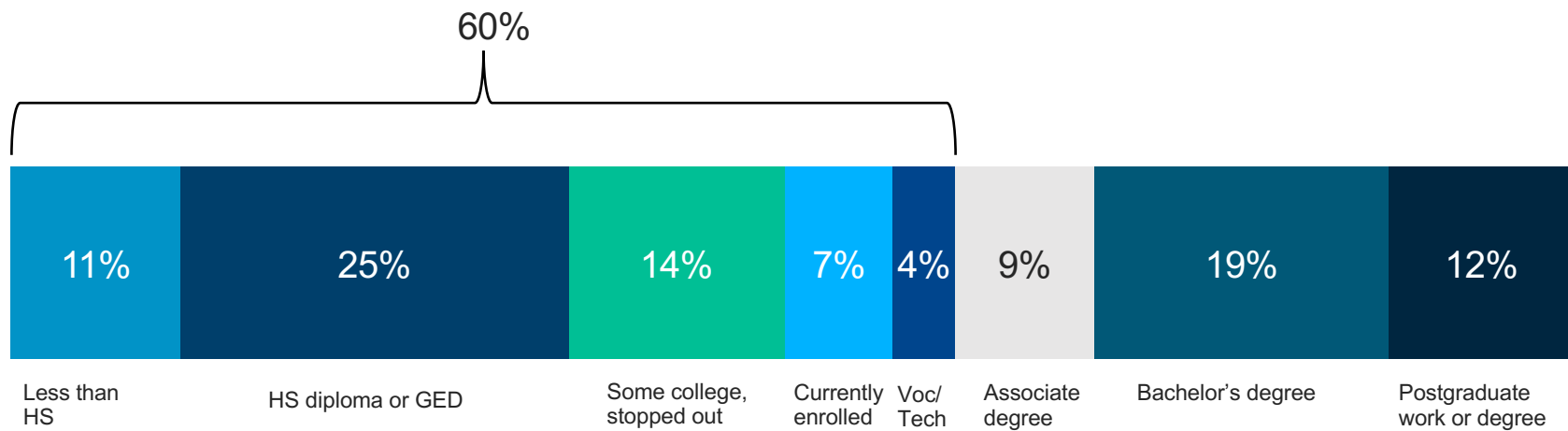
The Power of Listening

Education Consumer Survey

- 340,000+ responses to date
- Ages 18-65
- All postsecondary pathways
- All demographics
- All states & DC
- Largest 50 metro regions



60% of Americans do not have a college degree



Source: Strada-Gallup Education Consumer Survey **Base:** U.S. adults ages 18-65, n=339,047

Education consumers want work outcomes

60% of degree holders identify work outcomes as main reason for enrolling.

Source: *Why Higher Ed? Top Reasons U.S. Consumers Choose Their Educational Pathways*
January 2018



The academy believes it delivers

95%

of Chief Academic
Officers rate their
institution as
very/somewhat effective
at **preparing students
for the world of work**

Source: 2018 Gallup/IHE poll



Is higher education preparing students for work?

39%

of **Americans** agree or strongly agree that college graduates in this country are well-prepared for success in the workplace

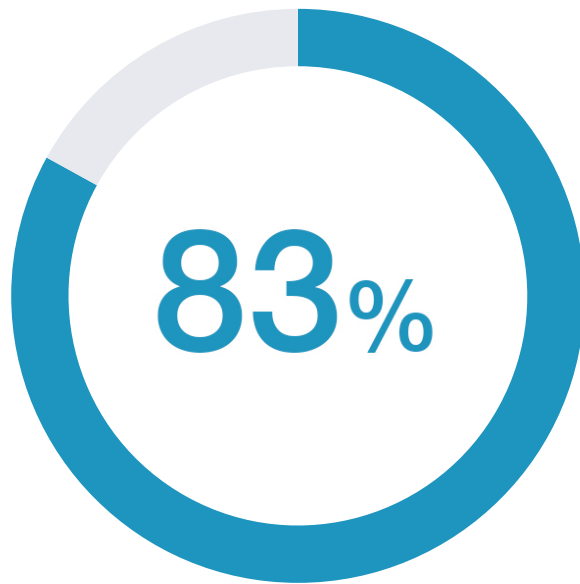
33%

of **business leaders** agree or strongly agree that graduating students have the skills and competencies their businesses need

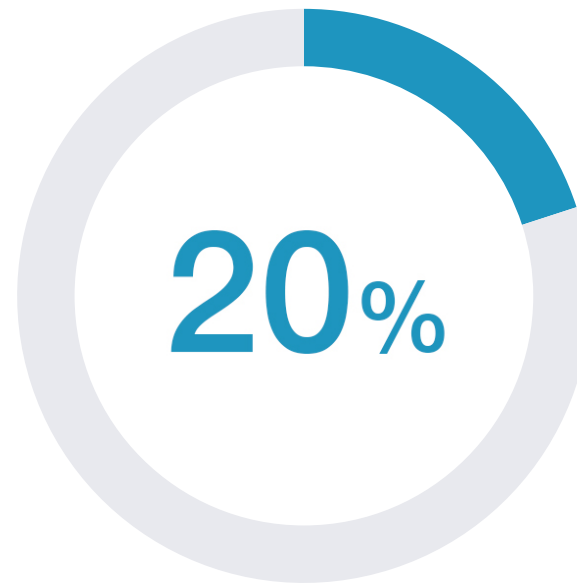
Sources: Lumina Foundation/Gallup Poll 2015, The 2018 Inside Higher Ed Survey of College & University Chief Academic Officers Report



Work-based advice about what to study is most valued but least received



Value



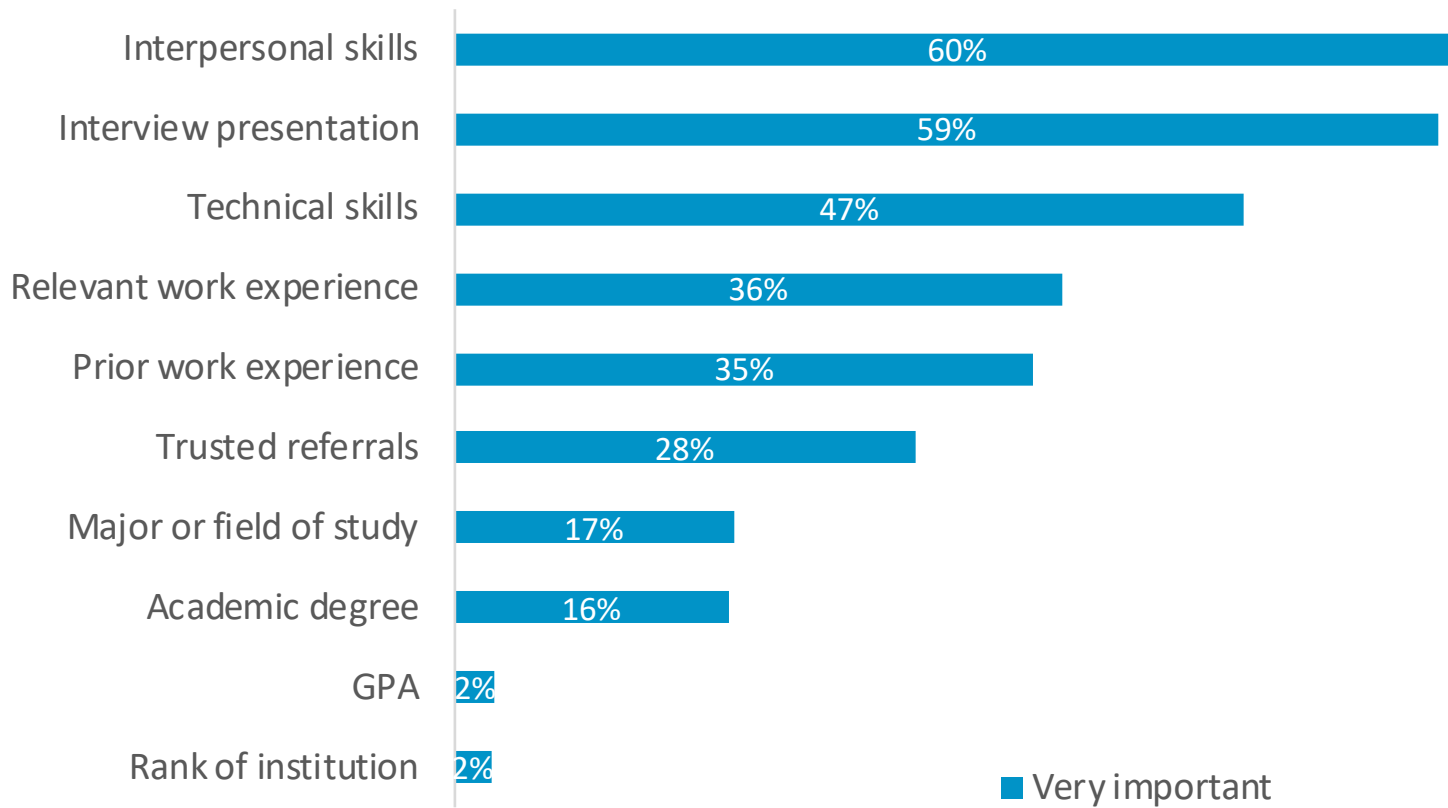
Received

Source: Strada-Gallup *Major Influence: Where Students Get Valued Advice on What to Study in College* Report

Only 30% of graduates had an internship or a job where they had the opportunity to **apply their learning**.

Source: Strada-Gallup Alumni Survey

Employers don't prioritize academic performance when hiring



Strada-Gallup Employer Survey results from a representative national sample of 1,139 employees involved in hiring decisions who participated in an online survey.

Employers are underutilizing internships

39%

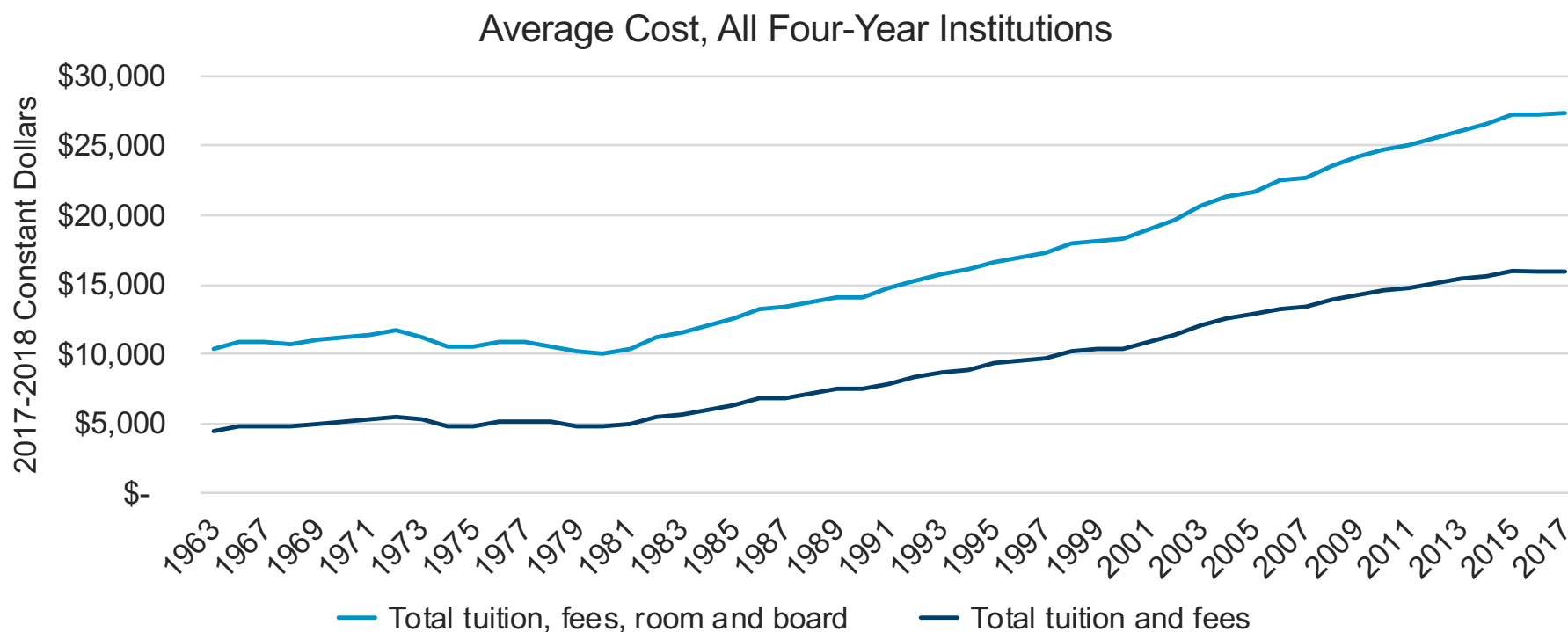
of employers have
internship programs

12%

of employers both
have an internship
program AND
believe it's very
valuable to the
company

Sources: 2018 Strada-Gallup Employer Survey

Costs of college growing disproportionately (2018 dollars)



SOURCE: U.S. Department of Education, National Center for Education Statistics, Projections of Education Statistics to 1986-87; Higher Education General Information Survey (HEGIS), "Institutional Characteristics of Colleges and Universities" surveys, 1969-70 through 1985-86; "Fall Enrollment in Institutions of Higher Education" surveys, 1963 through 1985; Integrated Postsecondary Education Data System (IPEDS), "Fall Enrollment Survey" (IPEDS-EF:86-99) and "Institutional Characteristics Survey" (IPEDS-IC:86-99); IPEDS Spring 2001 through Spring 2018, Fall Enrollment component; and IPEDS Fall 2000 through Fall 2017, Institutional Characteristics component. (This table was prepared November 2018.)



Perceptual and practical gaps need closing

- Students want career outcomes—majority of public doesn't believe higher education provides them well.
- Academy believes it is delivering—employers disagree and don't prioritize academics in hiring.
- Employers and education consumers both value early and integrated connections—but the majority don't experience them.



The background consists of several overlapping geometric shapes in various shades of blue, creating a modern, abstract design. The shapes include triangles and polygons of different sizes and orientations, some pointing towards the center and others towards the edges. The colors range from a deep navy blue to a bright, light blue.

Where are education
consumers finding value?

Value: Two key assessments

*My education was
worth the cost*

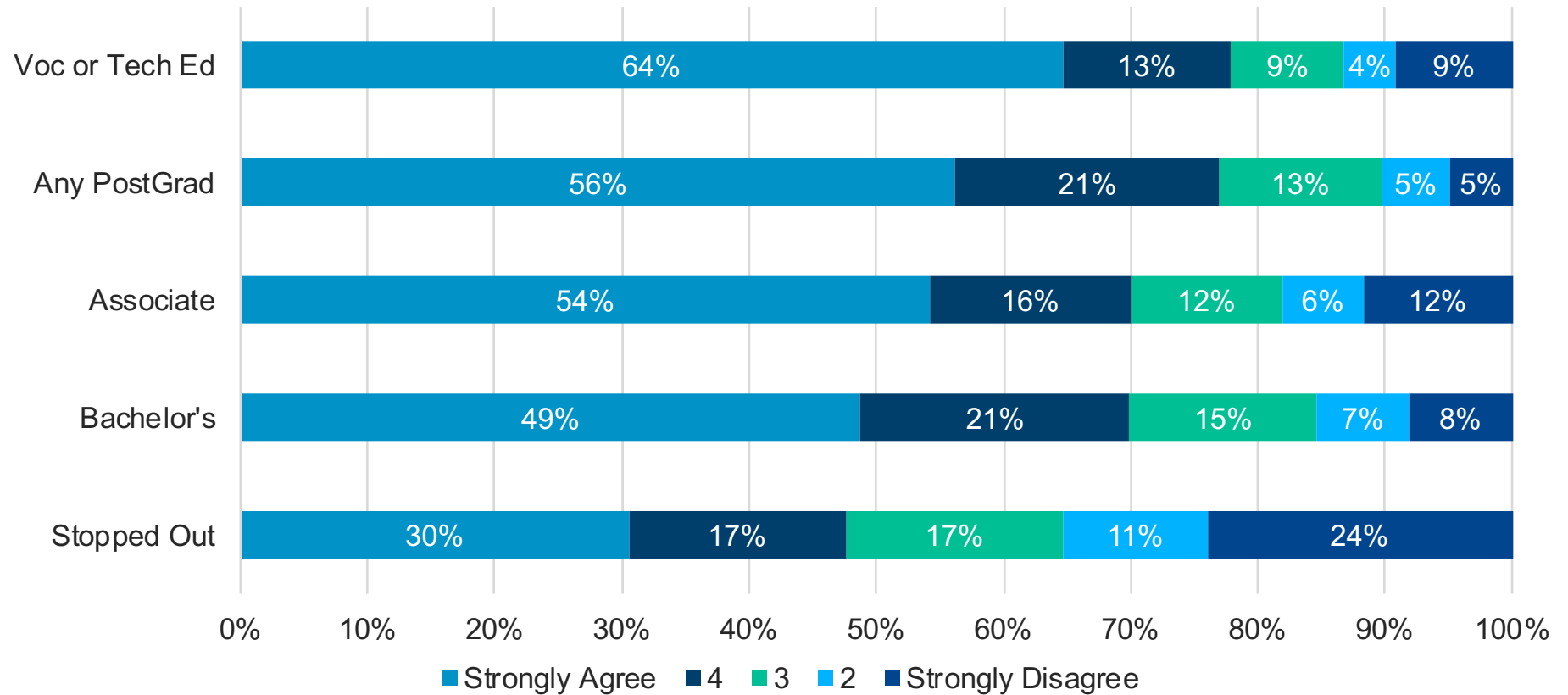
*My education makes me
an attractive candidate to
employers*

1 = Strongly Disagree . . . 2 . . . 3 . . . 4 . . . 5 = Strongly Agree



Cost value by credential

My education was worth the cost

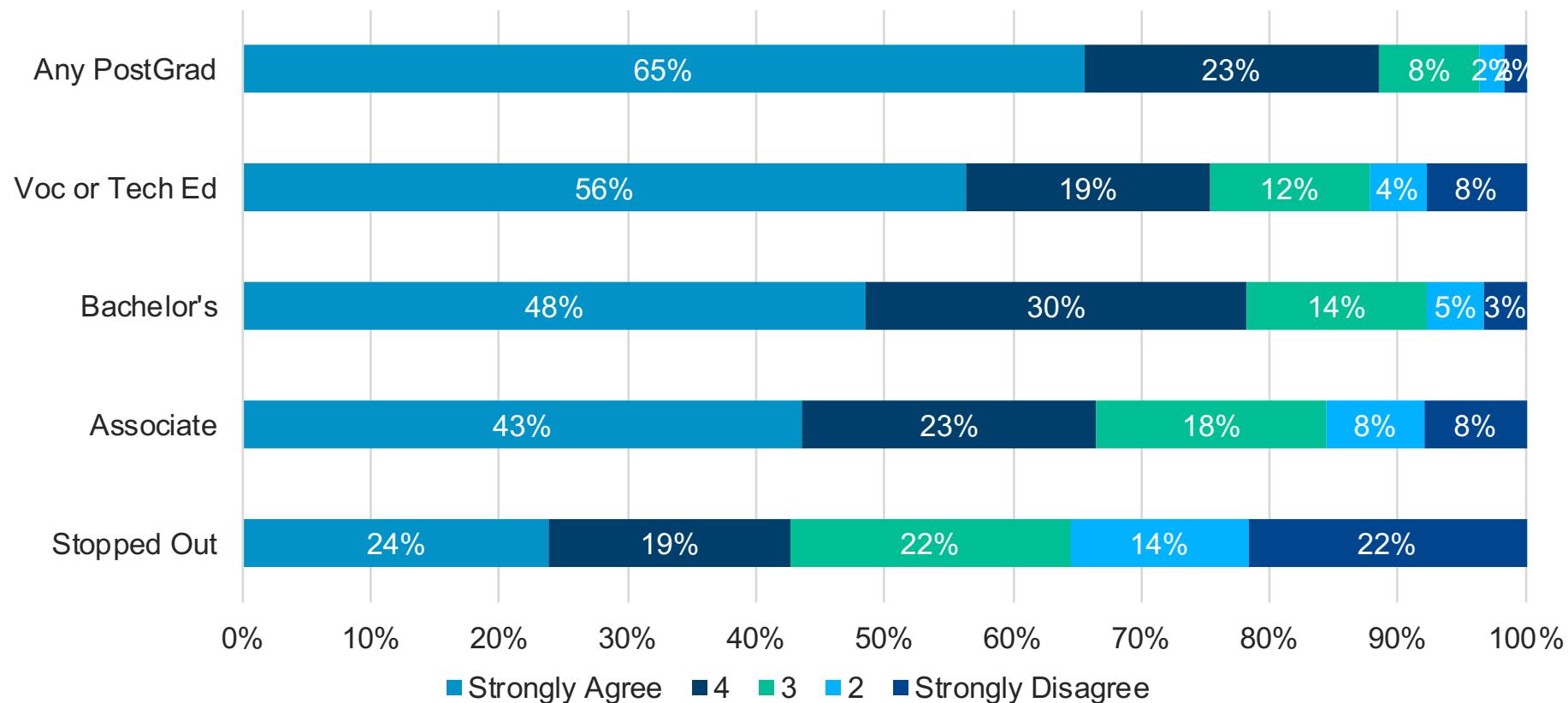


Source: Strada-Gallup Education Consumer Survey through Feb 2019
Base: Stopped out n=33,501; Vocational or Technical Ed n=10,099; Associate Degree n=27,336; Bachelor's n=67,811; Postgraduate n=51,334



Career value by credential

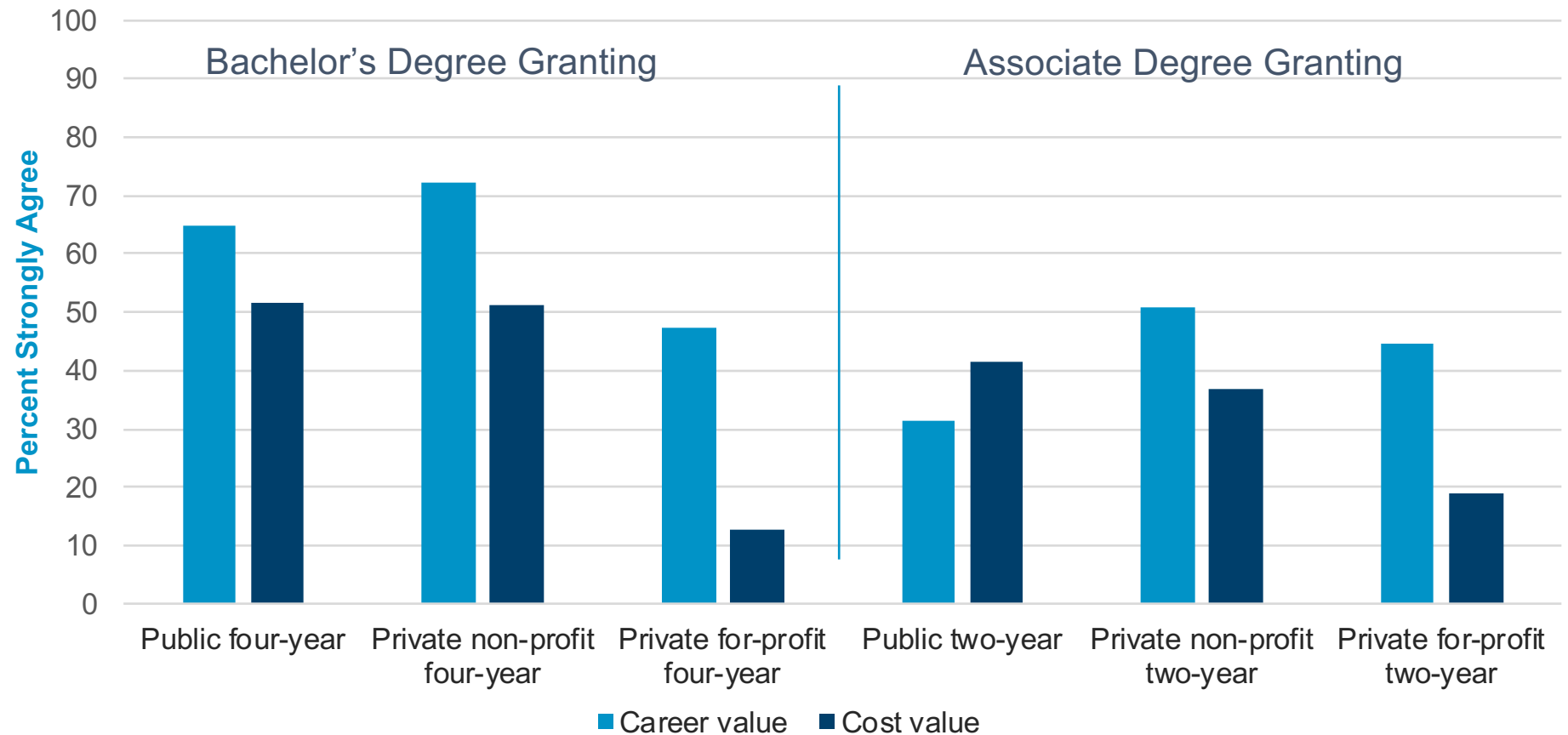
My education makes me an attractive candidate to potential employers



Source: Strada-Gallup Education Consumer Survey through Feb 2019
Base: Stopped out n=33,501; Vocational or Technical Ed n=10,099; Associate Degree n=27,336; Bachelor's n=67,811; Postgraduate n=51,334



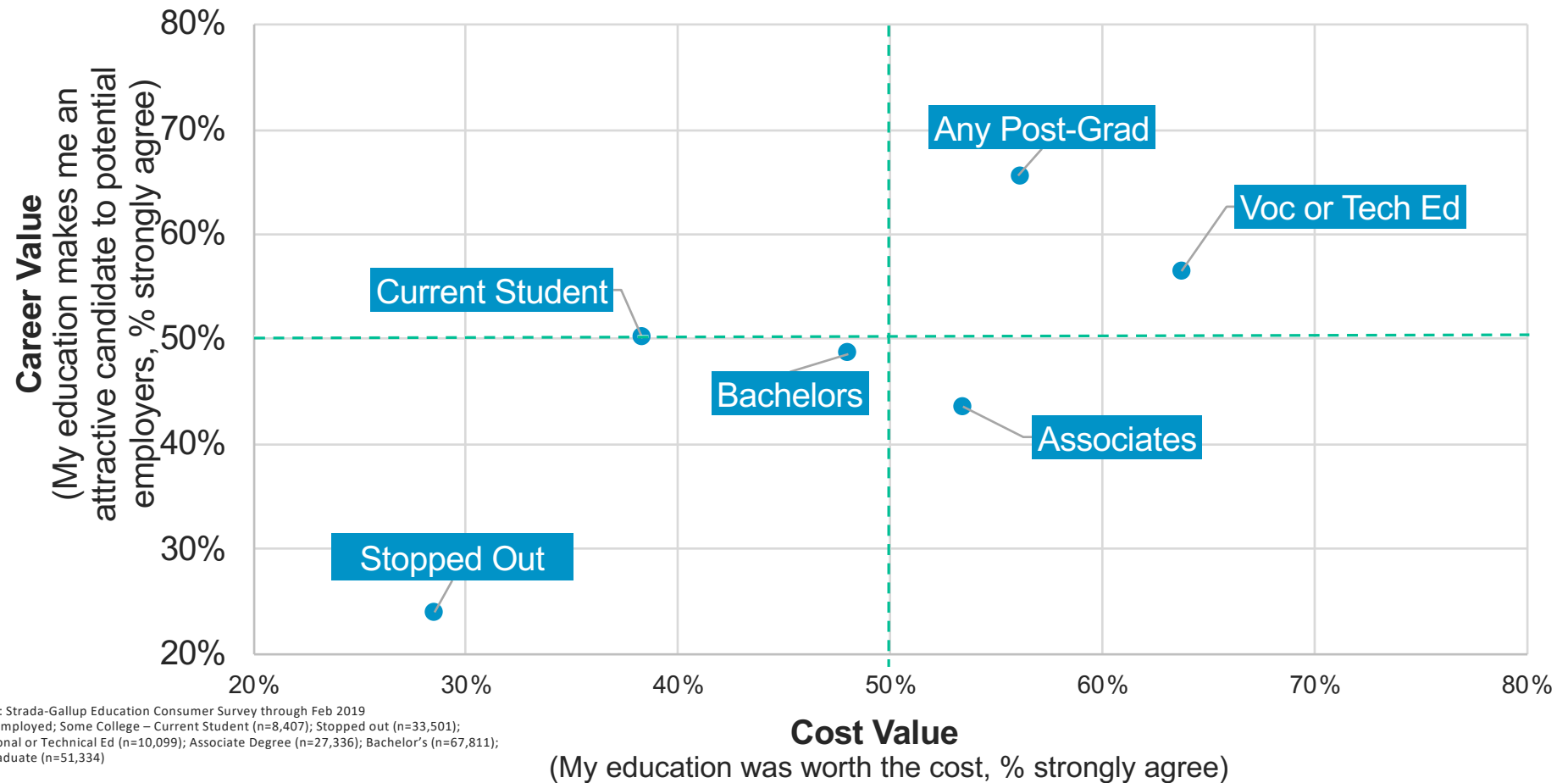
Value by institution type and sector



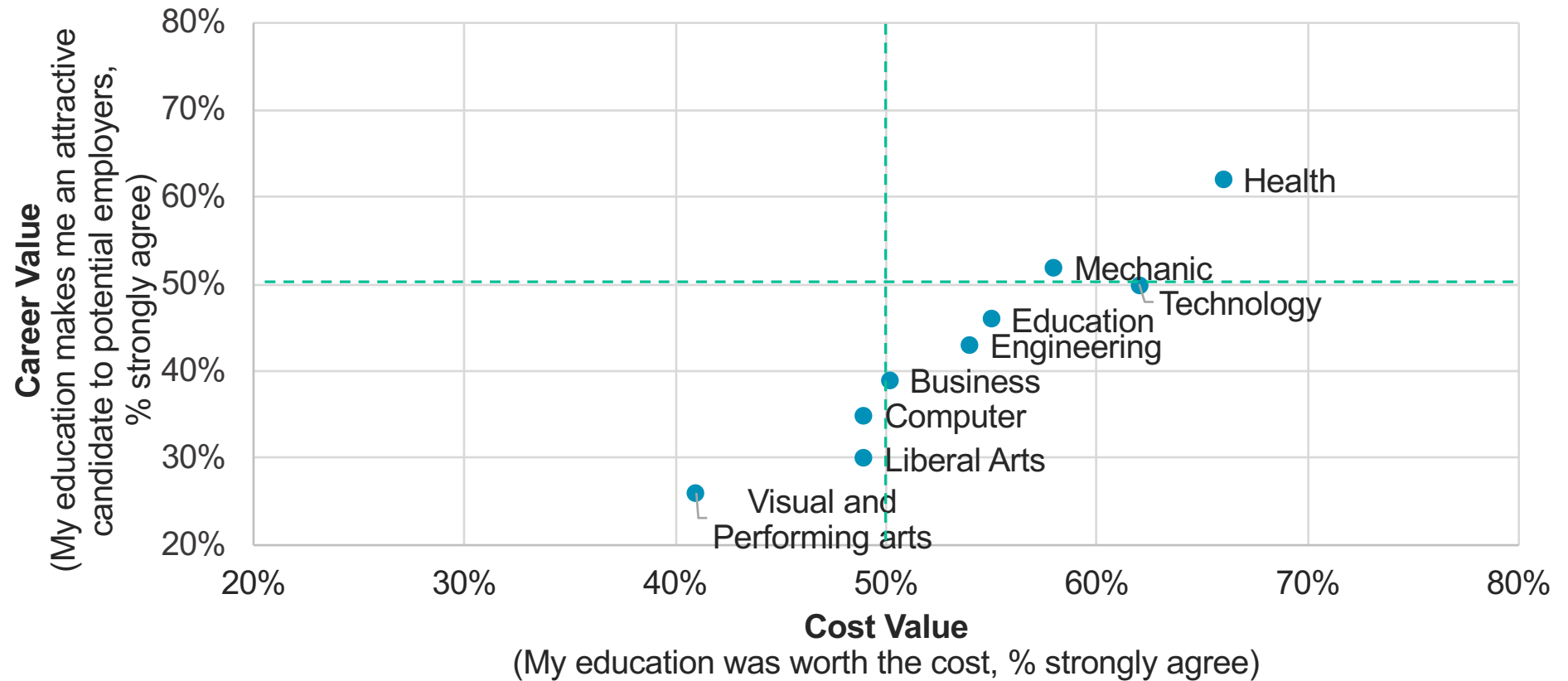
Source: Strada-Gallup Education Consumer Survey through April 2019
Base: Attendees of two and four-year degree granting institutions, n=156,383



Value equation by attainment



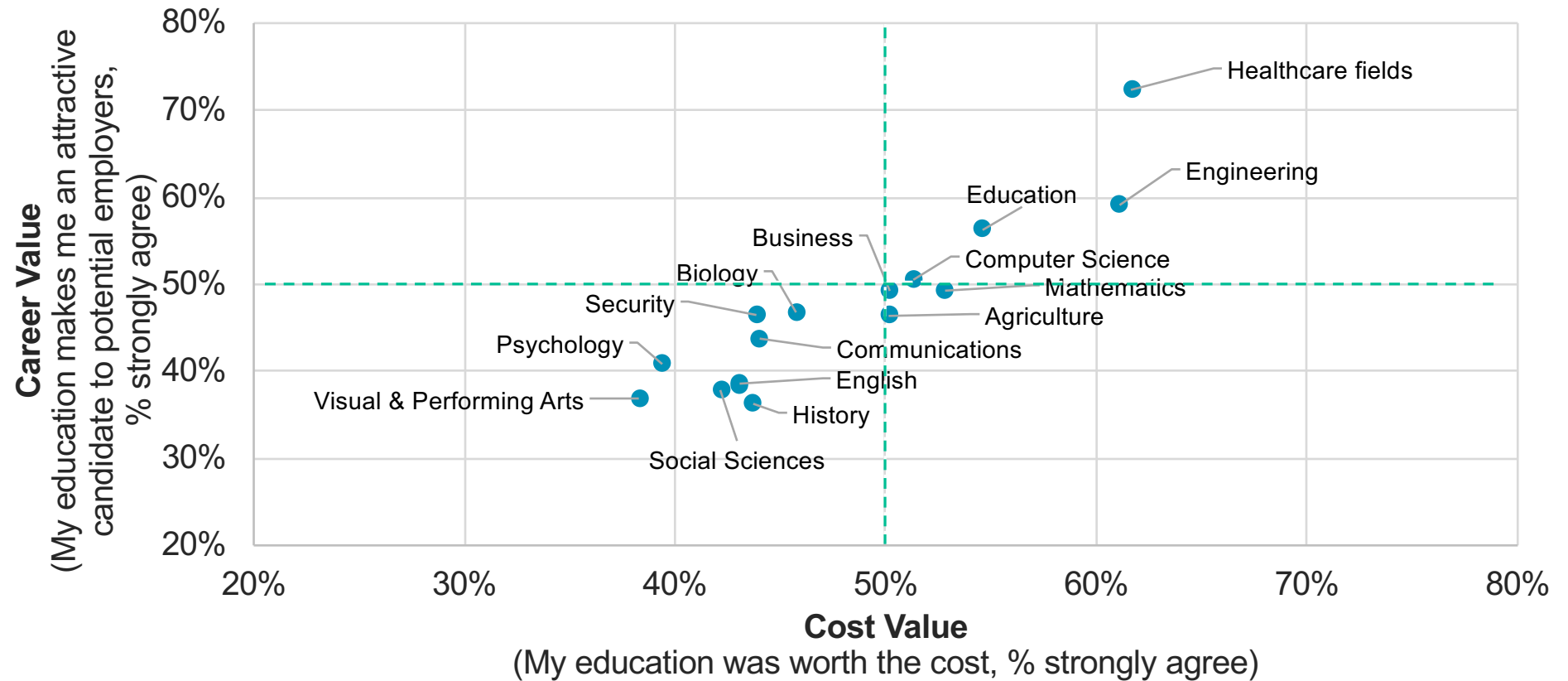
Value by field of study for associate degree



n = 23,733 individuals ages 18-65 with an associate degree (and no additional degree).



Value by bachelor's degree major



Source: Strada-Gallup Education Consumer Survey through April 2019
Base: Bachelor's Degree Completers, n=68,190



28% 53%
% strongly agree education worth cost

38% 35% 39% 37% 34% 34% 34% 36% 40% 31% 36% 43% 45% 46% 47% 47% 50% 44% 45% 42% 43% 43% 40% 42% 46% 51% 32% 47% 45% 31% 37% 53% 47% 47% 47% 47%

Wyoming

United States

Baja California

Hawaii

Coahuila de Zaragoza

Nuevo León

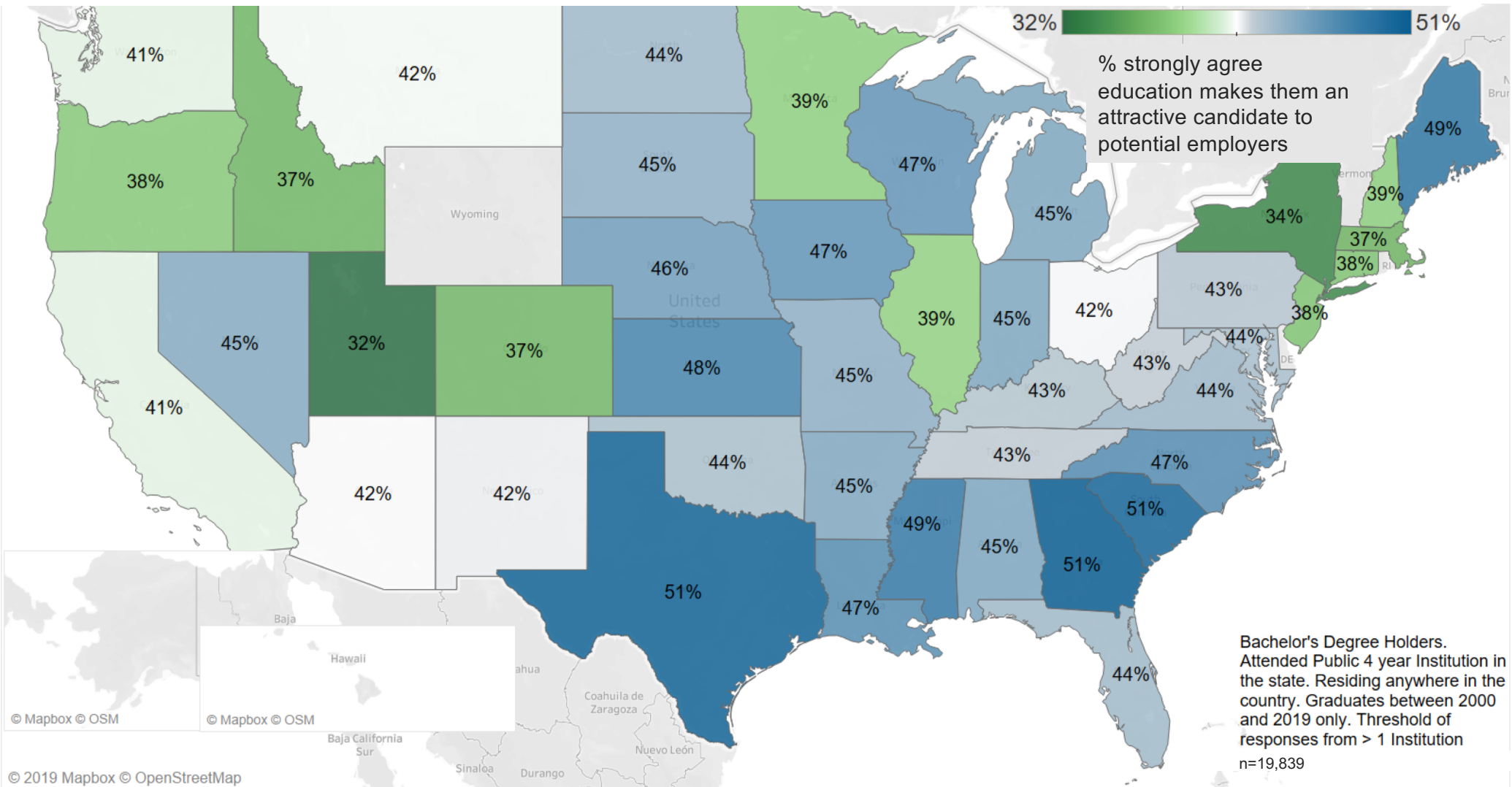
Bachelor's Degree Holders. Attended Public 4 year Institution in the state. Residing anywhere in the country. Graduates between 2000 and 2019 only. Threshold of responses from > 1 Institution. n=19,839

© Mapbox © OSM

Bachelor's Degree Holders. Attended
Public 4 year Institution in the state.
Residing anywhere in the country.
Graduates between 2000 and 2019 only.
Threshold of responses from > 1 Institution

n=19,839

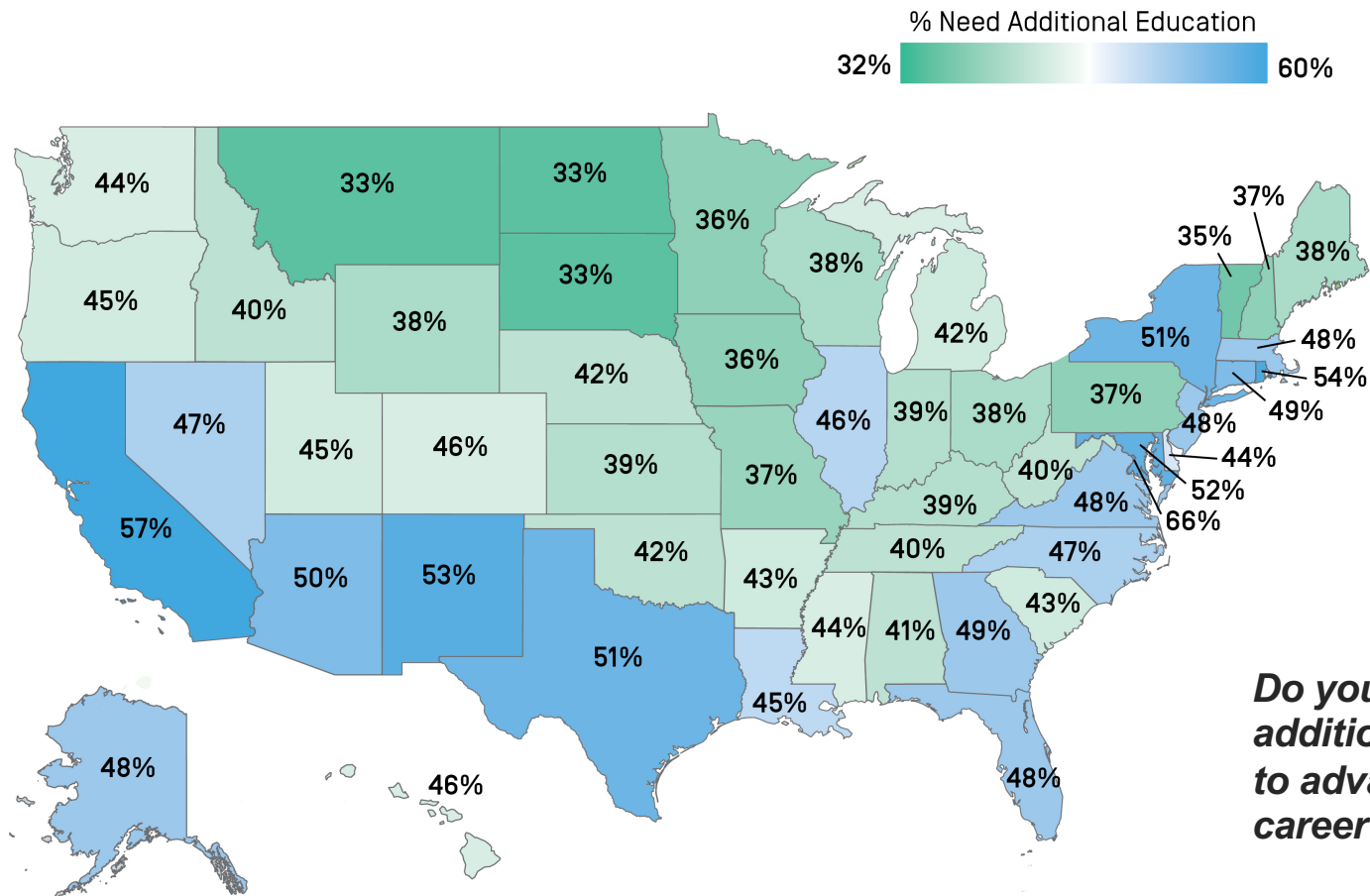
Career value: Graduates of public 4-year colleges and universities since 2000



The background of the slide is composed of several overlapping geometric shapes in various shades of blue, ranging from a deep navy blue to a bright cyan. These shapes create a dynamic, layered effect. Centered on this background is the text "Who feels they need more education?" in a clean, white, sans-serif font. The text is split into two lines, with "Who feels they need more" on the top line and "education?" on the bottom line.

Who feels they need more
education?

Perceived need for additional education by state

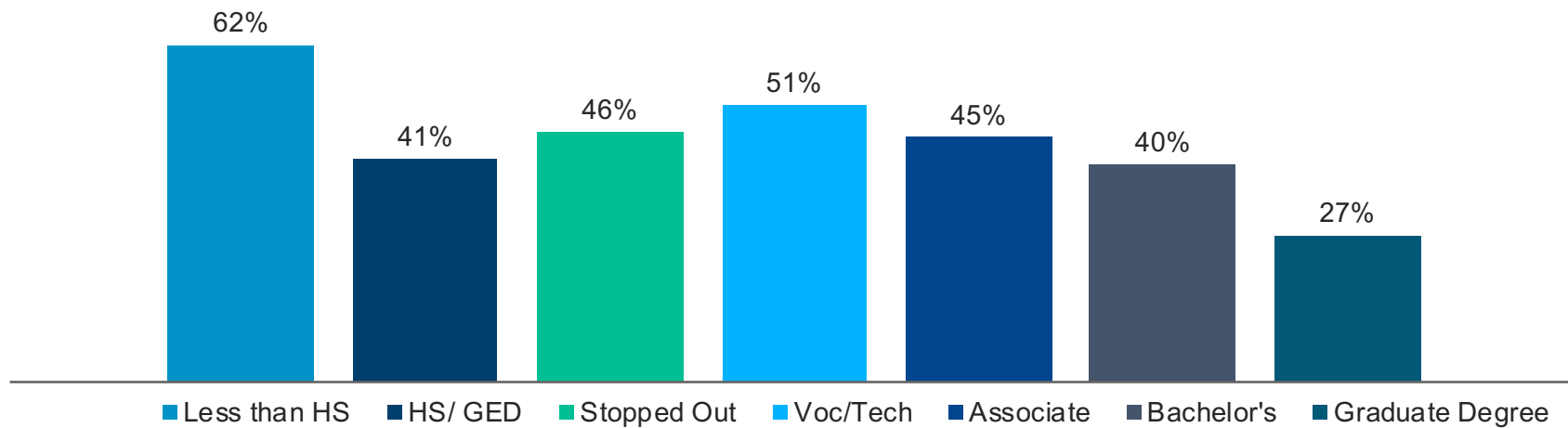


Do you feel you need additional education to advance in your career?

Source: Strada-Gallup Education Consumer Survey **Base:** U.S. adults ages 18-65 with less than an associate degree and not currently enrolled, n=106,214

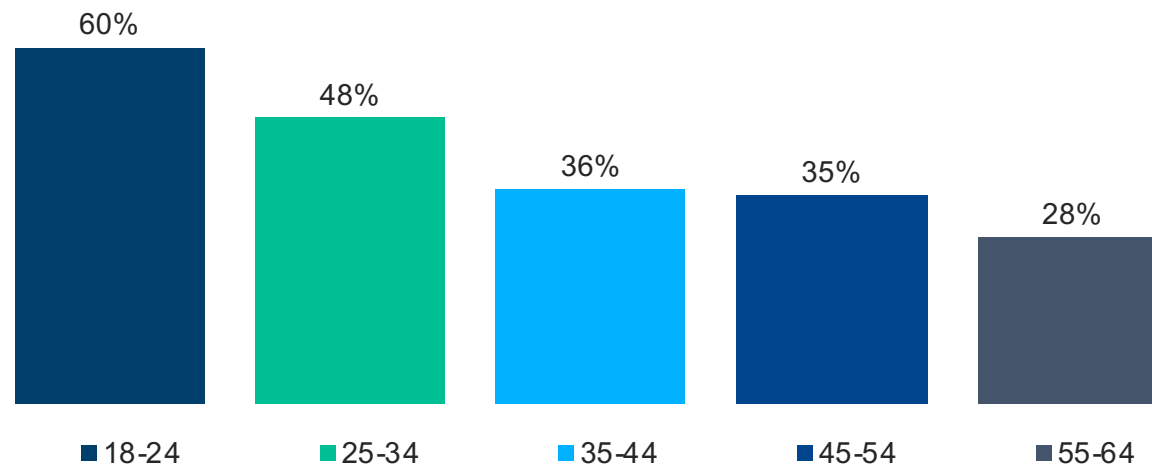


New England: Need for additional education by attainment level



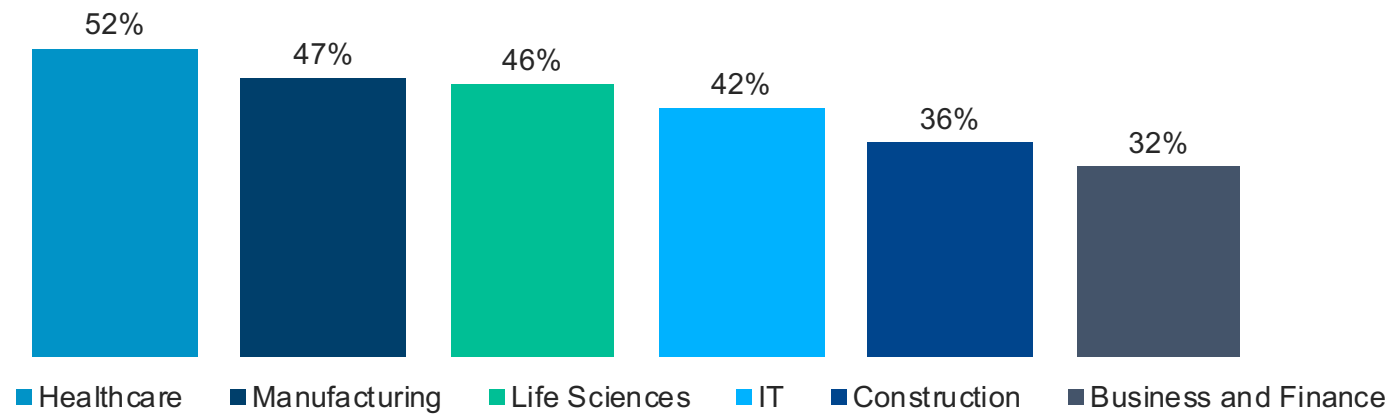
Source: Strada-Gallup Education Consumer Survey. Base: New England adults ages 18-65. Those who are currently enrolled in college-level courses have been excluded for the purpose of this analysis, n=12,559

New England: Perceived need for additional education by age



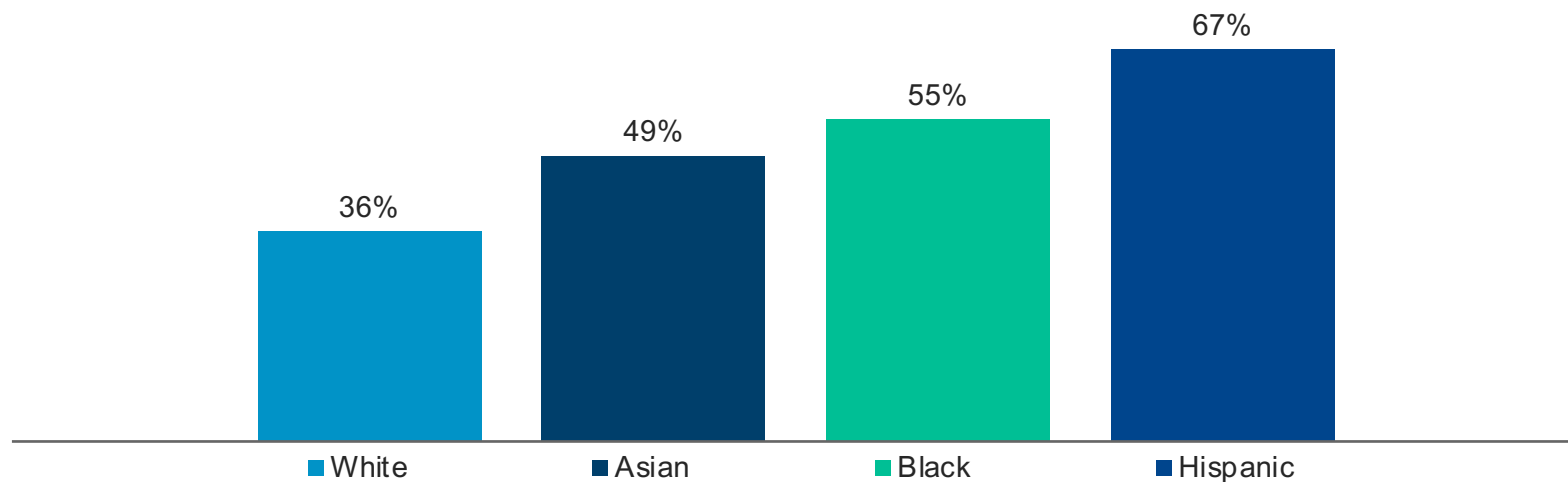
Source: Strada-Gallup Education Consumer Survey. Base: New England adults ages 18-65. Those who are currently enrolled in college-level courses have been excluded for the purpose of this analysis, n=12,559

New England: Need for additional education by occupation



Source: Strada-Gallup Education Consumer Survey. Base: New England adults ages 18-65. Those who are currently enrolled in college-level courses have been excluded for the purpose of this analysis, n=11,922

New England: Need for additional education by race/ethnicity



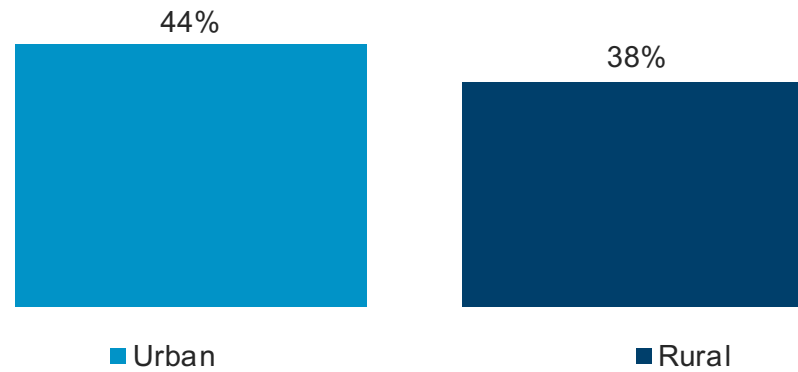
Source: Strada-Gallup Education Consumer Survey. Base: New England adults ages 18-65. Those who are currently enrolled in college-level courses have been excluded for the purpose of this analysis, n=11,777

New England: Perceived need for additional education by gender



Source: Strada-Gallup Education Consumer Survey. Base: New England adults ages 18-65. Those who are currently enrolled in college-level courses have been excluded for the purpose of this analysis, n=12,559

New England: Need for additional education - urban/rural



Source: Strada-Gallup Education Consumer Survey. Base: New England adults ages 18-65. Those who are currently enrolled in college-level courses have been excluded for the purpose of this analysis, n=12,559

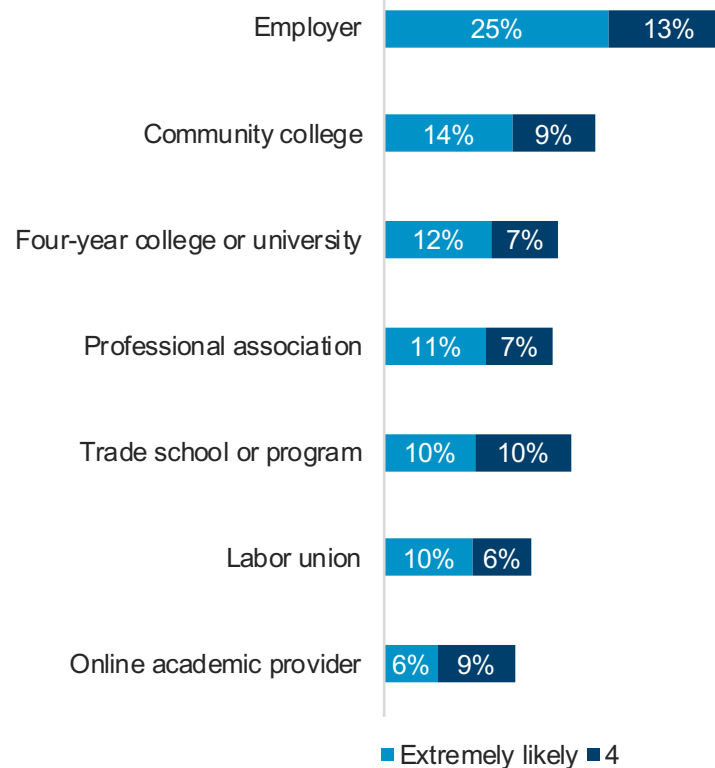
The background consists of several overlapping geometric shapes in various shades of blue, creating a modern, abstract design. The shapes include triangles and polygons of different sizes and orientations, with some areas appearing darker and others lighter, giving a sense of depth and movement.

Who expects to enroll —
and where?

New England: Most likely sources for education and training

Within the next five years, how likely are you to enroll in courses or training from the following providers?

Please use a five-point scale where 5 means extremely likely and 1 means not at all likely.

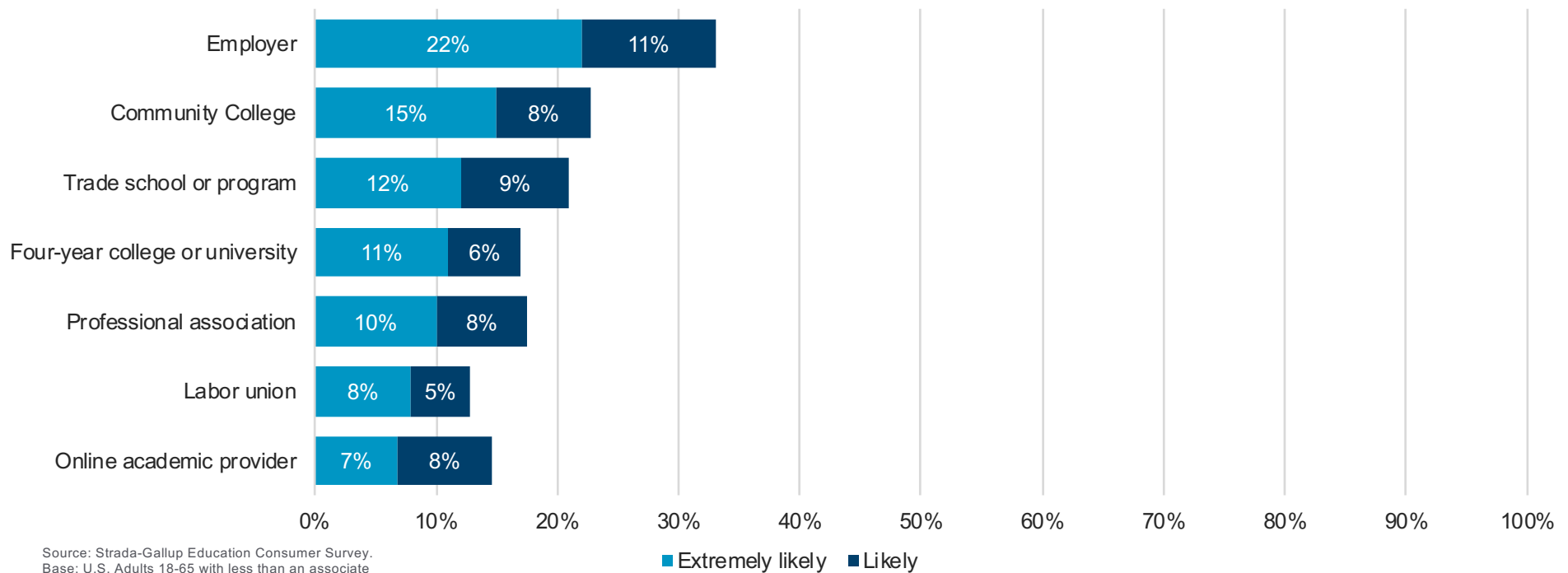


Source: Strada-Gallup Education Consumer Survey. Base: New England Adults 18-65 with less than an associate degree and who are not currently enrolled, n=359

National: Consumers most likely to enroll through employers

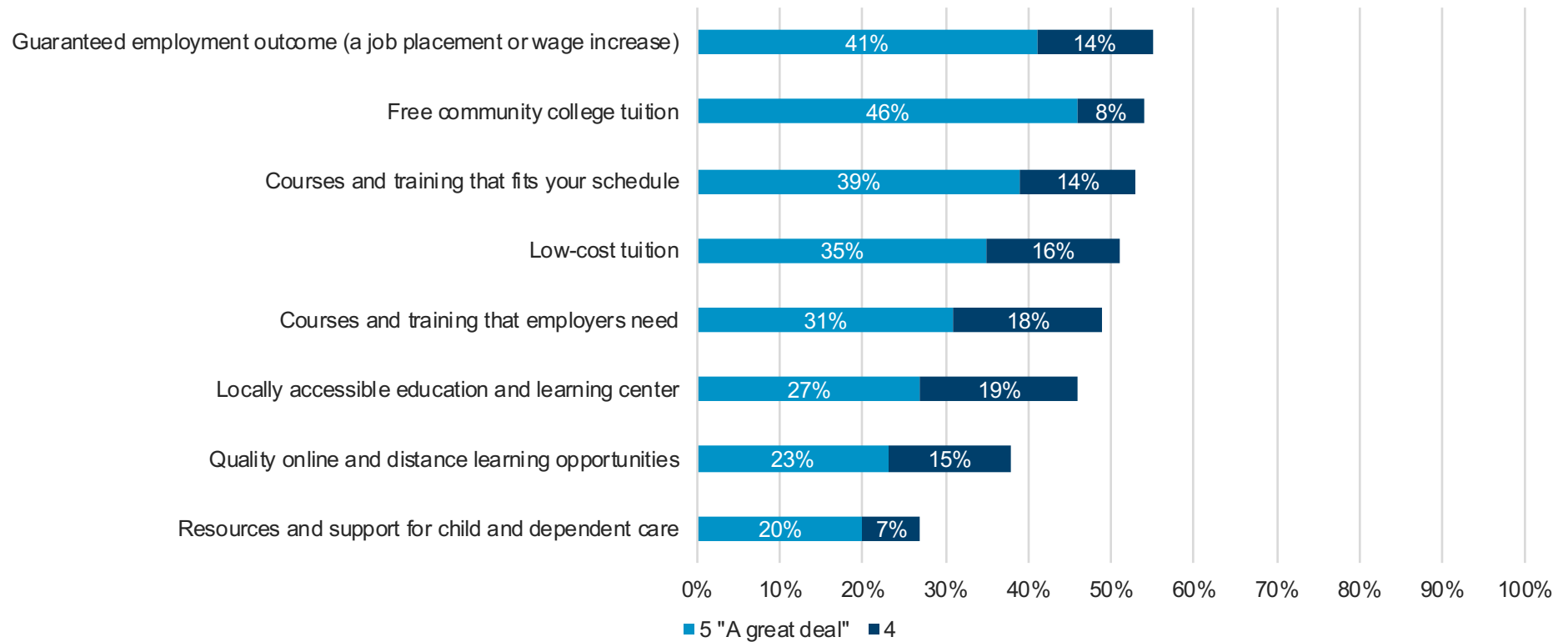
Adults Without Degrees

On a five-point scale, where 5 means extremely likely and 1 means not at all likely, in the next five years, how likely are you to enroll in courses or training offered through each of the following?



New England: Impact on likelihood to enroll

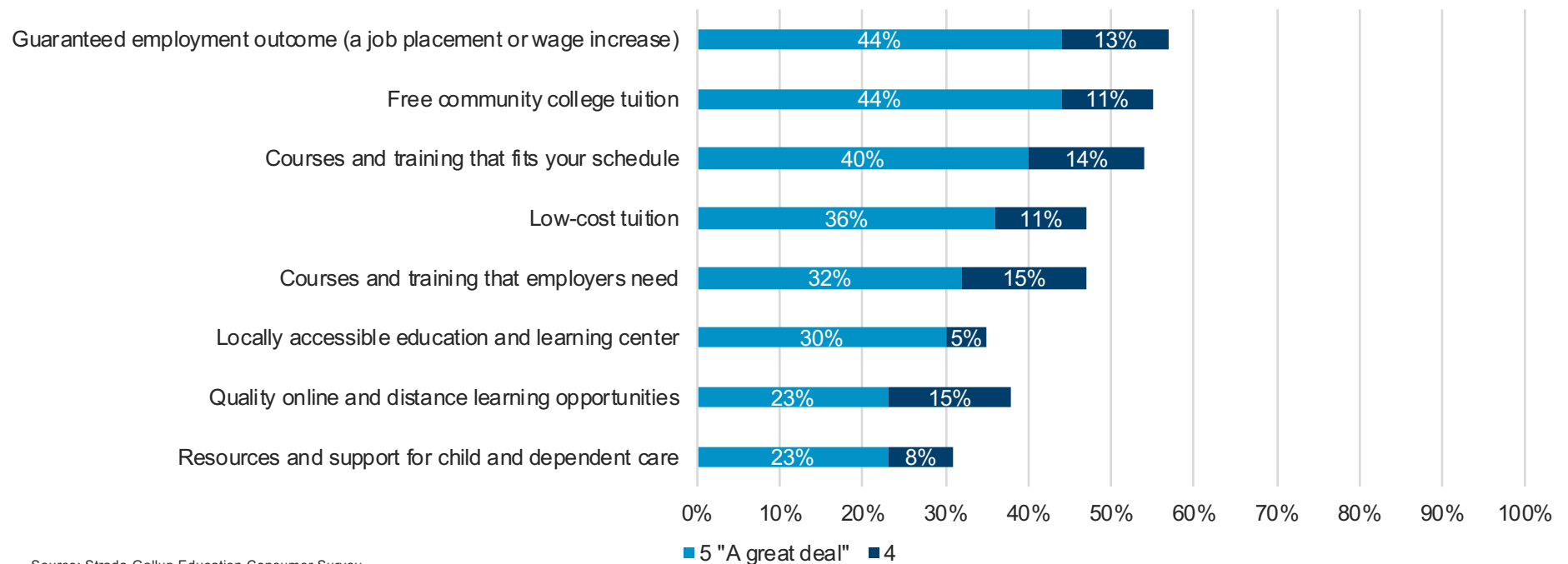
How would each of the following impact your likelihood of enrolling in additional education?
Please use a five-point scale where 5 means it would impact your likelihood a great deal and 1 means not at all.



Source: Strada-Gallup Education Consumer Survey. Base: New England Adults 18-65 with less than an associate degree and who are not currently enrolled, n=359

Employment outcomes have the strongest impact on enrollment

How would each of the following impact your likelihood of enrolling in additional education?
Please use a five-point scale where 5 means it would impact your likelihood a great deal and 1 means not at all.



Source: Strada-Gallup Education Consumer Survey.
Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled. n=8,849

The background consists of several overlapping geometric shapes in various shades of blue, creating a modern, abstract design. The shapes include triangles and polygons that form a sense of depth and movement.

Insights for action

Education consumer data implications

1. The current education to work ecosystem is out of balance.
2. Closer relationships between the worlds of education and work add enormous value.
3. Occupational fields and regional economies that reward education fuel consumer interest.
4. Vocational, technical, professional and trade program success is a gateway to interest in additional education.
5. Demographic groups vary in their interest—younger, female, Hispanic, and urban are all more interested in additional education than their peers.
6. Employers are essential partners and channels for engaging adults in further education and training.



The background of the slide is composed of several overlapping geometric shapes in various shades of blue, ranging from a deep navy blue to a bright cyan. These shapes create a dynamic, layered effect. Centered on this background is the text "Thank You" in a large, white, sans-serif font.

Thank You

Learn more at
stradaeducation.org/consumer-insights