A means to what end?
Education consumer views of post-secondary education

NEBHE Upskilling New England Thinkers’ Meeting
September 16, 2019
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.
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.

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

Value: 83%
Received: 20%

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

<table>
<thead>
<tr>
<th>Factor</th>
<th>% Very important</th>
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<tbody>
<tr>
<td>Interpersonal skills</td>
<td>60%</td>
</tr>
<tr>
<td>Interview presentation</td>
<td>59%</td>
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<tr>
<td>Technical skills</td>
<td>47%</td>
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<tr>
<td>Relevant work experience</td>
<td>36%</td>
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<tr>
<td>Prior work experience</td>
<td>35%</td>
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<tr>
<td>Trusted referrals</td>
<td>28%</td>
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<tr>
<td>Major or field of study</td>
<td>17%</td>
</tr>
<tr>
<td>Academic degree</td>
<td>16%</td>
</tr>
<tr>
<td>GPA</td>
<td>2%</td>
</tr>
<tr>
<td>Rank of institution</td>
<td>2%</td>
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</tbody>
</table>

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)

Average Cost, All Four-Year Institutions

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.
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

Voc or Tech Ed
- Strongly Agree: 64%
- Strongly Disagree: 9%
- Agree: 13%
- Disagree: 9%
- Neutral: 17%

Any PostGrad
- Strongly Agree: 56%
- Strongly Disagree: 13%
- Agree: 21%
- Disagree: 5%
- Neutral: 5%

Associate
- Strongly Agree: 54%
- Strongly Disagree: 6%
- Agree: 16%
- Disagree: 12%
- Neutral: 12%

Bachelor’s
- Strongly Agree: 49%
- Strongly Disagree: 7%
- Agree: 21%
- Disagree: 8%
- Neutral: 15%

Stopped Out
- Strongly Agree: 30%
- Strongly Disagree: 24%
- Agree: 17%
- Disagree: 11%
- Neutral: 17%

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

- **Any PostGrad**: 65% Strongly Agree, 23% Agree, 8% Disagree, 2% Strongly Disagree
- **Voc or Tech Ed**: 56% Strongly Agree, 19% Agree, 12% Disagree, 4% Strongly Disagree
- **Bachelor's**: 48% Strongly Agree, 30% Agree, 14% Disagree, 5% Strongly Disagree
- **Associate**: 43% Strongly Agree, 23% Agree, 18% Disagree, 8% Strongly Disagree
- **Stopped Out**: 24% Strongly Agree, 19% Agree, 22% Disagree, 14% Strongly Disagree

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

Source: Strada-Gallup Education Consumer Survey through Feb 2019
Base: Employed; Some College – Current Student (n=8,407); 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 field of study for associate degree

Career Value
(My education makes me an attractive candidate to potential employers, % strongly agree)

Cost Value
(My education was worth the cost, % strongly agree)

n = 23,733 individuals ages 18-65 with an associate degree (and no additional degree).
Value by bachelor’s degree major

(Cost Value) (My education was worth the cost, % strongly agree)

(Career Value) (My education makes me an attractive candidate to potential employers, % strongly agree)

Source: Strada-Gallup Education Consumer Survey through April 2019
Base: Bachelor's Degree Completers, n=68,190
Cost value: Graduates of public 4-year colleges and universities since 2000

% strongly agree education worth cost

28% - 53%

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

% strongly agree
education makes them an attractive candidate to potential employers

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
Who feels they need more education?
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.
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.

<table>
<thead>
<tr>
<th>Provider</th>
<th>Extremely likely</th>
<th>Likely</th>
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<tbody>
<tr>
<td>Employer</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Community college</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Four-year college or university</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Professional association</td>
<td>11%</td>
<td>7%</td>
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<tr>
<td>Trade school or program</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Labor union</td>
<td>10%</td>
<td>6%</td>
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<tr>
<td>Online academic provider</td>
<td>6%</td>
<td>9%</td>
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</tbody>
</table>

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?

- Employer: 22% Extremely likely, 11% Likely
- Community College: 15% Extremely likely, 8% Likely
- Trade school or program: 12% Extremely likely, 9% Likely
- Four-year college or university: 11% Extremely likely, 6% Likely
- Professional association: 10% Extremely likely, 8% Likely
- Labor union: 8% Extremely likely, 5% Likely
- Online academic provider: 7% Extremely likely, 8% Likely

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
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.

- Guaranteed employment outcome (a job placement or wage increase): 41% 5 "A great deal" 14% 4
- Free community college tuition: 46% 5 "A great deal" 8% 4
- Courses and training that fits your schedule: 39% 5 "A great deal" 14% 4
- Low-cost tuition: 35% 5 "A great deal" 16% 4
- Courses and training that employers need: 31% 5 "A great deal" 18% 4
- Locally accessible education and learning center: 27% 5 "A great deal" 19% 4
- Quality online and distance learning opportunities: 23% 5 "A great deal" 15% 4
- Resources and support for child and dependent care: 20% 5 "A great deal" 7% 4

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.

<table>
<thead>
<tr>
<th>Resource/Support</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Guaranteed employment outcome (a job placement or wage increase)</td>
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<td>44%</td>
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<tr>
<td>Free community college tuition</td>
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<td>Courses and training that fits your schedule</td>
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<td>40%</td>
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<td>Low-cost tuition</td>
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<td>36%</td>
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<td>Locally accessible education and learning center</td>
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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
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.
Thank You

Learn more at
stradaeducation.org/consumer-insights