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A New Vision for American Education: A Merger of Work and School

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Current Education Measures are Horribly Insufficient

INPUTS

- High School GPA, Rank in Class
- SAT, ACT Scores

OUTPUTS

- GPA, Rank in Class
- Retention Rates, Degree Attainment

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll

What Americans Want from Higher Ed: To Get a Good Job

67%

Americans: “very important” reason for getting education beyond high school

88%

Top reasons **freshmen** cite for going to college

38%

Parents of 5th-12th graders: “very important” reason for getting education beyond high school

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll



Broken Link Between Education and Work

Is Higher Education Preparing Students for Work?

13%

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

11%

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

6%

of **trustees** strongly agree that colleges and universities have a good understanding of what employers are looking for in a job candidate

Sources: Lumina Foundation/Gallup Poll 2013, The 2013 Inside Higher Ed Survey of College & University Chief Academic Officers Report

THE ACADEMY THINKS SO...

95%

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

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll

Only 27% of Recent Graduates Have a Good Job Upon Graduation

About how long did it take for you to obtain a good job after you completed your undergraduate education at [institution]?



- % I Had a Job Waiting for Me When I Graduated
- % Two Months or Less
- % Three to Six Months
- % Seven Months to a Year
- % More Than a Year
- % Not Applicable Because I Was Not Seeking Employment Upon Graduation
- % Don't Know

Source: Strada-Gallup Alumni Survey



28%

STRONGLY AGREE

COURSEWORK IS DIRECTLY RELEVANT
TO WHAT YOU DO AT WORK

**ONLY ONE-QUARTER OF AMERICAN WORKERS
AGREE STRONGLY THAT THEIR PAST COURSEWORK
IS DIRECTLY RELEVANT TO THE WORK THEY DO**

Source: Strada-Gallup Education Consumer Survey

California: Top 5 and Bottom 5 Institutions on Work Relevance

Percent of Alumni who Strongly Agree Their Courses are Relevant to their Career, for Top and Bottom Scoring 4-year Schools in California

TOP 5 SCHOOLS

| | |
|----------------------------|-----|
| 4-year, Private non-profit | 60% |
| 4-year, Private non-profit | 57% |
| 4-year, Private non-profit | 56% |
| 4-year, Public | 54% |
| 4-year, Private non-profit | 53% |

BOTTOM 5 SCHOOLS

| | |
|----------------------------|-----|
| 4-year, Public | 23% |
| 4-year, Public | 23% |
| 4-year, Public | 22% |
| 4-year, Public | 20% |
| 4-year, Private non-profit | 8% |

Source: Strada-Gallup Education Consumer Survey



Texas: Top 5 and Bottom 5 Institutions on Work Relevance

Percent of Alumni who Strongly Agree Their Courses are Relevant to their Career, for Top and Bottom Scoring 4-year Schools in Texas

TOP 5 SCHOOLS

| | |
|----------------------------|-----|
| 4-year, Public | 81% |
| 4-year, Public | 79% |
| 4-year, Public | 69% |
| 4-year, Private non-profit | 54% |
| 4-year, Private non-profit | 53% |

BOTTOM 5 SCHOOLS

| | |
|----------------------------|-----|
| 4-year, Private non-profit | 23% |
| 4-year, Private non-profit | 22% |
| 4-year, Public | 21% |
| 4-year, Public | 21% |
| 4-year, Private non-profit | 18% |

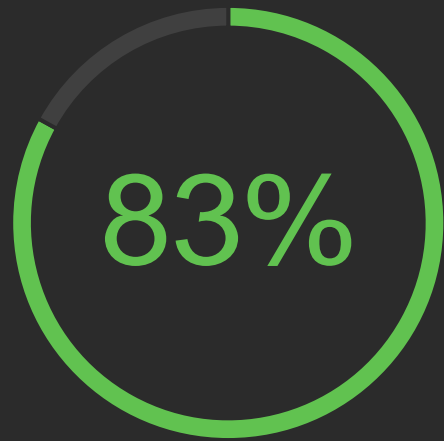
Source: Strada-Gallup Education Consumer Survey



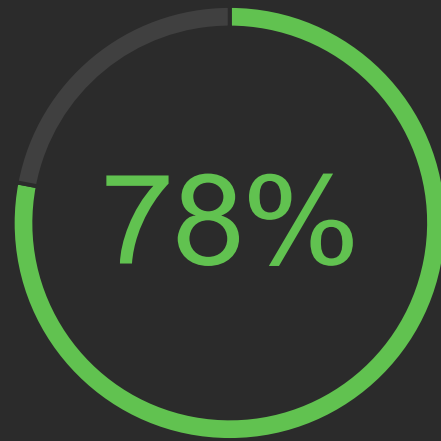
A group of five diverse professionals are gathered around a wooden table in a bright, modern office setting. They are focused on a tablet held by one of the men, with others pointing at the screen. The table is cluttered with papers, coffee cups, and small potted plants. The background shows large windows with greenery outside, creating a warm and collaborative atmosphere.

The Path Forward Requires Real Work

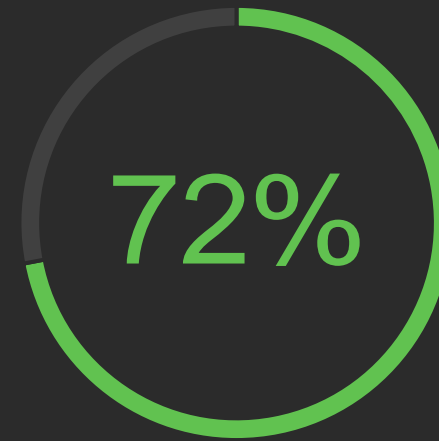
Best College Advice Comes From...Employers/Work-based Sources



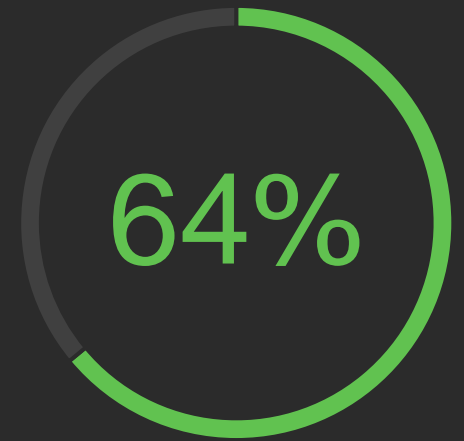
INFORMAL
WORK-BASED



INFORMAL
SCHOOL-BASED



INFORMAL
SOCIAL NETWORK




FORMAL

PERCENT OF ADULTS RATING SOURCE OF ADVICE ABOUT MAJOR AS HELPFUL OR VERY HELPFUL BY CATEGORY.

Source: Strada-Gallup Education Consumer Survey

College Student Wellbeing Linked to Career-Relevance of Education



The top driver of student well-being is the degree to which a student agrees
"they have the opportunity to do what they do best every day"

TOP DRIVERS OF "DO BEST":

**THE KNOWLEDGE AND SKILLS I AM LEARNING IN MY
COURSEWORK WILL BE RELEVANT IN THE WORKPLACE.**

**THE FACULTY AND STAFF AT MY SCHOOL
ARE COMMITTED TO HELPING STUDENTS FIND
A REWARDING CAREER.**

Source: Strada-Gallup Student Survey



What Employers Want Most

In your opinion, what talent, knowledge or skills should higher education institutions develop in students to best prepare them for success in the workforce in the coming years?

#1

INTERNSHIPS/ON-THE-JOB EXPERIENCE

Source: Gallup-Lumina Poll

Grads' Success = Relationship-Rich Education...

64%

“At least one professor who made me excited about learning”

27%

“Professors cared about me as a person”

22%

“A mentor who encouraged my goals and dreams”

14% Of all graduates experienced all three

Source: Strada-Gallup Alumni Survey

...And Work-integrated and Experiential Education

32%

“Long-term project taking a semester or more to complete”

30%

“Internship or job where applied learning”

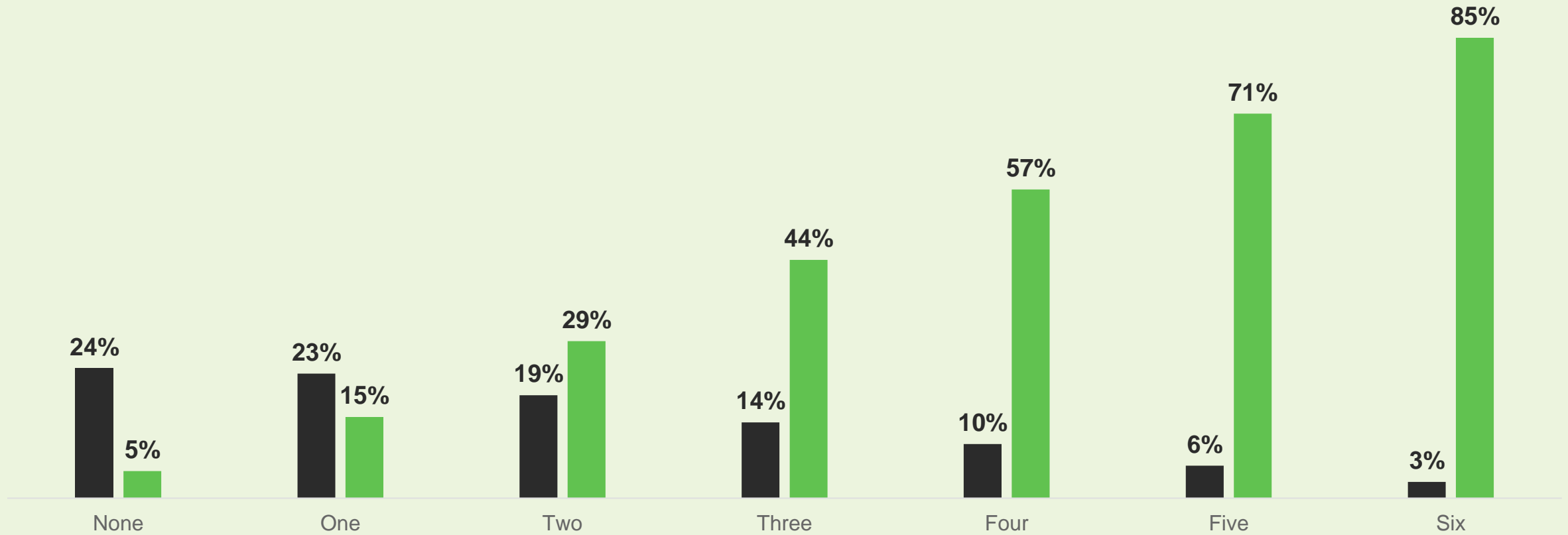
20%

“Extremely involved in extracurricular activities and organizations”

6% Of all graduates experienced all three

Source: Strada-Gallup Alumni Survey

The New Report Card: Relationship-rich and Work-integrated Learning



NUMBER OF SUPPORT AND EXPERIENTIAL LEARNING EXPERIENCES

■ Have Experienced ■ Strongly Agree: "<My college> prepared me well for life outside of college"

Source: Strada-Gallup Alumni Survey

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