EAB

Credential Design Lab: Serving Young Alumni

July 30th, 2020

Professional & Adult Education Forum

Meet Our PAE Forum Expert Team

Max Milder
Director

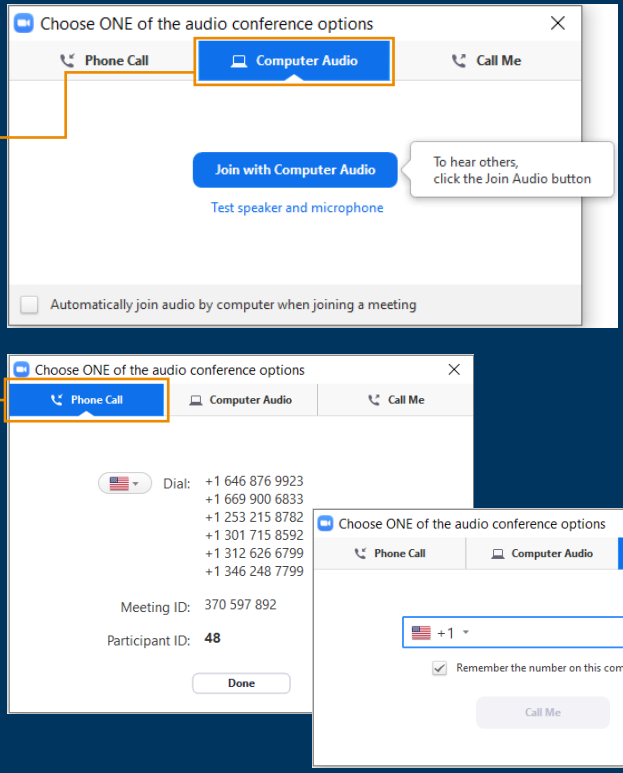
Lauren Edmonds
Director

Brynna Morgan
Analyst

©2020 by EAB. All Rights Reserved. **eab.com**

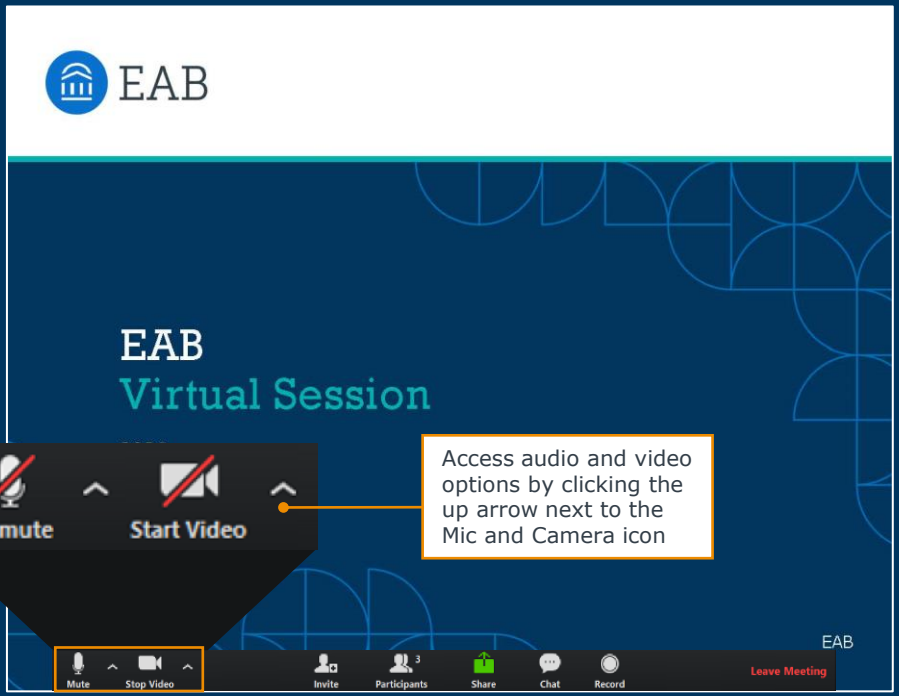
Audio

- We suggest using your computer's audio and microphone through Zoom
- Or dial in using your phone
- Do not use both—it will cause feedback



©2020 by EAB. All Rights Reserved. **eab.com**

Audio Mute/Unmute and Video Stop/Start

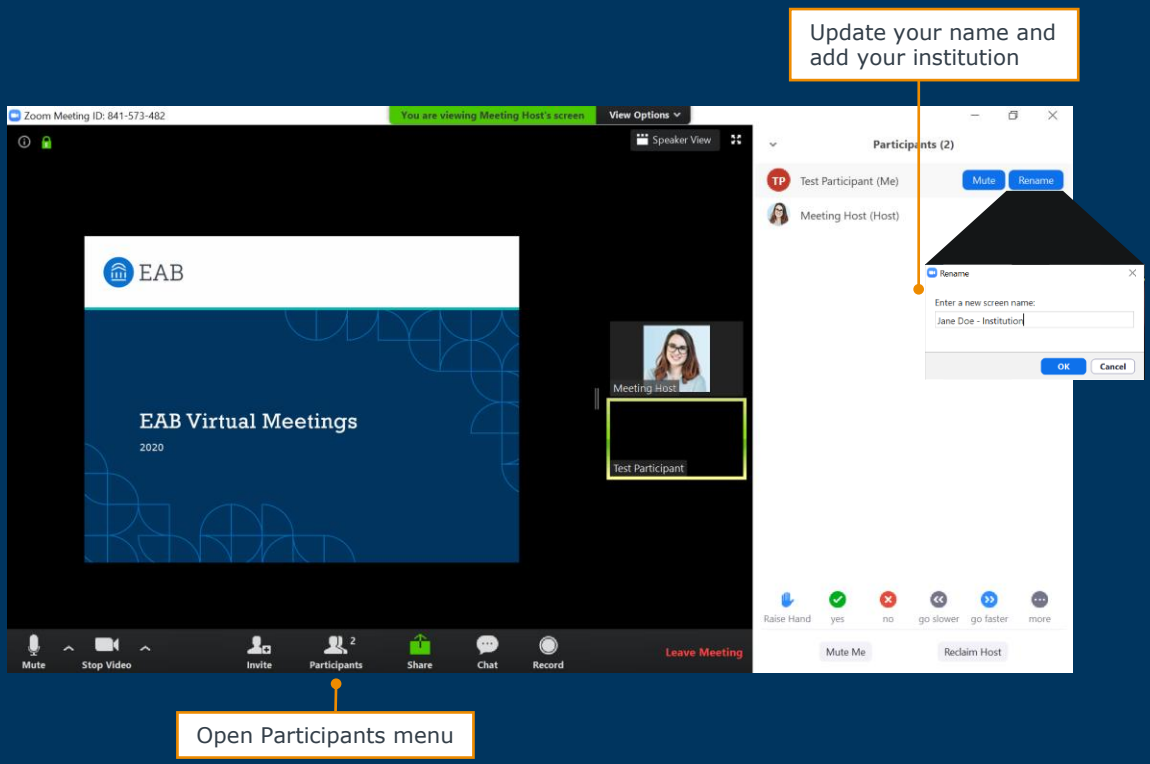


Red slashes mean your microphone is muted and your camera is off

Access audio and video options by clicking the up arrow next to the Mic and Camera icon

©2020 by EAB. All Rights Reserved. **eab.com**

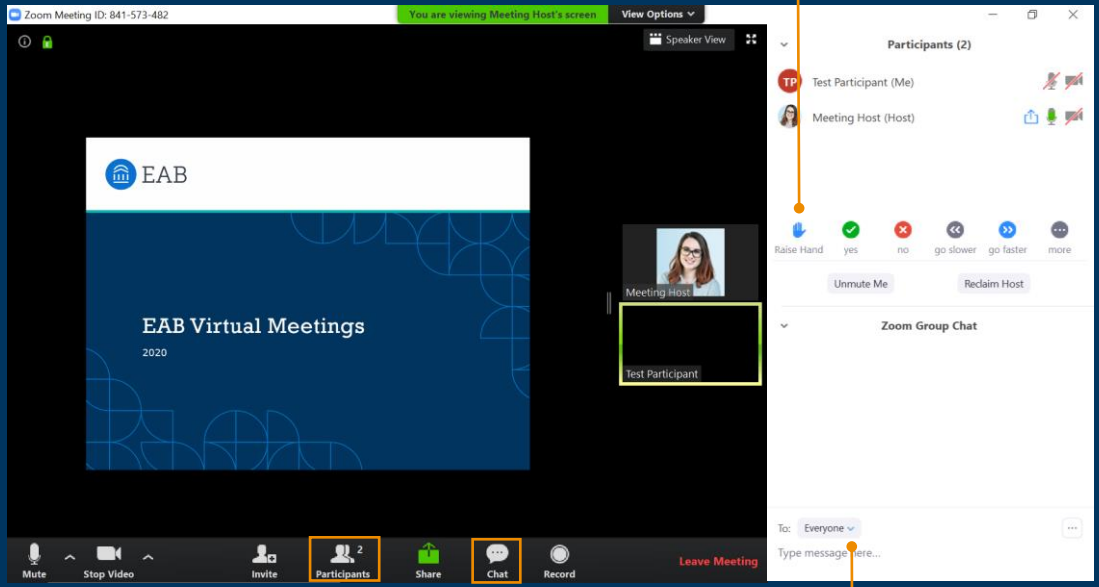
Update Your Name



©2020 by EAB. All Rights Reserved. **eab.com**

Chat and Nonverbal Feedback

Use icons to communicate answers and signals to presenter



Open Participants and Chat

Select whether you want to chat with everyone or a specific person

©2020 by EAB. All Rights Reserved. **eab.com**

Introduction

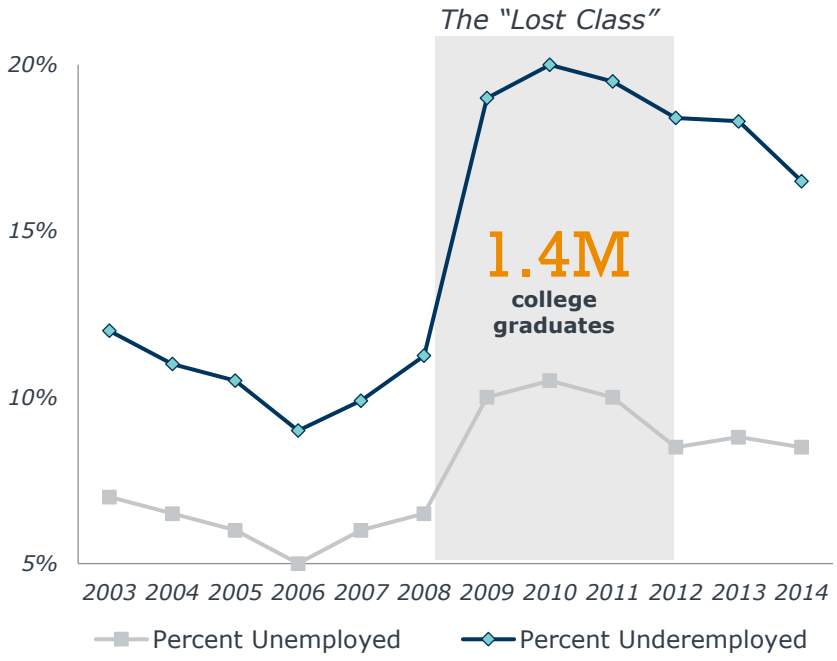
What initiatives does your unit currently use to engage young alumni after graduation?

©2020 by EAB. All Rights Reserved. **eab.com**

A Repeat of the Lost Class?

Today's Graduates May Face Years of Diminished Job and Salary Prospects

Un- and Underemployment Accelerated Then…



Amid Many Indicators This Time Will Be Worse

49M

Initial unemployment claims (Mar–Jun 2020)

20.7%

Unemployment rate for 16-24 years of age (Jun 2020), compared to 11.1% for total population

$28,800

Average undergraduate student debt

Source: Labor Force Statistics, Bureau of Labor Statistics; Initial Claims, FRED Economic Data; Loans for Undergraduate Students, National Center for Education Statistics

©2020 by EAB. All Rights Reserved. eab.com

Multiple Ways to Engage Young Alumni

©2020 by EAB. All Rights Reserved. **eab.com**

A New Focus on Self-Help and Improvement

UCLA's Westward Program Engages Young Alumni with University Experts in Mindfulness

For a $10/month contribution, alumni receive:

- A new book on mindfulness every quarter
- Access to invite-only chat group for facilitated discussion
- Entry into a remote video Q&A session with faculty experts

But These Efforts Lack the Outcomes that COE Can Offer Lifelong Learners

- Employment-aligned job training
- Deep employer relationships
- Broad programming across institutes and disciplines

©2020 by EAB. All Rights Reserved. eab.com

Source: EAB interviews and analysis.

Discussion Questions

1. How does your professional and adult serving unit currently work with alumni and career services at your institution?
2. How can you reengage with recently graduated students in today's uncertain economic, political, and societal climate?
3. What topics align with your institutional expertise and resonate with your young alumni population?

©2020 by EAB. All Rights Reserved. **eab.com**

The Future of MOOCs?

Michigan Alumni Association
"Learning doesn't end when you leave UM"

- Alumni Education Gateway gives access to UM's online degrees
- Alumni Online Communities, forums for discussion on any topic
- Career resources including networking events, career coaches, and more

Duke *Forever Learning* Initiative
"Your Duke education doesn't need to stop"

- **Free access to Duke's online degrees** & certificates
- **Presidential priority** to scale program, backed by $1M+ investment
- Academic departments creating sample courses for undeclared students
- Liberal arts majors brush up on professional skills in risk-free setting

coursera

Identifying "Pivot Points" Where Returning to Duke Most Useful

Statistics with R Specialization
Available now

- Learn a new skill for a promotion
- Prepare for a career switch
- Start a new business

Early Participation Indicates Potential for Widespread Alumni Engagement

1/3
Proportion of Duke students currently enrolled in a MOOC

150k+
Duke alumni around the globe

©2020 by EAB. All Rights Reserved. eab.com

Source: EAB interviews and analysis.

Making Liberal Arts Alumni More "Marketable"

Startup Creates Curriculum Designed by MBA Faculty

THE FULLBRIDGE PROGRAM

Intersession Professional Skills Boot Camp

- 4-week summer or winter session
- Team projects simulate the work environment
- Basic business, professional, and entrepreneurship skills
- Initial target: students at liberal arts colleges and elite universities

College of the Holy Cross

6-day boot camp required to start professional certificate program

Wabash College

7-day boot camp part of winter break internship

"I was frustrated seeing kids graduate from really good schools feeling as if they had such narrow – or worse, no – career choices. Smart, motivated, and ambitious students too often choose a default career option or decide to go directly to graduate school, law school, or business school without knowing if it is a good fit for them or what they really want out of it. Preventing that was my number one inspiration."

Candice Olson, Fullbridge Co-Founder

©2020 by EAB. All Rights Reserved. **eab.com**

Source: EAB interviews and analysis.

Discussion Questions

1. What kinds of professional skills do you think students need for the workforce but have not developed in the program they completed?
2. What programs do you offer which might be best suited for non-credit professional training options? Why?
3. How does your institution identify potential external partnership opportunities?

©2020 by EAB. All Rights Reserved. **eab.com**

Incentivize Post-Baccalaureate Education

Provide Recent Graduates Opportunities for Early Professional Advancement

Case in Brief: Clark University's Accelerated Degree Program

- 60-70 undergraduate students enroll in the Accelerated Degree Program annually
- Accelerated Degree students compose 10-15% of graduate population
- Available programs include:
  - Business Analytics
  - Chemistry
  - Communication
  - Environmental Science and Policy
  - International Development
  - Management
  - Public Administration
  - Teaching

Tuition discounting

Provides undergraduates with 50% discount, rising to free tuition for those with 3.4 GPA

Accelerated credit accumulation

Allows students to accrue graduate-level credits in their senior year

Institutional partnerships

Partners with local baccalaureate institutions to provide pathways into professional graduate programs

Require work experience or internships

Assists recent undergraduates in gaining professional experience to complement their area of study

©2020 by EAB. All Rights Reserved. eab.com

Source: EAB interviews and analysis.

Discussion Questions

1. To your knowledge, how many students go on to graduate school immediately after graduation at your institution?
2. Does your institution have the ability to discount tuition? What other kinds of incentives can you offer students to enroll in an accelerated master's program at your institution?
3. What programs do you offer which might be best suited for an accelerated degree option? Why?

©2020 by EAB. All Rights Reserved. **eab.com**

Quick Poll

Which of these types of initiatives for young alumni are you most likely to focus on in the next 12-18 months?

©2020 by EAB. All Rights Reserved. **eab.com**