



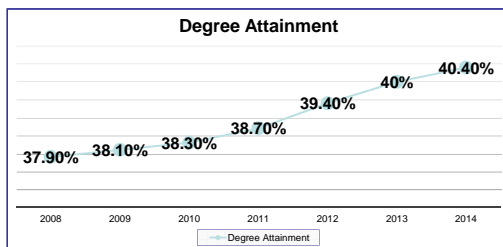
Goal 2025:



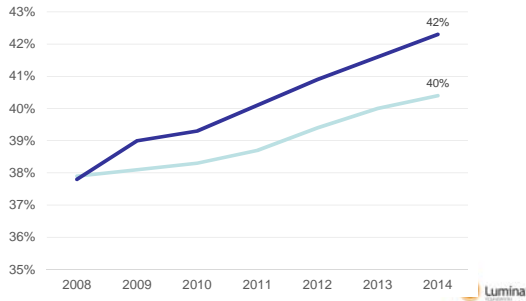
To increase the proportion of Americans with high-quality degrees, certificates, and other credentials to 60% by the year 2025.



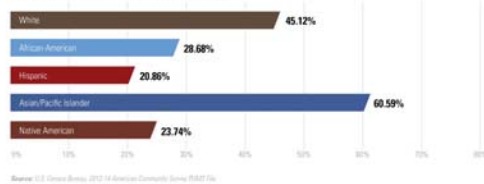
Degree Attainment in the US



Degree Attainment in the US: Young Adult Growth



Degree-attainment rates among United States residents (ages 25-64), by population group



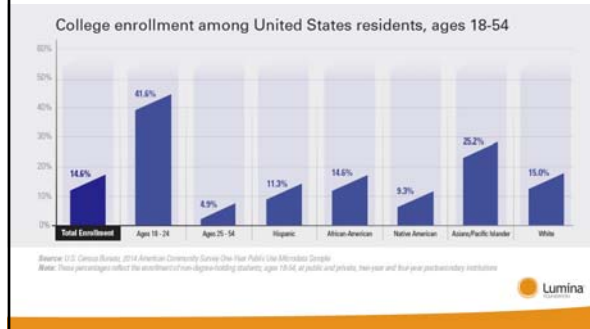
Value

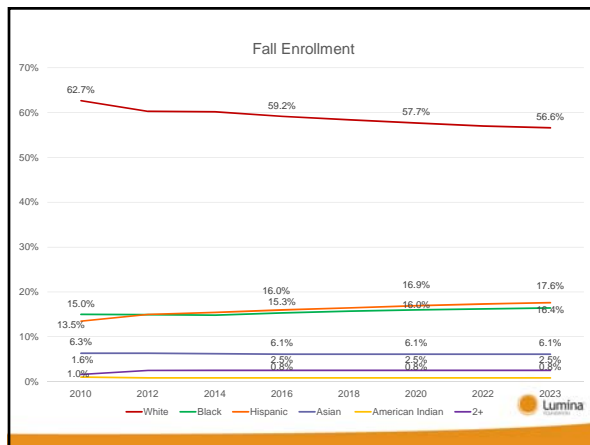
The proportion of Americans who believe that increasing higher education attainment is necessary to the nation.

AWARENESS	2012	2013	2014	2015
Overall	43%	51%	61%	58%
Hispanic	N/A	N/A	72%	71%
African-American	N/A	N/A	74%	70%
White	N/A	N/A	56%	54%
Ages 18-34	N/A	N/A	63%	55%
Ages 35-64	N/A	N/A	59%	59%

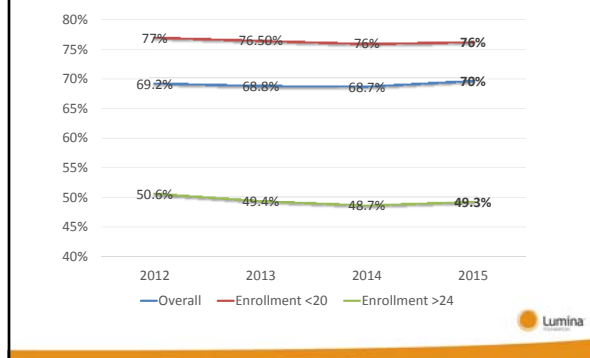
Source: 2015 Gallup/Lumina Poll

Enrollment: Percent Enrolled Without Degree

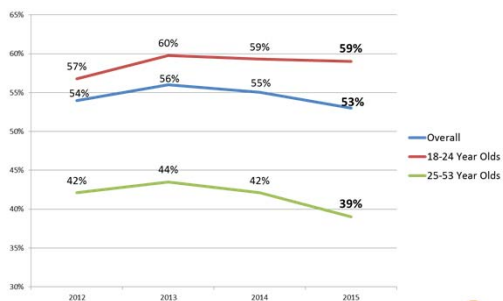




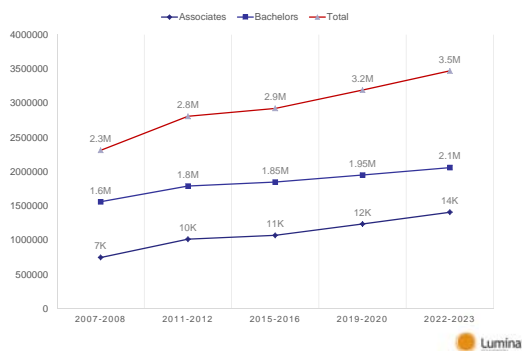
Persistence: Increase the persistence rate of current students from 1st year to 2nd year



Completion: Increase the overall annual higher education completion rate



Degrees Conferred: Actual and Projected



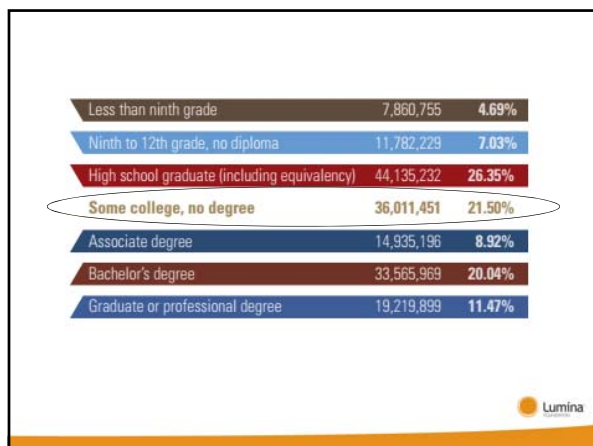
Goal 2025:



To increase the proportion of Americans with **high-quality¹** degrees, certificates, and other credentials to 60% by the year 2025.

¹ High-quality credentials have clear and transparent learning outcomes leading to further education and employment.



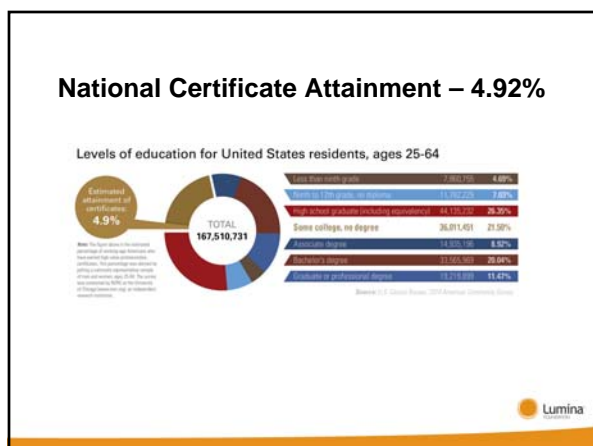


Counting Certificates: How did we do it?

National Estimate:

- GEMEnA developed instrument
- NORC at the University of Chicago

Lumina



**Counting Certificates:
How did we do it?**

State Estimates:

- Georgetown Center on Education and the Workforce