Consumer Pathways to Careers

**Education & Career Planning**
Improving tools and guidance so students can choose the best path to a meaningful career.

**Student Success & Support**
Systems to provide the resources needed for students to overcome obstacles to learning.

**Career & Workforce Transitions**
Strengthening institution-employer connections to help students obtain the knowledge and skills for success.

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**36 Million**
Working adults with some education, but no degree

**6 Million**
Unfilled jobs due to skills gap

**5 Million**
Disconnected young adults – neither working nor in school
Since June 2016, we have interviewed nearly 250,000 U.S. adults from more than 3,000 postsecondary institutions:

- General Population
- Alumni
- Current Students
- Employers (coming in 2018)

Aspirations & Outcomes

60% of degree holders report work outcomes as the main reason while 20% report general learning interests

47% of non-completers report work outcomes as the main reason while 32% report general learning interests
Motivations for Selecting Institution

- **LOCATION**: 28% of education consumers report that location is the main reason they chose to enroll in their institution or program.

- **ACCESS/COST**: 22% of education consumers report that access or affordability was the main reason they chose to enroll in their institution or program.

Disconnected on Preparation for Work

**Colleges**
- Our institution is very or somewhat effective in preparing students for the world of work.
- 47% Effective
- 48% Very Effective
- 95% agree

**Employers**
- Institutions are graduating students with the skills and competencies my business needs:
- 11% strongly agree
- 33% agree

**Public**
- Graduating students with the skills and competencies employers need:
- 12% strongly agree
- 39% agree

Disconnection on Aspirations and Outcomes

- 88% of freshmen say "getting a good job" is the reason they go to college.
- 27% report having a good job upon graduation.

Majority of U.S. Adults Would Do Their Education Differently

What would you change?

- 12% Degree
- 28% Institution
- 36% Field
Where Are Students Getting Advice on Their Majors?

Formal Sources
High school and college counselors, the media (internet and print)

Informal School-Based
High school teachers, high school coaches, college non-counseling staff

Informal Social Network
Family, friends and community leaders

Informal Work-Based
Employers, co-workers, people with experience in the field, and military

Advice About Field of Study
Percentage mentioning source of advice about major

<table>
<thead>
<tr>
<th>Source of Advice</th>
<th>Overall</th>
<th>Recent/Current graduates (2011-2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal social network</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Formal</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>Informal school-based</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Informal work-based</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

First-Generation Students Have Less Access to Informal Social Networks
Percentage mentioning Informal Social Network as source of advice by parental education.

- Parents with high school or less: 47%
- Parents with less than bachelor’s degree: 51%
- Parents with bachelor’s degree: 60%
- Parents with graduate school: 65%
Sources of Advice

Responses to open-ended questions

<table>
<thead>
<tr>
<th>Source</th>
<th>% Mentioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>42%</td>
</tr>
<tr>
<td>College counselor</td>
<td>28%</td>
</tr>
<tr>
<td>Friend</td>
<td>23%</td>
</tr>
<tr>
<td>Staff at college (non-adviser)</td>
<td>18%</td>
</tr>
<tr>
<td>High school teacher</td>
<td>15%</td>
</tr>
<tr>
<td>High school counselor</td>
<td>11%</td>
</tr>
<tr>
<td>Person with experience in the field</td>
<td>10%</td>
</tr>
<tr>
<td>Employer or co-worker</td>
<td>9%</td>
</tr>
<tr>
<td>Internet media</td>
<td>6%</td>
</tr>
<tr>
<td>Print media</td>
<td>2%</td>
</tr>
</tbody>
</table>

Some Sources Have Changed Over Time

Source of advice, by decade of completion

Work-Based Sources Are Most Valued but Least Used

83% VALUE
20% RECEIVED