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.
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
Education Consumer Insights

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
Motivation for Enrolling

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

47% DID NOT FINISH
of non-completers report work outcomes as the main reason while 32% report general learning interests

Source: Strada-Gallup Education Consumer Survey
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.

Source: Strada-Gallup Education Consumer Survey
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
- 22% agree

**Public**
Graduating students with the skills and competencies employers need.

- 12% strongly agree
- 27% agree

33% agree

Sources: The 2018 Inside Higher Ed Survey of College and University Chief Academic Officers Report; 2013 Gallup/Lumina Foundation Business Leaders Poll on Higher Education
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

Sources: UCLA HERI Survey of College Freshmen; Strada-Gallup Alumni Survey
Regret and Advice
Majority of U.S. Adults Would Do Their Education Differently

51% Would change at least one of three choices

Source: Strada-Gallup On Second Thought: U.S. Adults Reflect on Their Education Decisions Report
What would you change?

- **12%** Degree
- **28%** Institution
- **36%** Field

Source: Strada-Gallup On Second Thought: U.S. Adults Reflect on Their Education Decisions Report
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 Attendees/Graduates (2010-2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal social network</td>
<td>55%</td>
<td>56%</td>
</tr>
<tr>
<td>Formal</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Informal school-based</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Informal work-based</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Overall and Recent attendees/graduates (2010-2017) columns reflect different data sets.*
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: 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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source</th>
<th>% Mentioning</th>
</tr>
</thead>
<tbody>
<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

- High school or college counselor
- Employer, colleague, person with experience in field
- Internet media
- Staff at college, nonadviser
- Print media
Work-Based Sources Are Most Valued but Least Used

83% VALUE

20% RECEIVED

Source: Strada-Gallup Major Influence: Where Students Get Valued Advice on What to Study in College Report