The Power of Listening

What We’ve Learned by Listening to 340,000 Americans

Andrew R. Hanson
Our Mission

Our mission is to improve lives by forging clearer and more purposeful pathways between education and employment.
Real weekly earnings, 1979-2019

Source: Bureau of Labor Statistics
Bachelor’s degree attainment

Source: Pell Institute
Populations at risk

6 million
disengaged youth ages 16-24 not in school, work or training

44 million
adults in lowest quartile for education and income

10 million
low-income college students from the bottom half of household income
Why Consumer Insights

- Increase the value of postsecondary education
- Increase participation and completion
Education Consumer Survey

- 340,000+ responses to date
- Ages 18–65
- All postsecondary pathways
- All demographics
- All states & DC
- Largest 50 metro regions
Partner with employers

On a five-point scale, where 5 means extremely likely and 1 means not at all likely, in the next five years, how likely are you to enroll in courses or training offered through each of the following?

- Employer: 22% extremely likely, 11% likely
- Community College: 15% extremely likely, 8% likely
- Trade school or program: 12% extremely likely, 9% likely
- Four-year college or university: 11% extremely likely, 6% likely
- Professional association: 10% extremely likely, 8% likely
- Other online non-academic course, training, or certificate: 9% extremely likely, 8% likely
- Labor Union: 8% extremely likely, 5% likely
- Online academic provider: 7% extremely likely, 8% likely

Source: Strada-Gallup Education Consumer Survey 2019. Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled. N=8,849
Make employment outcomes clear

*How would each of the following impact your likelihood of enrolling in additional education?*

Please use a five-point scale where 5 means it would impact your likelihood a great deal and 1 means not at all.

<table>
<thead>
<tr>
<th>Option</th>
<th>5 “A great deal”</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guaranteed employment outcome [a job placement or wage increase]</td>
<td>44%</td>
<td>13%</td>
</tr>
<tr>
<td>Free community college tuition</td>
<td>44%</td>
<td>11%</td>
</tr>
<tr>
<td>Courses and training that fits your schedule</td>
<td>40%</td>
<td>14%</td>
</tr>
<tr>
<td>Low-cost tuition</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>Courses and training that employers need</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Locally accessible education and learning center</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Quality online and distance learning opportunities</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Resources and support for child and dependent care</td>
<td>23%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Strada-Gallup Education Consumer Survey 2019. Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled. N=8,949
Meet the Aspiring Adult

- Age 25-45 without a college degree.
- Seriously considering or planning to enroll in additional education
My education was worth the cost

My education makes me an attractive candidate to employers

1 = Strongly Disagree . . . 2 . . . 3 . . . 4 . . . 5 = Strongly Agree
Greater value in credentials more closely aligned with work

Greater value in majors more closely aligned with work

Source: Strada-Gallup Education Consumer Survey. Base: U.S. Adults 18-65 with a bachelor’s degree, graduating in 2000 or later, national n=37,274.
THE VALUE EQUATION BY FIELD OF STUDY
ASSOCIATE DEGREE

Source: Strada-Gallup Education Consumer Survey. Base: U.S. Adults age 18-65 not currently enrolled, who graduated with a terminal associate degree in the year 2000 or later, n=17,166
Relevance of coursework

Source: Strada-Gallup Education Consumer Survey. Base: U.S. Adults 18-65 in the workforce with a bachelor’s degree, graduating in 2000 or later, national n=37,274.

1 = Strongly Disagree . . . 2 . . . 3 . . . 4 . . . 5 = Strongly Agree
Increase quality of advising to add value

Cost Value

Predicted value, strongly agree: “My education was worth the cost.”

Method: logistic regression model for likelihood of answering “strongly agree,” controlling for age, field of study, degree level (bachelor’s degree shown here), and quality of academics and applied learning.

Career Value

Predicted value, strongly agree: “My education makes me an attractive candidate to employers.”

Quality of advising

Method: logistic regression model for likelihood of answering “strongly agree,” controlling for age, field of study, degree level (bachelor’s degree shown here), and quality of academics and applied learning.
Work-based advice about what to study is most valued but least received

83% Value
20% Received

Source: Strada-Gallup Major Influence: Where Students Get Valued Advice on What to Study in College Report
Increase access to and use of student supports

<table>
<thead>
<tr>
<th>Access</th>
<th>Used</th>
<th>Valuable (Extremely/Very)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic advising</td>
<td>53%</td>
<td>82%</td>
</tr>
<tr>
<td>Career advising</td>
<td>47%</td>
<td>67%</td>
</tr>
<tr>
<td>Career/Job placement</td>
<td>38%</td>
<td>61%</td>
</tr>
<tr>
<td>Mentoring</td>
<td>36%</td>
<td>68%</td>
</tr>
</tbody>
</table>

BASE: All Respondents (n=1,002)
Q500. Did you have access to any of the following? Please select all of the services, resources, or opportunities your institution provided, whether or not you used them.
BASE: Had Access to Services (Bases Vary)
Q505. Did you use any of the following?
BASE: Used Services (Bases Vary)
Q510. How valuable was/were the following?
Professors are by far the most likely source of mentorship

Who was the mentor who encouraged you to pursue your goals and dreams?

Among recent graduates who had a mentor during college

<table>
<thead>
<tr>
<th>Mentor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor</td>
<td>64%</td>
</tr>
<tr>
<td>College or university staff member</td>
<td>10%</td>
</tr>
<tr>
<td>Friend</td>
<td>9%</td>
</tr>
<tr>
<td>Family member</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Extracurricular activity adviser</td>
<td>4%</td>
</tr>
<tr>
<td>Sports coach</td>
<td>2%</td>
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</tbody>
</table>
Get involved

1. Survey your alumni andrew.hanson@stradaeducation.org
2. Subscribe to our podcast “Lessons Earned” (March 4)
3. Watch Roadtrip Nation’s new documentary Community Driven
4. Read Emsi’s new report Identifying Local Skills Gaps
5. Subscribe to our newsletter