



EDUCATION
NETWORK

The Power of Listening

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

Andrew R. Hanson



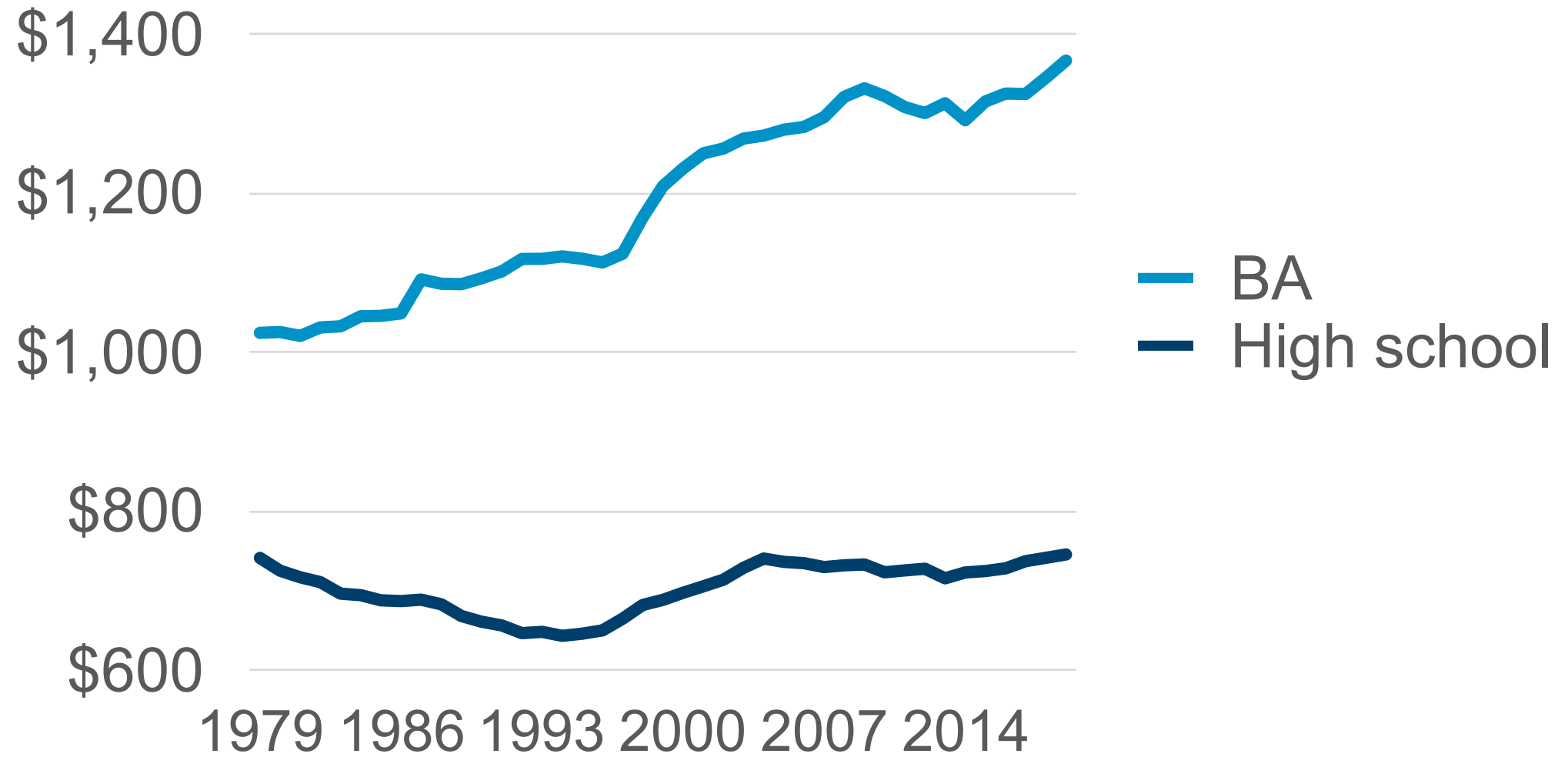
EDUCATION
NETWORK

Our Mission

Our mission is to improve lives by forging clearer and more purposeful pathways between education and employment.



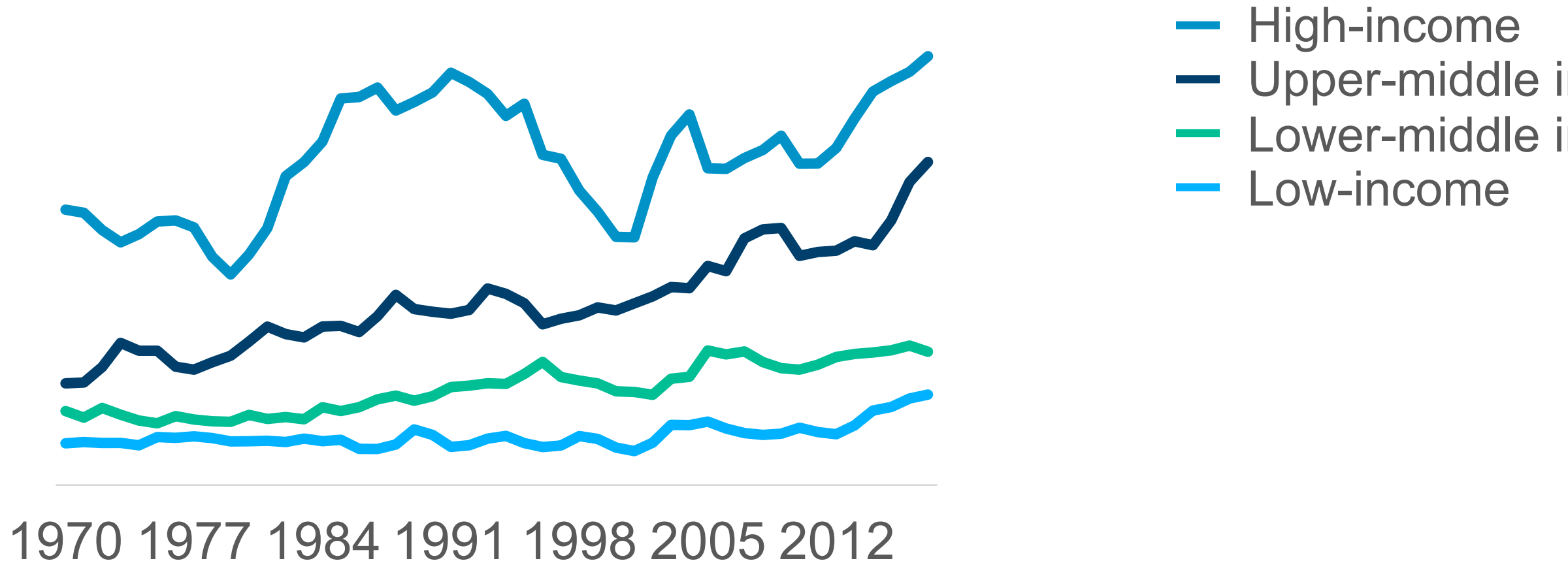
Real weekly earnings, 1979-2019



Source: Bureau of Labor Statistics



Bachelor's degree attainment



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



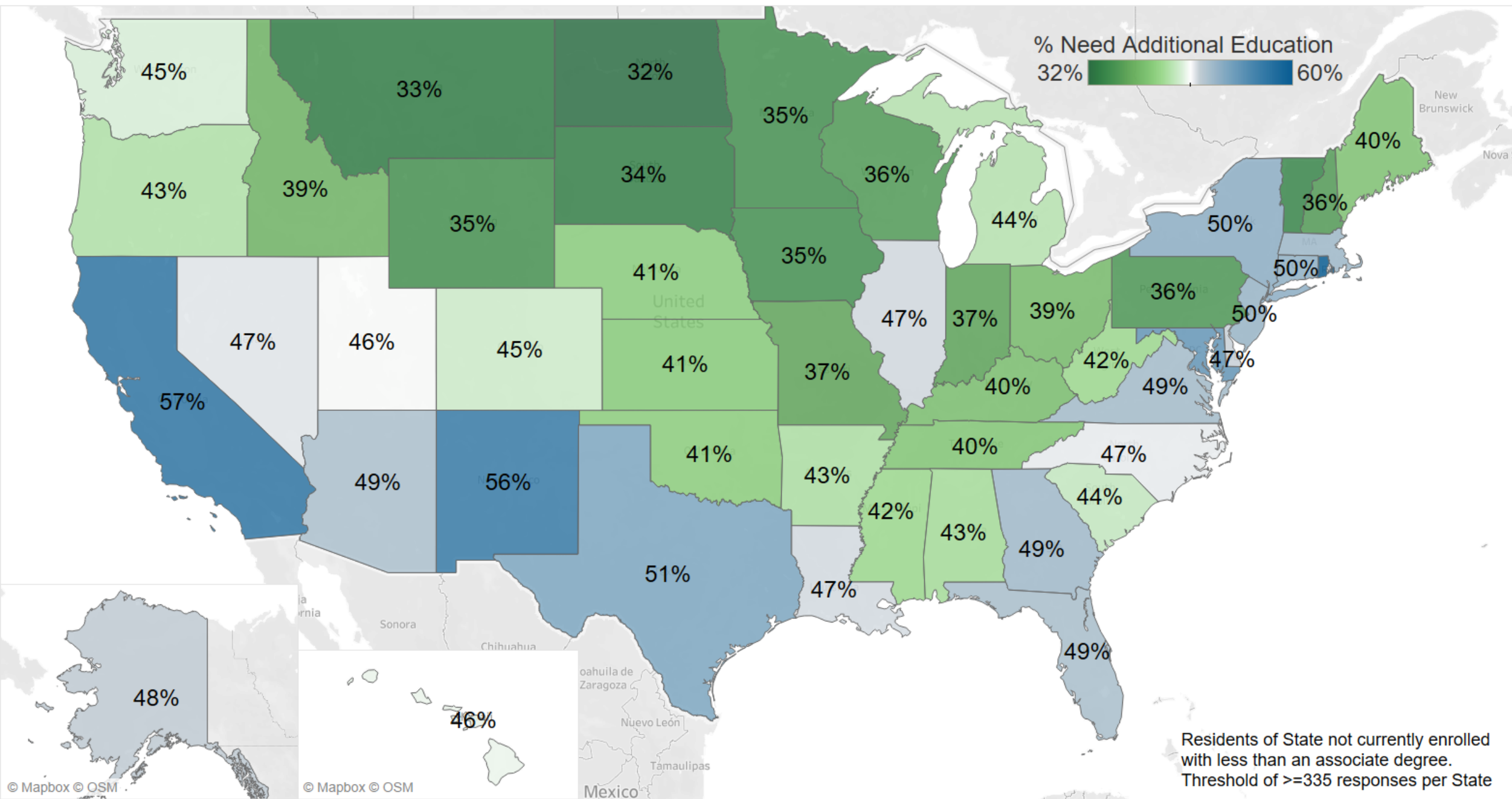


GALLUP

Education Consumer Survey

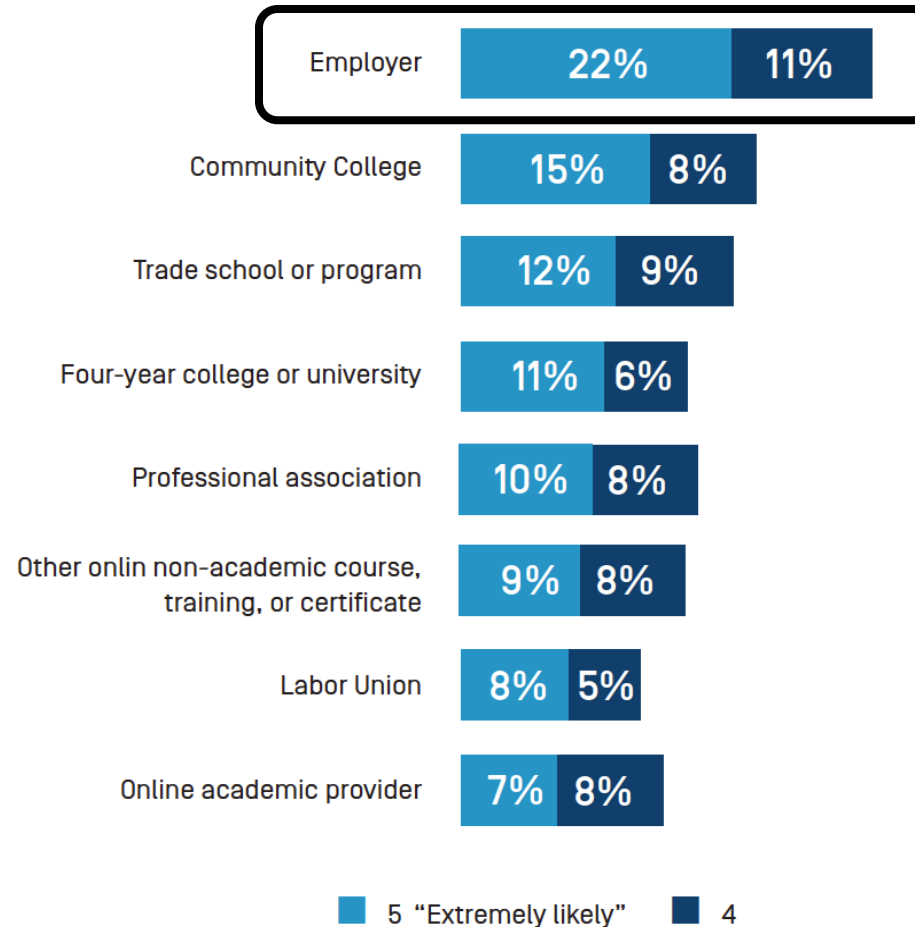
- 340,000+ responses to date
- Ages 18–65
- All postsecondary pathways
- All demographics
- All states & DC
- Largest 50 metro regions





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?



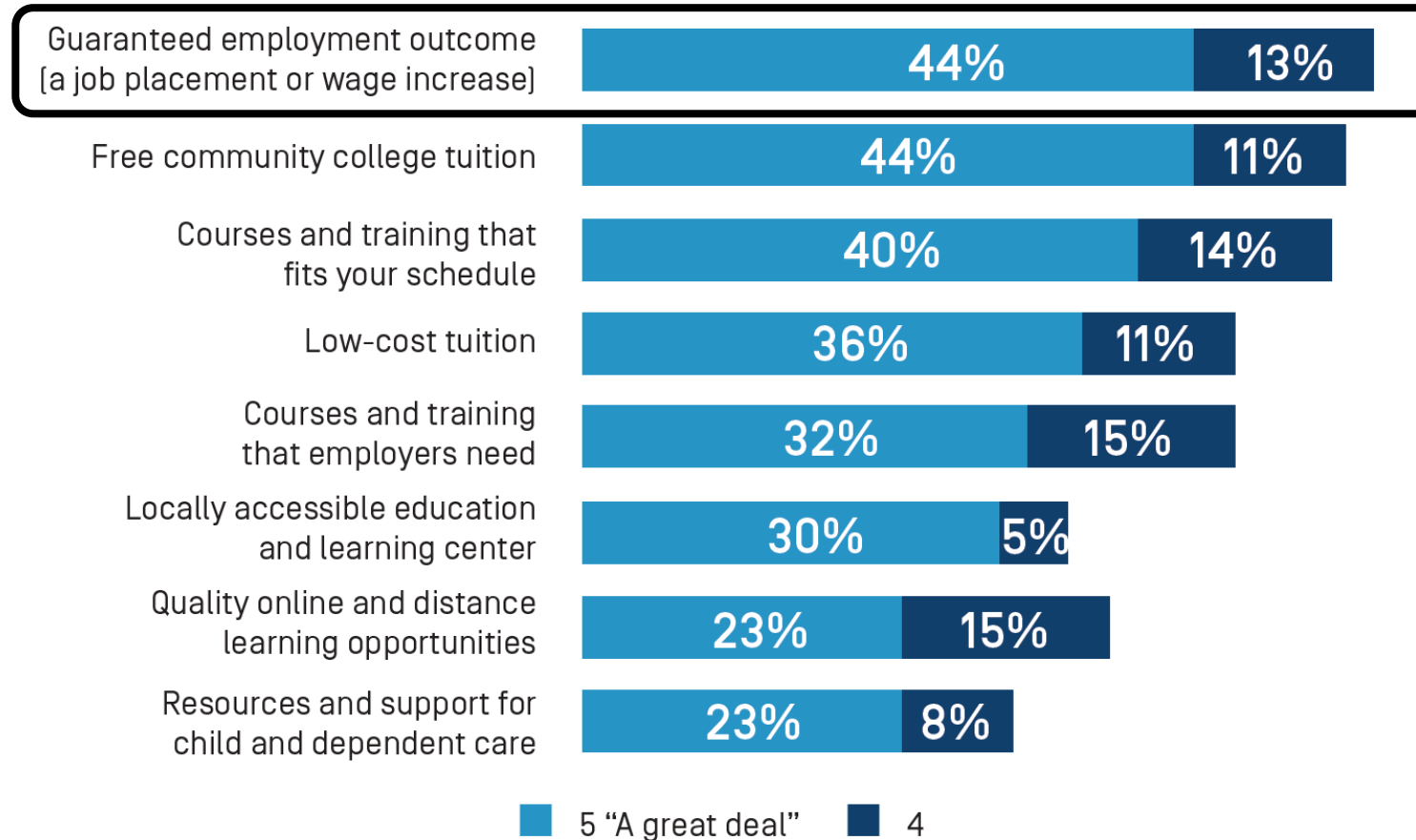
Source: Strada-Gallup Education Consumer Survey 2019. Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled. N=8,849



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.



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



Meet the Aspiring Adult

- Age 25-45 without a college degree.
- Seriously considering or planning to enroll in additional education

Cost Value

*My education was
worth the cost*

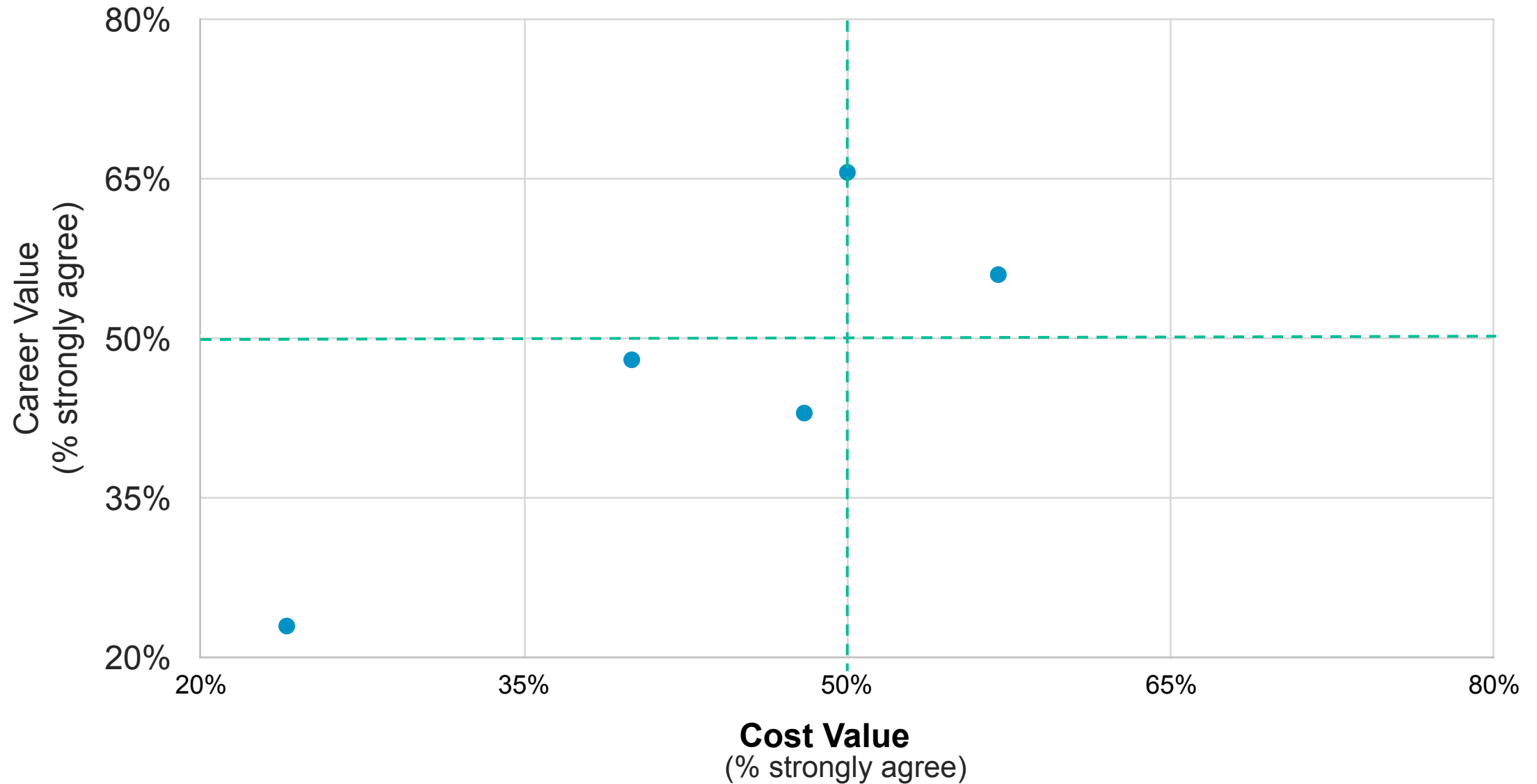
Career Value

*My education makes me
an attractive candidate
to employers*

1 = Strongly Disagree . . . 2 . . . 3 . . . 4 . . . 5 = Strongly Agree



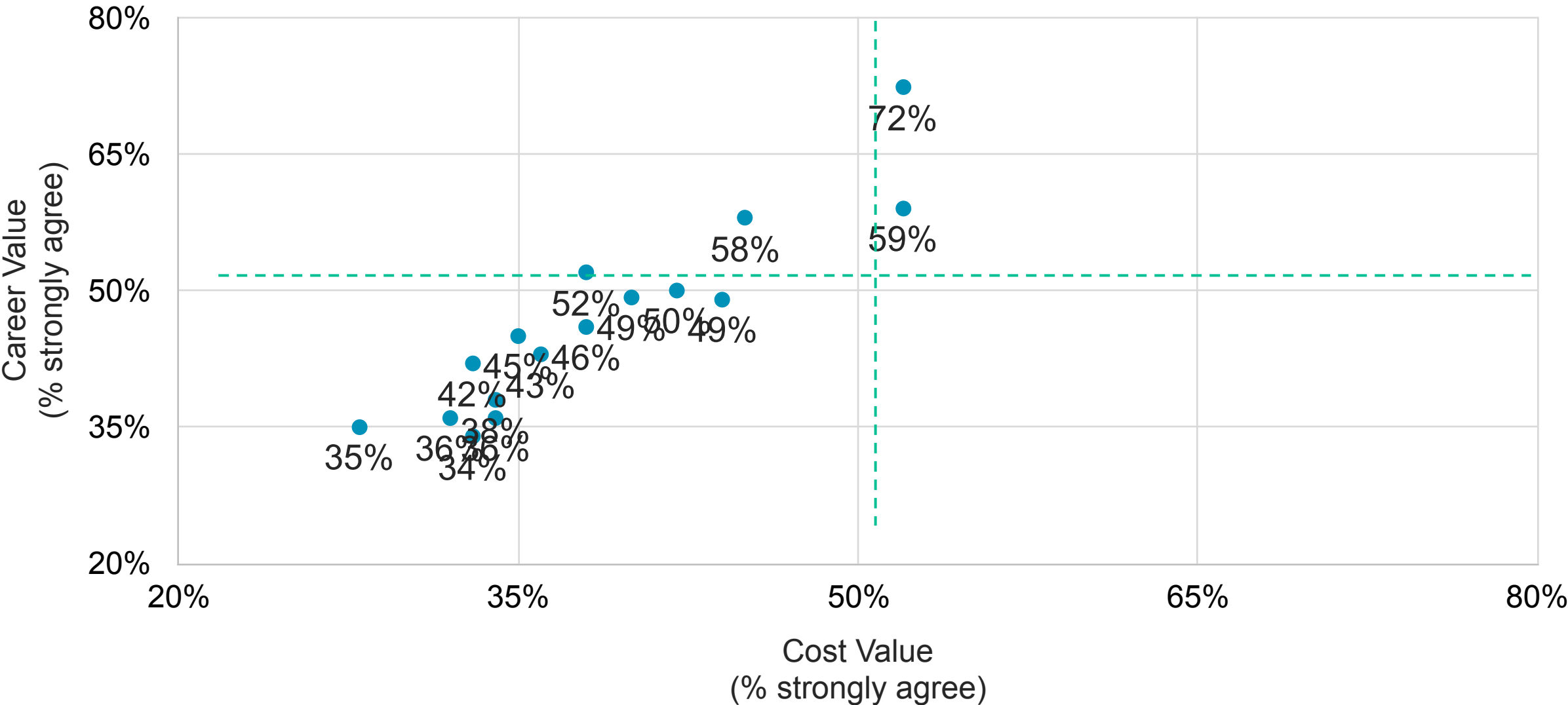
Greater value in credentials more closely aligned with work



Source: Strada-Gallup Education Consumer Survey. Base: U.S. Adults 18-65 graduating or attending in 2000 or later, national n=94,693.



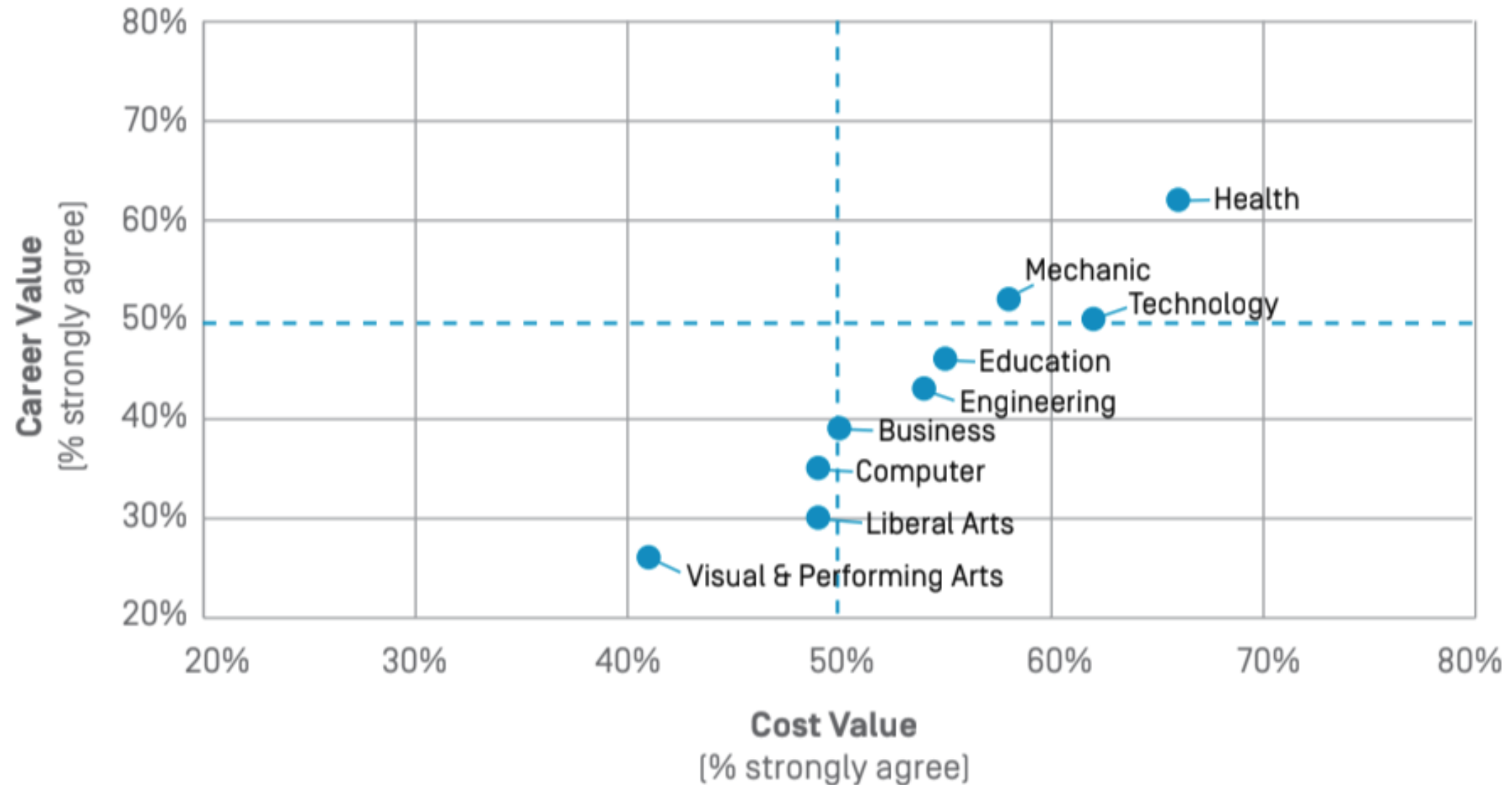
Greater value in majors more closely aligned with work



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.



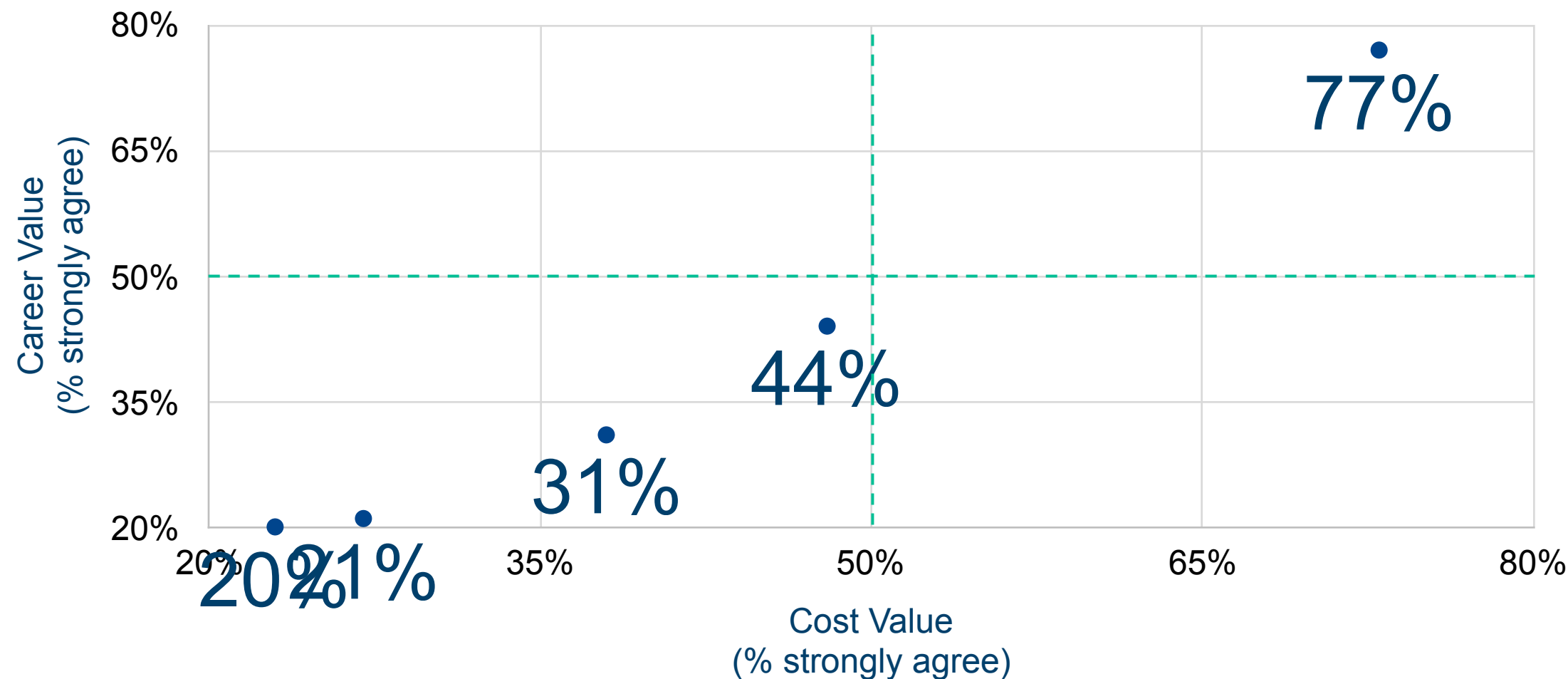
THE VALUE EQUATION BY FIELD OF STUDY ASSOCIATE DEGREE



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



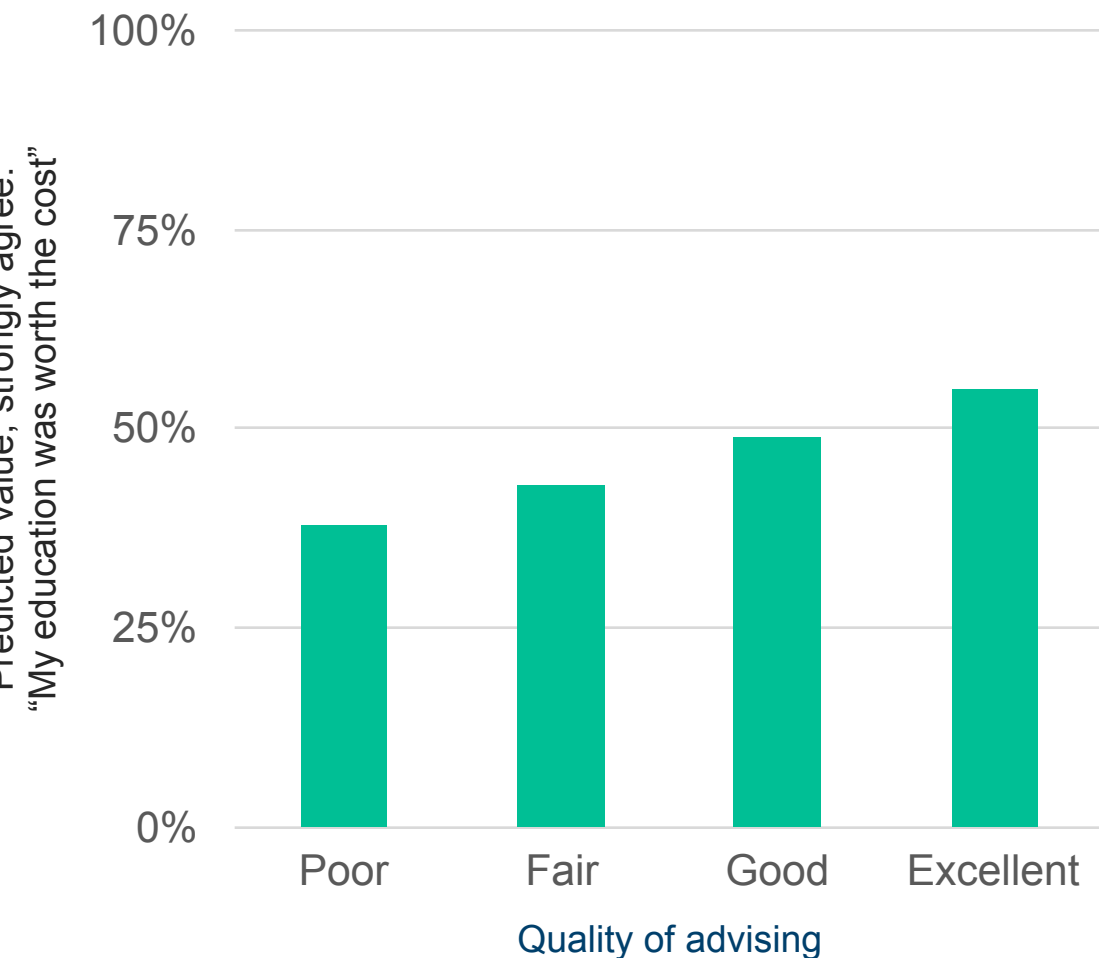
1 = Strongly Disagree . . . 2 . . . 3 . . . 4 . . . 5 = Strongly Agree

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.

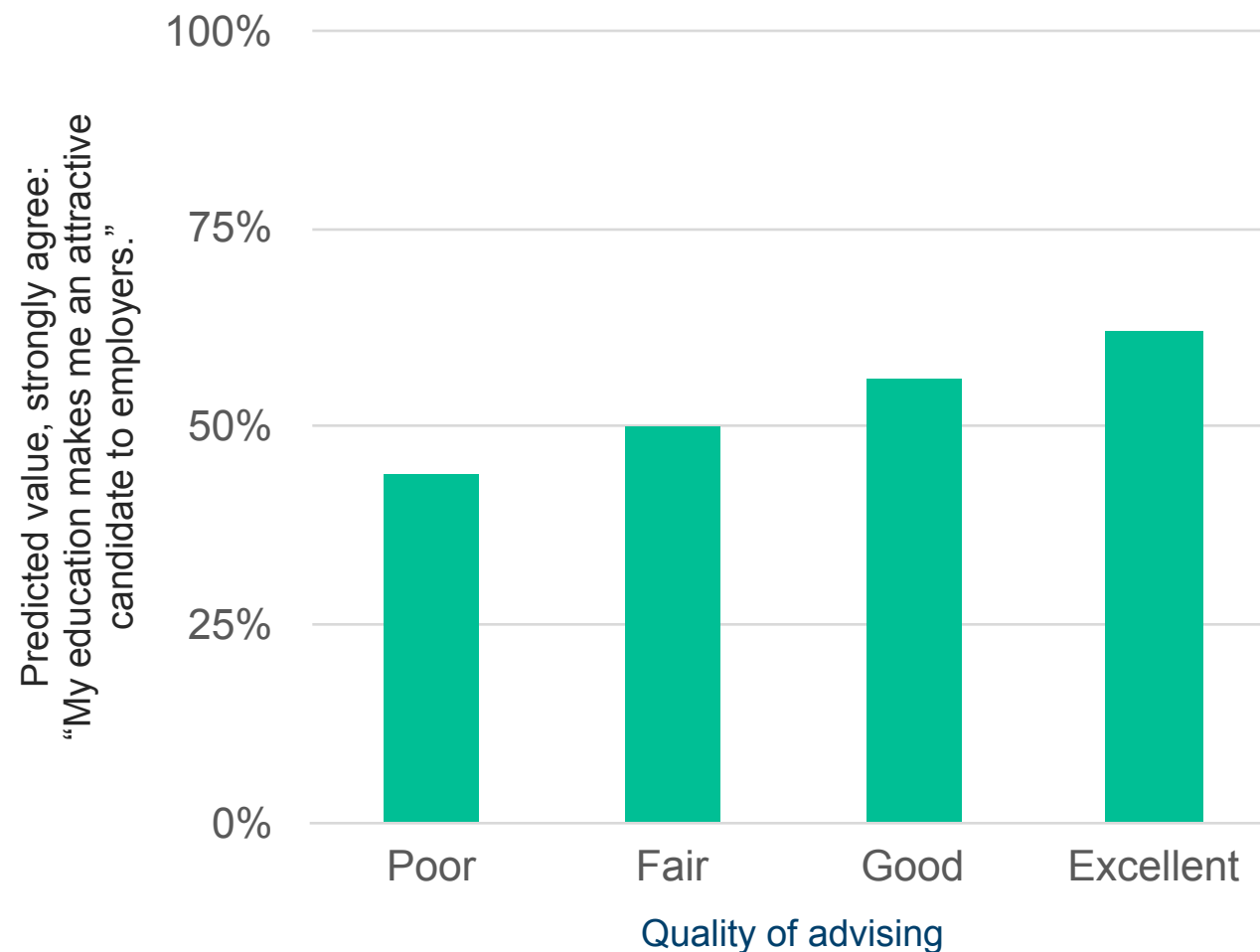


Increase quality of advising to add value

Cost Value



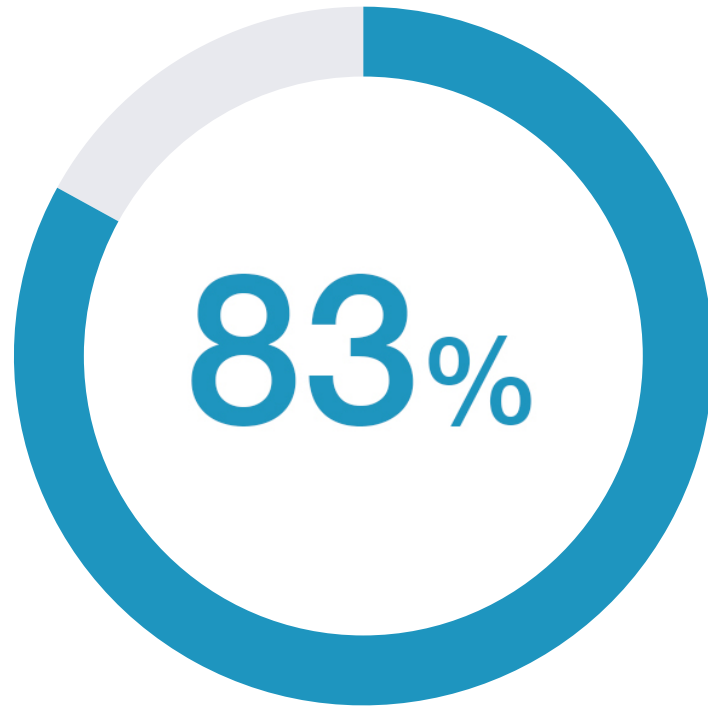
Career Value



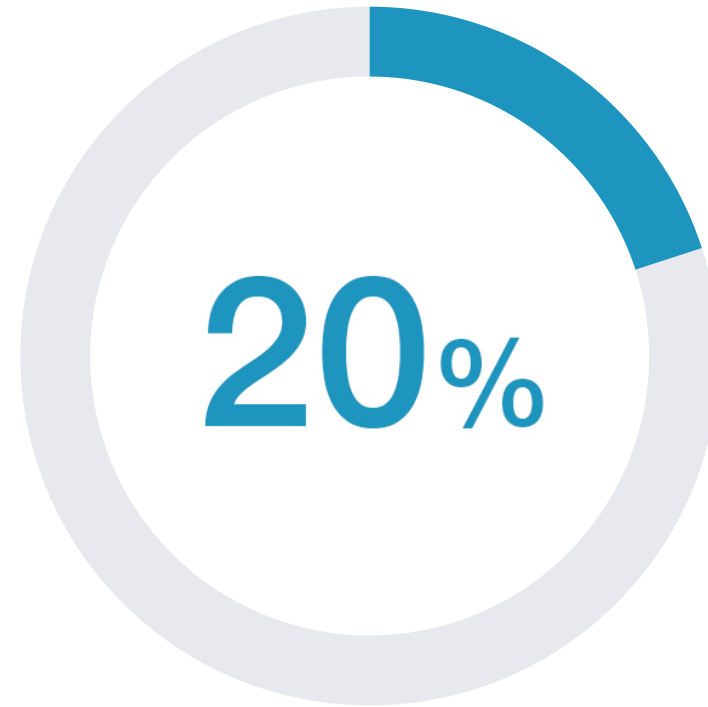
Method: logistic regression model for likelihood of answering “strongly agree,” controlling for age, field of study, degree level (bachelor’s degree shown here), and quality of academics and applied learning.



Work-based advice about what to study is most valued but least received

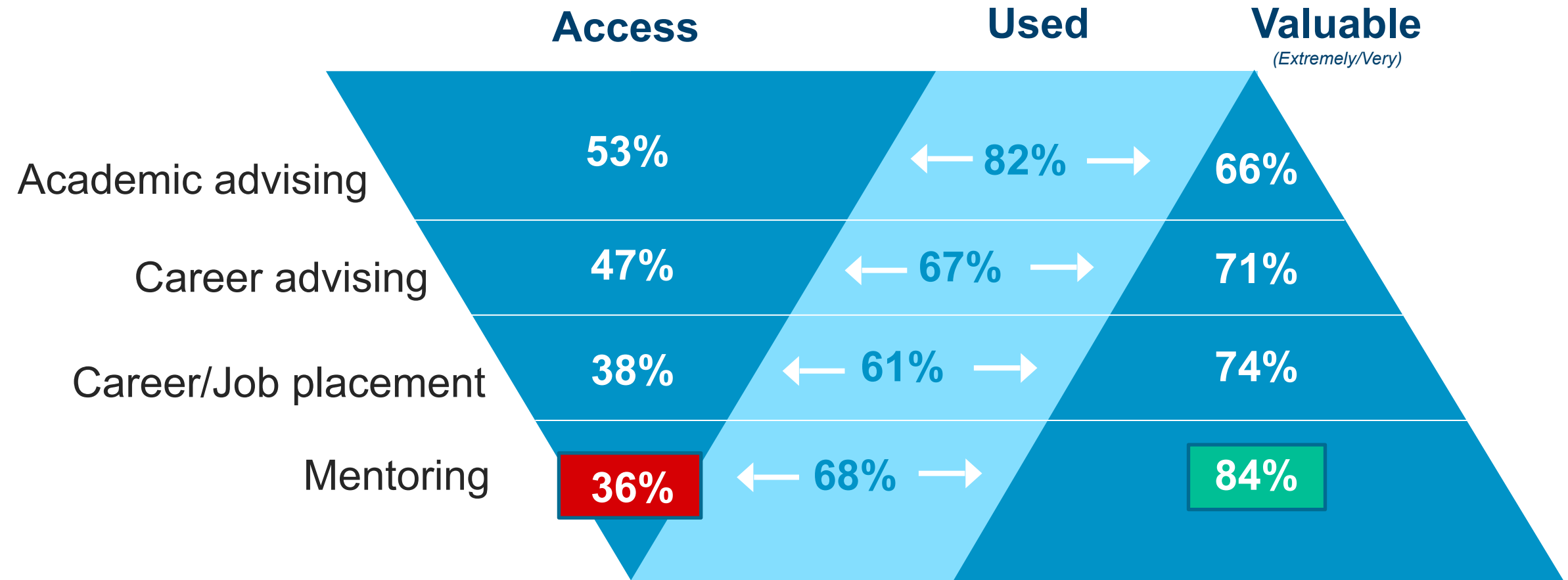


Value



Received

Increase access to and use of student supports



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)

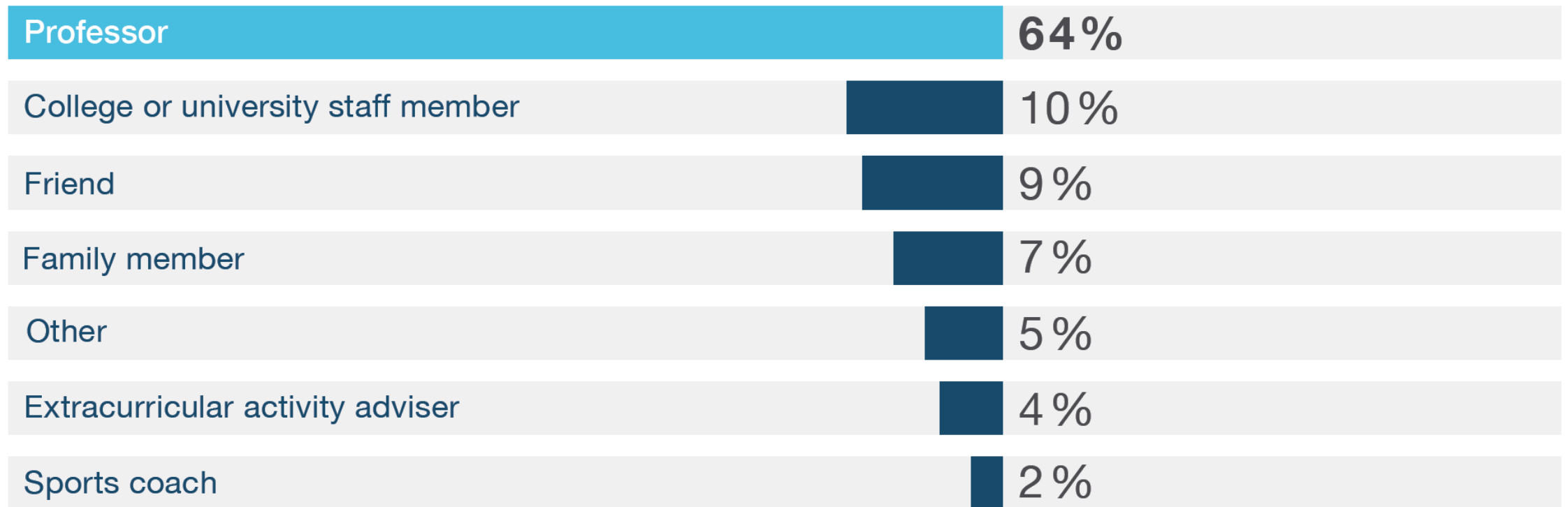
Q510. How valuable was/were the following?



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



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



www.stradaeducation.org