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# A New Vision for Higher Education: A Merger of Employment and Education

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# Current Education Measures are Horribly Insufficient

## INPUTS

- High School GPA, Rank in Class
- SAT, ACT Scores

## OUTPUTS

- GPA, Rank in Class
- Retention Rates, Degree Attainment

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll

## What Americans Want from Higher Ed: To Get a Good Job

67%

**Americans:** “very important” reason for getting education beyond high school

88%

Top reasons **freshmen** cite for going to college

38%

**Parents of 5<sup>th</sup>-12<sup>th</sup> graders:** “very important” reason for getting education beyond high school

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll





# Broken Link Between Education and Work

## Is Higher Education Preparing Students for Work?

13%

of **Americans** strongly agree that **college graduates** in this country are well-prepared for **success in the workplace**

11%

of **business leaders** strongly agree that **graduating students** have the skills and competencies their businesses need

6%

of **trustees** strongly agree that colleges and universities have a good understanding of what employers are looking for in a job candidate

Sources: Lumina Foundation/Gallup Poll 2013, The 2013 Inside Higher Ed Survey of College & University Chief Academic Officers Report

THE ACADEMY THINKS SO...

95%

of Chief Academic Officers rate their institution as very/somewhat effective at preparing students for the world of work

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll

# Only 27% of Recent Graduates Have a Good Job Upon Graduation

About how long did it take for you to obtain a good job after you completed your undergraduate education at [institution]?



- % I Had a Job Waiting for Me When I Graduated
- % Two Months or Less
- % Three to Six Months
- % Seven Months to a Year
- % More Than a Year
- % Not Applicable Because I Was Not Seeking Employment Upon Graduation
- % Don't Know





28%

STRONGLY AGREE

COURSEWORK IS DIRECTLY RELEVANT  
TO WHAT YOU DO AT WORK

**ONLY ONE-QUARTER OF AMERICAN WORKERS  
AGREE STRONGLY THAT THEIR PAST COURSEWORK  
IS DIRECTLY RELEVANT TO THE WORK THEY DO**

Sources: Gallup/Lumina poll, UCLA CIRP, Gallup/IHE poll

# California: Top 5 and Bottom 5 Institutions on Work Relevance

**Percent of Alumni who Strongly Agree Their Courses are Relevant to their Career, for Top and Bottom Scoring 4-year Schools in California**

TOP 5 SCHOOLS	
4-year, Private non-profit	60%
4-year, Private non-profit	57%
4-year, Private non-profit	56%
4-year, Public	54%
4-year, Private non-profit	53%

BOTTOM 5 SCHOOLS	
4-year, Public	23%
4-year, Public	23%
4-year, Public	22%
4-year, Public	20%
4-year, Private non-profit	8%



# Texas: Top 5 and Bottom 5 Institutions on Work Relevance

**Percent of Alumni who Strongly Agree Their Courses are Relevant to their Career, for Top and Bottom Scoring 4-year Schools in Texas**

TOP 5 SCHOOLS	
4-year, Public	81%
4-year, Public	79%
4-year, Public	69%
4-year, Private non-profit	54%
4-year, Private non-profit	53%
BOTTOM 5 SCHOOLS	
4-year, Private non-profit	23%
4-year, Private non-profit	22%
4-year, Public	21%
4-year, Public	21%
4-year, Private non-profit	18%

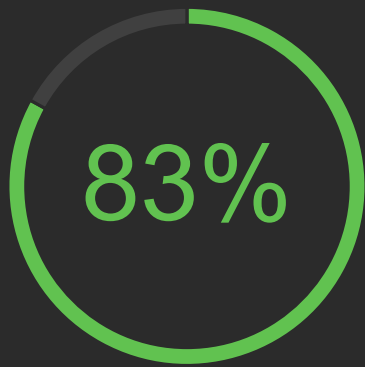




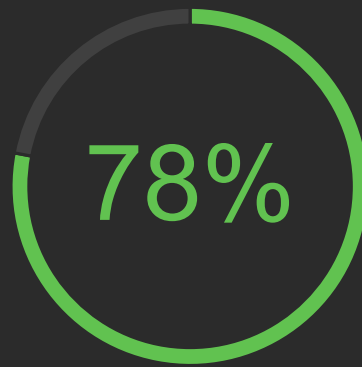


The Path Forward  
Requires Real Work

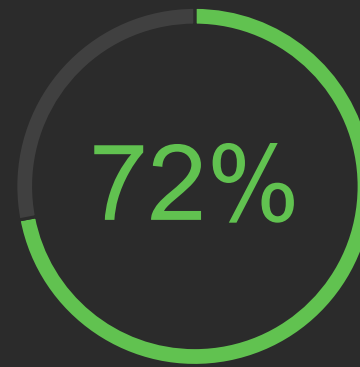
## Best College Advice Comes From...Employers/Work-based Sources



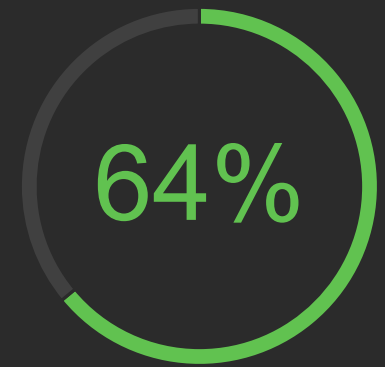
INFORMAL  
WORK-BASED



INFORMAL  
SCHOOL-BASED



INFORMAL  
SOCIAL NETWORK

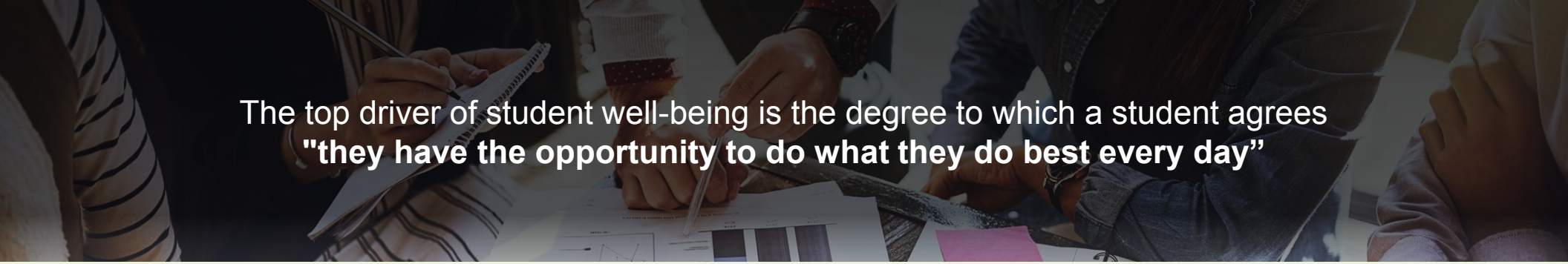


FORMAL

PERCENT OF ADULTS RATING SOURCE OF ADVICE ABOUT MAJOR AS HELPFUL OR VERY HELPFUL BY CATEGORY.



## College Student Wellbeing Linked to Career-Relevance of Education



The top driver of student well-being is the degree to which a student agrees  
**"they have the opportunity to do what they do best every day"**

### TOP DRIVERS OF "DO BEST":

**THE KNOWLEDGE AND SKILLS I AM LEARNING IN MY  
COURSEWORK WILL BE RELEVANT IN THE WORKPLACE.**

**THE FACULTY AND STAFF AT MY SCHOOL  
ARE COMMITTED TO HELPING STUDENTS FIND  
A REWARDING CAREER.**



## What Employers Want Most

In your opinion, what talent, knowledge or skills should higher education institutions develop in students to best prepare them for success in the workforce in the coming years?

# #1

INTERNSHIPS/ON-THE-JOB EXPERIENCE

## Grads' Success = Relationship-Rich Education...

64%

"At least one professor who made me excited about learning"

27%

"Professors cared about me as a person"

22%

"A mentor who encouraged my goals and dreams"

14% Of all graduates experienced all three

## ...And Work-integrated and Experiential Education

32%

“Long-term project taking a semester or more to complete”

30%

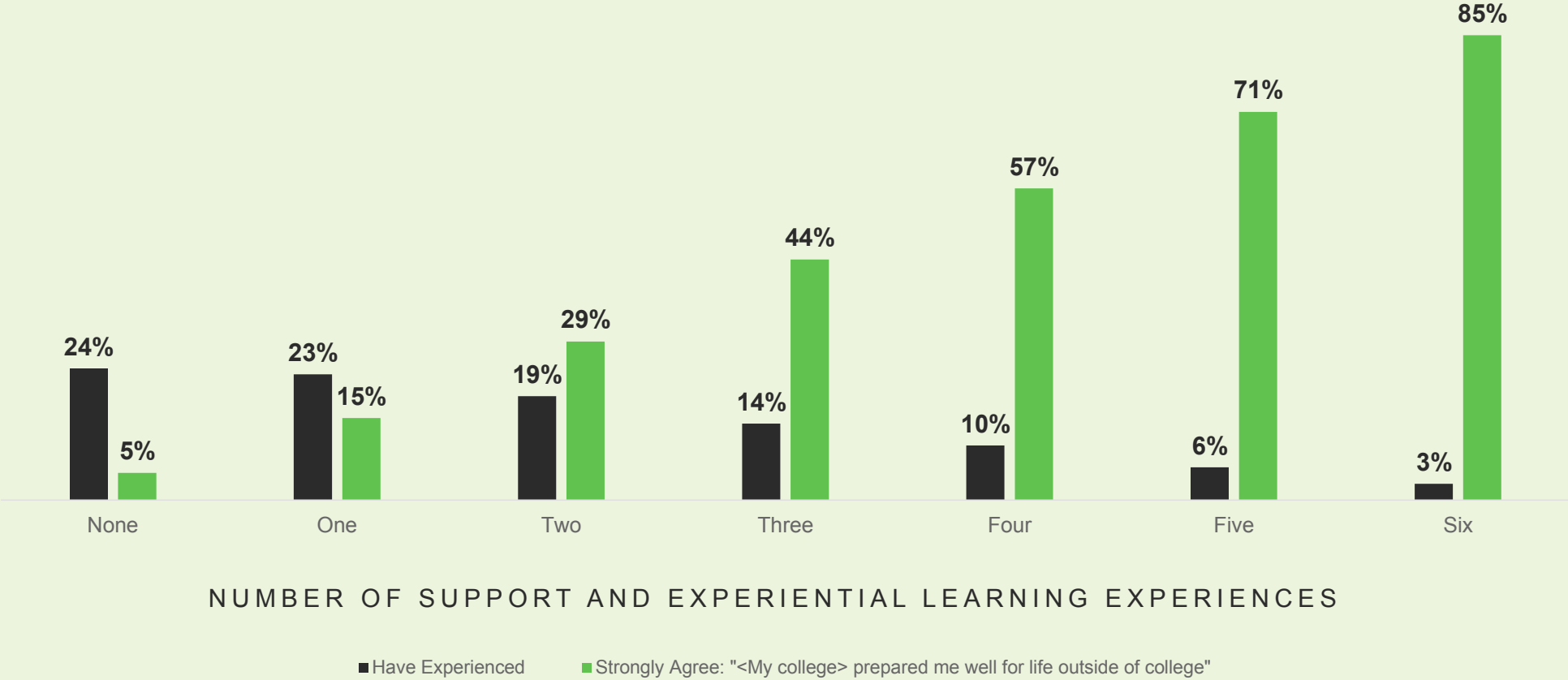
“Internship or job where applied learning”

20%

“Extremely involved in extracurricular activities and organizations”

6% Of all graduates experienced all three

# The New Report Card: Relationship-rich and Work-integrated Learning





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