

Asking Consumers About Postsecondary Education

11 a.m. – 12 p.m.
Room: Denver Suite 3

**NATIONAL  FORUM
ON EDUCATION POLICY**

Your education policy convening.

@EdCommission

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#ECSNF19



**EDUCATION COMMISSION
OF THE STATES**

Agenda

- Introductions
- Education Consumer Survey Data
- Reactions from Two States: WA & NC
- Technical Assistance Opportunity
Details
- Q&A



EDUCATION
NETWORK

ECS National Forum

What education consumers want from higher education



GALLUP

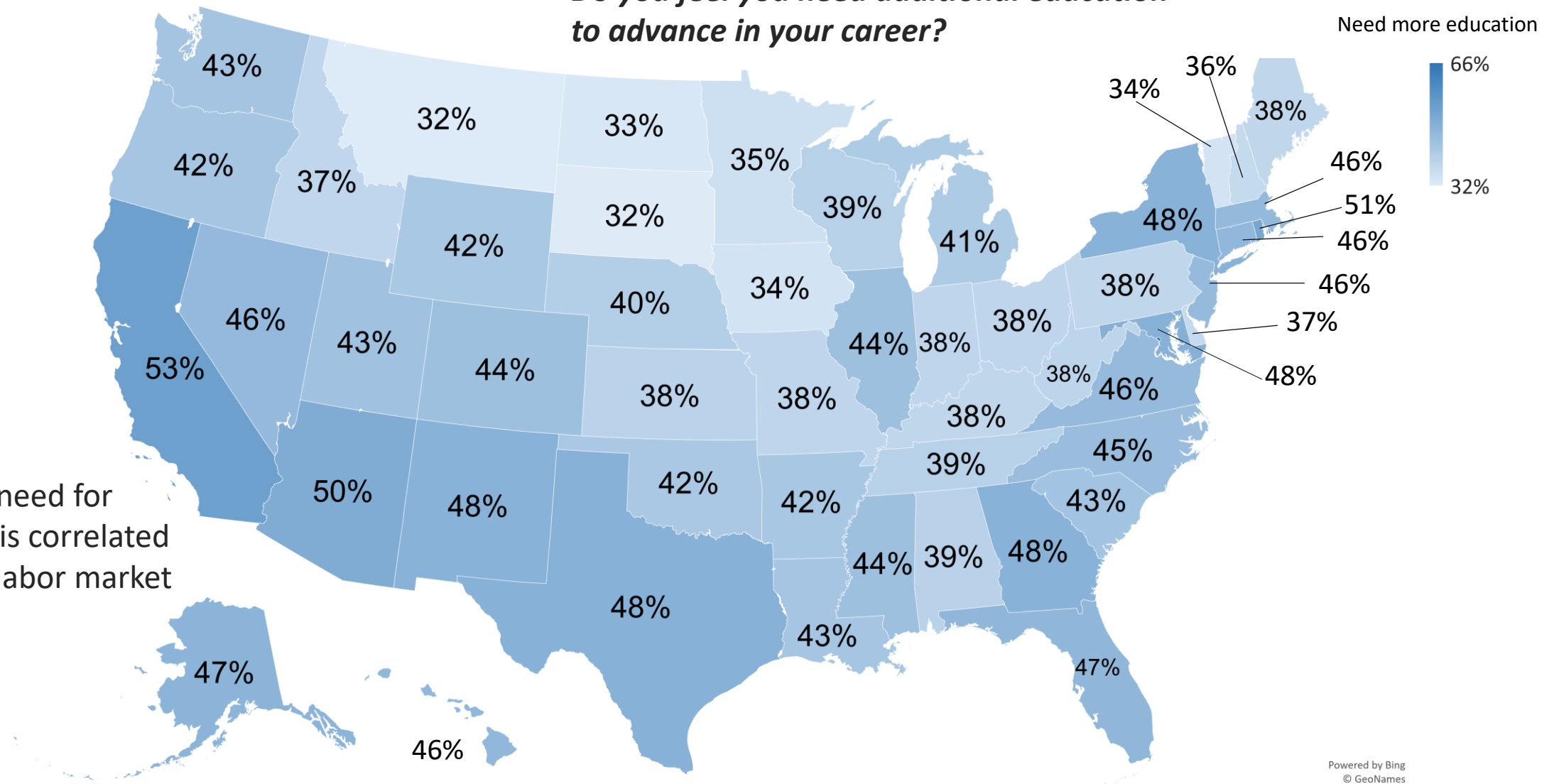
The Power of Listening

- **Education Consumer Survey**
 - 330,000+ responses to date
 - Ages 18-65
 - All demographics
 - All states & DC
 - Largest 50 metro regions



Perceived need for education varies by state

Do you feel you need additional education to advance in your career?

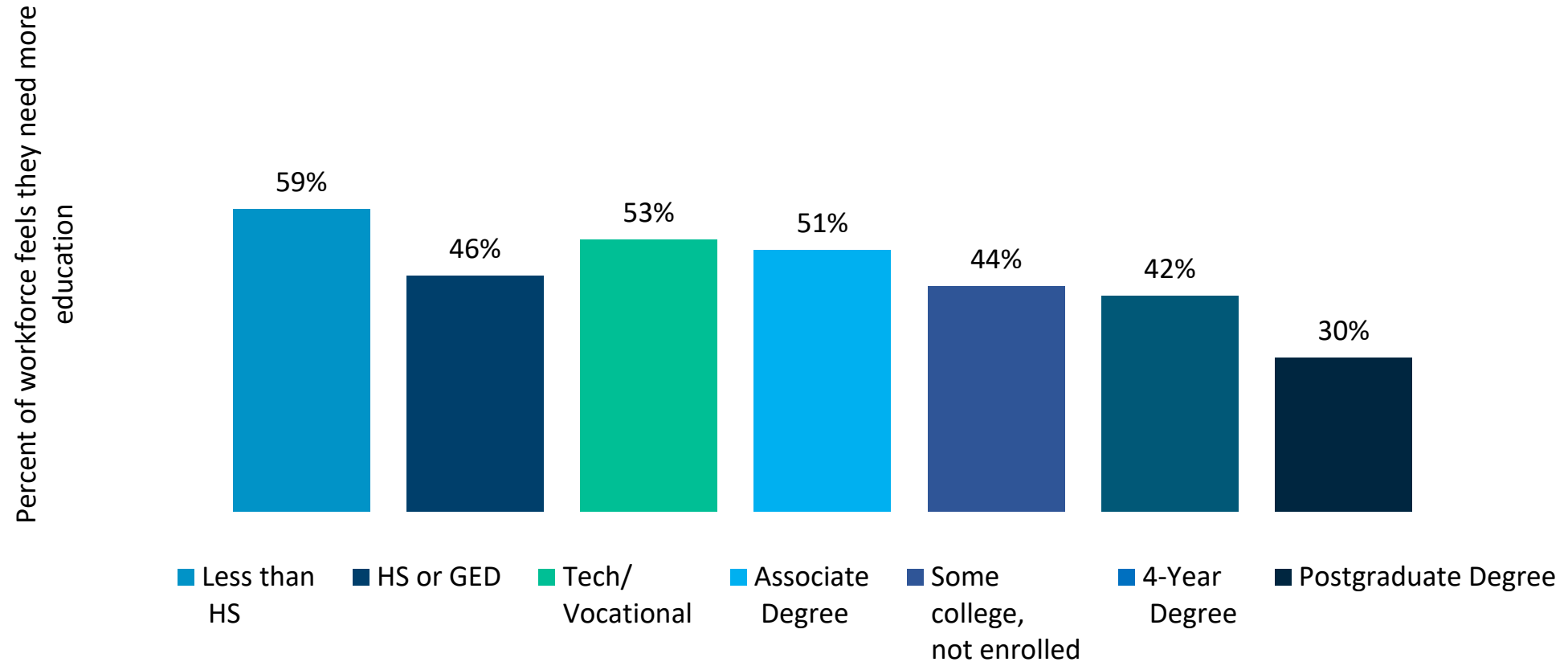


Perceived need for education is correlated with local labor market needs.

Source: Strada-Gallup Education Consumer Survey. Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled, n=73,934.

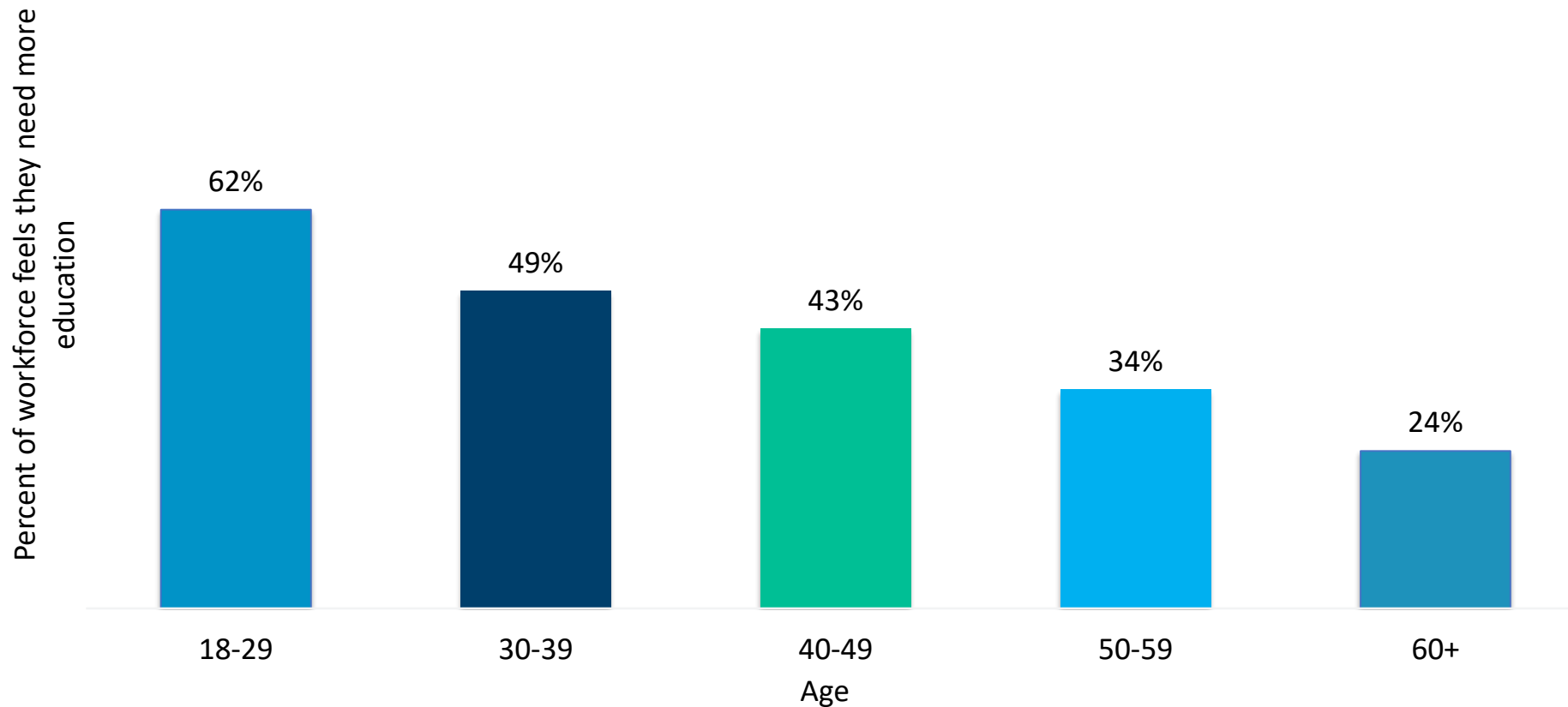


Nearly half the workforce feels the need for additional education to advance in their careers



Source: Strada-Gallup Education Consumer Survey. Base: U.S. adults ages 18-65 in the workforce (self-employed, employed by an employer or actively looking for work) n=207,439

Need for education is greater for younger workers

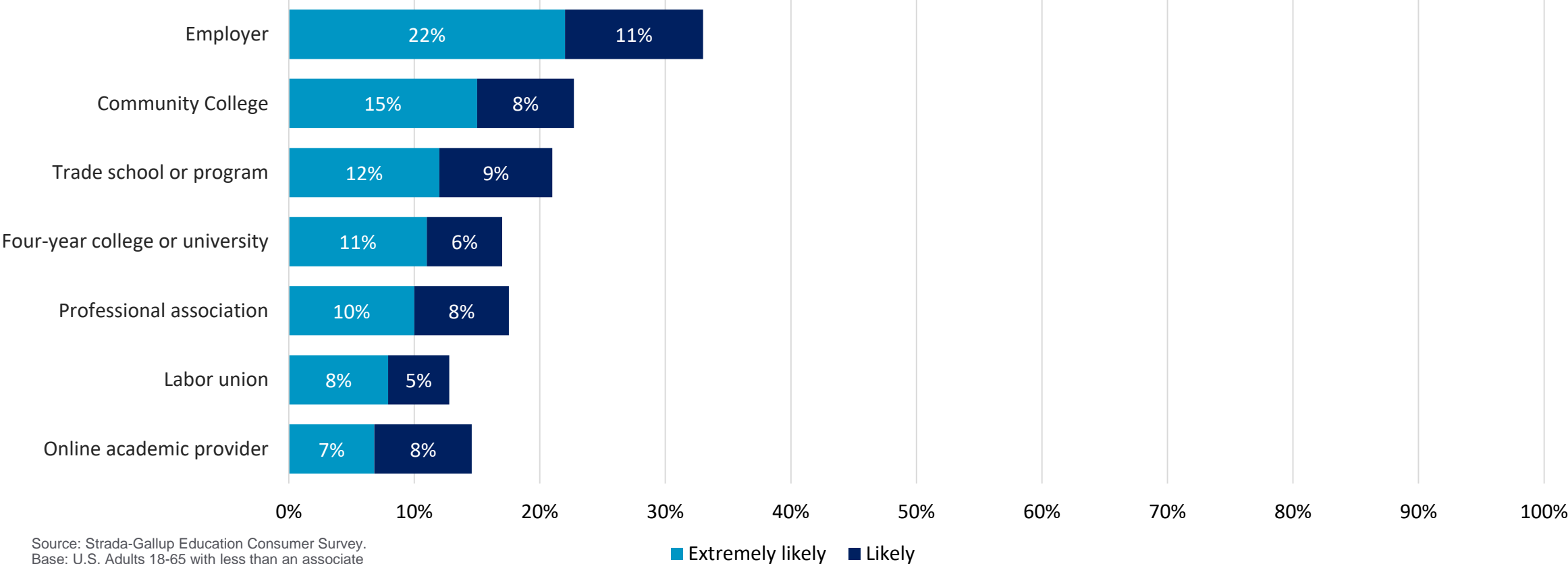


Source: Strada-Gallup Education Consumer Survey. Base: U.S. adults ages 18-65 in the workforce (self-employed, employed by an employer or actively looking for work) n=207,439

Adults without degrees most likely to seek education with employers

Adults Without Degrees

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?

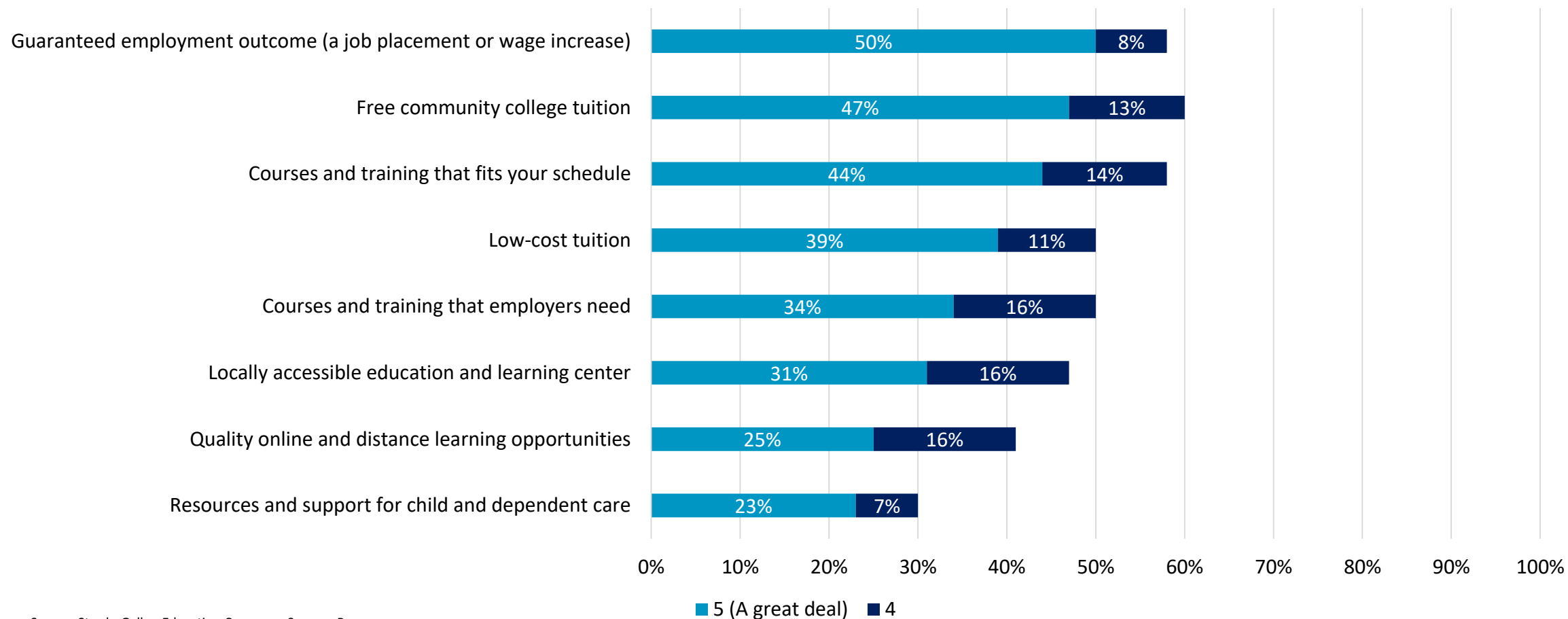


Source: Strada-Gallup Education Consumer Survey.
Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled, n=6,617



Employment outcomes have the strongest impact on enrollment

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. Base: U.S. Adults 18-65 with less than an associate degree and who are not currently enrolled, n=7,144



The Value Equation

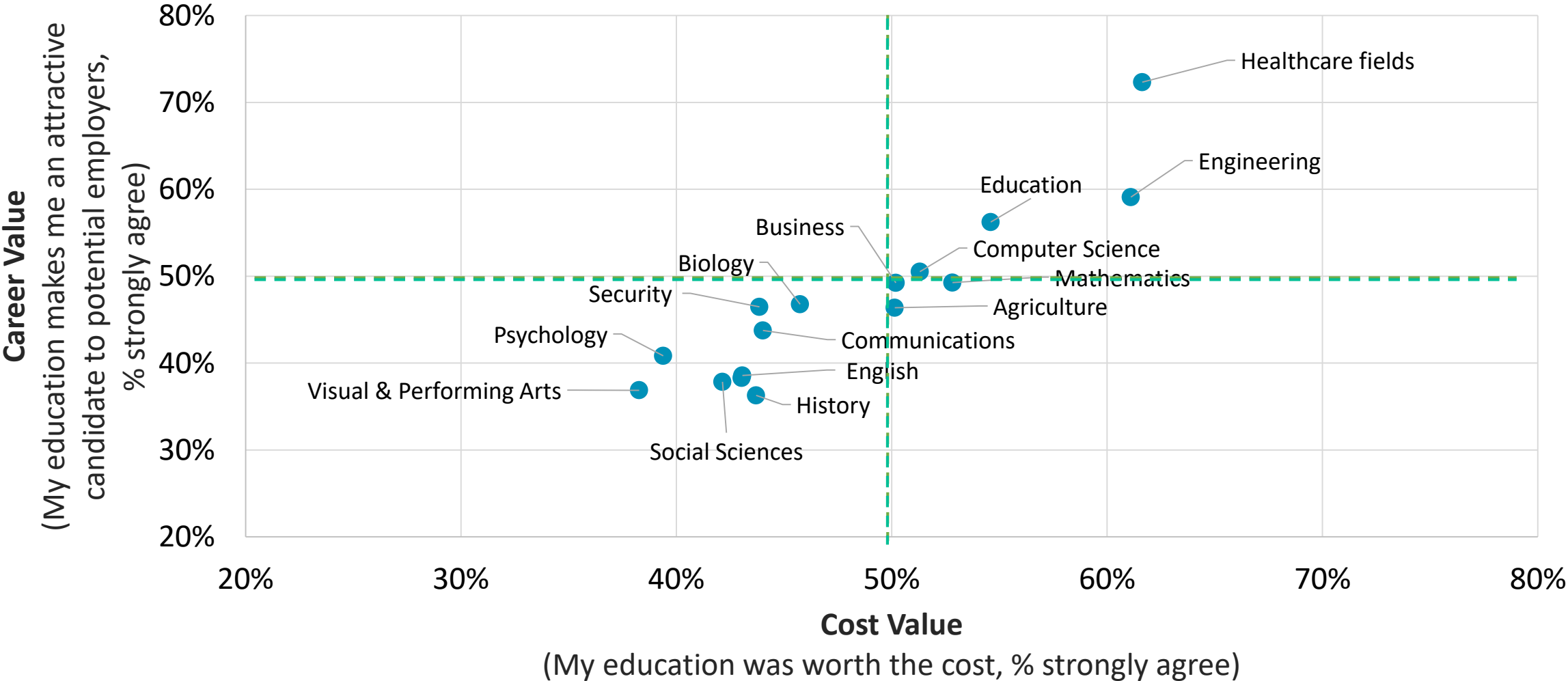
Cost Value
*My education was
worth the cost*

Career Value
*My education makes me an
attractive candidate to
employers*

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



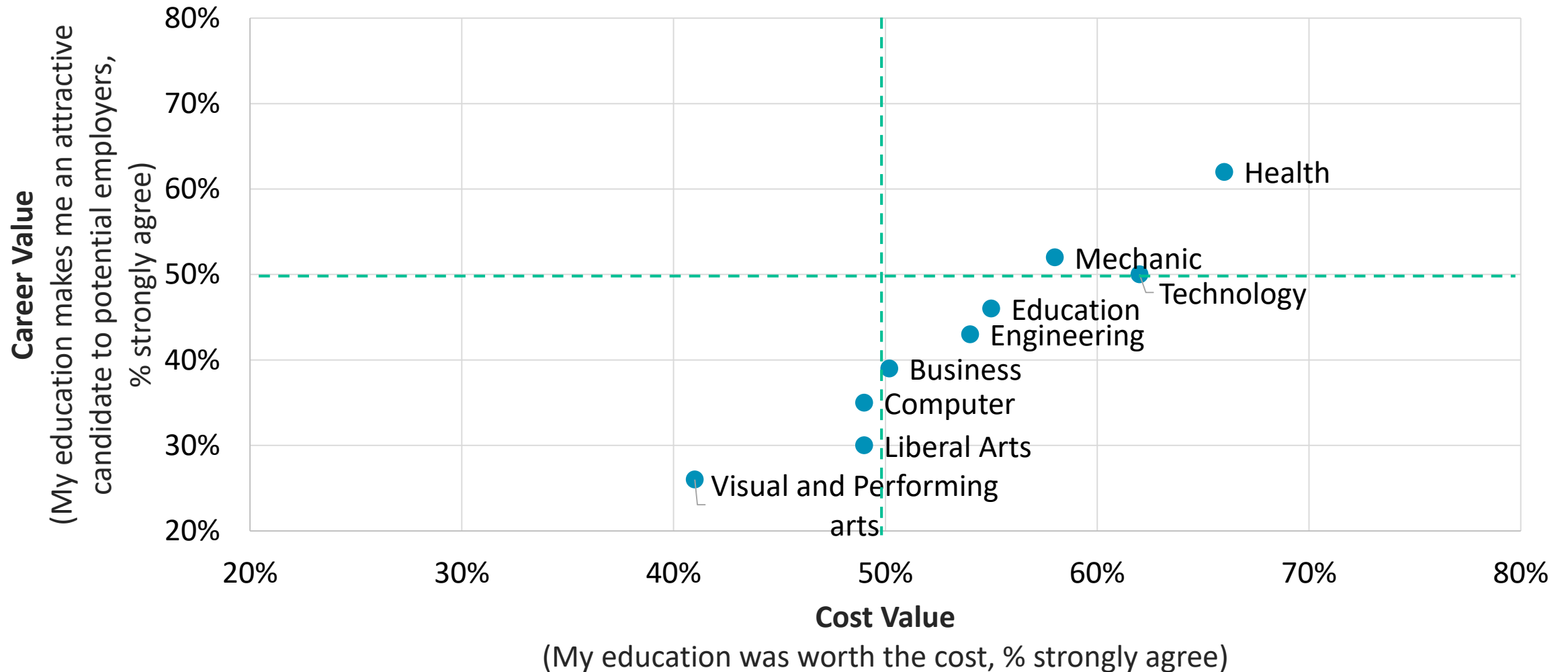
The Value Equation— by major for bachelor’s degree



Source: Strada-Gallup Education Consumer Survey, Base: U.S. adults age 18-65 with a bachelor’s degree and no additional graduate or professional degree, n=78,787 .



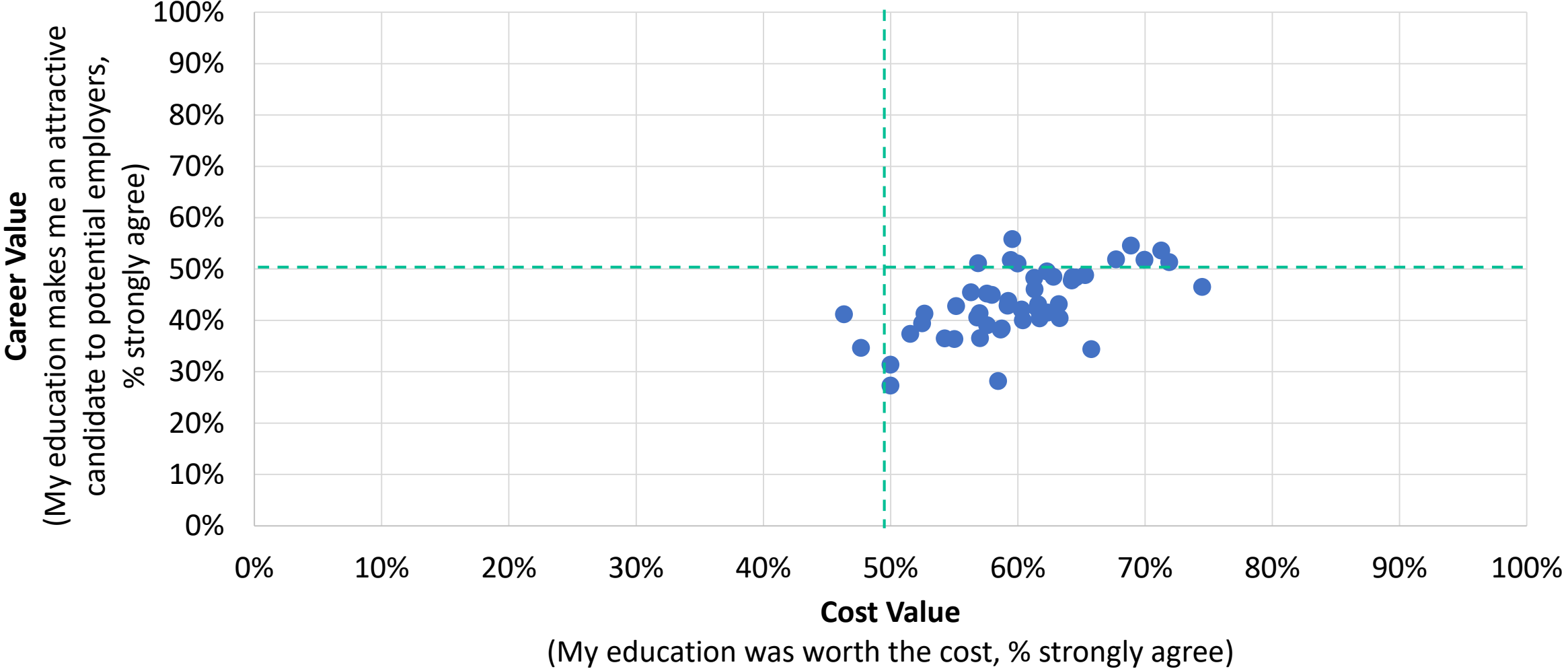
The Value Equation—by field of study for associate degree



Source: Strada-Gallup Education Consumer Survey. Base: U.S. adults age 18-65 with an associate degree and no additional degree, n=23,733.



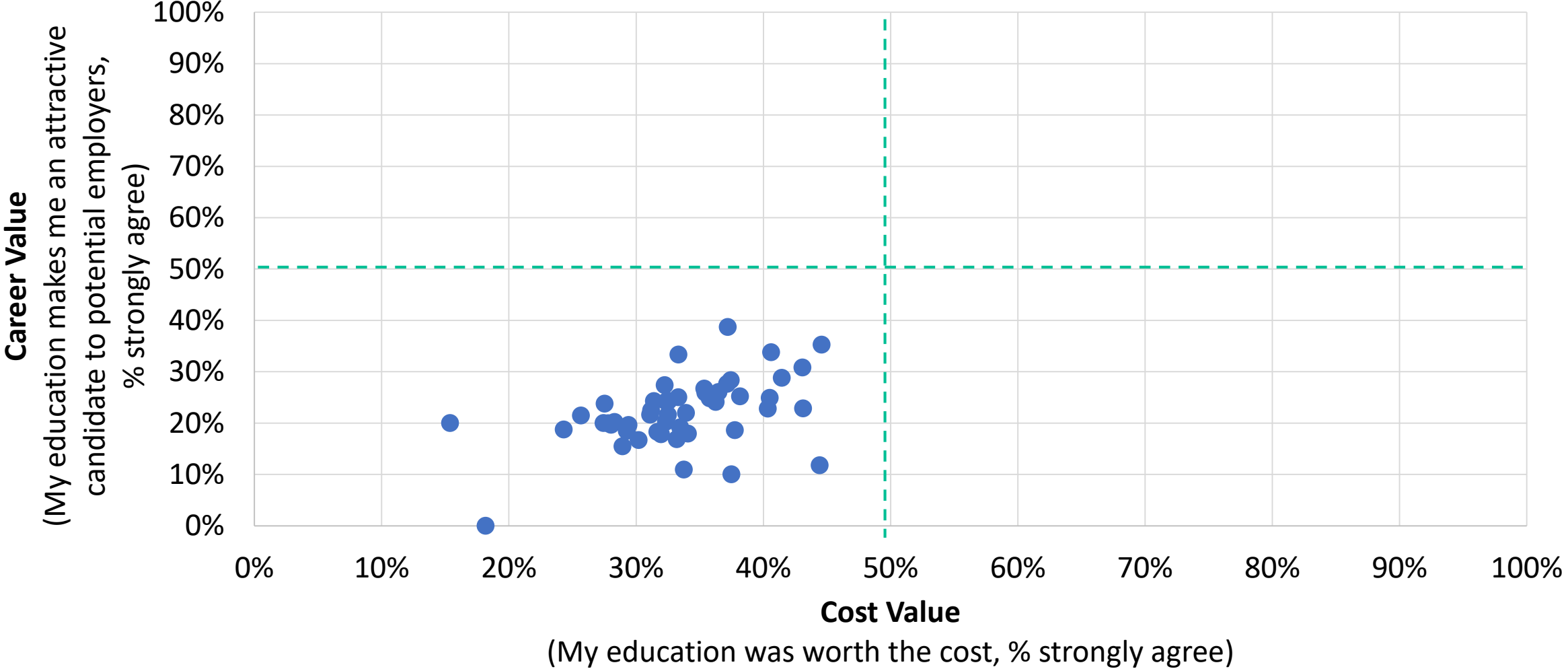
The Value Equation by state, associate degree completers



Source: Strada-Gallup Education Consumer Survey, Base: adults ages 18-65 with an associate degree but no additional education, n=14,789



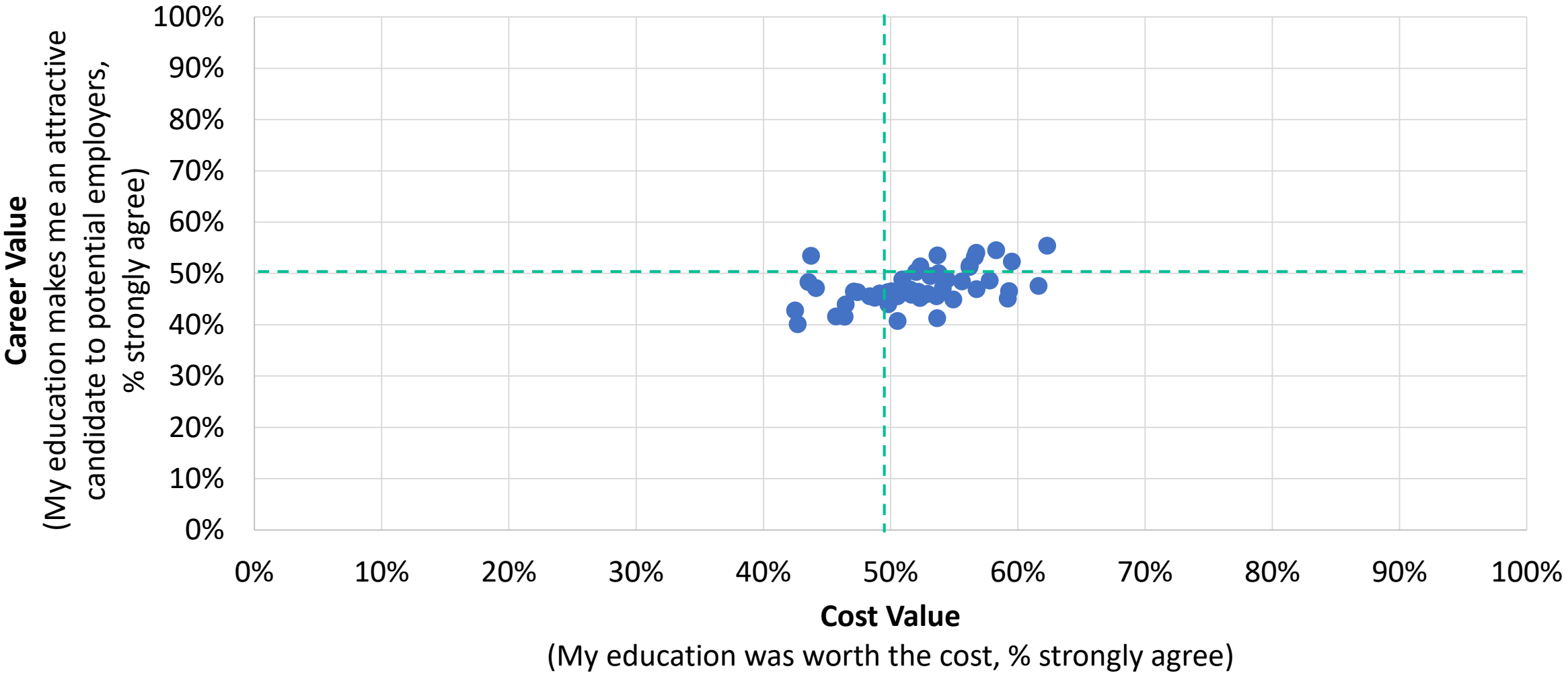
The Value Equation by state, associate degree stop-outs



Source: Strada-Gallup Education Consumer Survey, Base: U.S. adults age 18-65 attending a two-year college, but not completing and not currently enrolled, n=12,457



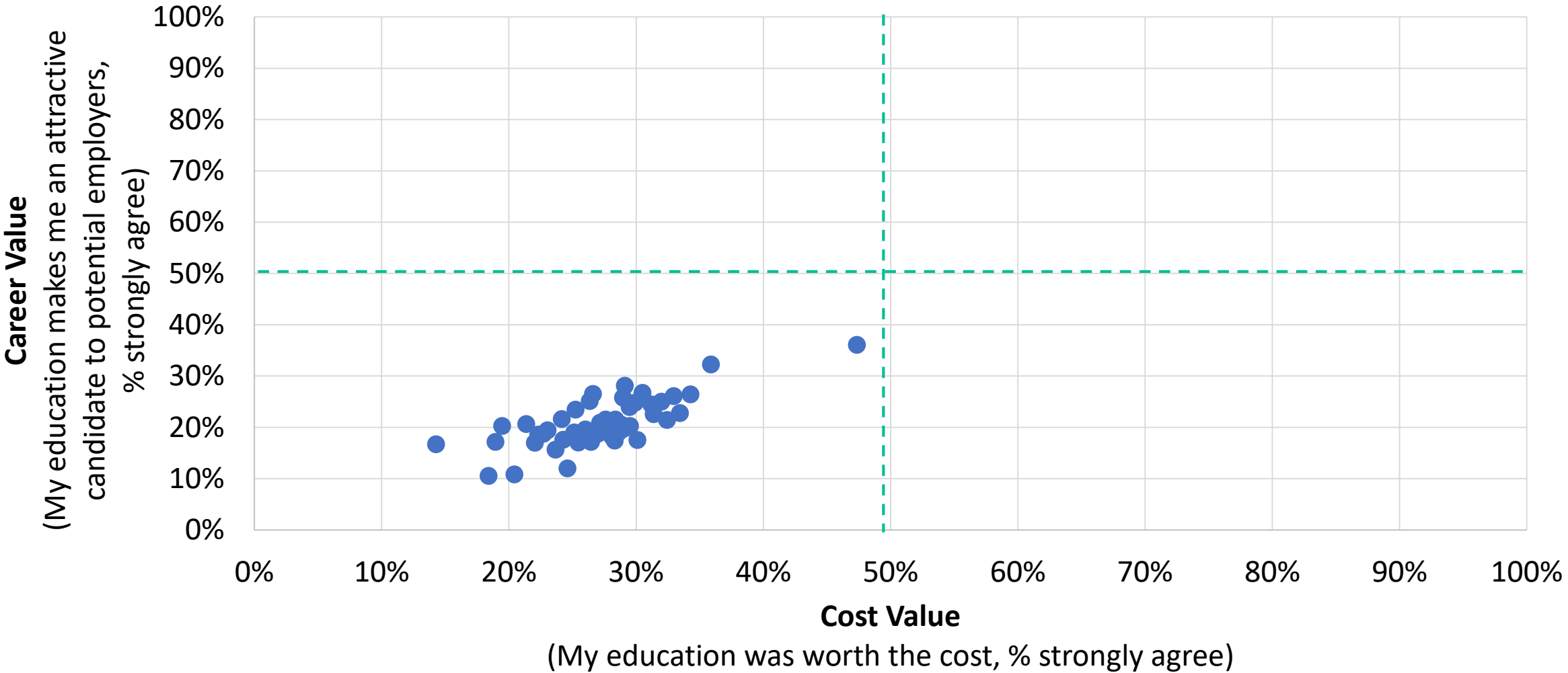
The Value Equation by state, bachelor's degree completers



Source: Strada-Gallup Education Consumer Survey, Base: adults ages 18-65 with a bachelor's degree but no additional education , n=60,751



The Value Equation by state, bachelor's degree stop-outs



Source: Strada-Gallup Education Consumer Survey, Base: adults ages 18-65 attending a four-year college or university but not completing and not currently enrolled, n=12,221



Thank You

Learn more at
stradaeducation.com/consumer-insights



Panel Conversation

Peter Hans, President, North Carolina
Community College System

Michael Meotti, Executive Director,
Washington Student Achievement Council

Opportunity for State Technical Assistance

- Join a cohort of 3-5 other states
- Analyze your state- & metro-level data from the survey
- Opportunities to tailor reports
- Travel support for two cohort meetings
- Ongoing support from ECS staff

Opportunity for State Technical Assistance

- Short, 15-minute application online
- Apply as an individual or as a full state team
- Apply by July 24
- Notifications mid-August