Asking Consumers About Postsecondary Education

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

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

What education consumers want from higher education
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

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?

- 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
- Labor union: 8% Extremely likely, 5% Likely
- Online academic provider: 7% Extremely likely, 8% Likely

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.

<table>
<thead>
<tr>
<th>Resource/Service</th>
<th>5 (A great deal)</th>
<th>4</th>
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<tbody>
<tr>
<td>Guaranteed employment outcome (job placement)</td>
<td>50%</td>
<td>8%</td>
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<tr>
<td>Free community college tuition</td>
<td>47%</td>
<td>13%</td>
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<tr>
<td>Courses and training that fits your schedule</td>
<td>44%</td>
<td>14%</td>
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<tr>
<td>Low-cost tuition</td>
<td>39%</td>
<td>11%</td>
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<tr>
<td>Courses and training that employers need</td>
<td>34%</td>
<td>16%</td>
</tr>
<tr>
<td>Locally accessible education and learning center</td>
<td>31%</td>
<td>16%</td>
</tr>
<tr>
<td>Quality online and distance learning opportunities</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>Resources and support for child and dependent care</td>
<td>23%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

Cost Value
(My education was worth the cost, % strongly agree)

Career Value
(My education makes me an attractive candidate to potential employers, % strongly agree)

Agriculture 20%
Engineering 30%
Mathematics 40%
English 50%
History 60%
Social Sciences 70%
Communications 80%

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

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

Career Value
(My education makes me an attractive candidate to potential employers, % strongly agree)

Cost Value
(My education was worth the cost, % strongly agree)

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

Career Value
(My education makes me an attractive candidate to potential employers, % strongly agree)

Cost Value
(My education was worth the cost, % strongly agree)

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