



#itsallaboutourstudents

Dr. Tammy Manko

**#educationstartscareers**



**#educationchangeslives**



# #weare



Meaningful  Life

# #weareeducation





- State of education
- Statistics & projections
- Value of higher education
- Competencies employers seek
- Supporting students' success
- Actionable recommendations for higher education
- Calls to action

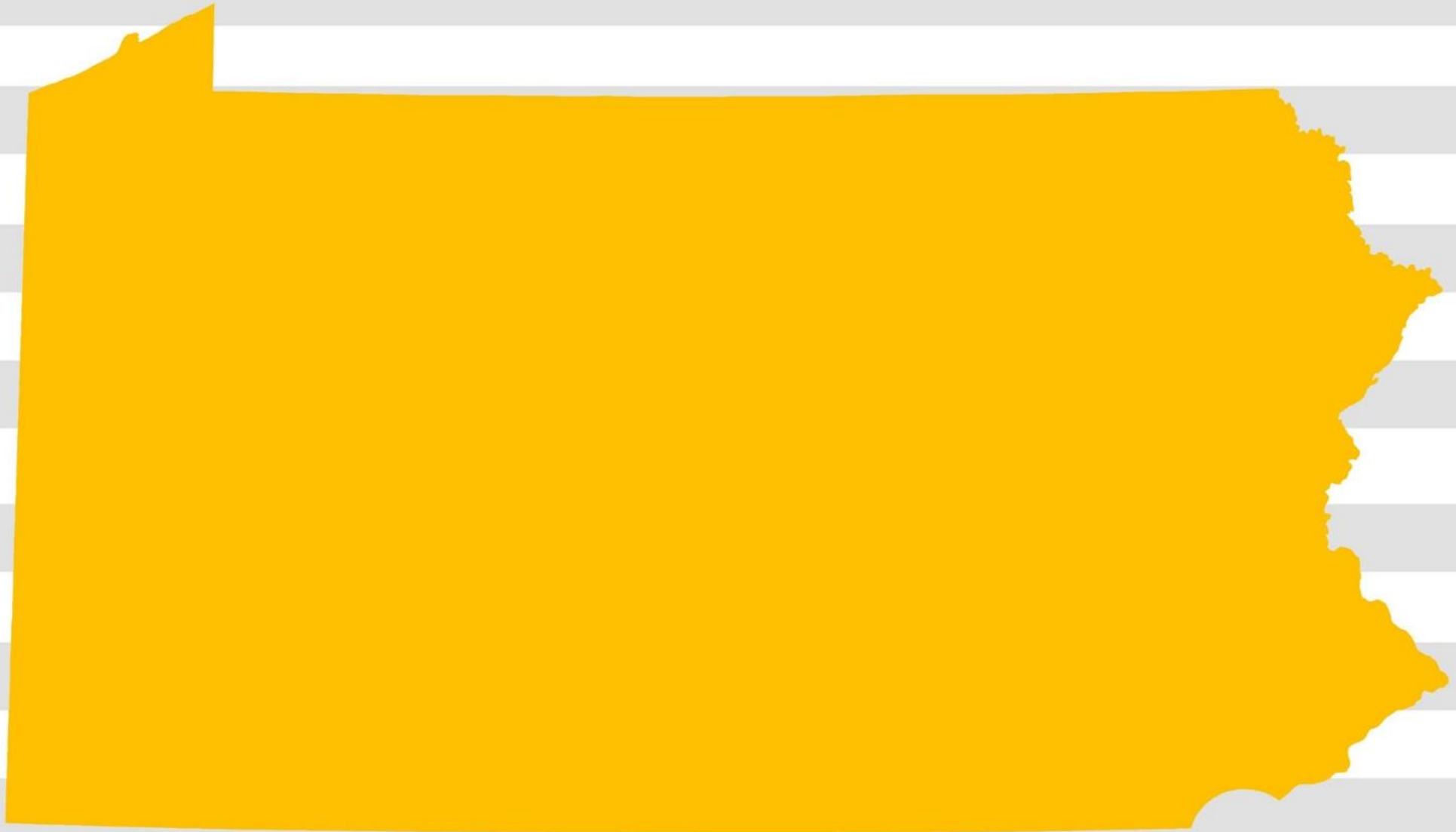
COLLEGE SUCCESS  
FORUM

29 JANUARY  
2019









**Public  
Scrutiny &  
Criticism**

**Enrollment  
Crisis**

**College  
Underpreparedness**

**Lack of Valid  
Measures for  
Career-Readiness**

**Inadequate  
Governmental  
Support**

**Food & Housing  
Instability**

**Mental Health  
Epi-pandemic**

**Employability/  
Underemployment**

**Lacking Employee  
Commitment/  
Accountability**

**Family/Support  
Network Instability**

**Diverse,  
Multigenerational  
Workforce &  
Classrooms**

**College Debt/  
Affordability  
&  
Financial  
Illiteracy**

**Delivery  
of Education**





# *Tammy's Top Three*

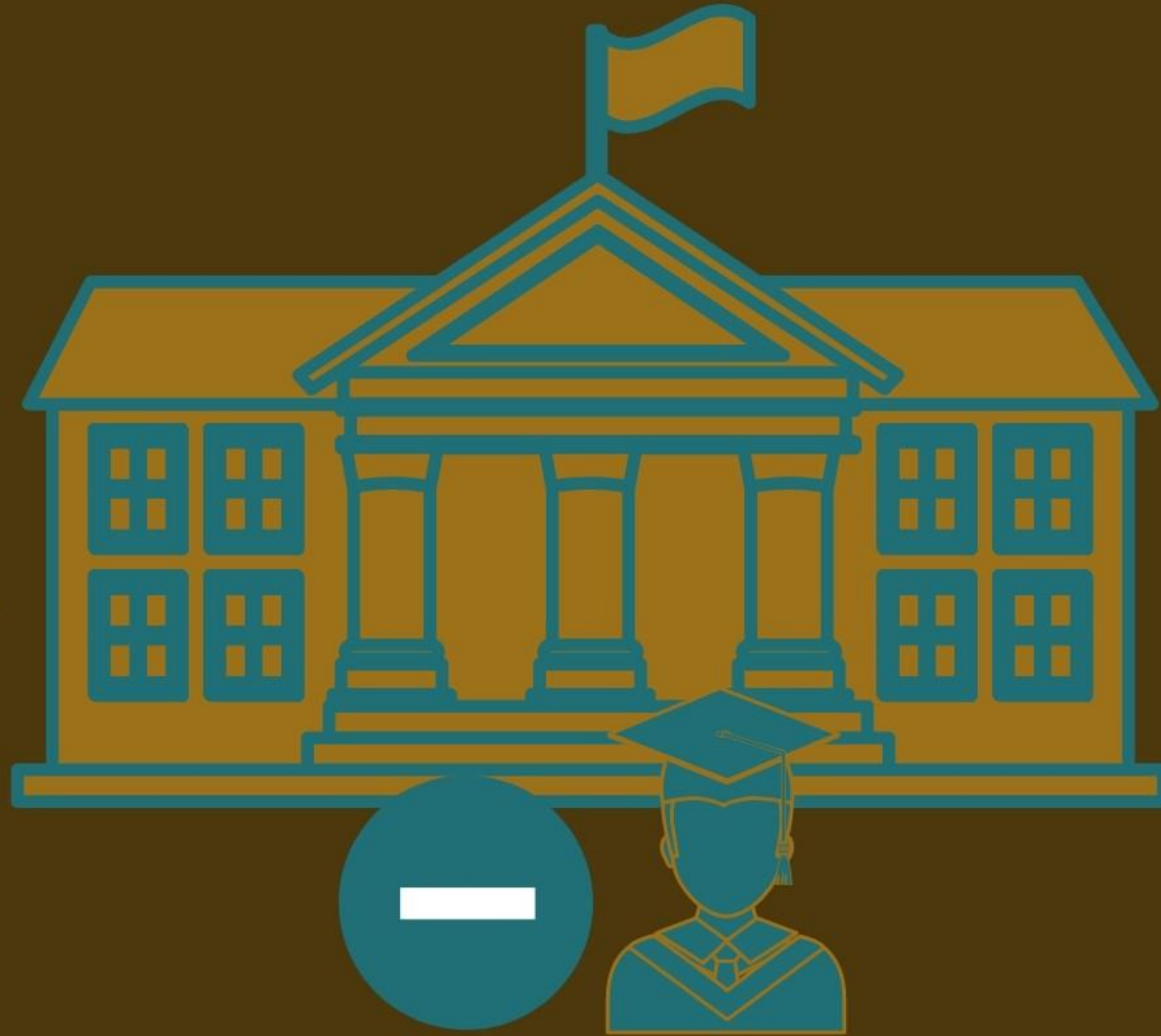
Enrollment Crisis

Value of Postsecondary Education

Student Success Challenges



# Enrollment Crisis





# Northeast US Projections & Stats



## Total # of NE high school graduates

- hasn't increased since 2011-12
- 599,400 per year now through 2031-32
- in 2031-32: 562,500 (≈ 6.2% decrease from avg)

## *PUBLIC SCHOOLS (2031-32):*

- ⊖ white graduates decrease (66% to 54%)
- ⊕ non-white graduates increase (34% to 46%)

# Pennsylvania Projections & Stats



## Total # of PA high school graduates

- hasn't increased since 2011-12
- 137,200 on average per year now through 2031-32
- in 2031-32: 132,000 (3.8% decrease from avg)

## *PUBLIC SCHOOLS (2031-32):*

- ⊖ white graduates decrease (76% to 67%)
- ⊕ non-white graduates increase (24% to 33%)



**Fewer students, more diversity  
among high school graduates  
projected through 2032.**

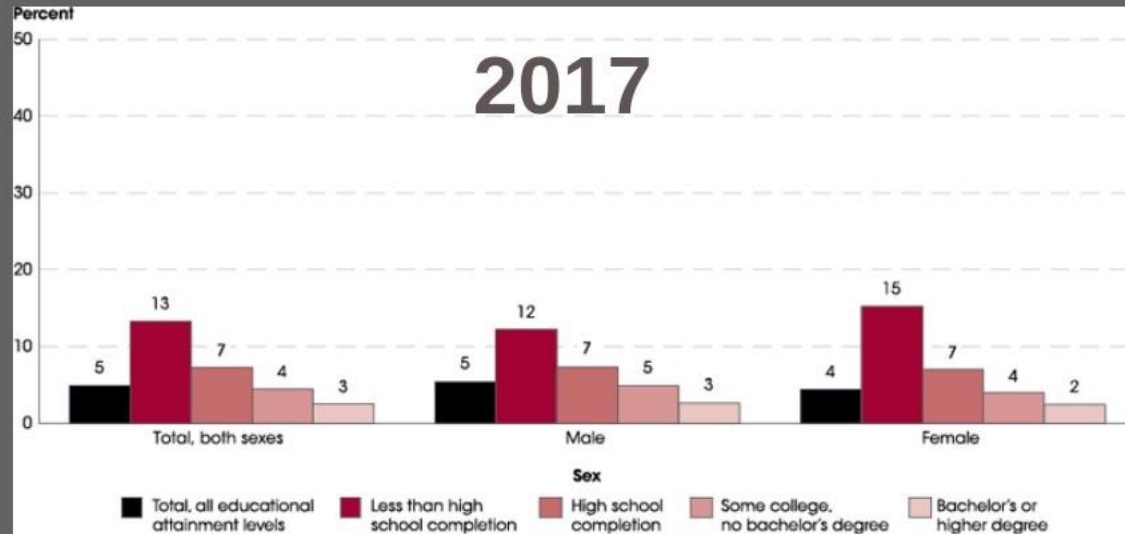


# Value of Postsecondary Education

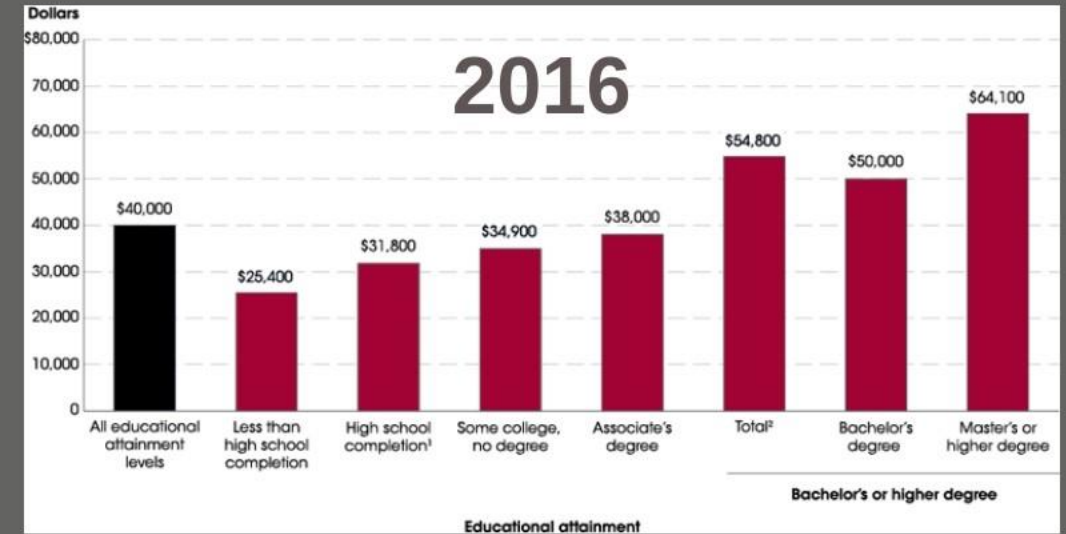


# UNEMPLOYMENT RATES & EARNINGS

by sex & educational attainment for 25 to 34-year-olds



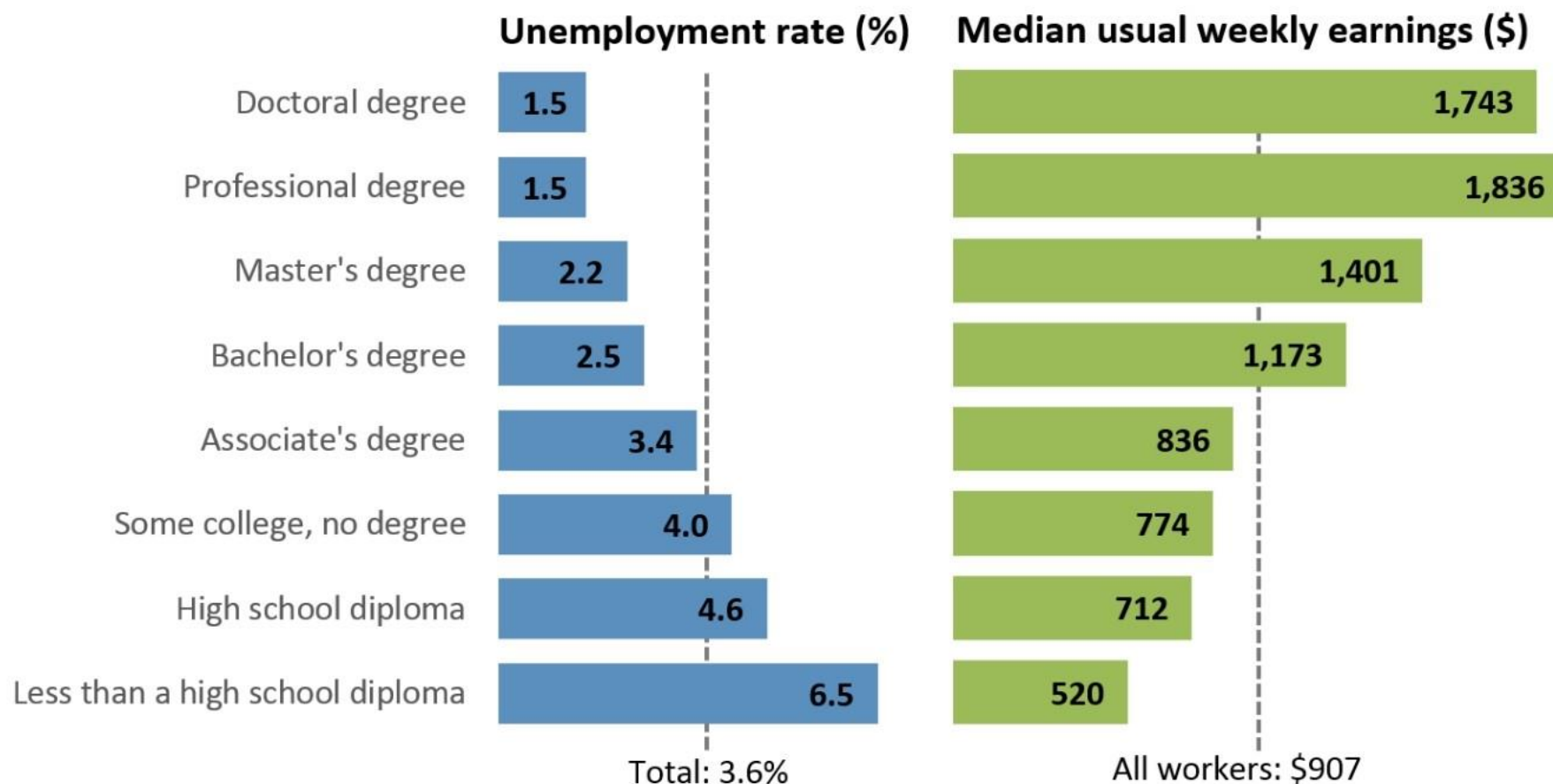
3% Bachelor's or higher  
13% No HS Diploma



\$54,800 Bachelor's or higher  
\$25,400 No HS Diploma

# Unemployment rates and earnings by educational attainment, 2017

## 25+ years



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

Source: U.S. Bureau of Labor Statistics, Current Population Survey.

# POSTSECONDARY CREDENTIAL

=

# ROI







# QUALIFICATIONS

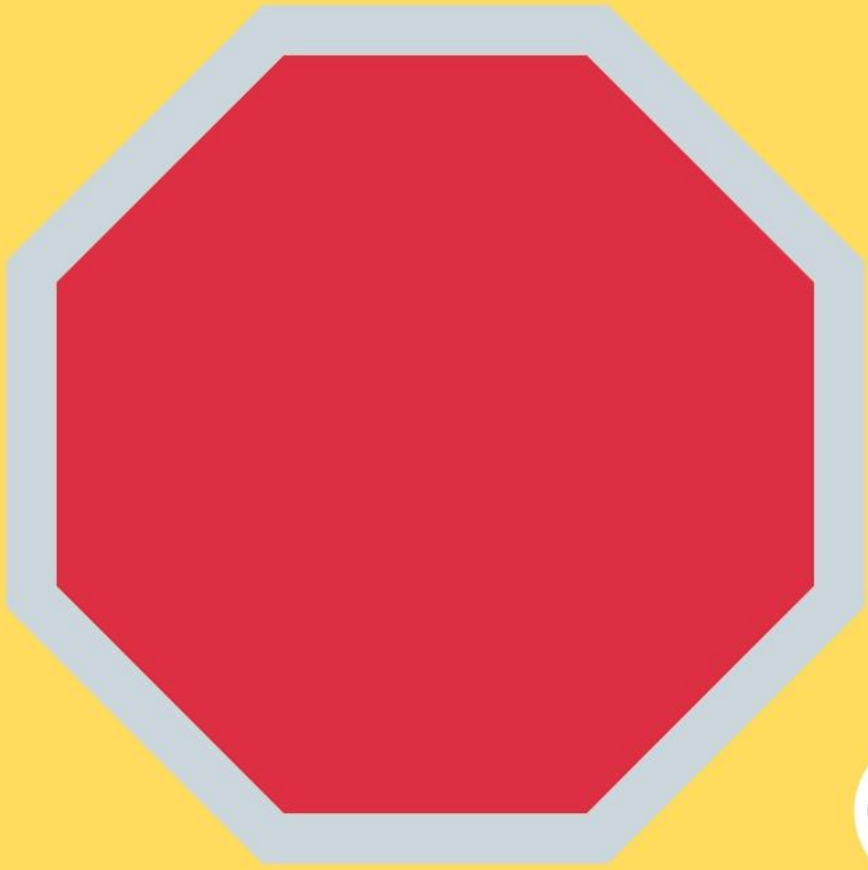




# STUDENT SUCCESS







**So, how do we ensure  
STUDENT SUCCESS?**





# CAREER SUCCESS & FULFILLMENT

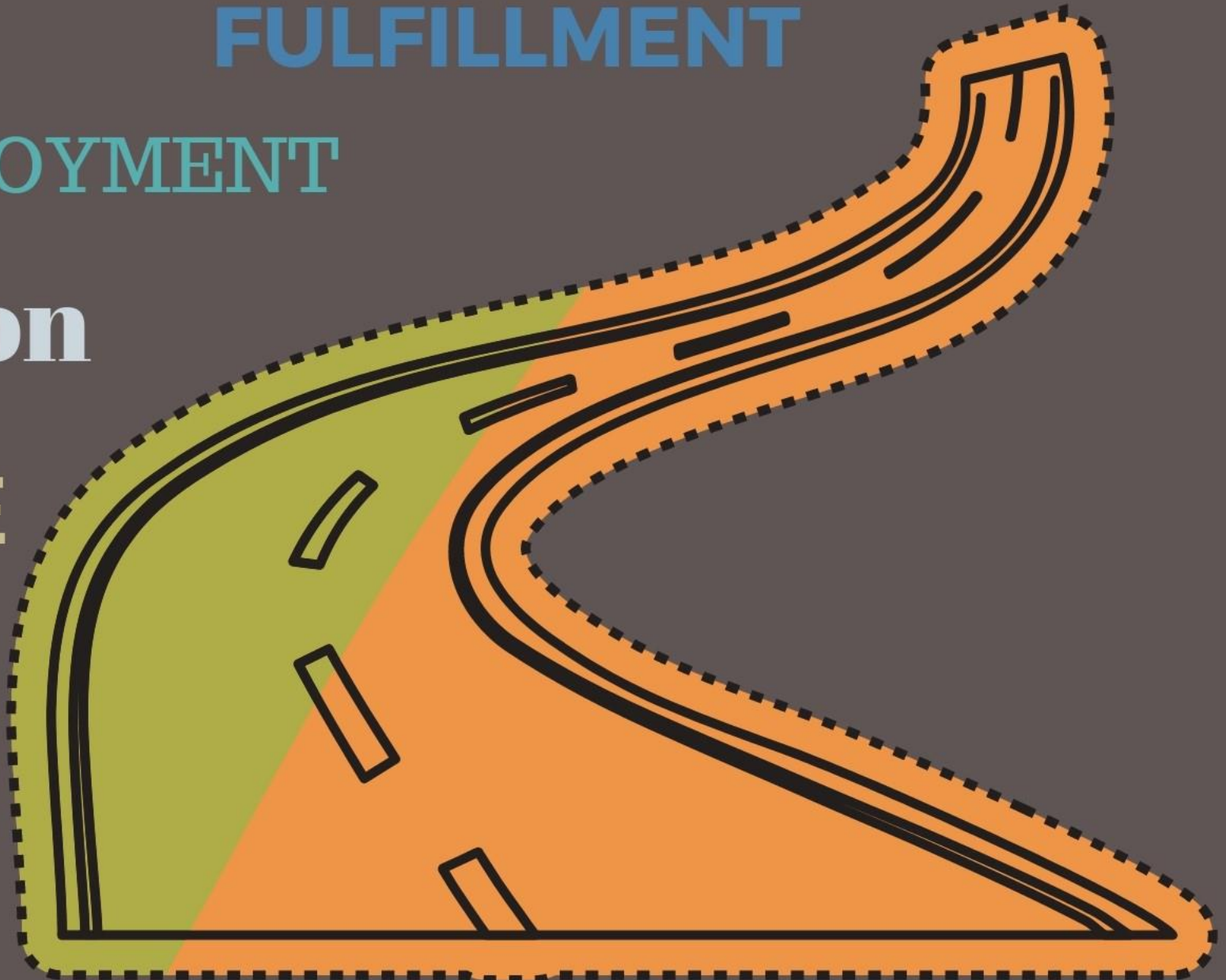
EMPLOYMENT

graduation

PERSISTENCE

RETENTION

engagement



**CAREER READINESS** is the attainment and demonstration of requisite competencies that broadly prepare (college) graduates for a successful transition into the workplace.



# NACE Career Readiness

**Critical Thinking/  
Problem Solving**

**Oral/Written  
Communications**

**Teamwork/  
Collaboration**

**Digital  
Technology**

**Leadership**

**Professionalism/  
Work Ethic**

**Career  
Management**

**Global/  
Intercultural  
Fluency**

## Competencies

<http://www.nacweb.org/career-readiness/competencies/career-readiness-defined/>



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# 45%

U.S. EMPLOYERS

SAY LACK OF SKILLS IS MAIN REASON FOR ENTRY-LEVEL VACANCIES

PROFESSIONALISM



WORK ETHIC



BUSINESS ACUMEN



# EMPLOYERS' PERSPECTIVE

42%

worldwide  
employers  
believe new  
graduates  
are prepared

11%

business leaders  
strongly agree  
graduates have  
necessary skills  
& competencies  
to succeed in  
workplace

45%

U.S. sr. execs  
believe soft  
skills are where  
employees are  
most deficient

forbes.com





# Skills Employers Say Grads Are Lacking

- Critical thinking/problem solving
- **Attention to Detail**
- Communication
- **Writing Skills/Proficiency**
- Ownership (dependability/trustworthiness)
- **Leadership**
- Interpersonal/Team Work
- **Public Speaking**
- Data Analysis (Excel, Tableau, etc.)
- **Industry Specific Software**
- Mathematics
- **Design**
- **Coding/Computer Programming**
- Foreign Language Proficiency
- **SEO-SEM Marketing**
- Attendance
- **Talents (to differentiate self)**
- Goals
- **Preparation**
- Interpersonal Skills
- **Ambition**
- Enthusiasm
- **Motivation and Commitment**
- Physical and Social Wellbeing

[diverseeducation.com](http://diverseeducation.com)

[apa.org](http://apa.org)

[studybreaks.com](http://studybreaks.com)

[forbes.com](http://forbes.com)

[info.portfolium.com](http://info.portfolium.com)





# SKILLS GAP: Real? Perceived?

# UNIVERSITY OF MICHIGAN STUDY



1. Weak understanding of skills & degrees that will best help them find a job
2. Need information and tools to help them identify pathway from education to meaningful employment
3. Have the workplace competencies they need, but...
  - a) can't articulate/demonstrate their abilities
  - b) lack several key technical & professional skills



# BY THE NUMBERS IN U.S.

43.4%

1

Underemployed  
COLLEGE  
GRADUATES

[statista.com](https://www.statista.com)

33.4%

2

College Degree  
COMPLETED  
BACHELOR'S  
DEGREE OR  
HIGHER

[thehill.com](https://www.thehill.com)

46.9%

3

Post High School  
COMPLETED  
CREDENTIAL  
OF SOME  
KIND

[strongernation.luminafoundation.org](https://strongernation.luminafoundation.org)

60%

4

2025  
NEED  
COMPLETED  
CREDENTIAL  
POST HIGH  
SCHOOL



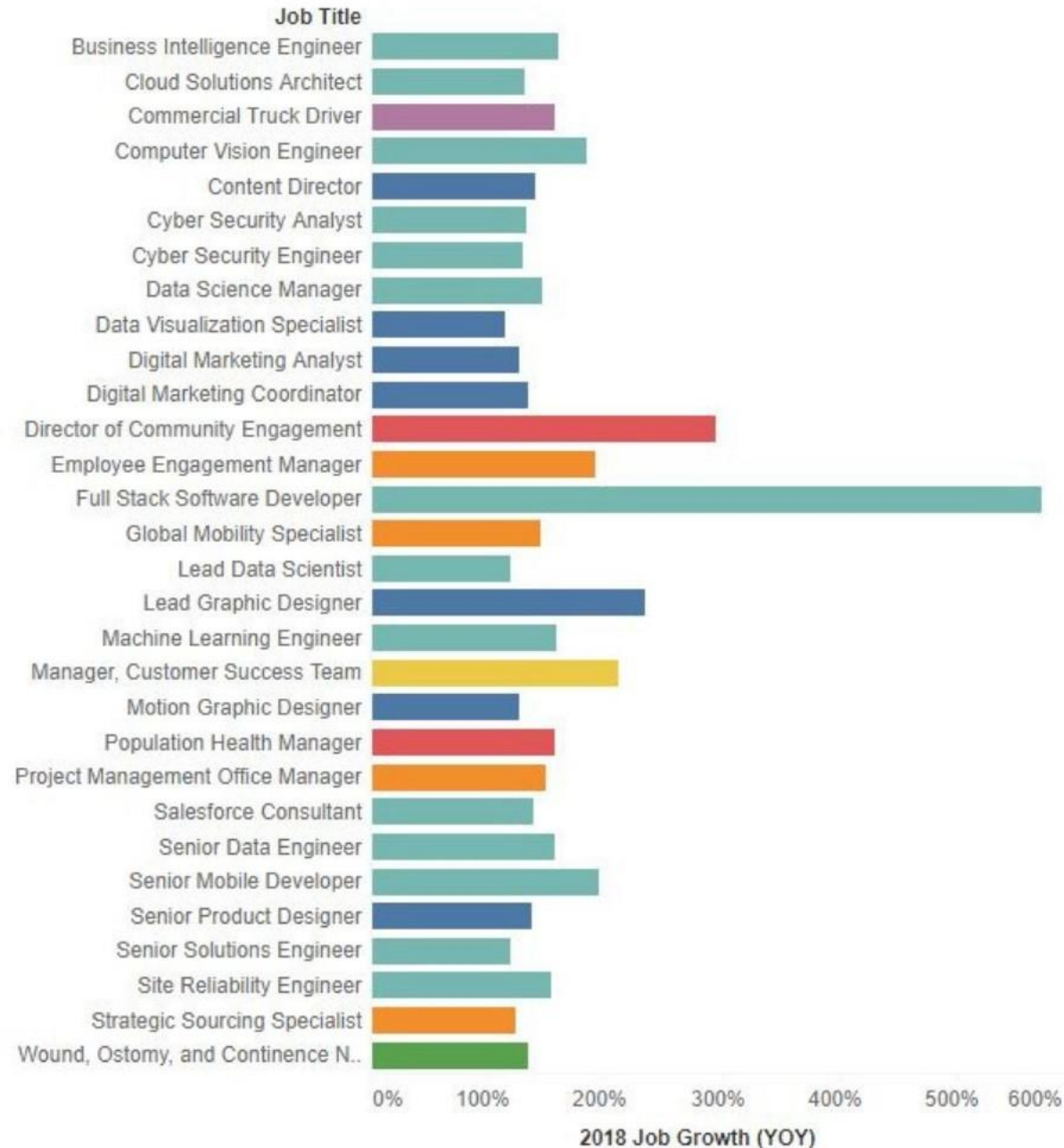
# Hottest Jobs in 2018

(i.e., fastest growing)

## Job Family



payscale.com



# 11 Industries Hiring Most Grads: 2019

1. **Transportation, +34%**
2. **Administrative Services, +30%**
3. **Educational Services, +29%**
4. **Information Services, +26%**
5. **Non-profits, +16%**
6. **Health Care Services, +15%**
7. **Hospitality, +14%**
8. **Construction, +10%**
9. **Retail Trade, +9%**
10. (tie) **Business, professional & Scientific services, +8%**
10. (tie) **Agriculture & Natural Resources, +8%**





# Fastest Growing Occupations 2016-2026 in U.S.

bls.gov

OCCUPATION	GROWTH RATE, 2016-26	
<a href="#">Solar photovoltaic installers</a>	<div></div>	105%
<a href="#">Wind turbine service technicians</a>	<div></div>	96%
<a href="#">Home health aides</a>	<div></div>	47%
<a href="#">Personal care aides</a>	<div></div>	39%
<a href="#">Physician assistants</a>	<div></div>	37%
<a href="#">Nurse practitioners</a>	<div></div>	36%
<a href="#">Statisticians</a>	<div></div>	34%
<a href="#">Physical therapist assistants</a>	<div></div>	31%
<a href="#">Software developers, applications</a>	<div></div>	31%
<a href="#">Mathematicians</a>	<div></div>	30%
<a href="#">Physical therapist aides</a>	<div></div>	29%
<a href="#">Bicycle repairers</a>	<div></div>	29%
<a href="#">Medical assistants</a>	<div></div>	29%
<a href="#">Genetic counselors</a>	<div></div>	29%
<a href="#">Occupational therapy assistants</a>	<div></div>	29%
<a href="#">Information security analysts</a>	<div></div>	28%
<a href="#">Physical therapists</a>	<div></div>	28%
<a href="#">Operations research analysts</a>	<div></div>	27%
<a href="#">Forest fire inspectors and prevention specialists</a>	<div></div>	27%
<a href="#">Massage therapists</a>	<div></div>	26%



# Most New Jobs 2016-2026 in U.S.

OCCUPATION	NUMBER OF NEW JOBS (PROJECTED), 2016-26
<a href="#">Personal care aides</a>	777,600
<a href="#">Combined food preparation and serving workers, including fast food</a>	579,900
<a href="#">Registered nurses</a>	438,100
<a href="#">Home health aides</a>	431,200
<a href="#">Software developers, applications</a>	255,400
<a href="#">Janitors and cleaners, except maids and housekeeping cleaners</a>	236,500
<a href="#">General and operations managers</a>	205,200
<a href="#">Laborers and freight, stock, and material movers, hand</a>	199,700
<a href="#">Medical assistants</a>	183,900
<a href="#">Waiters and waitresses</a>	182,500
<a href="#">Nursing assistants</a>	173,400
<a href="#">Construction laborers</a>	150,400
<a href="#">Cooks, restaurant</a>	145,300
<a href="#">Accountants and auditors</a>	139,900
<a href="#">Market research analysts and marketing specialists</a>	138,300
<a href="#">Customer service representatives</a>	136,300
<a href="#">Landscaping and groundskeeping workers</a>	135,200
<a href="#">Medical secretaries</a>	129,000
<a href="#">Management analysts</a>	115,200
<a href="#">Maintenance and repair workers, general</a>	112,500



**2016-2026**

bls.gov

# Fastest Growing: 50,000 + New Jobs

- Accountants & Auditors
- Billing & Posting Clerks
- Computer User Support Specialists
- Construction Laborers
- Cooks (restaurant)
- First-line Supervisors (construction/trades)
- Hairstylists/Cosmetologists
- Janitors/Cleaners (not housekeeping maids)
- Landscaping & Groundskeeping
- LP/LV Nurses & Nursing Assistants & RNs
- Management Analysts
- Preschool teachers (except Sp Ed)
- Sales Reps
- Teachers & Instructors
- Food Prep & Serving Workers
- Dental Assistants
- Financial Managers
- Health Specialties Teachers (postsecondary)
- Home Health Aides
- Market Research Analysts & Marketing Specialists
- Medical & Health Services Managers
- Medical Assistants & Secretaries
- Nonfarm Animal Caretakers
- Nurse Practitioners
- Personal Care Aides
- Physical Therapists
- Plumbers, Pipefitters, & Steam fitters
- Self-enrichment Education Teachers
- Social & Human Service Assistants
- Software Developers (applications)



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BILL BURNETT & DAVE EVANS

DESIGNING

YOUR LIFE

HOW TO BUILD A WELL-LIVED,  
*JOYFUL* LIFE

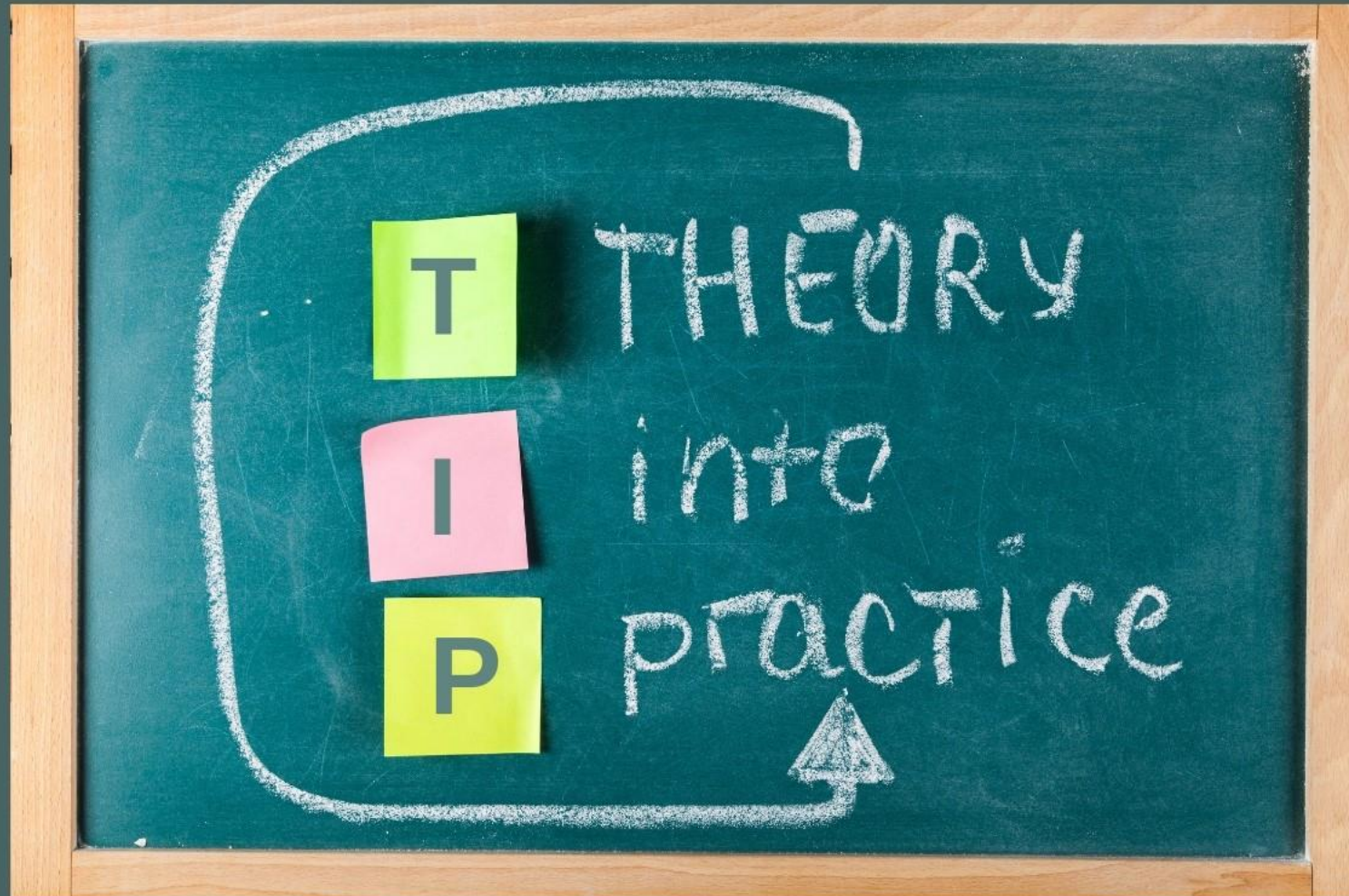


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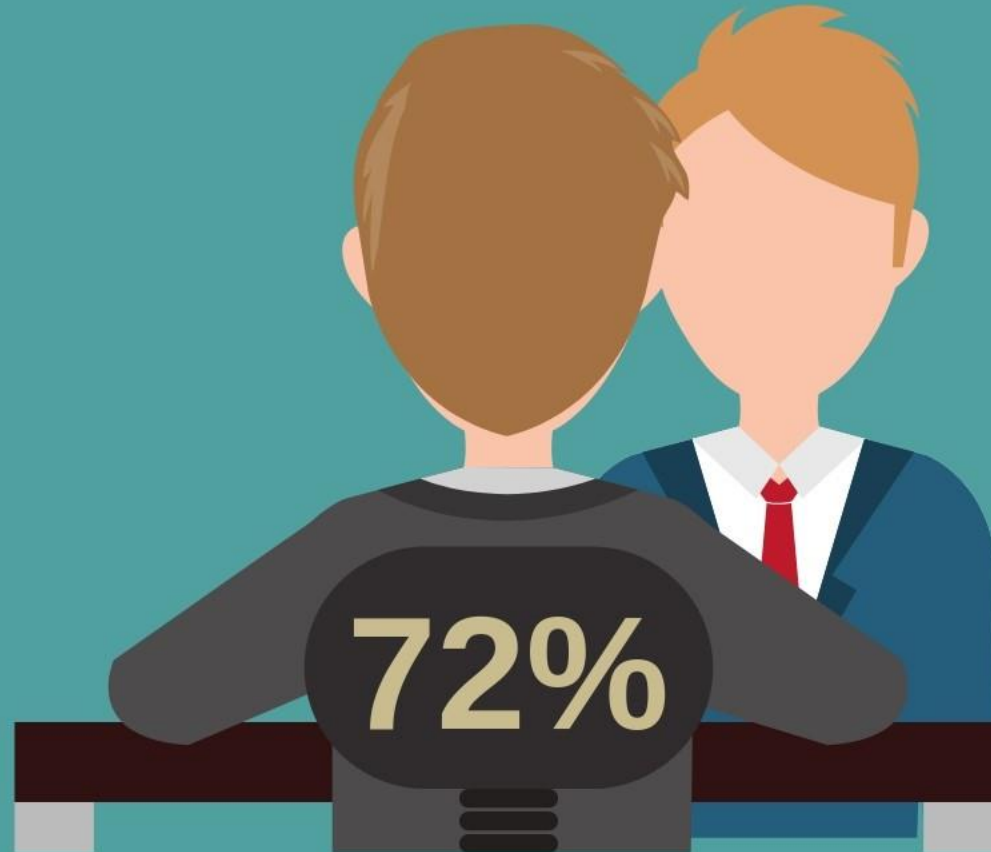


# HAPPENSTANCE LEARNING THEORY

by John Krumboltz, PhD







# CAREER & PERSONALITY ASSESSMENTS

- 16personalities.com
- Focus 2
- MBTI
- StrengthsQuest
- Strengthsfinder
- DISC Personality Testing
- 123 Test DISC
- Social Styles
- 5 Love Languages
- Values in Action Survey (VIA)
- Enneagram Test

# JOB SEARCH TOOLS

- USA or US Jobs
- Onet
- Indeed, Monster
- CareerBuilder
- Glassdoor
- Company websites
- Niche job sites
- Social media
- Word-of-mouth
- Networking events
- Alumni events
- LinkedIn
- Dice

# EXPERIENTIAL LEARNING

- Internships/Co-ops
- Informational interviewing
- Job shadowing
- Service Learning
- Project-Based Learning
- Research projects
- Organization membership
- Leadership roles
- Part-time, seasonal, summer jobs
- Relevant work experiences
- Assignments that encourage career exploration



# WHAT DID WE JUST LEARN

## RE: **STUDENT SUCCESS?**

- Concerns with satisfying workforce demand
- **What skills/competencies are needed, and how to achieve them**
- High demand jobs
- **Assessments, tools, and opportunities**
- Engaged students = improved retention, persistence, success

# The state of higher education and postsecondary preparation of students as it relates to the job market





# WHAT ACTION DO WE TAKE?

**FUTURE OF HIGHER ED**



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**1**

**STUDENT-  
CENTERED**

- Base everything we do on what's best for our students
- Redesign our systems, processes, protocols to best serve students
- Ask what's best for student vs. what's convenient for us



**2**

**DECISIONS**



**3**

**CHALLENGE &  
SUPPORT**



# WHAT ACTION DO WE TAKE?

**FUTURE OF HIGHER ED**



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**DECISIONS**

- We must make the hard decisions
- We must be brave
- Remind ourselves: #itsallaboutourstudents



3

**CHALLENGE &  
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# WHAT ACTION DO WE TAKE?

## FUTURE OF HIGHER ED



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- Base everything we do on what's best for our students
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2

### DECISIONS

- We must make the hard decisions
- We must be brave
- Remind ourselves: #itsallaboutourstudents



3

### CHALLENGE & SUPPORT

- Hold students accountable
- Provide appropriate support and guidance
- Advising, Tutoring, SI, Mentoring





# WHAT ACTION DO WE TAKE?

**FUTURE OF HIGHER ED**



4

**COACHING**

- Implement coaching model
- Focus on career identification, preparation, and development
- Ensure we have effective advising systems



5

**CURRICULA**



6

**PROGRAMMING**





# WHAT ACTION DO WE TAKE?

**FUTURE OF HIGHER ED**



4

**COACHING**

- Implement coaching model
- Focus on career identification, preparation, and development
- Ensure we have effective advising systems



5

**CURRICULA**

- Student, career, success-centered curricula
- Incorporate competency-based outcomes
- Develop creative, effective delivery of education to meet all learners' needs



6

**PROGRAMMING**



# WHAT ACTION DO WE TAKE?

## FUTURE OF HIGHER ED



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4

### COACHING

- Implement coaching model
- Focus on career identification, preparation, and development
- Ensure we have effective advising systems



5

### CURRICULA

- Student, career, success-centered curricula
- Incorporate competency-based outcomes
- Develop creative, effective delivery of education to meet all learners' needs



6

### PROGRAMMING

- Integrate career-ready programming
- Part of institutional culture and priorities
- Incorporate competency-based outcomes



# WHAT ACTION DO WE TAKE?

**FUTURE OF HIGHER ED**



7

## **COLLABORATION**

- Continue to collaborate with one another
- Collaborate at all levels of education
- Collaborate with business, government, community
- Collaborate with all possible stakeholders
- Find ways to be more effective with collaborative efforts



# *Tammy's Top Three*

**Enrollment Crisis**

**Value of Postsecondary Education**

**Student Success Challenges**







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CALL TO ACTION #1



## CALL TO ACTION #2



# CALL TO ACTION #3





#itsallaboutourSTUDENTS

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