#education starts careers
#educationchangeslives
#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

Inadequate Governmental Support

Lack of Valid Measures for Career-Readiness

College Underpreparedness

Employability/Underemployment

Enrollment Crisis

Food & Housing Instability

Mental Health Epi-pandemic

Family/Support Network Instability

Diverse, Multigenerational Workforce & Classrooms

College Debt/Affordability & Financial Illiteracy

Delivery of Education

Lacking Employee Commitment/Accountability

Internship Placement

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Internship Placement
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%)

knocking.wiche.edu
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%)

knocking.wiche.edu
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

2017

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

2016

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

nces.ed.gov
Unemployment rates and earnings by educational attainment, 2017

25+ years

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Unemployment rate (%)</th>
<th>Median usual weekly earnings ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral degree</td>
<td>1.5</td>
<td>1,743</td>
</tr>
<tr>
<td>Professional degree</td>
<td>1.5</td>
<td>1,836</td>
</tr>
<tr>
<td>Master's degree</td>
<td>2.2</td>
<td>1,401</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>2.5</td>
<td>1,173</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>3.4</td>
<td>836</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>4.0</td>
<td>774</td>
</tr>
<tr>
<td>High school diploma</td>
<td>4.6</td>
<td>712</td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>6.5</td>
<td>520</td>
</tr>
</tbody>
</table>

Total: 3.6%

All workers: $907

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

http://www.naceweb.org/career-readiness/competencies/career-readiness-defined/
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   apa.org
studybreaks.com   forbes.com   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
Hottest Jobs in 2018
(i.e., fastest growing)
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.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Growth Rate, 2016-26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar photovoltaic installers</td>
<td>105%</td>
</tr>
<tr>
<td>Wind turbine service technicians</td>
<td>96%</td>
</tr>
<tr>
<td>Home health aides</td>
<td>47%</td>
</tr>
<tr>
<td>Personal care aides</td>
<td>39%</td>
</tr>
<tr>
<td>Physician assistants</td>
<td>37%</td>
</tr>
<tr>
<td>Nurse practitioners</td>
<td>36%</td>
</tr>
<tr>
<td>Statisticians</td>
<td>34%</td>
</tr>
<tr>
<td>Physical therapist assistants</td>
<td>31%</td>
</tr>
<tr>
<td>Software developers, applications</td>
<td>31%</td>
</tr>
<tr>
<td>Mathematicians</td>
<td>30%</td>
</tr>
<tr>
<td>Physical therapist aides</td>
<td>29%</td>
</tr>
<tr>
<td>Bicycle repairers</td>
<td>29%</td>
</tr>
<tr>
<td>Medical assistants</td>
<td>29%</td>
</tr>
<tr>
<td>Genetic counselors</td>
<td>29%</td>
</tr>
<tr>
<td>Occupational therapy assistants</td>
<td>29%</td>
</tr>
<tr>
<td>Information security analysts</td>
<td>28%</td>
</tr>
<tr>
<td>Physical therapists</td>
<td>28%</td>
</tr>
<tr>
<td>Operations research analysts</td>
<td>27%</td>
</tr>
<tr>
<td>Forest fire inspectors and prevention specialists</td>
<td>27%</td>
</tr>
<tr>
<td>Massage therapists</td>
<td>26%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Number of New Jobs (Projected, 2016-26)</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Personal care aides</td>
<td>777,600</td>
</tr>
<tr>
<td>Combined food preparation and serving workers, including fast food</td>
<td>579,900</td>
</tr>
<tr>
<td>Registered nurses</td>
<td>438,100</td>
</tr>
<tr>
<td>Home health aides</td>
<td>431,200</td>
</tr>
<tr>
<td>Software developers, applications</td>
<td>255,400</td>
</tr>
<tr>
<td>Janitors and cleaners, except maids and housekeeping cleaners</td>
<td>236,500</td>
</tr>
<tr>
<td>General and operations managers</td>
<td>205,200</td>
</tr>
<tr>
<td>Laborers and freight, stock, and material movers, hand</td>
<td>199,700</td>
</tr>
<tr>
<td>Medical assistants</td>
<td>183,900</td>
</tr>
<tr>
<td>Waiters and waitresses</td>
<td>182,500</td>
</tr>
<tr>
<td>Nursing assistants</td>
<td>173,400</td>
</tr>
<tr>
<td>Construction laborers</td>
<td>150,400</td>
</tr>
<tr>
<td>Cooks, restaurant</td>
<td>145,300</td>
</tr>
<tr>
<td>Accountants and auditors</td>
<td>139,900</td>
</tr>
<tr>
<td>Market research analysts and marketing specialists</td>
<td>138,300</td>
</tr>
<tr>
<td>Customer service representatives</td>
<td>136,300</td>
</tr>
<tr>
<td>Landscaping and groundskeeping workers</td>
<td>135,200</td>
</tr>
<tr>
<td>Medical secretaries</td>
<td>129,000</td>
</tr>
<tr>
<td>Management analysts</td>
<td>115,200</td>
</tr>
<tr>
<td>Maintenance and repair workers, general</td>
<td>112,500</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Financial Managers</td>
</tr>
<tr>
<td>- Health Specialties Teachers (postsecondary)</td>
</tr>
<tr>
<td>- Home Health Aides</td>
</tr>
<tr>
<td>- Market Research Analysts &amp; Marketing Specialists</td>
</tr>
<tr>
<td>- Medical &amp; Health Services Managers</td>
</tr>
<tr>
<td>- Medical Assistants &amp; Secretaries</td>
</tr>
<tr>
<td>- Nonfarm Animal Caretakers</td>
</tr>
<tr>
<td>- Nurse Practitioners</td>
</tr>
<tr>
<td>- Personal Care Aides</td>
</tr>
<tr>
<td>- Physical Therapists</td>
</tr>
<tr>
<td>- Plumbers, Pipefitters, &amp; Steam fitters</td>
</tr>
<tr>
<td>- Self-enrichment Education Teachers</td>
</tr>
<tr>
<td>- Social &amp; Human Service Assistants</td>
</tr>
<tr>
<td>- Software Developers (applications)</td>
</tr>
</tbody>
</table>
DESIGNING YOUR LIFE
HOW TO BUILD A WELL-LIVED, JOYFUL LIFE
BILL BURNETT & DAVE EVANS
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

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

STUDENT-CENTERED DECISIONS

CHALLENGE & SUPPORT
WHAT ACTION DO WE TAKE?

FUTURE OF HIGHER ED

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

3. CHALLENGE & SUPPORT
WHAT ACTION DO WE TAKE?

FUTURE OF HIGHER ED

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
   - 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

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

Coaching

Curricula

Programming
WHAT ACTION DO WE TAKE?

FUTURE OF HIGHER ED

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

COACHING

5

CURRICULA

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

PROGRAMMING

6
WHAT ACTION DO WE TAKE?

FUTURE OF HIGHER ED

COACHING

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

CURRICULA

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

PROGRAMMING

- Integrate career-ready programming
- Part of institutional culture and priorities
- Incorporate competency-based outcomes
WHAT ACTION DO WE TAKE?

FUTURE OF HIGHER ED

- 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
CALL TO ACTION #1
CALL TO ACTION #2
Call to Action #3