Public Viewpoint: 2020 Changes in Perspectives on Education, Training and Work

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Learn What Students Need

Completion with a purpose changes the value equation for education and training after high school.
Research and Insights

Strada-Gallup Education Consumer Survey

• 350,000 surveys rating the value and impact of education and training.

Public Viewpoint Survey

• 21,000 surveys about the effects of COVID-19 on Americans' lives, work and education.

Strada Education Value Survey

• Colleges and universities learn how their alumni rate the purpose, value and impact of their education.
Interest in pursuing education varies by state

Residents of State not currently enrolled

Adults in Ohio’s workforce have felt the need for more education

“Do you feel you need additional education to advance in your career?” (% yes)

Source: Strada-Gallup Education Consumer Survey. Base: Ohio residents in the workforce age 25-65, not currently enrolled, n=7,738
Northwest Ohio has lower levels of perceived need for education

“Do you feel you need additional education to advance in your career?” (% yes)

Source: Strada-Gallup Education Consumer Survey. Base: Ohio residents in the workforce age 18-65, not currently enrolled, n=8,367
Millions of Americans have had their work and education disrupted by the COVID-19 pandemic.

6 in 10 employed Americans are worried they will lose their job.

Half of Americans lost work or income.

1 in 3 working-age Americans had to change or cancel their education plans.
Motivations have shifted to pay bills/take care of immediate needs

Thinking about the potential benefits of the additional education [you are considering], please rate each of the following benefits based on how important each is to you personally. (% most important)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better quality of life</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>Pay bills/take care of immediate needs</td>
<td>16%</td>
<td>33%</td>
</tr>
<tr>
<td>Qualify for good jobs</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Find something I love</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Give me a more flexible schedule</td>
<td>25%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Preferences have shifted to nondegree programs

2019

- Nondegree: 50%
- Degree: 50%

2020

- Nondegree: 64%
- Degree: 36%

The Pandemic’s Paradox
The COVID-19 crisis has led millions of Americans to consider reskilling and changing careers.

Share of workers interested in changing fields

35%

Likelihood of enrolling in an education/training program by time horizon

25%
Disrupted workers are driving increased interest

How has the coronavirus (COVID-19) crisis affected your interest in enrolling in an education or training program?

- Work not disrupted by COVID-19:
  - Less likely to enroll: 16%
  - More likely to enroll: 15%

- Work disrupted by COVID-19:
  - Less likely to enroll: 18%
  - More likely to enroll: 38%
Interest is up, but enrollment is down

Community college enrollment
-9.5% for all students
-18.9% for first-time students

Public four-year college enrollment
-1.9% for all students
-13.7% for first-time students

<table>
<thead>
<tr>
<th>Credential type</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergrad Certificate</td>
<td>-9%</td>
</tr>
<tr>
<td>Associate</td>
<td>-9%</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>-1%</td>
</tr>
<tr>
<td>Post Bacc Certificate</td>
<td>+5%</td>
</tr>
<tr>
<td>Graduate Certificate</td>
<td>+4%</td>
</tr>
</tbody>
</table>
Why is enrollment down?
Very few disrupted workers are certain about access to education and its value.

16% Strongly agree they have access to the education and training they want.

17% Strongly agree more education and training would be worth the cost.
Confidence in their ability to succeed as students is a challenge for more than half of disrupted workers.

How challenging would each of the following be for you personally in pursuing education and training?

- **Time/logistics**: 74%
- **Self-doubt**: 56%
- **Cost**: 51%
- **Technology**: 42%
- **Health**: 37%

Extremely/very challenging
Only 1 in 3 adults without degrees considering enrollment had a positive experience the last time they were students

My most recent experience with education was...

Positive (33%)
Neither positive nor negative (39%)
Negative (28%)

Two-thirds of this group have been enrolled in college at some point.
Confidence in the value of education has fallen among aspiring adults

- Additional education will be worth the cost: 37% (2019) vs. 18% (2020)
- Additional education will make me an attractive job candidate to potential employers/will get me a good job: 56% (2019) vs. 24% (2020)

How do we help people experience the **VALUE** of education?
We must address the information gaps

*How well do you feel you understand the following:*

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most valuable skills I should develop through education and training</td>
<td>32%</td>
</tr>
<tr>
<td>Length of time to complete an education program</td>
<td>31%</td>
</tr>
<tr>
<td>The cost of tuition, books, and other expenses</td>
<td>30%</td>
</tr>
<tr>
<td>Financial aid, scholarships, or loans</td>
<td>28%</td>
</tr>
<tr>
<td>Career paths that fit my strengths</td>
<td>26%</td>
</tr>
</tbody>
</table>

Understand very well

Support for career connection drives confidence in the value of education

How would you rate your college or university’s support for helping students connect their education to a meaningful career?

Individual ratings of value are driven by beliefs that courses were **relevant**

$1 = \text{Strongly Disagree} \ldots 2 \ldots 3 \ldots 4 \ldots 5 = \text{Strongly Agree}$
What would increase your confidence in the value of education?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Partnerships between employers and education or training programs</td>
</tr>
<tr>
<td>2</td>
<td>Additional support to help you be successful in classes</td>
</tr>
<tr>
<td>3</td>
<td>Work-based learning opportunities (such as apprenticeships and internships)</td>
</tr>
<tr>
<td>4</td>
<td>Education or training that develops skills that local employers want</td>
</tr>
<tr>
<td>5</td>
<td>Help identifying the most valuable skills you could develop through education and training</td>
</tr>
<tr>
<td>6</td>
<td>Help identifying pathways between education and careers that fit your strengths</td>
</tr>
</tbody>
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Learn more at StradaEducation.org/PublicViewpoint or email consumervoice@stradaeducation.org