



Understand the College and Career Disconnect

Why Career Preparation Is So Important to Students—and Where Higher Ed Falls Short

June 4, 2024

Today's Presenters



Christina Hubbard, PhD
*Senior Director,
Research Advisory Services*



Tom Brunskill
*Co-Founder and CEO,
Forage*

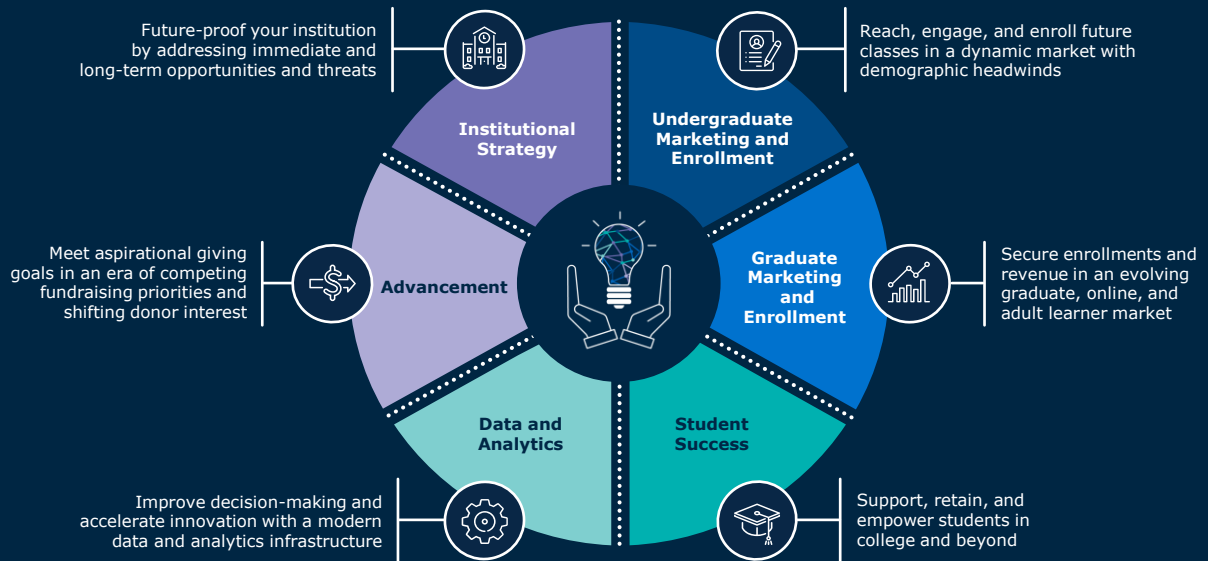
Questions?

Throughout the presentation, feel free to submit questions via chat

Technical Difficulties?

Email MPrice@eab.com if you're having trouble viewing slides

Insight-powered Solutions for Your Top Priorities and Toughest Challenges



We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

- 1 The Career Success Landscape
- 2 4 Points of Disconnect between Early Talent, Employers, and Educators
- 3 3 Strategies to Build Career Preparation into the Student Journey
- 4 Key Takeaways and Q&A

Share in the Chat

How do you think students define
return on investment (ROI) in
higher ed?



Higher Ed Faces an Uphill PR Battle

Why 50% of Gen Z students say

TIME

How America Started to Fall Out of Love with College Degrees

College grads earn 80% more –

Washington Examiner

More than half of Americans think college degrees are waste of money

F

3 Ways Higher Education Can Flip the Script on

F

Wake Up Higher Education. The Degree is on the Decline

CNBC

College is still w... finds – although students are growing skeptical

F

The real reasons why “alarming” Americans are college

E

Was your degree really worth it?

FORTUNE

Gen Zers don't see the point in getting a degree. Here's how to fix the ROI of college

IHE

Recapturing American higher education's lost promise

IHE

Majority of Americans lack confidence in value of four-year degree

C

Tries to Bridge the 'Diploma Divide'

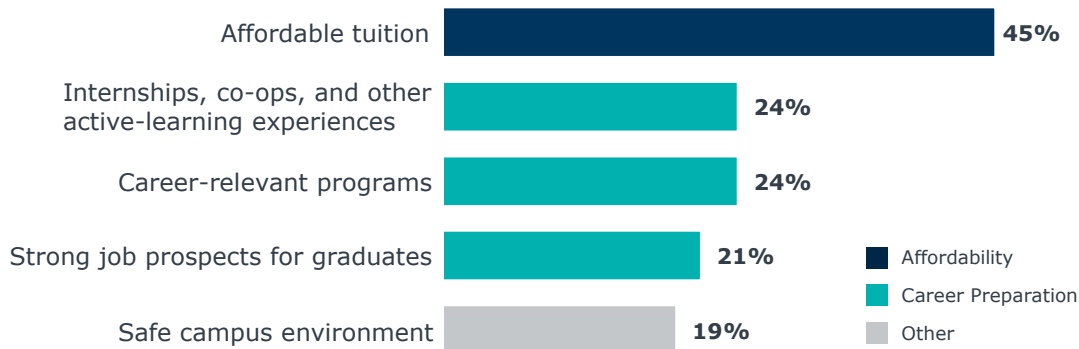
Career Preparation a Clear Value Add



Career Opportunities Heavily Influence Students' Search

Top 5 responses to, "What are you looking for in your college experience?" (EAB Communication Preferences Survey, 2023)

n=20,324



Job Placement Overcomes Cost Measures When Evaluating College Value

"What best represents value?" (EAB Communication Preferences Survey, 2023)

42%

of students say **successful job placement upon graduation** best represents the value of higher education

36%

of students say **availability of scholarships** best represents the value of higher education

Source: EAB Student Communication Preferences Survey, 2023 (n=20,324 high school students); EAB interviews and analysis.

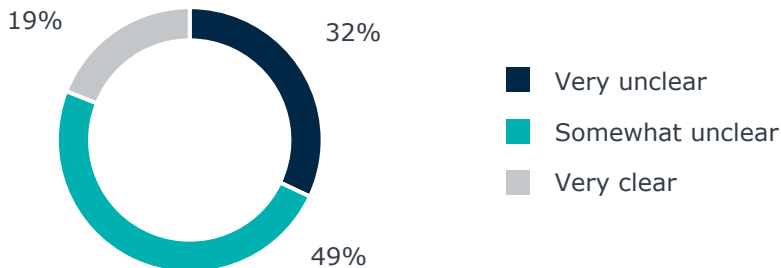
Students Don't Know Where to Start



How clear are you on the steps you need to take to have a successful career?

Forage Survey

n=9,636



What are the top barriers to preparing a successful job application?

Forage Survey

n=9,636



- 1 The Career Success Landscape
- 2 **4 Points of Disconnect**
Between Early Talent, Employers, and Educators
- 3 3 Strategies to Build Career Preparation into the Student Journey
- 4 Key Takeaways and Q&A



Start the Career Journey as Early as Possible

Many Students Don't Take Steps Toward Employability Until Year Two

Before college begins



50%

Of students and early talent began thinking about their career before they started college

Year 1



Educators agree that students need to start building skills from their first year

Year 2



40%

Of students and early talent said they would start seeking ways to enhance their employability from year 2



“

“Each semester, students have to do a small amount of professional career development to match their growth.”

Career Success Coordinator
U.S. East Coast College

”



Employers Value Relevant Extracurriculars

While Educators Stress the Importance of Variety



Employers value:

- Industry-relevant clubs and societies
- Bootcamps, hackathons, and case competitions
- Self-motivation (e.g., creating a podcast)

Educators value:

- A well-rounded set of extracurricular activities
- Doing “as much as you can”



Which means students must juggle:

- Choosing a career path
- Showcasing consistent engagement with that path
- Keeping up their grades
- Gaining work experience

Employers, Students Value Different Interactions



Employer-hosted events

Employers

See attendance at events as strong indication of intent

Students*

See them as generic and unimportant to hiring



"Hot words" in resumes

Employers

Don't place much weight on these

Students*

See them as key to getting employers' attention

Recruiters

50%

Of students and early talent identified connecting with recruiters as one of their biggest challenges.

31.6%

Identified company recruiters as a potential avenue to explore when seeking information about a role

- Students and early talent get frustrated with radio silence
- They then feel disenchanting with the application process



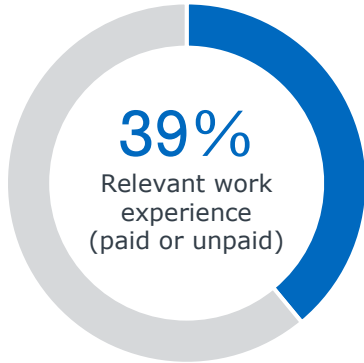
Students Seek Field-Specific Skills

But Few Believe College Provides a Chance to Develop Them

What's most important to get a job?

Forage Survey

n=9,636



14%

Of students and early talent believe college provides the skills necessary for workplace success

Quick Poll

Which point(s) of disconnect have you observed at your institution?

Choose all that apply

1. Timing

When students should start career preparation

2. Engagement

How students should prioritize extracurriculars and industry experience

3. Intent

How students should to show authentic interest in an employer or industry

4. Skills

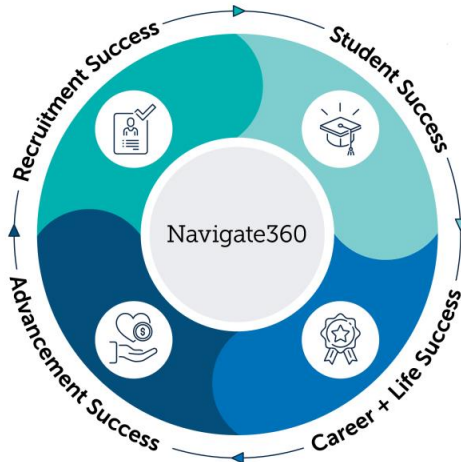
How students can translate general skills to the workplace

- 1 The Career Success Landscape
- 2 4 Points of Disconnect between Early Talent, Employers, and Educators
- 3 **3 Strategies to Build Career Preparation into the Student Journey**
- 4 Key Takeaways and Q&A

Navigate360: Higher Ed's Leading Student CRM



Recruit, Retain, and Empower Students in College and Beyond



Transformational Results for Partners

With 10+ years of experience across 850+ schools and 10M students, we help our partners reach their goals.

3-15% Typical graduation rate improvement

2-12% Typical retention rate improvement

5:1 Typical ROI for Navigate360 partners

Staff Workflow & Automation | Student Engagement Hub | Reporting & Analytics

Amplified by AI

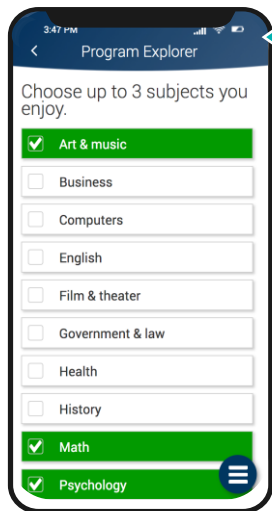
Beyond Technology: The Student Success Collaborative

Each Navigate360 partner becomes part of the Student Success Collaborative, gaining access to decades of research, an EAB expert dedicated to their success, events designed to share best practices, and a close-knit community of peers.

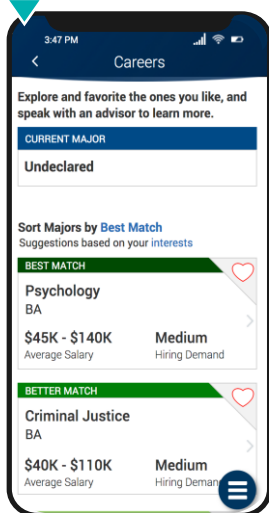


Career Exploration Built into “College 101”

Case Study from York Technical College



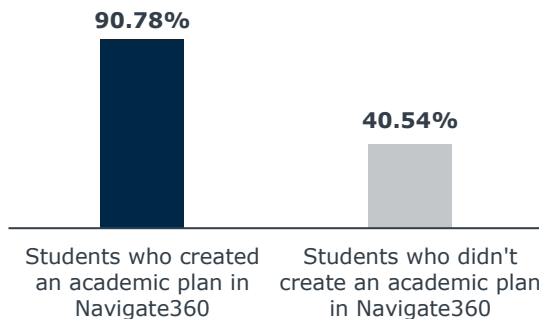
As part of a “College 101” course, undecided students use a program explorer that highlights potential majors that match their career interests.



Students can then set a graduation goal and collaborate with their advisor on a term-by-term academic plan to get there.

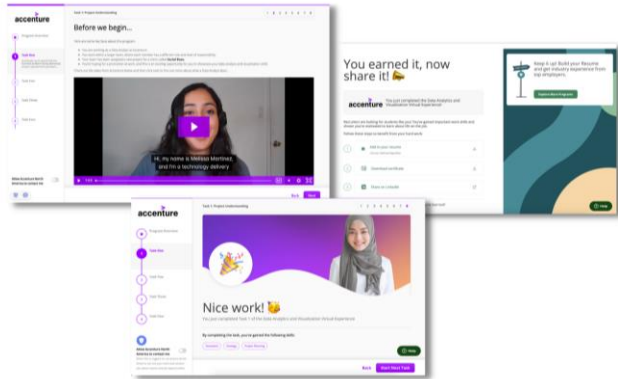
Fall to Spring Reenrollment Rate

With and without academic plans



What Are Job Simulations?

Job simulations are self-paced online learning programs that simulate the work performed in different roles at different companies through interactive hypothetical tasks.



Scalable
Unlimited participation



Data Driven
Performance tracking



Inclusive
No barriers to participation



Always on
Available on-demand 24/7/365

4M
students using Forage

300+
job simulations across a variety of careers

130+
employers across diverse industries



How Do Job Simulations Work?



Students complete Job Simulations in their own time, at their own pace, from anywhere in the world.

Each simulation showcases a specific role at a different company

I'm Bonnie Leff, Senior Vice President at Mastercard.

Students complete tasks that simulate real work world

- Get instructions for your task**
Read an article on security awareness from Forage and Mastercard. Then click on the video that links to our team for help. You'll learn how to identify and report a security threat to Mastercard.
- Here is the background information on your task**
One of the most common threat vectors originates from video. To reduce the risk of falling victim to the impersonating video call, information on video calls that is usually a password. Additionally, we've included an infographic that explains how to report suspicious activity and how to identify the video call. As a result, you will be able to identify the video call and how to identify them. You can also get a copy of the infographic. We can help you identify the video call and how to identify them. You can also get a copy of the infographic. We can help you identify the video call and how to identify them.
- Here is your task**
The Mastercard Security Awareness team has been asked to think about potential collaboration and how to improve security awareness. You'll be asked to identify the key video call and reporting information email.

Students earn a certificate upon completion

Emmanuel Taveras (He/Him) • 3rd
Student at St. Mary's College Majoring in Cybersecurity

Thank you, Forage and Mastercard, for the opportunity to complete the Cybersecurity Virtual Experience Program!

In the virtual experience, I had the opportunity to build skills and learn what it's like to work as a Security Analyst at Mastercard. For example, I helped design a phishing email simulation for the Security Awareness team. Also, I learned that cyber threats come in many different forms and that you don't need a technical background to help keep a company and its employees safe from threats.

The opportunity has allowed me to sharpen my skills and has given me a peek into the cybersecurity field.

#cybersecurity #mastercard #forage #emoycollege #informationsecurity

Employers track and engage students through a Dashboard

Welcome back to Forage, Demel!

Program Overview

Students	22,743	2,372
Employers	4,611	139

Student Information

Students by Gender

Male	10,000
Female	12,743

Students by Institution

St. Mary's College	1,000
Other Institutions	21,743

Students by Institution by Year

Students by Institution by Year

Demographic Information

Top schools

Major

Major

Major



Build Student Confidence

And Demonstrate Your Commitment to Career Success



*How Forage benefits your **students**:*

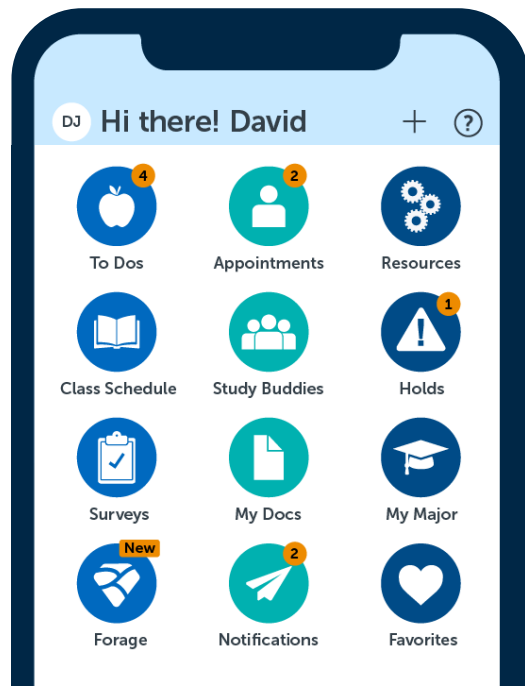
- ✓ **Build confidence:** Students better understand their major by experiencing what related careers are like.
- ✓ **Build resume:** Student earn certificates after completing Forage job simulations.
- ✓ **Stand out to employers:** Companies use Forage data to identify engaged and committed applicants.



*How Forage benefits your **institution**:*

- ✓ **Demonstrate your commitment to career success:** Promoting Forage to students reflects your commitment to preparing them for the workforce.
- ✓ **Easily build skills into the curriculum:** Educators can choose Forage simulations to feature on class-specific landing pages and track engagement.

The Navigate360 student app will include Forage at no additional cost to partners.



See a
simulation



Guide Students Toward Their Career Goals

Equip Students to Take Initiative

Configure step-by-step **Journeys** for specific student groups



Journeys provide **stepped guidance** at pivotal moments based on student behavior research



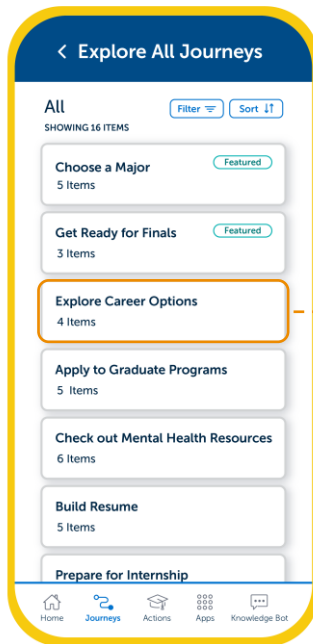
Journeys can be recommended, featured, or assigned to **populations of students** based on their characteristics or time of year



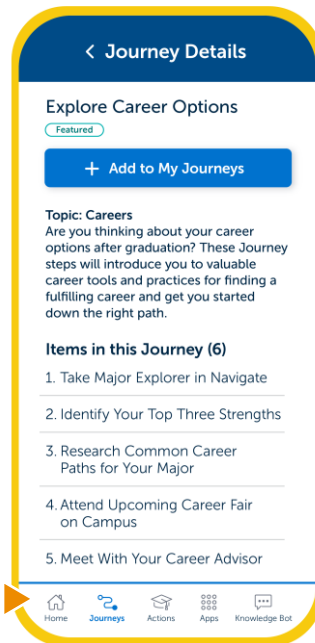
Journey **completion is trackable** by students and staff



Journeys are **fully customizable**, but EAB will provide a starter kit that institutions can edit as desired



Use Journeys to encourage early career exploration



You can automate this journey to launch when a student completes a certain number of credits

- 1 The Career Success Landscape
- 2 4 Points of Disconnect between Early Talent, Employers, and Educators
- 3 3 Strategies to Build Career Preparation into the Student Journey
- 4 **Key Takeaways and Q&A**

Key Takeaways



A growing number of students—and their families—see a successful career as the most important benefit of a degree



Colleges and universities need to find ways to provide early and frequent guidance to help students explore career paths and build relevant skills



Technology, like EAB's Navigate360 and Forage's virtual job simulations, helps bridge the gaps between college and a career

How Can We Help You?



*I'd like to speak to an
EAB expert about...*



- 1 Using student success technology to support career exploration
- 2 Forage virtual job simulations
- 3 Coordinating student care
- 4 Another student success need

Questions?

Please type them in the chat



Christina Hubbard, PhD
*Senior Director,
Research Advisory Services*



Tom Brunskill
*Co-Founder and CEO,
Forage*

Connect with EAB



@EAB



@EAB



@eab_

Related Resources For You



1

Join us June 18 to see the results of our new research on how success professionals are using AI



2

See a demo of Navigate360



3

Subscribe to our blog and receive EAB's newest insights on student success **directly to your inbox**



4

Get a copy of our **new insight paper**, *6 Drivers Shaping the Future of Student Success*





202-747-1000 | eab.com

 [@eab](https://twitter.com/eab)  [@eab_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

