

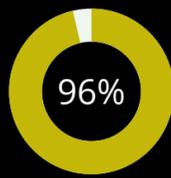
17

Reasons Why

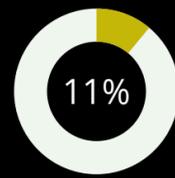
College to Career Needs to Ramp Up Now



The Gap



96% of Chief Academic Officer's believe their students are workforce ready.



11% of Business Leaders believe students are workforce ready.

Source: <https://www.insidehighered.com/news/2014/02/26/provosts-business-leaders-disagree-graduates-career-readiness>
<https://www.forbes.com/sites/brandonbusteed/2020/12/21/career-services-will-define-the-next-big-boom-in-college-enrollment/?sh=32e3cfe4145e>



Students Need Help



78% of students rarely or never went to the Career Center



76% increase in student loan debt at graduation since 2000.



72% of college seniors do not have a job lined up after graduation.



59% of adult learners believe college is worth the cost



43% of graduates are underemployed in their first job.



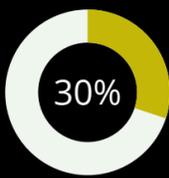
34% of students say they feel college has prepared them for the professional world after graduation.



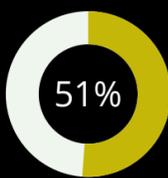
16% of students said they were very happy with their Career Center

Source: <https://educationdata.org/average-student-loan-debt-by-year>
<https://www.insidehighered.com/news/2018/11/29/engagement-survey-finds-students-feel-prepared-their-plans-after-graduation>
<https://www.burning-glass.com/study-finds-college-graduates-start-underemployed-stay/>
<https://stradaeducation.org/press-release/confidence-in-the-value-of-education-has-fallen-among-adults-without-degrees-seriously-considering-additional-education/>
<https://www.forbes.com/sites/brandonbusteed/2020/12/21/career-services-will-define-the-next-big-boom-in-college-enrollment/?sh=2f34360f145e>

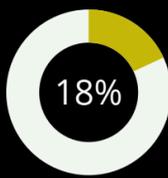
Headwinds Exacerbated by the Pandemic:



30% of all 4 year institutions took in less revenue per student in '18 than '10



51% of universities have seen a decline in first-year enrollment since 2009



18% 1 year decline in those planning to go to a 4 year college (71 down to 53%)



Universities Stand to Benefit

1583 Students Per Career Center Employee means even the best are overwhelmed and unable to deliver hands-on learning.



Giving Likelihood



3x more likely to give if they had a positive Career Center experience

Recommendation Likelihood



Graduates are 3.4 times more likely to recommend their school if they rated the career center very helpful.

Source: <https://www.nbcnews.com/news/education/crisis-looming-u-s-colleges-not-just-because-pandemic-n1235338>
<https://www.cnn.com/2021/03/14/fewer-kids-going-to-college-because-of-cost.html>
<https://www.insidehighered.com/news/2016/12/13/only-17-percent-recent-graduates-say-career-centers-are-very-helpful>
<https://www.forbes.com/sites/brandonbusteed/2020/12/21/career-services-will-define-the-next-big-boom-in-college-enrollment/?sh=2f34360f145e>



Corporations Say You Need It



67% of recruiters said they would hire someone with strong soft skills and lacking hard skills. Compared to just 9% who would hire someone with strong hard skills and lacking soft skills.



Up to 85% of jobs are filled via Networking and up to 70% of jobs are never even posted at all.

Source: <https://www.cnn.com/2019/12/27/how-to-get-a-job-often-comes-down-to-one-elite-personal-asset.html>
<https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/>
<https://www.shrm.org/hr-today/news/hr-magazine/0416/pages/hrs-hard-challenge-when-employees-lack-soft-skills.aspx>