

GALLUP®

# Aligning Higher Education Values and Outcomes

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# “We Are What We Measure”

## What We Measure

- Grades
- Test Scores
- Selectivity
- Graduation Rates
- Time to First Job
- Starting Salary
- Career Field

## Mission “Who We Are”

“Life-long learning”

“Ethical citizens and leaders”

“Civic engagement”

“Value diversity”

“Skilled workforce”

# Broken Link Between Higher Education and Work

98%

of **Chief Academic Officers** rate their institution as very/somewhat effective at **preparing students** for the world of work.

13%

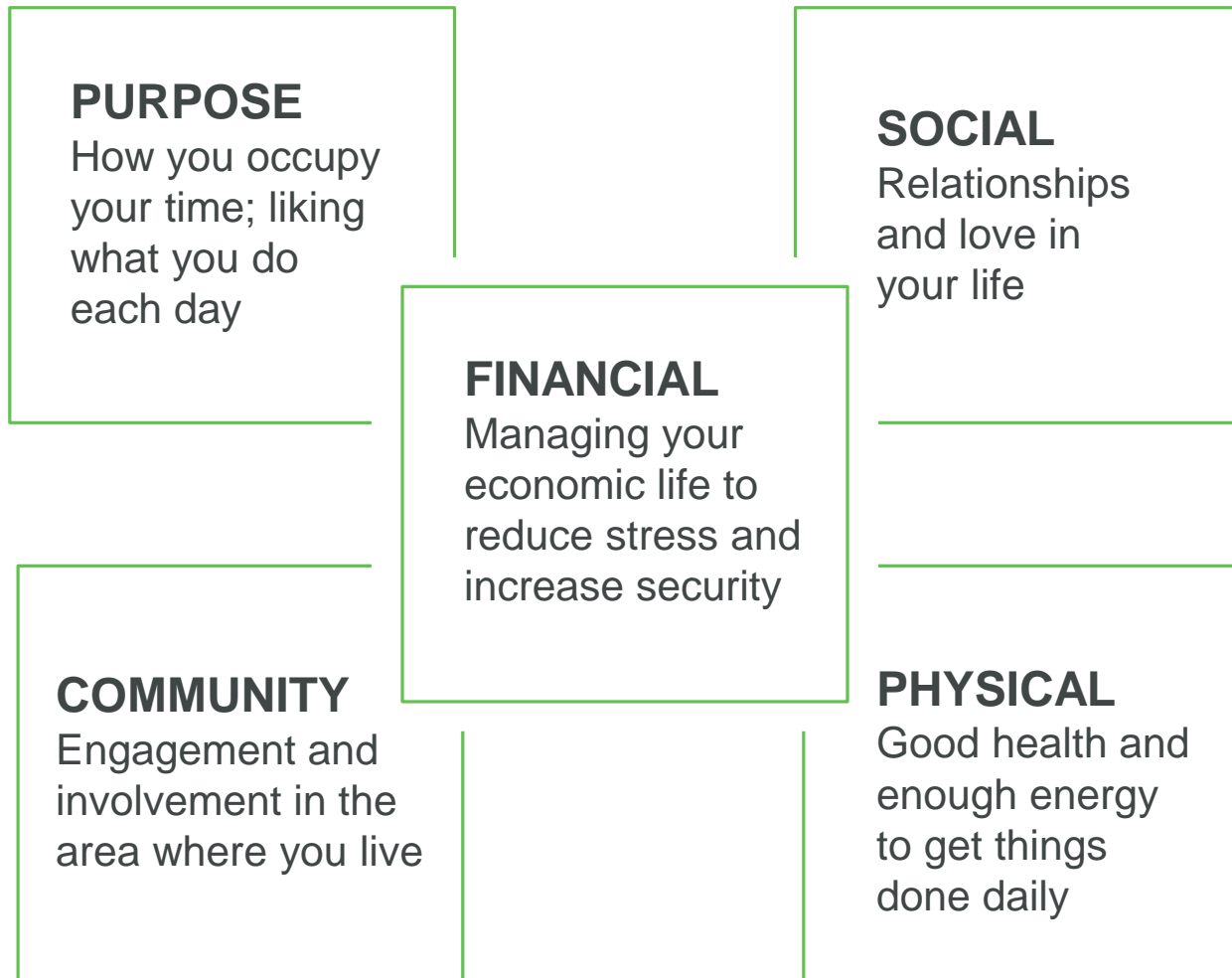
of **Americans** strongly agree that **college graduates** in this country are well-prepared for **success in the workplace**.

11%

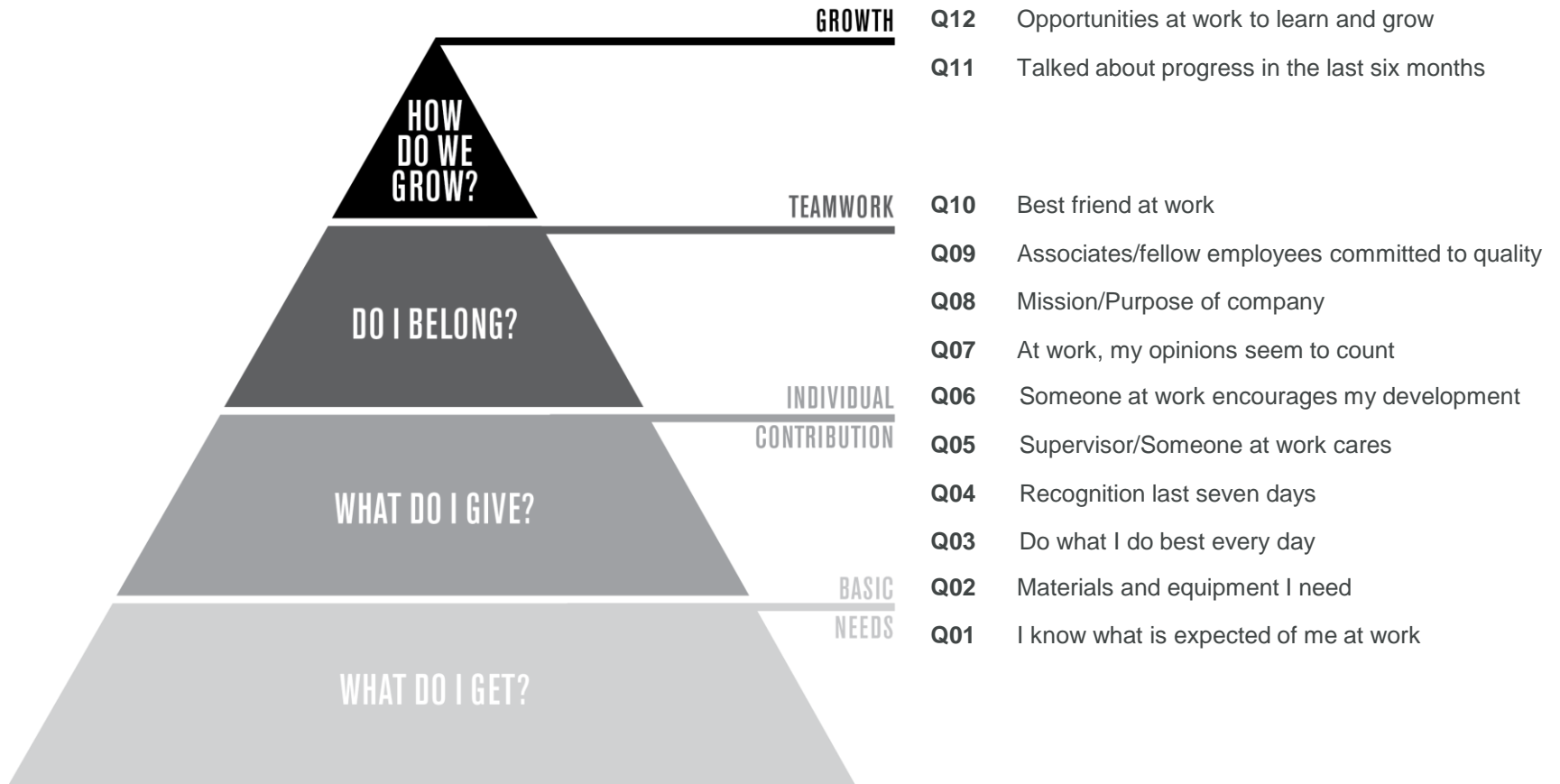
of **business leaders** strongly agree that **graduating students** have the skills and competencies their businesses need.

Sources: Lumina Foundation / Gallup Poll 2013 The 2013 Inside Higher Ed Survey of College & University Chief Academic Officers report

# What Does a “Great Life” Look Like?



# What Does a “Great Job” Look Like?



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If graduates strongly agree that they were “emotionally supported” during college, the odds that they are engaged in their work and thriving in their overall well-being double.

# Emotional Support

64%

“At least one professor who made me excited about learning”

27%

“Professors cared about me as a person”

22%

“A mentor who encouraged my goals and dreams”

14%

Of All Graduates Experienced All Three



Graduates who had “experiential and deep learning” have a higher likelihood of being engaged in their work (59% vs. 38%), and more are thriving (14% vs. 10%).

# Experiential and Deep Learning

**32%**

“Long-term project taking a semester or more to complete”

**30%**

“Internship or job where applied learning”

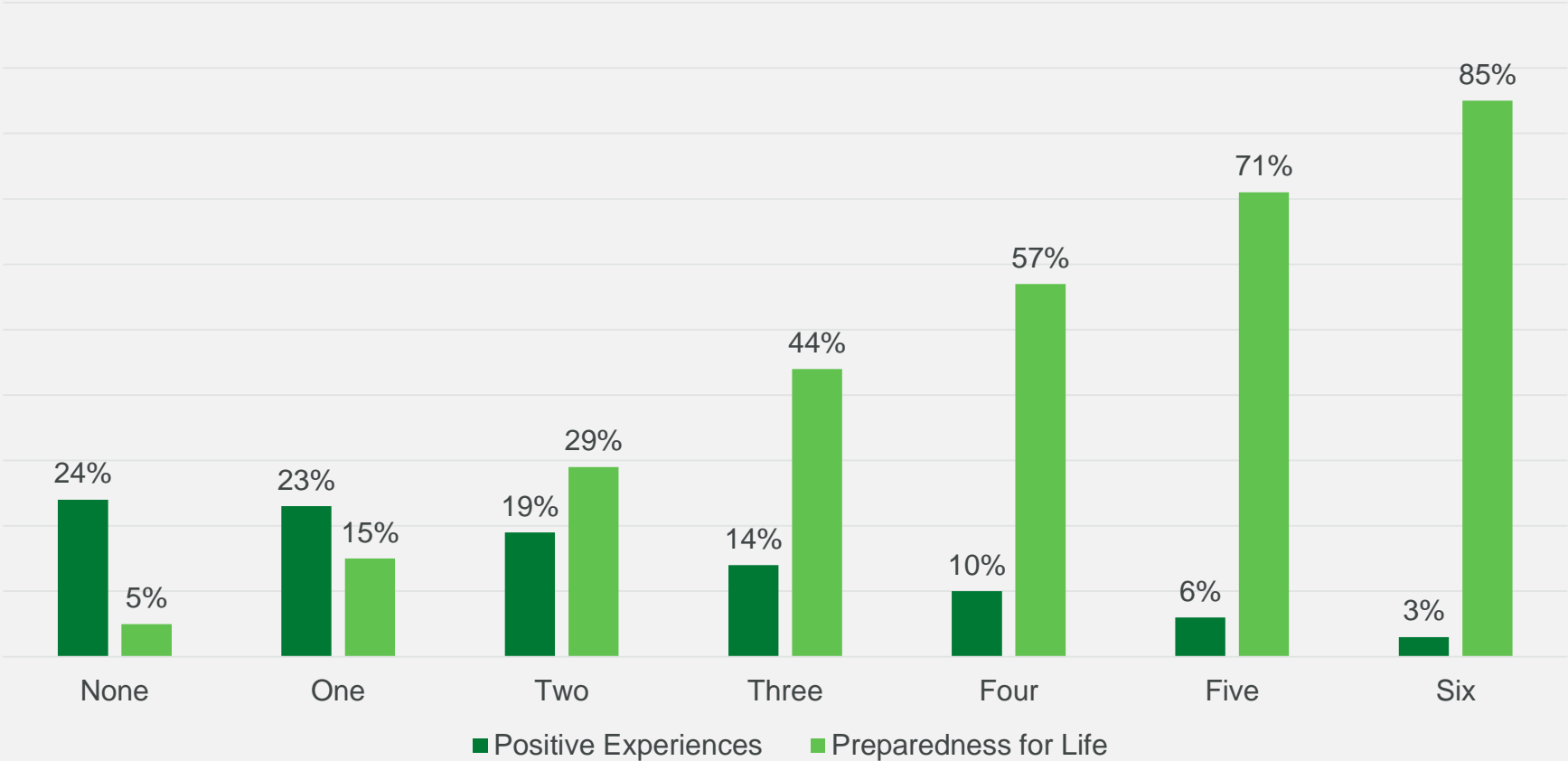
**20%**

“Extremely involved in extracurricular activities and organizations”

**6%**

Of All Graduates Experienced All Three

# Positive Experiences and Preparedness



GRADUATES WHO "STRONGLY AGREE"  
COLLEGE WAS WORTH THE COST

38%

SOURCE: GALLUP-PURDUE INDEX, 2015

## The odds of strongly agreeing education was worth the cost are:

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1.9x Higher if ... My professors at [University Name] cared about me as a person.

1.9x Higher if ... I had a mentor who encouraged me to pursue my goals and dreams.

1.8x Higher if ... I had at least one professor at [University Name] who made me excited about learning.

1.6x Higher if ... I worked on a project that took a semester or more to complete.

1.6x Higher if ... I was extremely active in extracurricular activities and organizations while attending [University Name].

1.5x Higher if ... I had an internship or job that allowed me to apply what I was learning in the classroom.

1.4x Higher if ... I held a leadership position in a club or organization such as student government, a fraternity or sorority or an athletic team.

1.3x Higher if ... I was a member of a national fraternity or sorority.

1.2x Higher if ... I had a paid job or internship.

*Each odds ratio represents the unique variation in the dependent variable (education was worth the cost) associated with each college experience while controlling for the other experiences and for the control variables (employment status, amount of student loan debt and five-factor personality model characteristics).\**

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## *Mission*

East Tennessee State University prepares students to become **productive**, **enlightened** citizens who actively serve their **communities** and the **world**. Education is the university's highest priority, and the institution is committed to increasing the level of educational attainment in the state and region. The university conducts a wide array of educational and research programs and clinical services and is the only Academic Health Sciences Center in the Tennessee Board of Regents System. Through **research**, creative activity and public service ETSU advances the **cultural**, **intellectual** and **economic development** of the region and the world.

## *Vision*

To become the best regional university in the nation.

# Implications

## Gallup-Purdue Index

- New index against which colleges and universities can compare themselves.

## Curriculum Considerations

- Infuse all subject areas with significant experiential learning and employer engagement.

## Employer and University of Choice

- Foster opportunistic and supportive relationships between faculty and staff and students

## Program Offerings and Student Advising

- Emphasize programs that lead to employment in fields that are in high demand by employers and result in financially rewarding careers.

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