Supporting Education and Employment Pathways

Daryl Graham, Senior Vice President, Philanthropy
Strada Education Network is a national nonprofit dedicated to improving lives by catalyzing more direct and promising pathways between education and employment. We engage with partners across education, nonprofits, business and government to focus relentlessly on students' success throughout all phases of their working lives.
OUR EVOLUTION

Key challenges: completion and success

Mission shift to support college completion and success after college

1960 - 2012

Key challenge: higher education access

Helped 22 million students gain financial access to higher education

2013

Organization alignment to Completion With a Purpose

- Restructuring and reorganization
- Reorientation of philanthropy
- Research and insights programs
- Direct and indirect investments
- Creation of shared services organization
- Refinement of products and services

Key challenge: connecting education and employment

2014 - 2016

2017

Mission change to support college completion and success after college

Helped 22 million students gain financial access to higher education

2013

Key challenge: higher education access

2014 - 2016

Mission change to support college completion and success after college

Helped 22 million students gain financial access to higher education

2017

Key challenge: connecting education and employment
Creating the largest dataset of education consumer insights in the nation:

• Education Consumer Survey
  o 350 daily | 10,000 monthly | 122,500 annually
  o All demographics | All states & DC | Top metro regions

• Alumni Survey (Gallup-Purdue Index)

• Current College Student Survey

• Employer Survey
Higher Ed is Valued and Almost Half of Employed Americans Say They Need More

97% say it is important to have a certificate or degree beyond high school

46% say they need more education to advance in their current career

Source: Strada-Gallup Education Consumer Survey
Majority of U.S. Adults Would Do Their Education Differently

51% Would change at least one of three choices

Source: Strada-Gallup On Second Thought: U.S. Adults Reflect on Their Education Decisions Report
Second Thoughts by Degree, Institution and Major

12% Would change degree
28% Would change institution
36% Would change field of study

Source: Strada-Gallup On Second Thought: U.S. Adults Reflect on Their Education Decisions Report
Strada Institute produces original research and insights about the future of learning and work to inform Strada’s investment strategy, affiliates, philanthropy, and national engagement efforts.
STRATEGIC PHILANTHROPY

Our Theories of Change:

Improving **Education & Career Planning** by providing tools and guidance to students so they can choose the best education path that leads to a meaningful career.

Bolstering **Student Success & Support** systems to provide students the resources they need to succeed in the classroom despite obstacles to learning.

Supporting **Career & Workforce Transitions** by strengthening institution-employer connections, so students graduate with the knowledge and skills needed to succeed in the workplace, and adult learners develop and maintain the skills they need throughout their career.
Request for Proposal:
Innovative Solutions in Education-to-Employment

Strada Education Network is seeking collaborative grantees to propose initiatives that rethink and create new models of career advising, pilot or scale innovative approaches to blend learning experience with work, and support learners as they transition to and through education and into the workforce. The intent is to select five to seven organizations to receive funding over a three-year period, from January 1, 2019 to December 30, 2021.
Our Priority Populations

95 Million Americans Without a Degree
Post High School

20 Million Current College Students

5.5 Million Disconnected Youth
Neither Working Nor in School

3.6 Million H.S. Graduates Annually

Strategic Philanthropy
CIC-Strada Partnership

Completion With a Purpose Through High Quality Instruction

• $1.2 Million partnership over a 3 year period - Encompassing 26 CIC Member Institutions

• Long-Term Goals
  • Improve Instruction with Embedded Career-Guidance
  • Improved Student Outcomes, including Career Readiness
  • Improved Student Retention and Placement Outcomes

• Campus Program Rollout August-September 2018
  • ACUE Instructional Effectiveness Course Begins