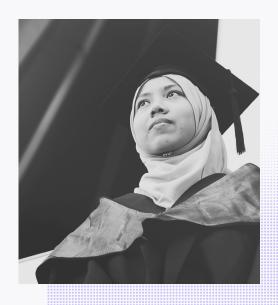


Too often, college-bound students are either presented with an overwhelming number of major options or decide on a major without really understanding the career implications or whether it aligns with their interests and values.

These uninformed decisions often lead students to drop out, yielding some college credit but no degree or other credential of value. But even for those who do complete, many extend their time to degree, tack on additional costs and struggle to transition into a well-paying, rewarding career. Underrepresented and less advantaged students are disproportionately affected by these challenges, diminishing critical efforts to close achievement gaps.



## 31 Million +

Americans have enrolled in college and left without receiving a degree or other credential over the last 20 years.

(NSC Research Center, 2014)

## 36%

of graduates would choose a different major.

(Gallup-Strada, 2017)

### 43%

of college grads are underemployed in their first job.

(Korn, Wall Street Journal, 2018)

# African Americans & Hispanics are underrepresented

in the fastest-growing, highest-paying occupations: STEM, health, and business.

(Carnevale, Fasules, Porter, Landis-Santos, 2016 & Carnevale, Porter, Landis-Santos, 2015)

# **OUR PARTNERS**











## **SHARED BELIEFS**

- Higher education should be a launching pad toward a meaningful career, empowering students with the knowledge to make informed choices, the structures to explore available opportunities, and the tools needed for success.
- Career exploration and planning must be intentional and start early in the educational experience.
- States, systems and institutions must build a culture of purpose across all tiers in higher education.



## **BEST PRACTICES**

#### STUDENT OWNERSHIP

- · Help students become self-advocates
- Show students that higher education is not simply a box to be checked

#### INSTITUTIONAL CULTURE

- · Create a shared vision for success
- · Customize plans by institution

#### **INFORMED CHOICE**

- · Administer early interest assessments
- Provide labor-market data and in-depth career information

#### **ACADEMIC STRUCTURES**

- · Offer meta-majors
- · Offer a First-Year experience

#### CAREER EXPLORATION

- Utilize technology that empowers the process
- · Integrate career exploration with orientation

#### **ADVISING & NETWORKING**

- Require students to connect with academic and career advisors
- · Create and activate social capital

## **OUTCOMES**

- Better understanding of career connection to major
- · Earlier enrollment in program of study
- Greater credit completion in program of study
- Increased major stability



# THE PURPOSE FIRST EXPERIENCE

