The Value Proposition: Career Development for Arizona
A VIEW OF THE SOLAR SYSTEM

Yuma
Phoenix
Tucson
Earth
Mars
Jupiter
Saturn
DEFINE VALUE

Value

Worth

fair and suitable equity desirability, utility being useful or des
Chandler-Gilbert Community College
Chandler, AZ
10,842 undergraduates

- Average Annual Cost $8,536
- Graduation Rate 20%
- Salary After Attending $39,700

Arizona Western College
Yuma, AZ
7,218 undergraduates

- Average Annual Cost $8,978
- Graduation Rate 17%
- Salary After Attending $27,000

Grand Canyon University
Phoenix, AZ
38,905 undergraduates

- Average Annual Cost $28,039
- Graduation Rate 29%
- Salary After Attending $44,500

www.collegescorecard.ed.gov
Return on Investment: Lifetime Earnings by Level of Education

- High School Diploma: $1,304,000
- Some College: $1,547,000
- Associate's Degree: $1,727,000
- Bachelor's Degree: $2,268,000
- Advanced Degree: $2,671,000

Source: Carnevale, Rose and Cheah, "The College Payoff." Georgetown University Center on Education and the Workforce.

FROM LEARNERS...
What if I told you... College may not be worth it?— Goldman Sachs Emerging Themes Equity Research, Dec 2015

LinkedIn Eats the University— Ryan Craig, VentureBeat
Compared to high school grads, bachelor's degree holders:

Receive $82,000 less in government spending
Pay $273,000 more in taxes

$355,000 net benefit to government

Bachelor's degree holders are 2x more likely to volunteer
Charitable contributions by bachelor's degree holders are 3.5x higher

Post Collegiate Outcomes (PCO) Framework developed by the AACC, AASCU and APLU (March 2015)

<table>
<thead>
<tr>
<th>ECONOMIC</th>
<th>PUBLIC</th>
<th>PERSONAL</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Public Economic Value of Postsecondary Education</td>
<td>Personal Economic Value of Postsecondary Education</td>
</tr>
<tr>
<td>SOCIAL CAPITAL</td>
<td>Public Social Capital Value of Postsecondary Education</td>
<td>Personal Social Capital Value of Postsecondary Education</td>
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</tbody>
</table>
Disciplinary Knowledge

Knowledge of Self/Others

Practical Knowledge
Slide credit to Randall Bass, Vice Provost of Education, Georgetown University “Formation by Design” TEDx Georgetown, Nov 2014
“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

— Alvin Toffler
Least Likely
Reward me – not necessarily a monetary reward but should be something of definite value

Remind me – a timely, useful and helpful reminder about something relevant to the customer

Recognise me - giving someone recognition for a specific action or series of actions

Support me – providing valuable customer service and support to help solve an issue or a question

Choose for me – an accurate and reliable recommendation which the customer is definitely interested in

http://www.experian.co.uk/blogs/latest-thinking/customer-value/
MARKET MINDSETS

We identified six market mindsets among the 18,000+ prospective students.

- **SOCIAL FOCUS (Make up 20% of prospective student population):** College is primarily a social experience with a good job, a foundation for career, and lasting friendships at the end.
- **EXPERIENTIAL INTERESTS (17%):** College is a time to get hands on with internships, study abroad, and employment as you work toward your career.
- **GRAD SCHOOL BOUND (16%):** College is all about developing the academic and technical foundation for your future in graduate or professional school.
- **CAREER THROUGH ACADEMICS (16%):** College is about finding your way to a solid career through a balance of academic and career activities.
- **CAREER PRAGMATISTS (16%):** College is about finding your way to a career at an affordable cost through campus community.
- **EXPLORATION AND MEANING (14%):** College is all about finding meaning in your life and sharing it with others around the world.
## Executive Summary

### Key Profile Features of Mindsets

<table>
<thead>
<tr>
<th>Social Focus</th>
<th>Experiential Interests</th>
<th>Grad School Bound</th>
</tr>
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<tbody>
<tr>
<td>Higher income</td>
<td>Lower income</td>
<td>High academic skill</td>
</tr>
<tr>
<td>More white</td>
<td>More underrepresented minorities and first gen.</td>
<td>Higher income</td>
</tr>
<tr>
<td>Less Hispanic</td>
<td>More women</td>
<td>More Asian</td>
</tr>
<tr>
<td>Strong interest in business as a major and career</td>
<td>Lower academic skill</td>
<td>More STEM majors and Medical career interest</td>
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<tr>
<td></td>
<td>Less interest in STEM</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Career through Academics</th>
<th>Exploration and Meaning</th>
<th>Career Pragmatists</th>
</tr>
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<tr>
<td>Balanced among most demographic categories</td>
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<td>More underrepresented minorities and first gen.</td>
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<tr>
<td>Strong interest in practical majors like engineering and health professions</td>
<td>Variety of majors of interest</td>
<td>Lower income</td>
</tr>
<tr>
<td>Similar interest in practical careers</td>
<td>Interest in psychology/counseling careers and writing</td>
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</tbody>
</table>
TOP CONSIDERATIONS DEFINING MINDSETS

**Social Focus**
- Good job after graduation
- Lasting friendships
- Foundation for entire career

**Grad School Bound**
- Solid foundation for graduate or professional school
- Scientific, mathematical, or technical skills
- Conduct research

**Experiential Interests**
- Good job after graduation
- Foundation for entire career
- Practical career skills

**Experiences**
- Interactions with other students
- Participation in student clubs
- Internships

**Core academic experiences**
- Academic environment

**Criteria**
- Social environment

**Research opportunities with faculty**
- Internships
- Academic coursework

**Internships**
- Study abroad
- Work-study employment

**Affordability**
- Career preparation
## Top Considerations Defining Mindsets

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<td><strong>Expectations</strong></td>
<td>Good job after graduation</td>
<td>Use talents to benefit society</td>
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<tr>
<td></td>
<td>Foundation for entire career</td>
<td>Live a meaningful life</td>
<td>Use talents to benefit society</td>
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<tr>
<td></td>
<td>Practical career skills</td>
<td>Skills for a global world</td>
<td>Practical career skills</td>
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<tr>
<td><strong>Experiences</strong></td>
<td>Academic coursework</td>
<td>Study abroad</td>
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<tr>
<td><strong>Criteria</strong></td>
<td>Core academic experiences</td>
<td>Diversity of academic opps.</td>
<td>Affordability</td>
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<tr>
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<td>Career preparation</td>
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<td>Academic environment</td>
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