



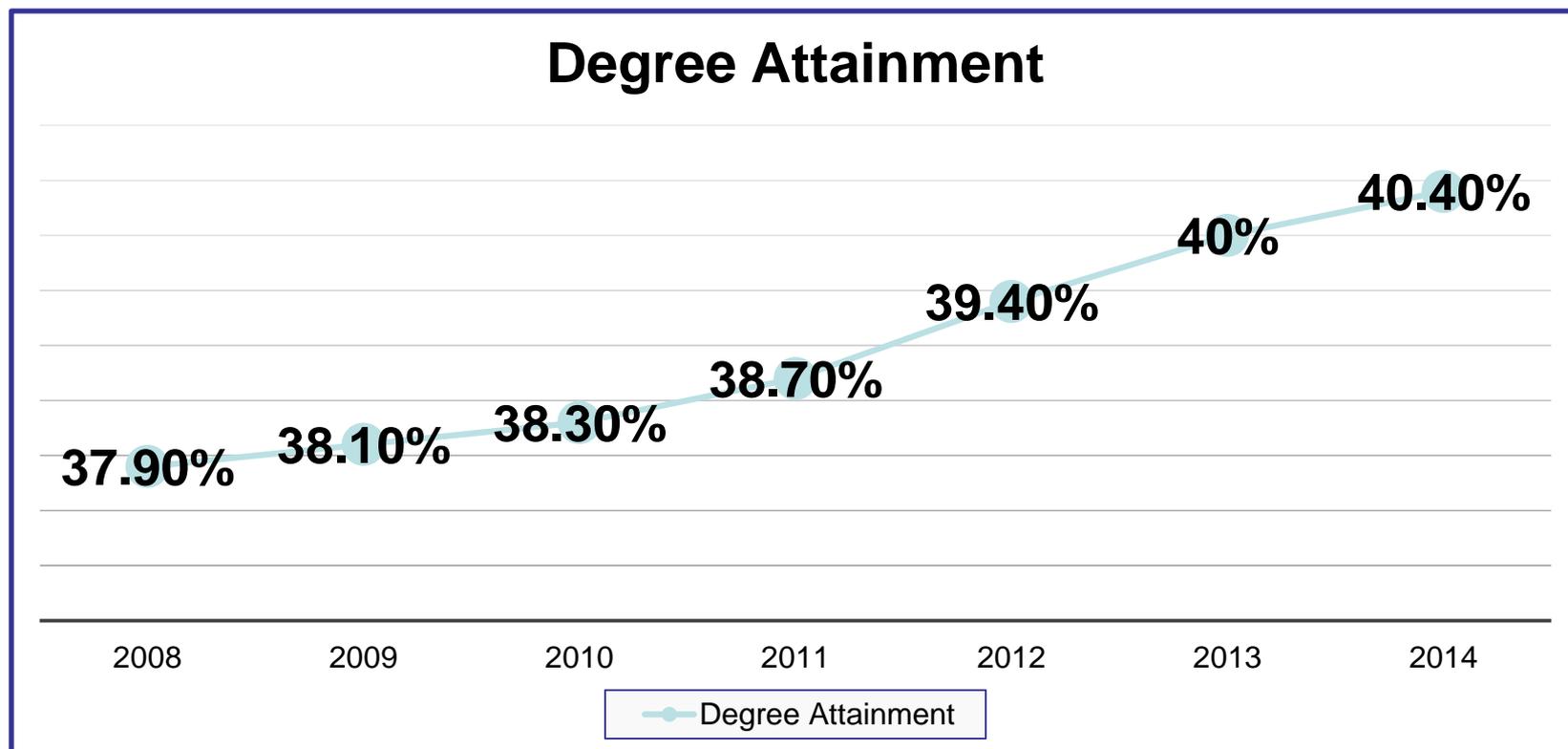
Goal 2025:

To increase the proportion of Americans with degrees, certificates, and other **high-quality**¹ credentials to 60% by the year 2025.

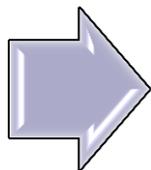
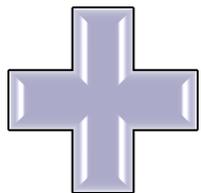
¹ High-quality credentials have clear and transparent learning outcomes leading to further education and employment.

WHERE ARE WE?

Degree Attainment in the US



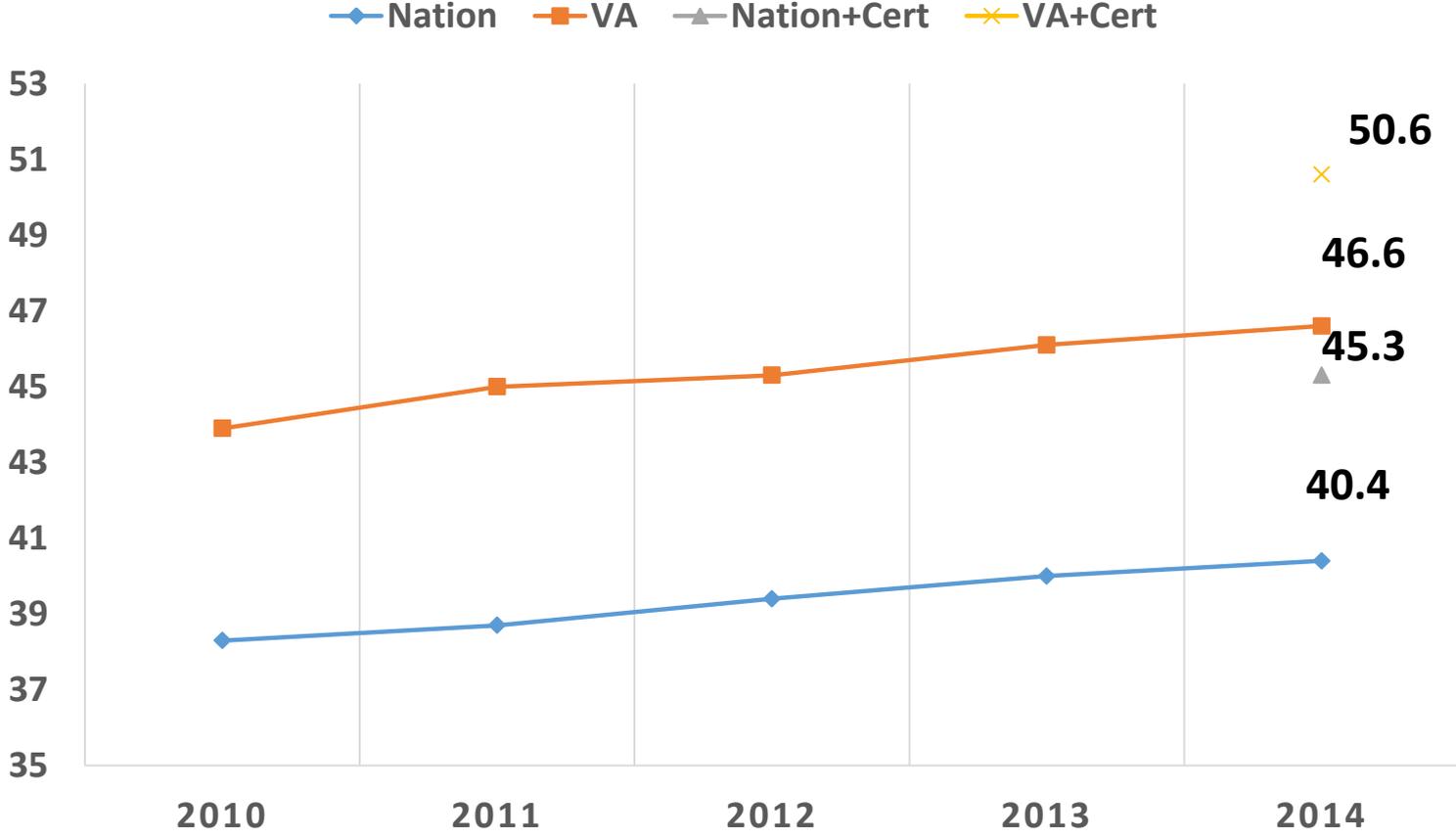
40.4%
Degrees



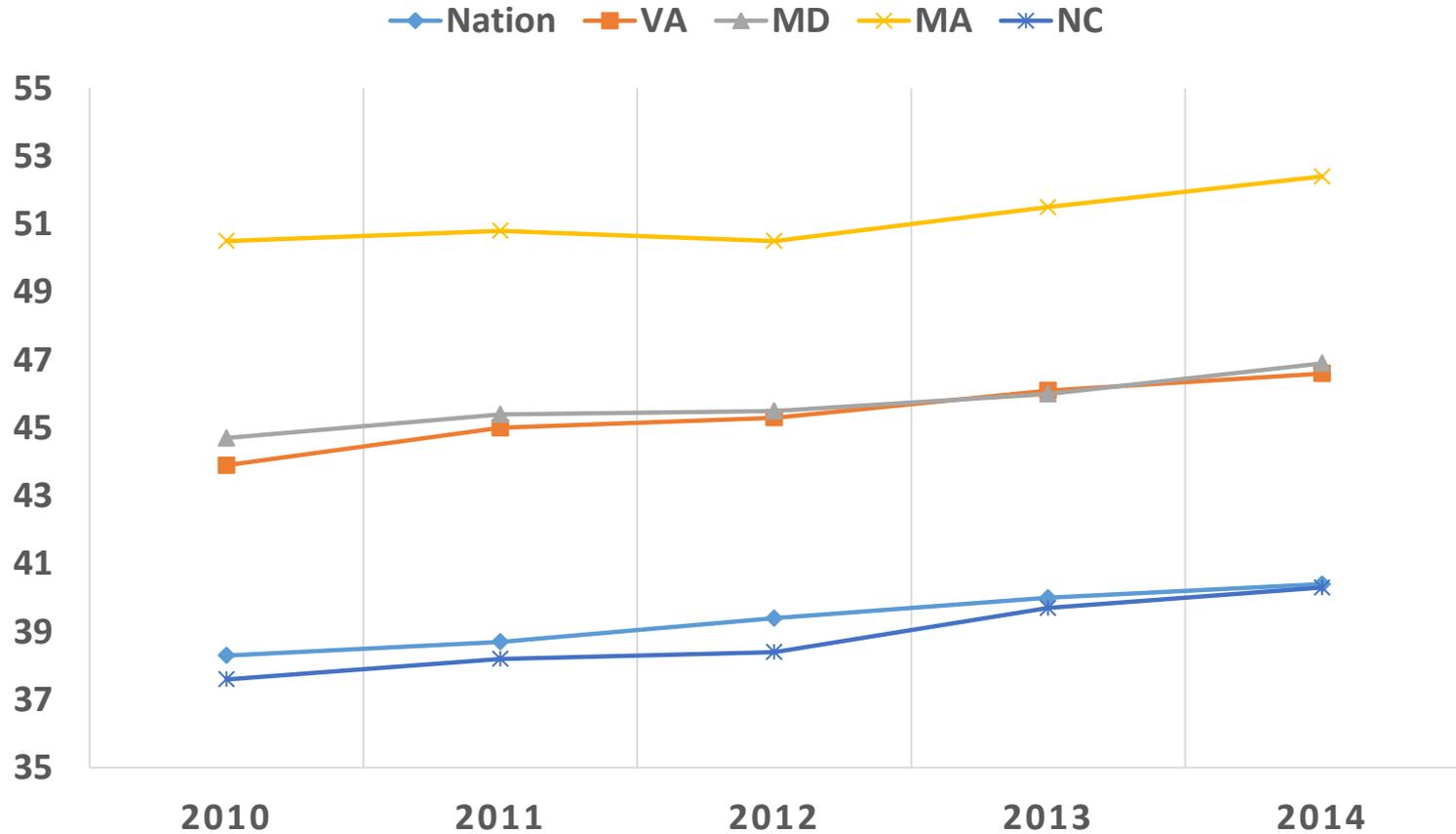
4.9%
Certificates

45.3%
Postsecondary
Attainment
Rate

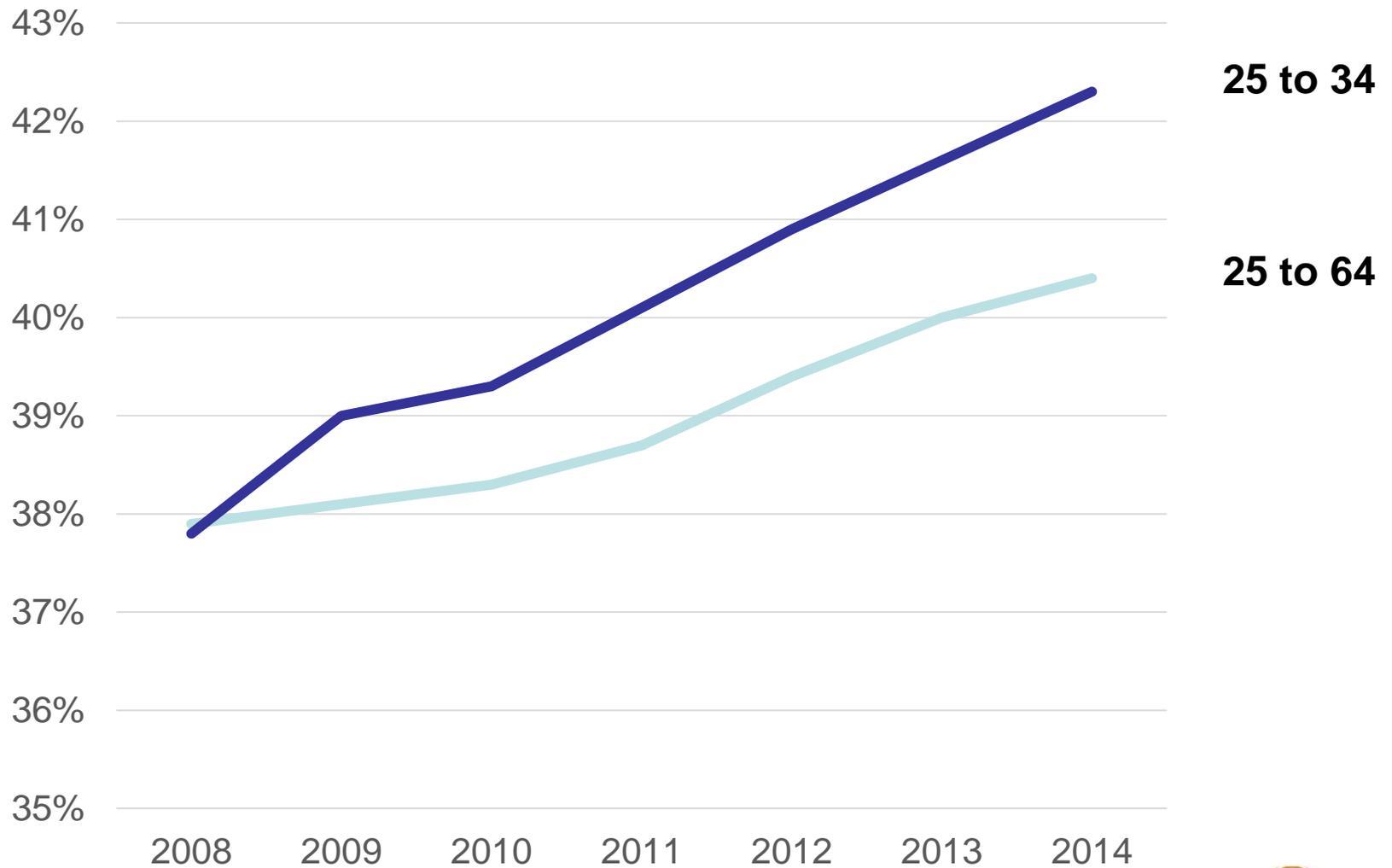
Degree Attainment in Virginia 25-64 Year Olds



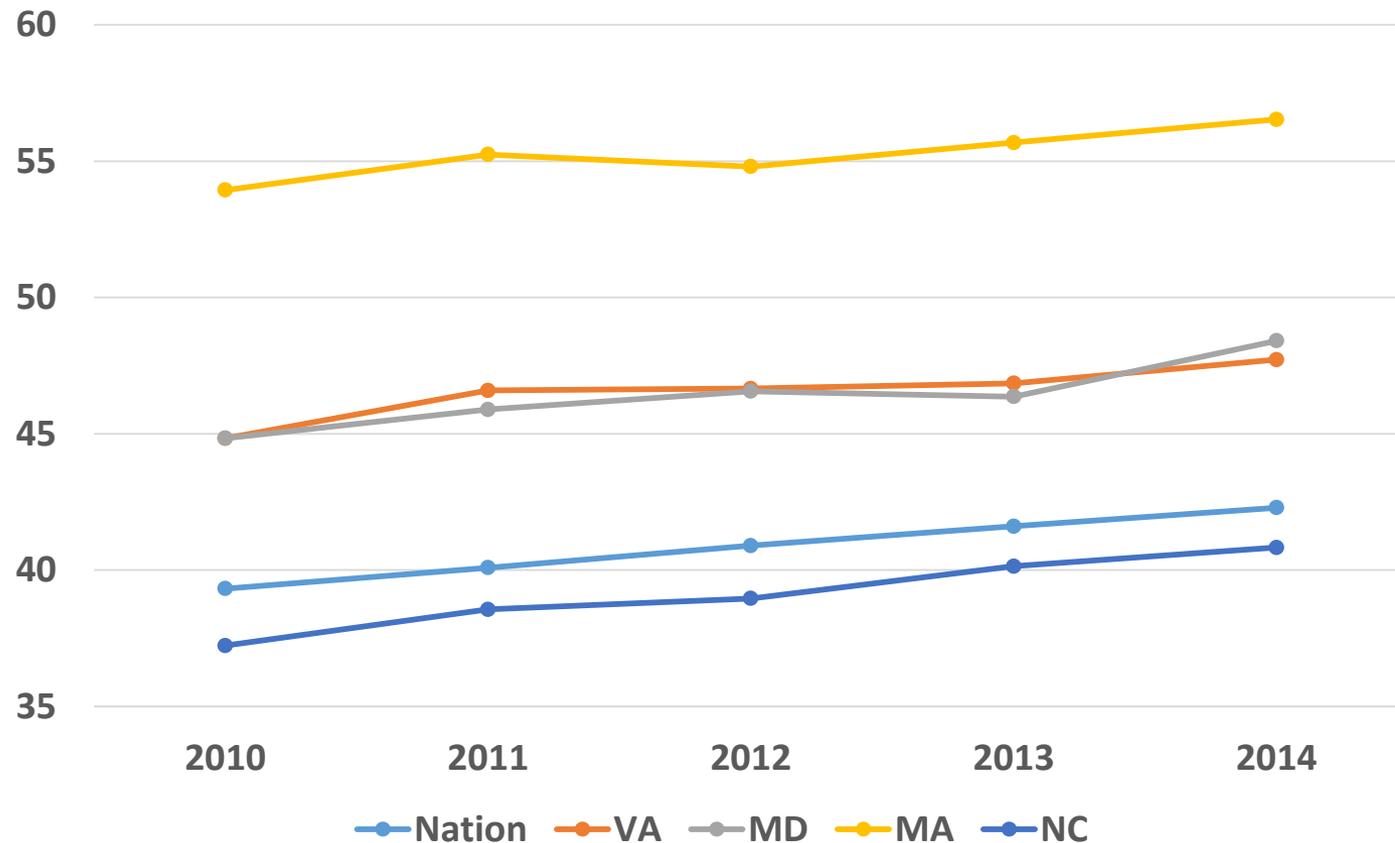
Degree Attainment 25-64 Year Olds



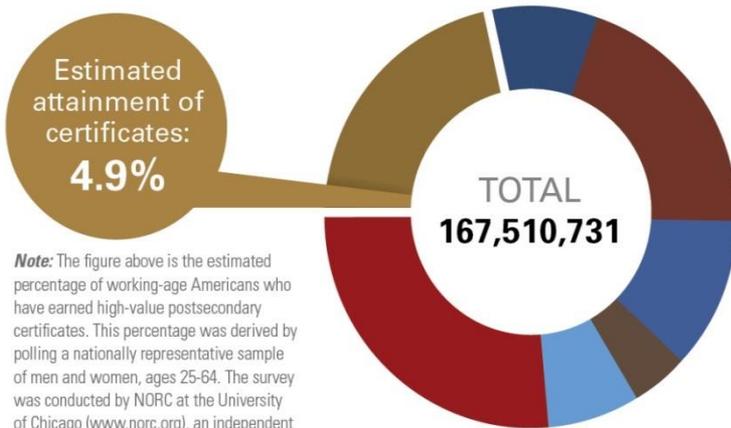
Changes in Attainment since 2008



Degree Attainment: Young Adult Growth



Levels of education for United States residents, ages 25-64

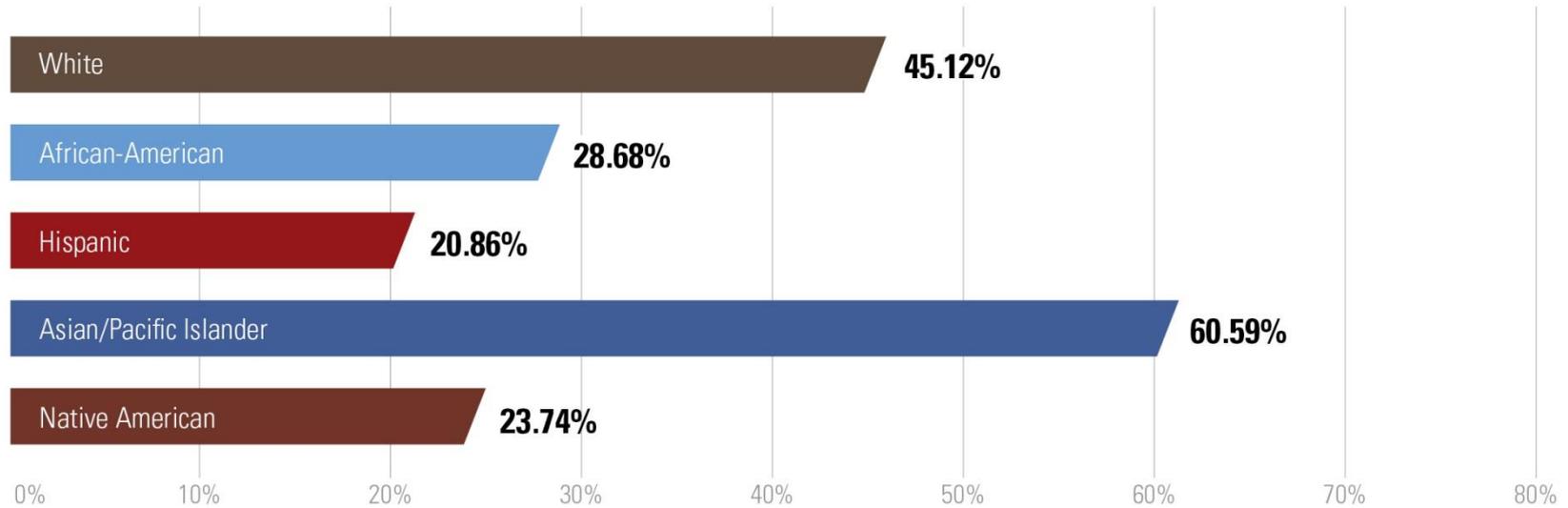


Note: The figure above is the estimated percentage of working-age Americans who have earned high-value postsecondary certificates. This percentage was derived by polling a nationally representative sample of men and women, ages 25-64. The survey was conducted by NORC at the University of Chicago (www.norc.org), an independent research institution.

| | | |
|--|-------------------|---------------|
| Less than ninth grade | 7,860,755 | 4.69% |
| Ninth to 12th grade, no diploma | 11,782,229 | 7.03% |
| High school graduate (including equivalency) | 44,135,232 | 26.35% |
| Some college, no degree | 36,011,451 | 21.50% |
| Associate degree | 14,935,196 | 8.92% |
| Bachelor's degree | 33,565,969 | 20.04% |
| Graduate or professional degree | 19,219,899 | 11.47% |

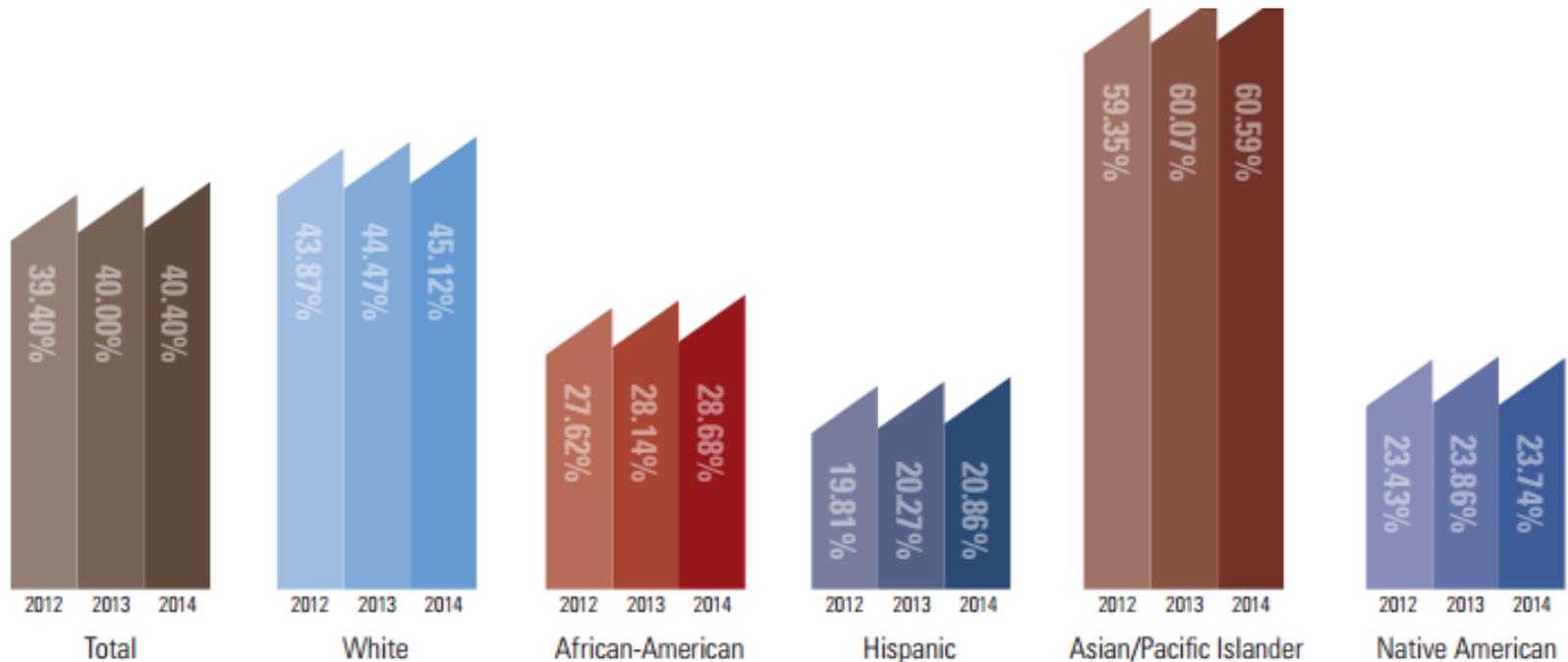
Source: U.S. Census Bureau, 2014 American Community Survey

Degree-attainment rates among United States residents (ages 25-64), by population group

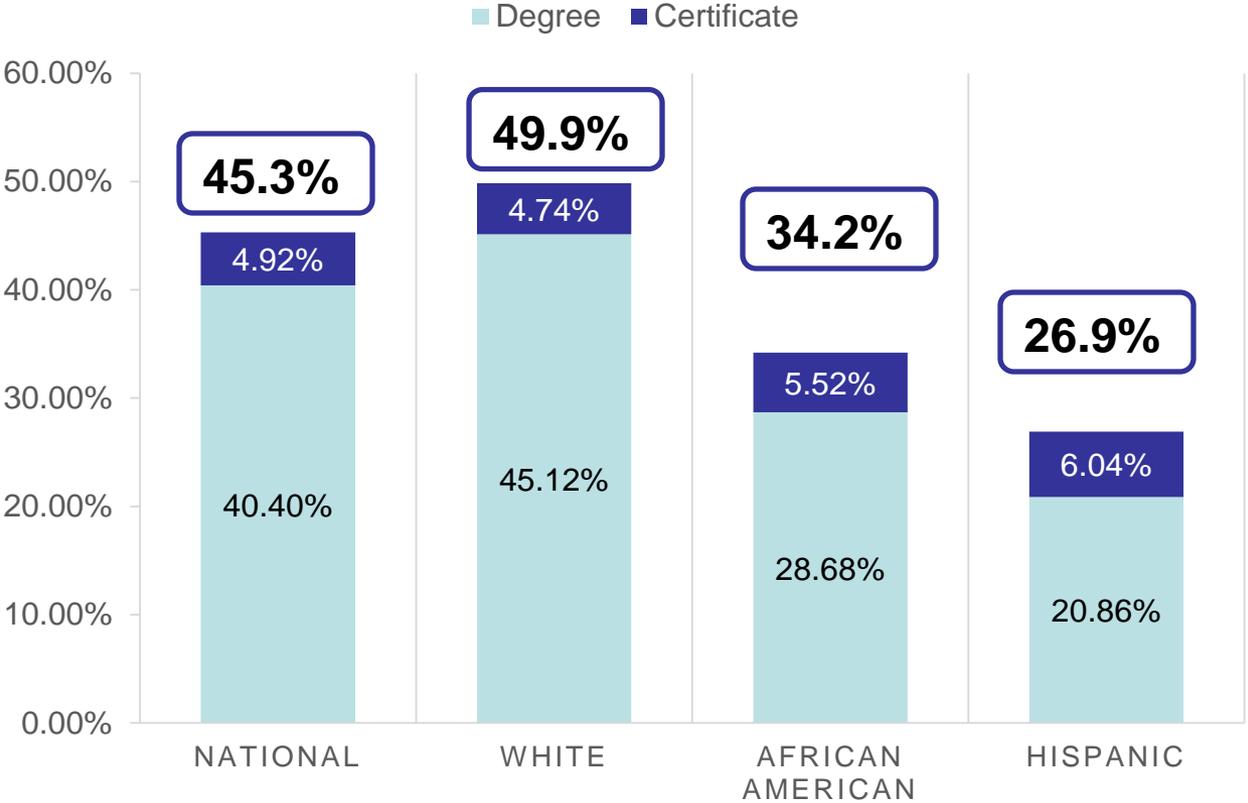


Source: U.S. Census Bureau, 2012-14 American Community Survey PUMS File

Degree Attainment by Race/Ethnicity



Attainment Rate by Race/Ethnicity



Levels of education for Virginia residents, ages 25-64

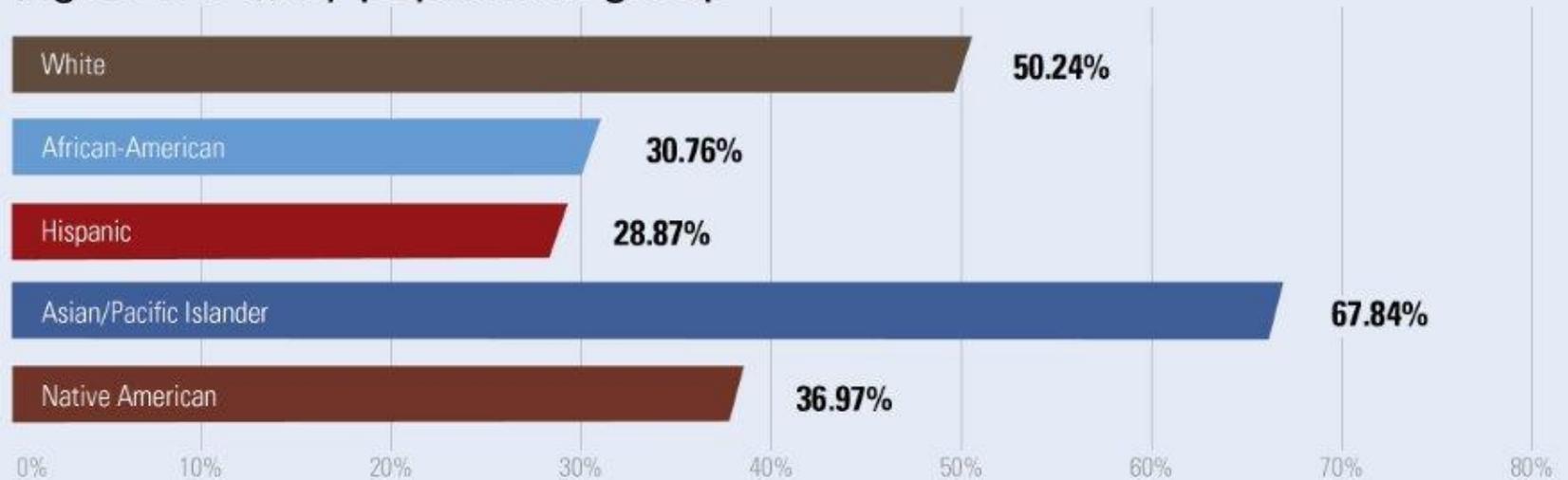


Estimated attainment of certificates: **4%**

Note: The accompanying pie chart does not account for residents who have earned high-value postsecondary certificates. The percentage above – admittedly, an **estimate** – aims to fill that gap. To calculate this percentage, labor market experts at the Georgetown University Center on Education and the Workforce used Survey of Income Program Participation 2008 Wave 12 data (2012) and data from the Integrated Postsecondary Education Data System (IPEDS) 2014.

Source: U.S. Census Bureau, 2014 American Community Survey

Degree-attainment rates among Virginia residents (ages 25-64), by population group

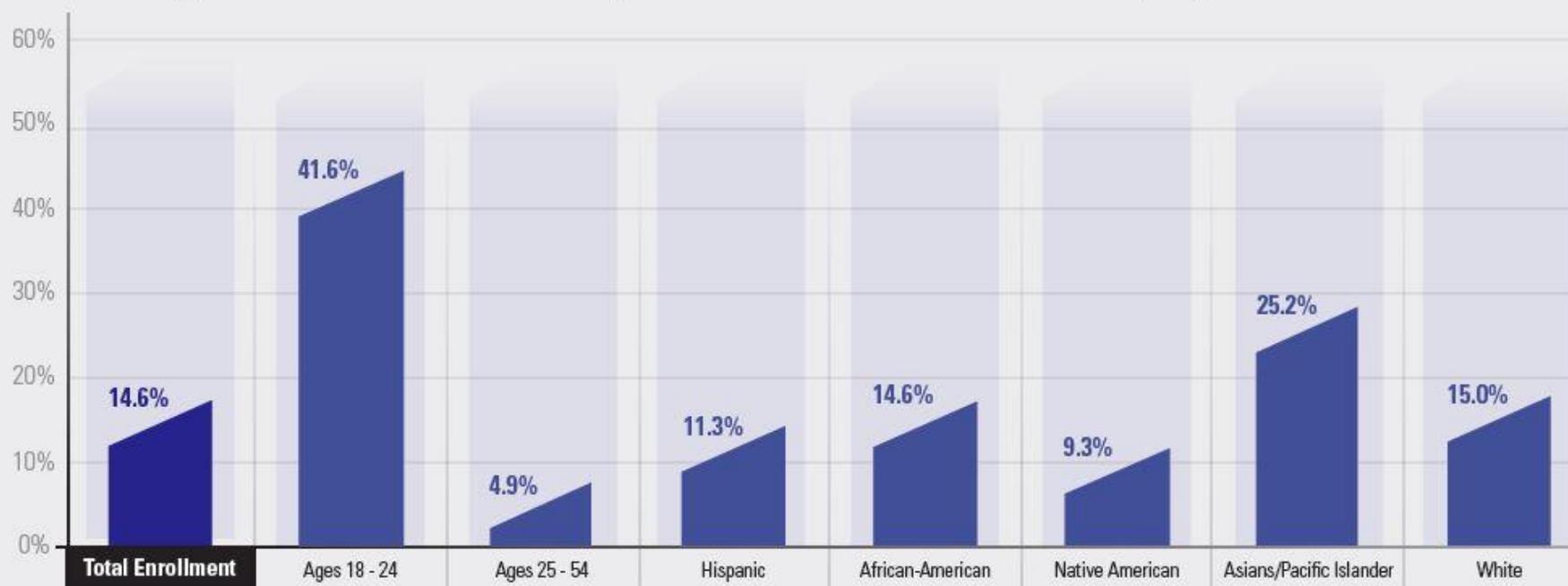


Source: U.S. Census Bureau, 2012, 2013, and 2014 American Community Survey One-Year PUMS Files

WHERE ARE WE?

Enrollment: Percent Enrolled Without Degree

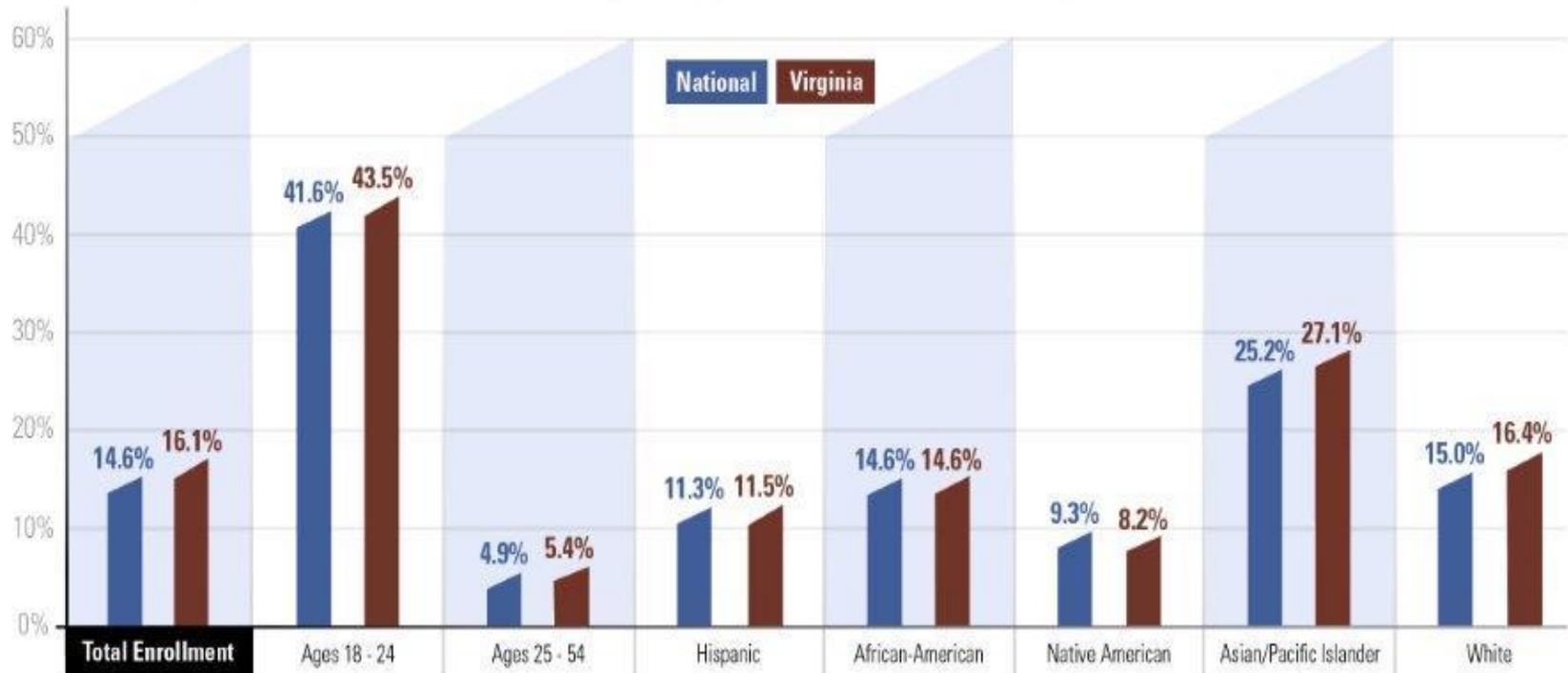
College enrollment among United States residents, ages 18-54



Source: U.S. Census Bureau, 2014 American Community Survey One-Year Public Use Microdata Sample

Note: These percentages reflect the enrollment of non-degree-holding students, ages 18-54, at public and private, two-year and four-year postsecondary institutions

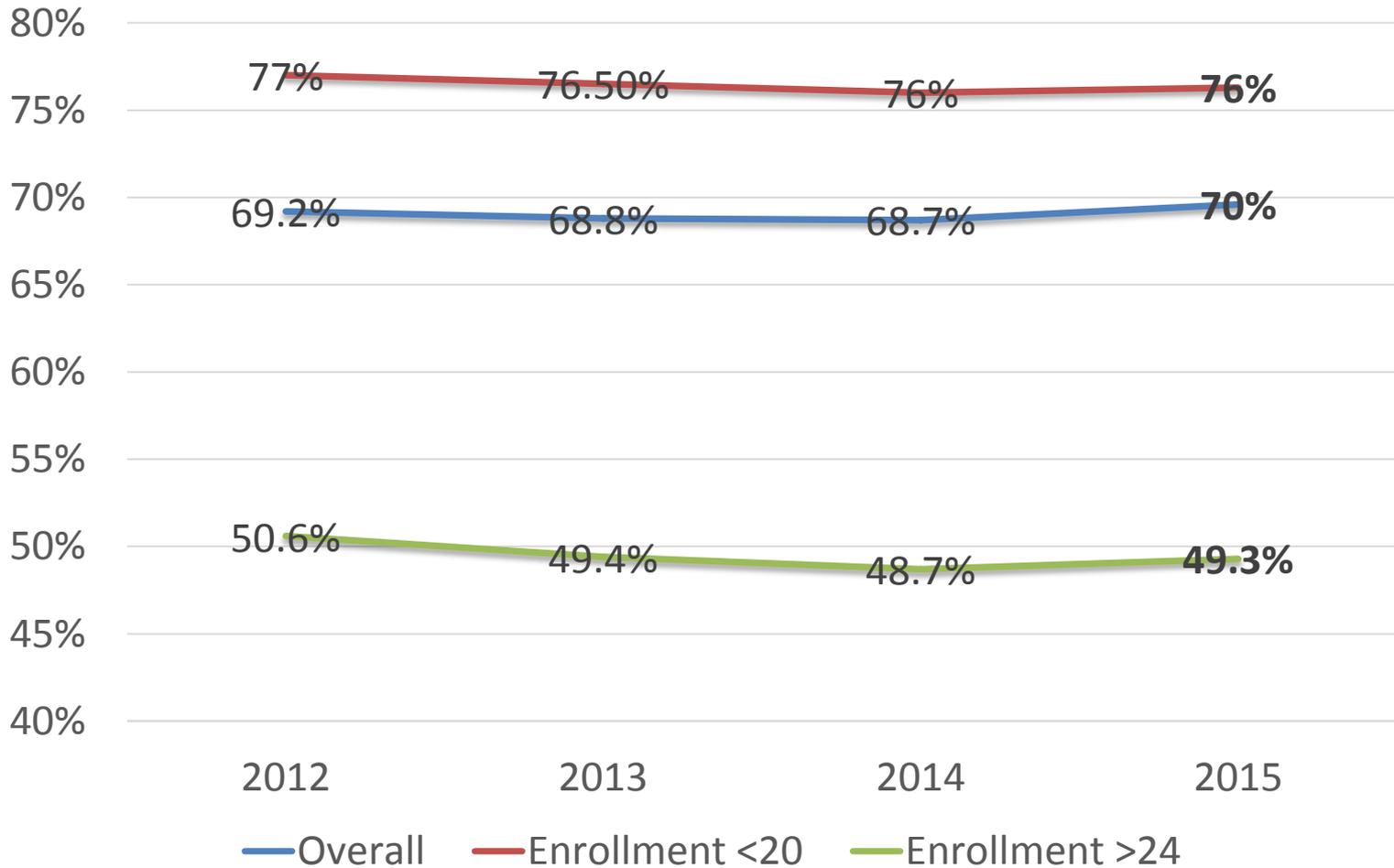
College enrollment among Virginia residents, ages 18-54



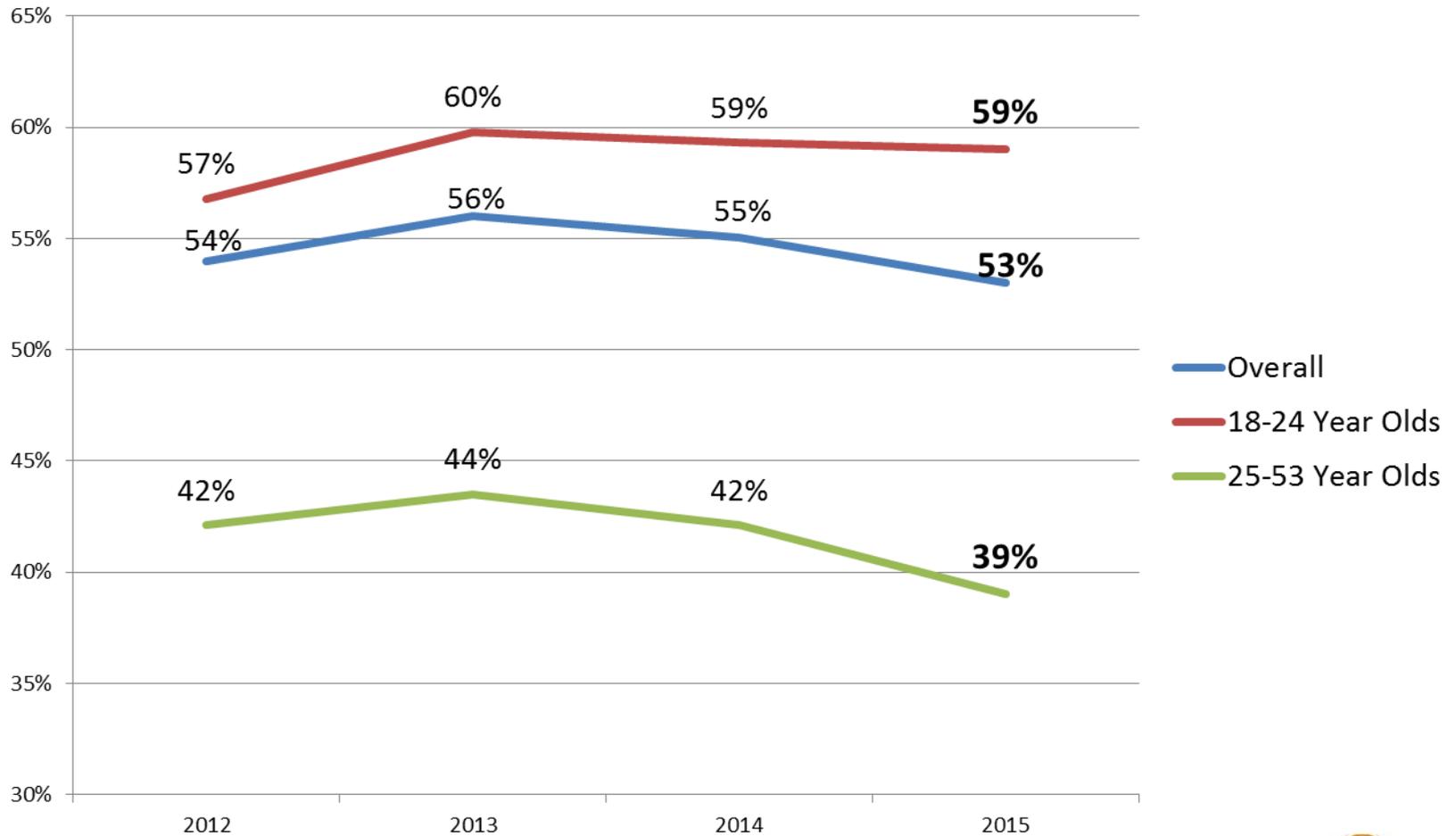
Source: U.S. Census Bureau, 2014 American Community Survey One-Year Public Use Microdata Sample

Note: These percentages reflect the enrollment of non-degree-holding students, ages 18-54, at public and private, two-year and four-year postsecondary institutions

Persistence: Increase the persistence rate of current students from 1st year to 2nd year



Completion: Increase the overall annual higher education completion rate



WHAT DO WE KNOW?

In your opinion, how important is it to increase the proportion of Americans with a degree or professional certificate beyond high school?

(Percent responding “Very important”)

| AWARENESS | 2012 | 2013 | 2014 | 2015 |
|------------------|-------------|-------------|-------------|-------------|
| Overall | 43% | 51% | 61% | 58% |
| Hispanic | N/A | N/A | 72% | 71% |
| African-American | N/A | N/A | 74% | 70% |
| White | N/A | N/A | 56% | 54% |
| Ages 18-34 | N/A | N/A | 63% | 55% |
| Ages 35-64 | N/A | N/A | 59% | 59% |

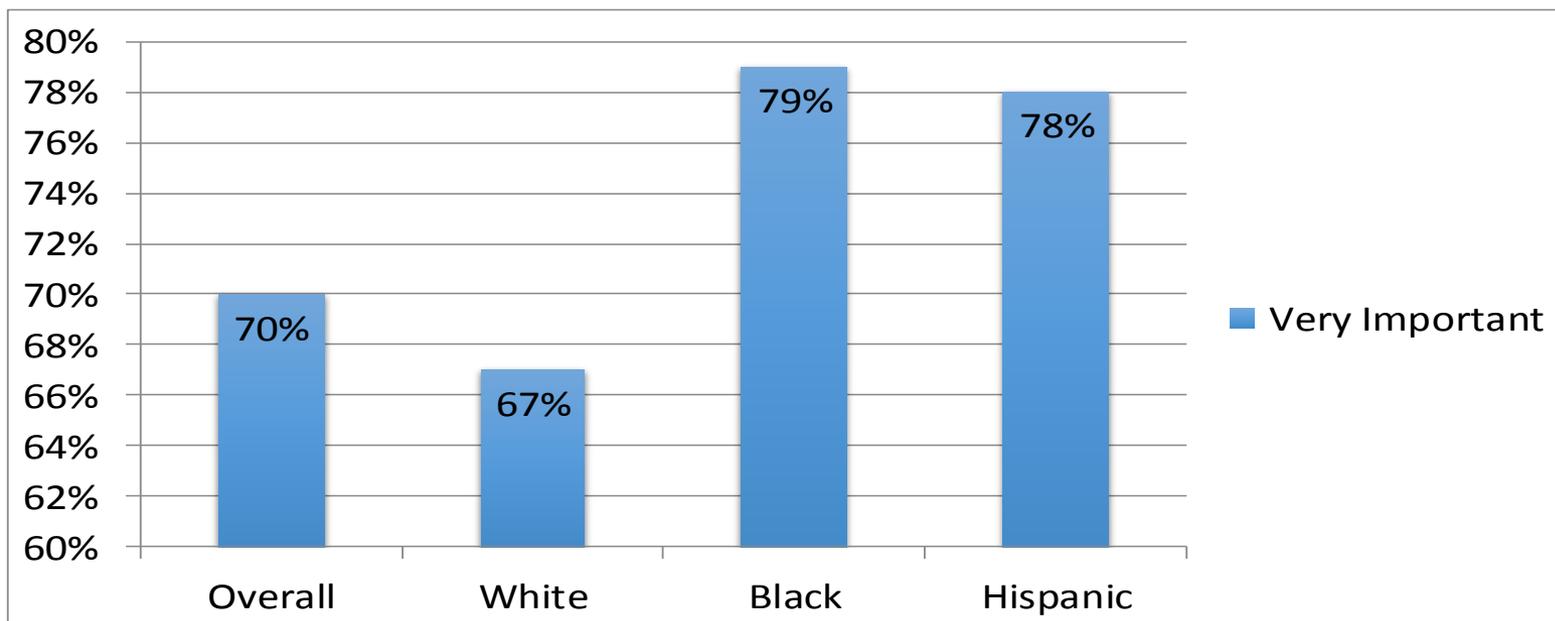
Source: 2015 Gallup/Lumina Poll

Importance of Credential

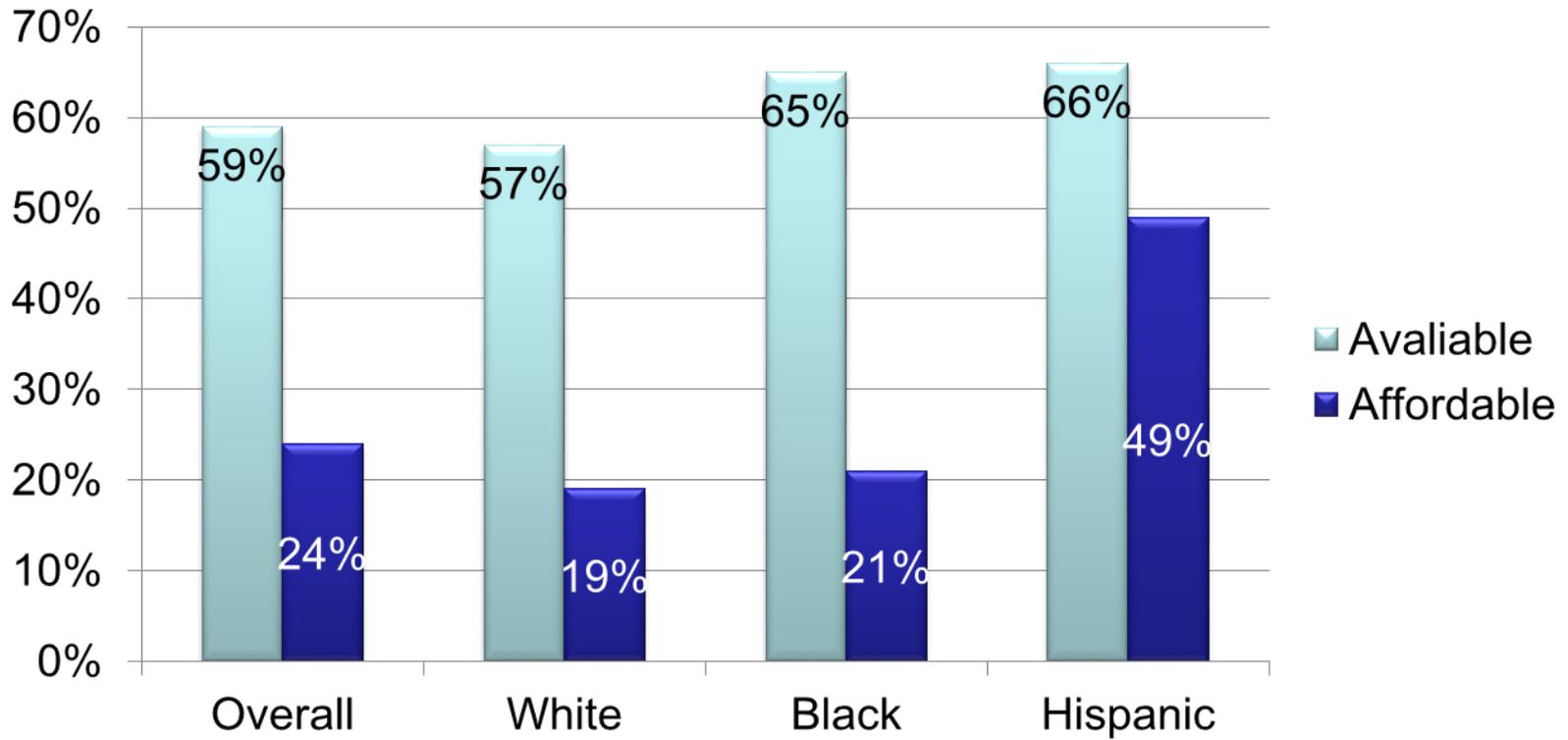
Adults value postsecondary credentials

How important is it for adults in this country to have a degree or professional certificate beyond high school?

| | % Very important | % Somewhat important | % Not very important | % Not at all important |
|--|------------------|----------------------|----------------------|------------------------|
| | 70 | 25 | 4 | 2 |



Barriers to Postsecondary Education



Credentials = Quality of Life

% Strongly agree that a college degree or professional certificate leads to a better quality of life

36%

WHITES

50%

BLACKS

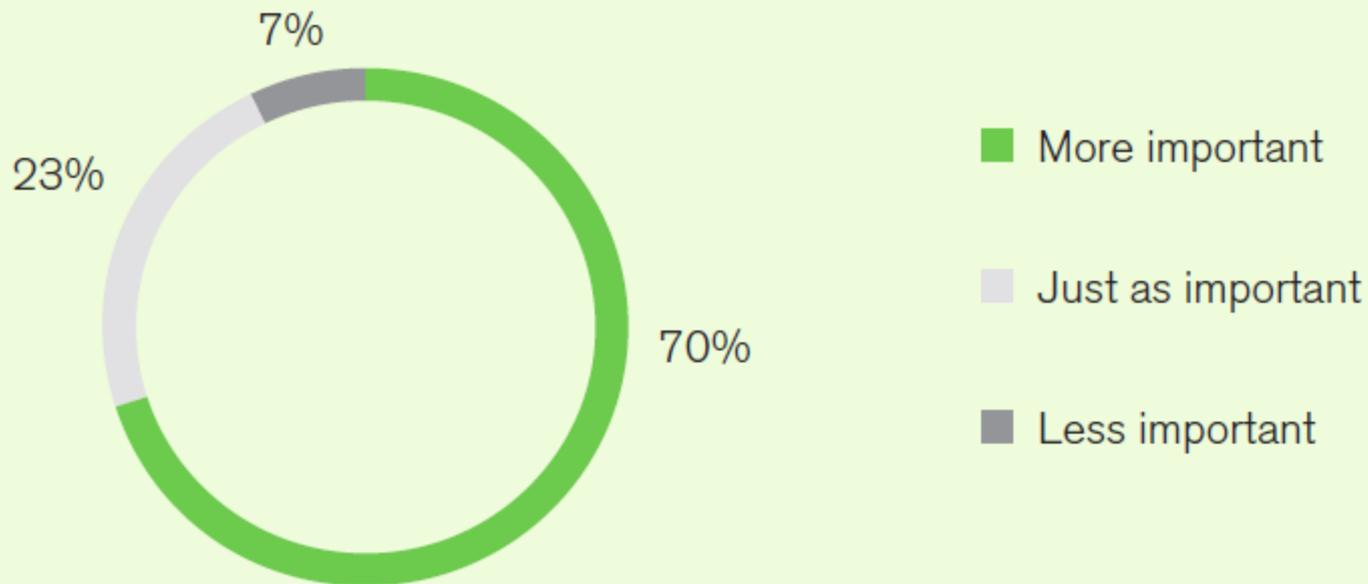
62%

HISPANICS

41% Overall

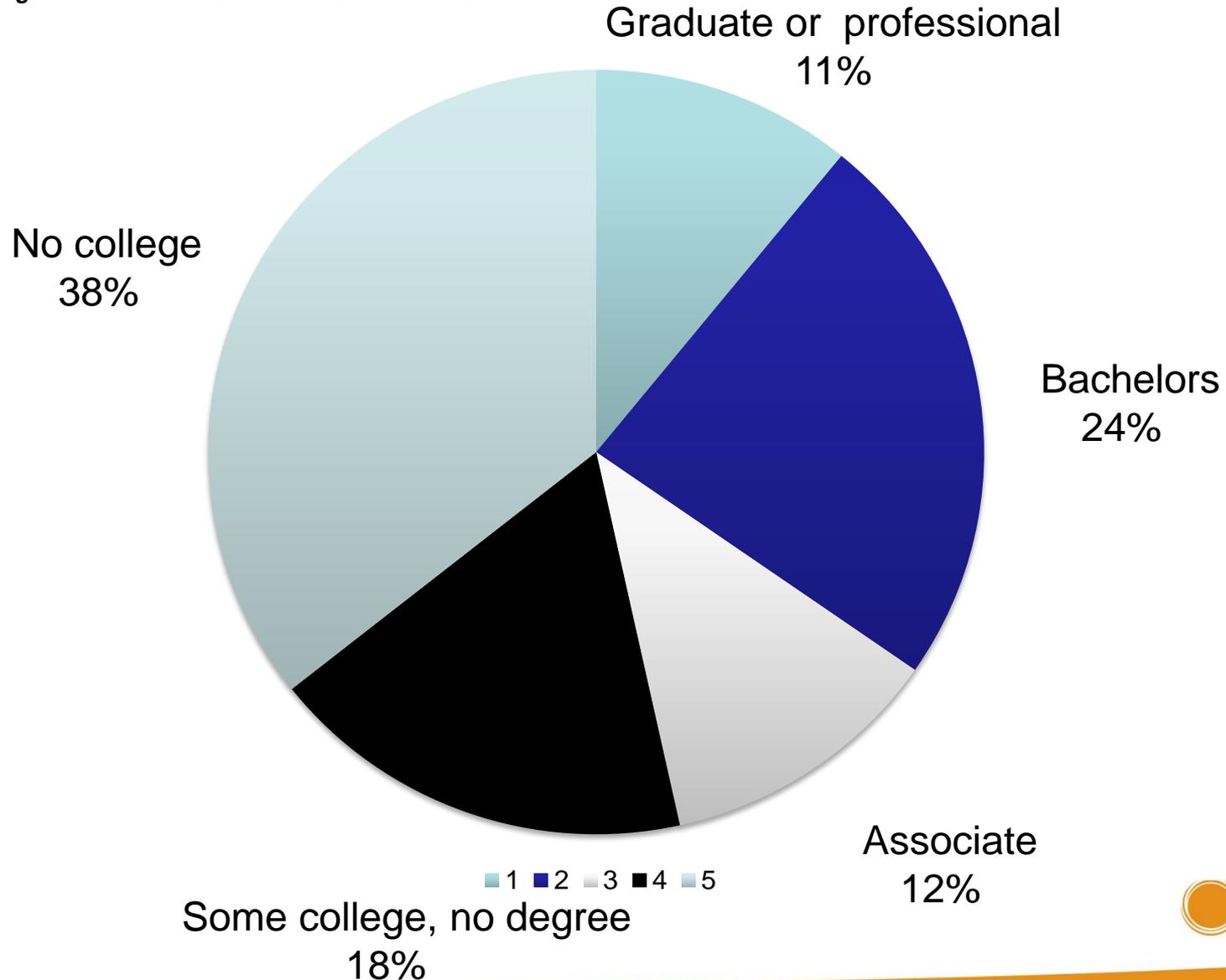
Credentials = Employment

In your opinion, how important will it be in the future to have a degree or professional certificate beyond high school in order to get a good job?



55 million new jobs by 2020

Source: Georgetown Center on Education and the Workforce

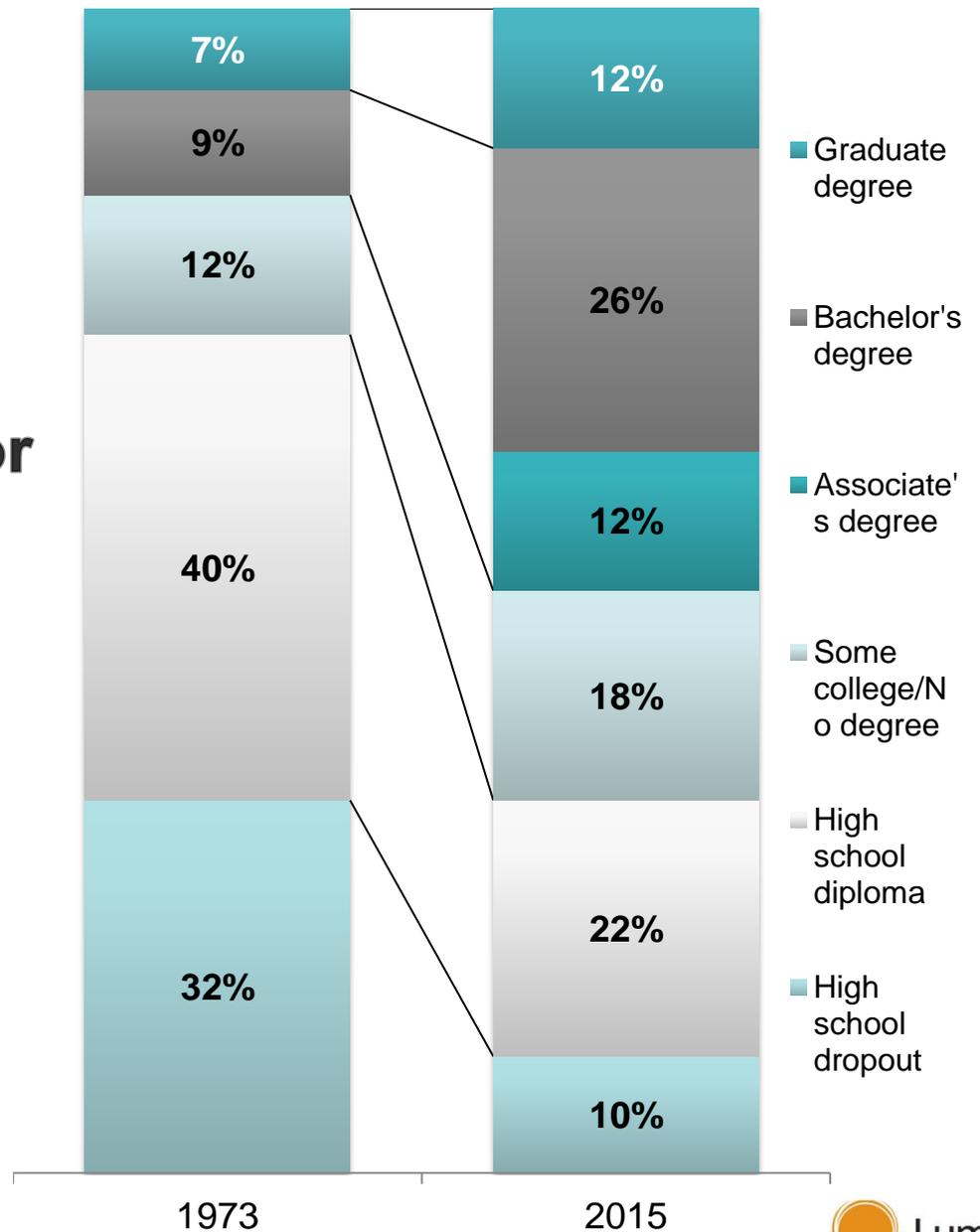


Growth in Working Age Population (25-54)

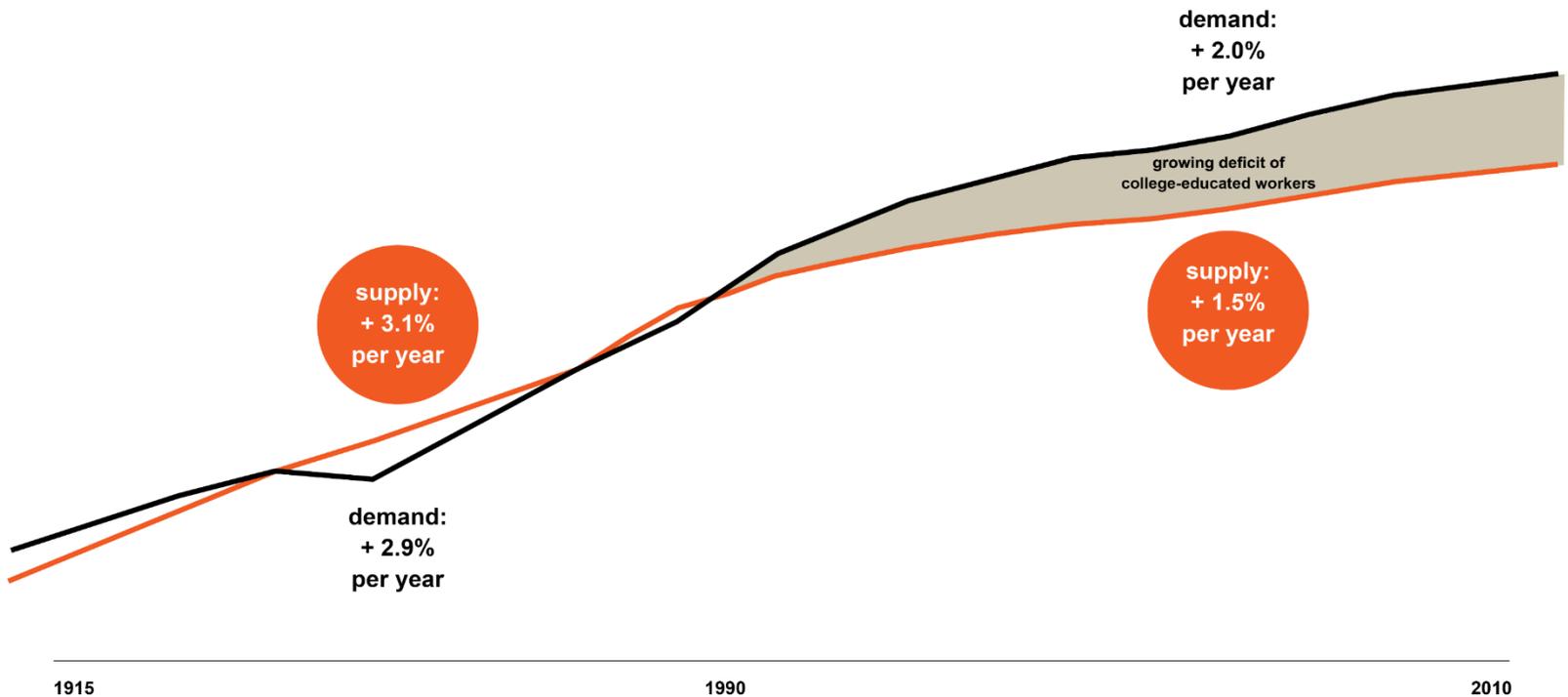
From 2010-2040

- Growth across the country by 15%
- Midwest and Northeast states will see a decline
- Virginia will see a 17.6% growth

Educational Demand for Jobs: 1973 and 2015



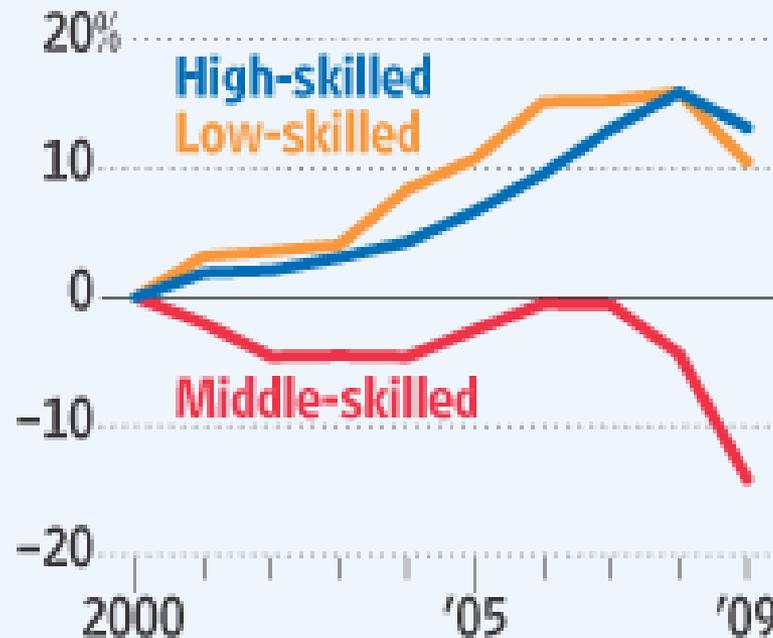
From 1915 to 1980, supply grew in tandem with demand. But, starting in 1990, the share of college-educated young people in the workforce rose very slowly while demand accelerated



Stuck in the Middle

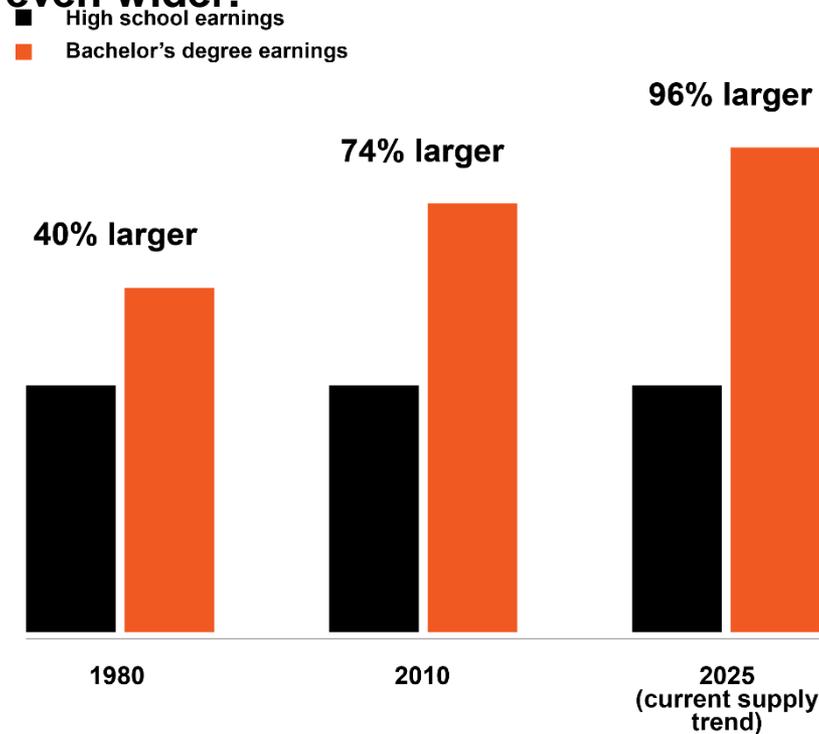
The recession has accelerated a longer-term decline in middle-skilled, middle-wage jobs.

Cumulative change in employment since 2000, by skill level

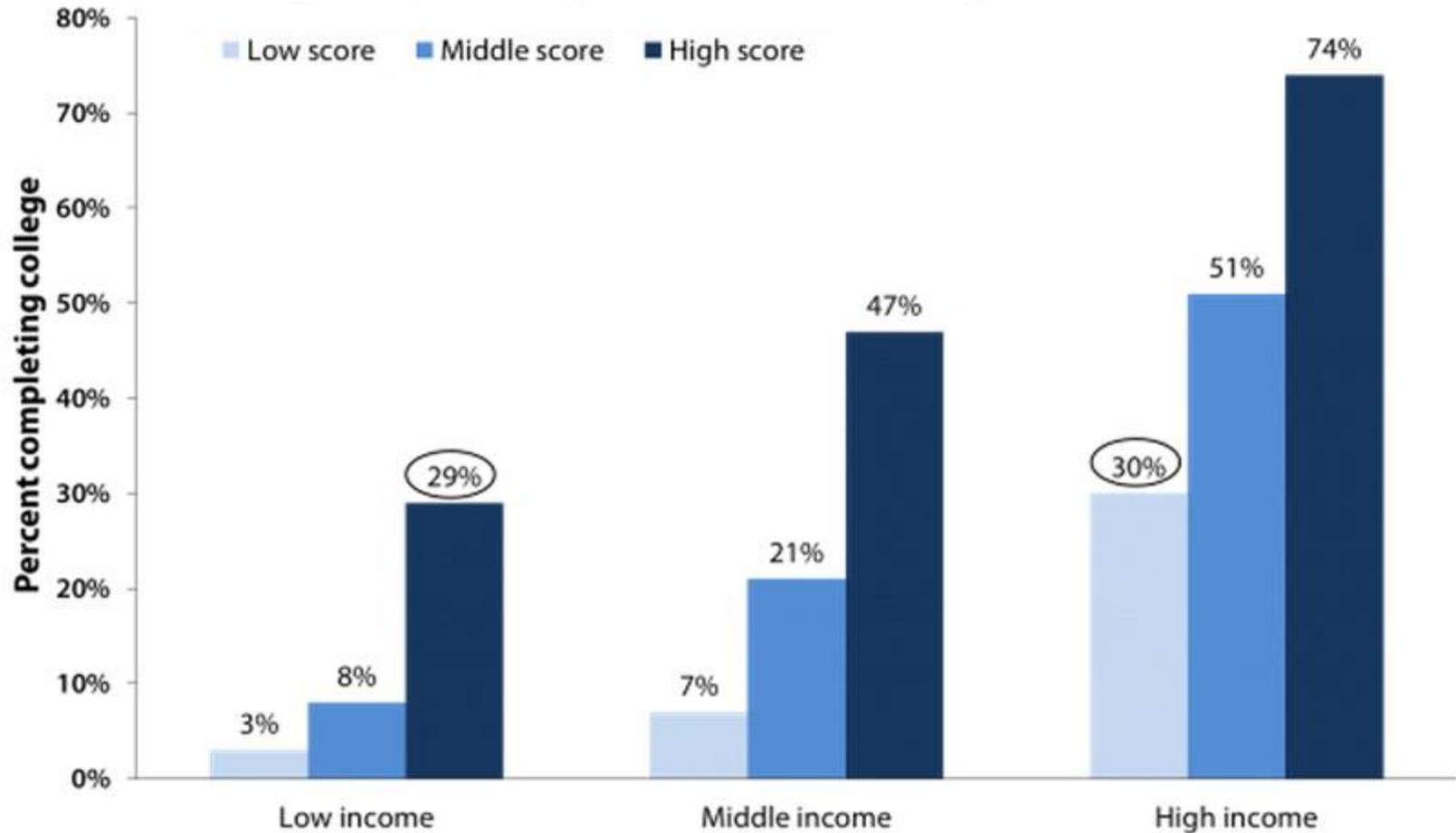


Sources: David Autor, MIT; Labor Dept.

If we continue to under-produce college-educated workers, the large and growing gap between the earnings of Americans of different educational attainment will grow even wider.



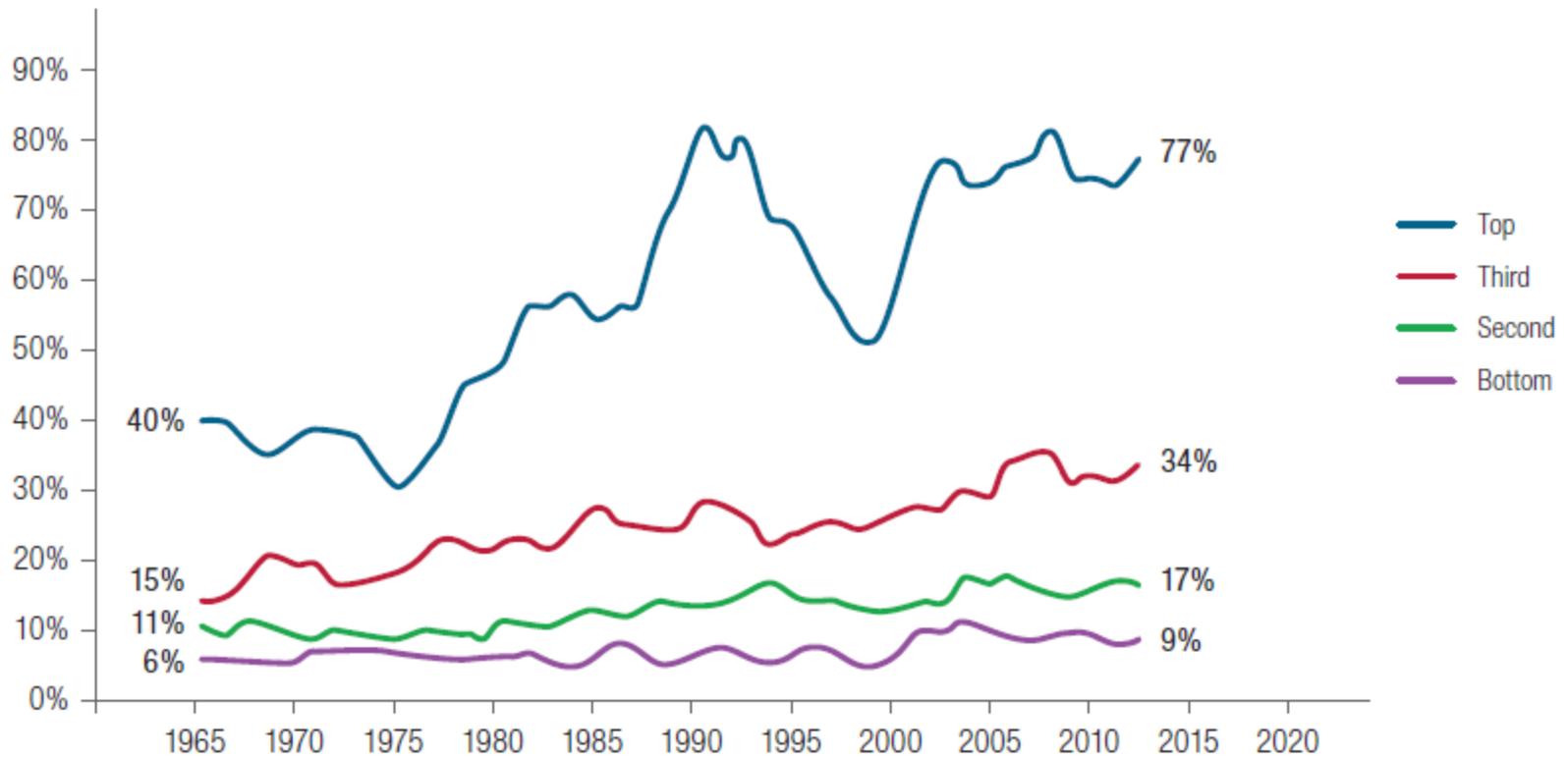
College completion by income status and 8th-grade test scores



Note: Low income is defined as the bottom 25%, middle income is middle 50%, and high income is top 25%.

Source: Author's analysis of Fox, Connolly, and Snyder (2005)

Equity Indicator 5a: Bachelor's degree attainment by age 24 for dependent family members by family income quartile: 1970-2013

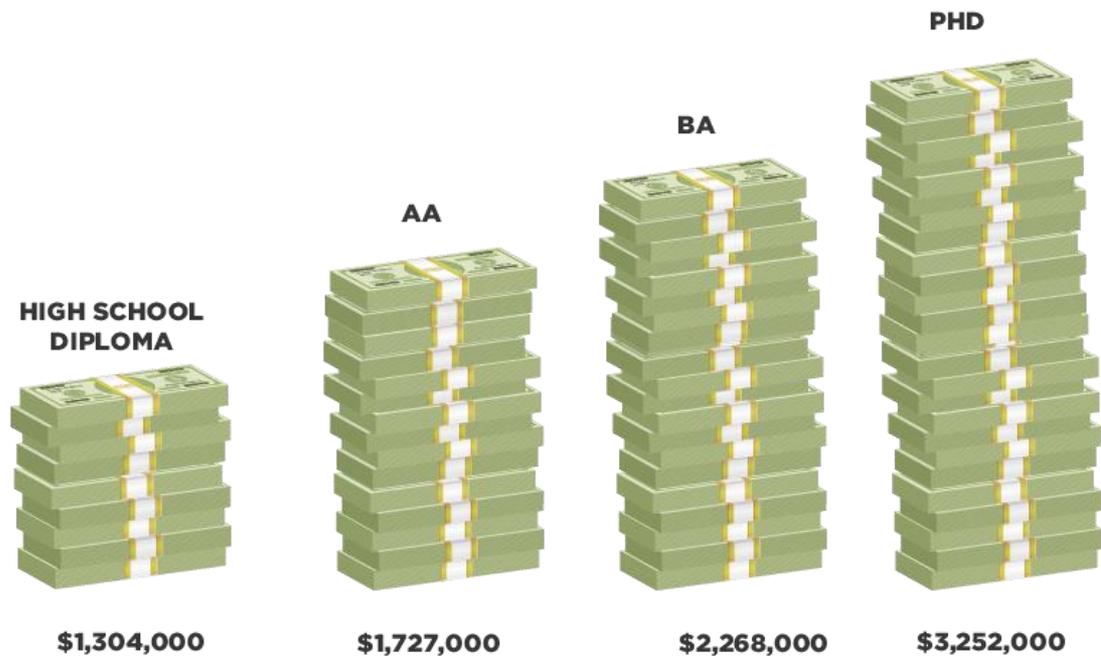


The Growth of the Value of College Has Been Good for Educated Workers and Employers

- The college wage premium has spiked since 1967.
- Average wage advantages for college workers over high school workers has doubled *even though* the number of college graduates has *quadrupled*.
- Four-year college graduates make up 37% of the workforce and 57% of the labor value added in the economy.



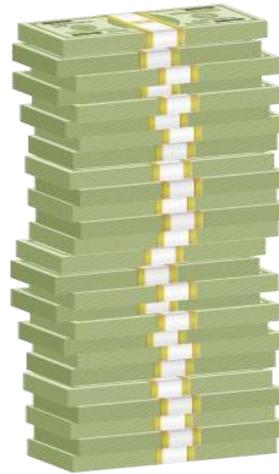
New Rules for Learning & Earnings: More Education Pays



LIFETIME EARNINGS BY EDUCATIONAL ATTAINMENT (IN 2009\$)

Sometimes, Less is More

COMPUTER CERTIFICATE



\$72,500

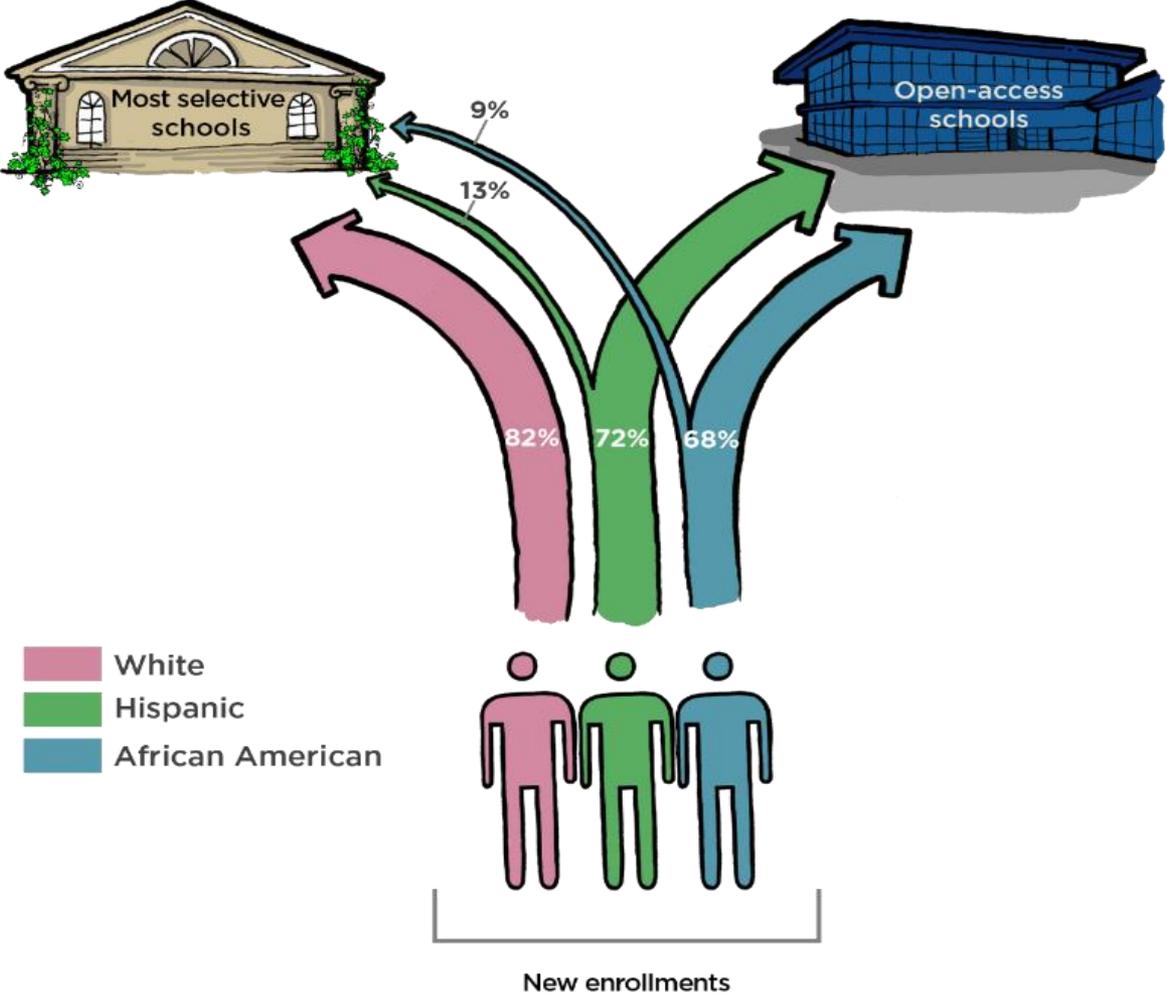
MEDIAN BA



\$54,300

ANNUAL EARNINGS

The Rise in the Economic Value of College Has Been Bad News for the Have Nots

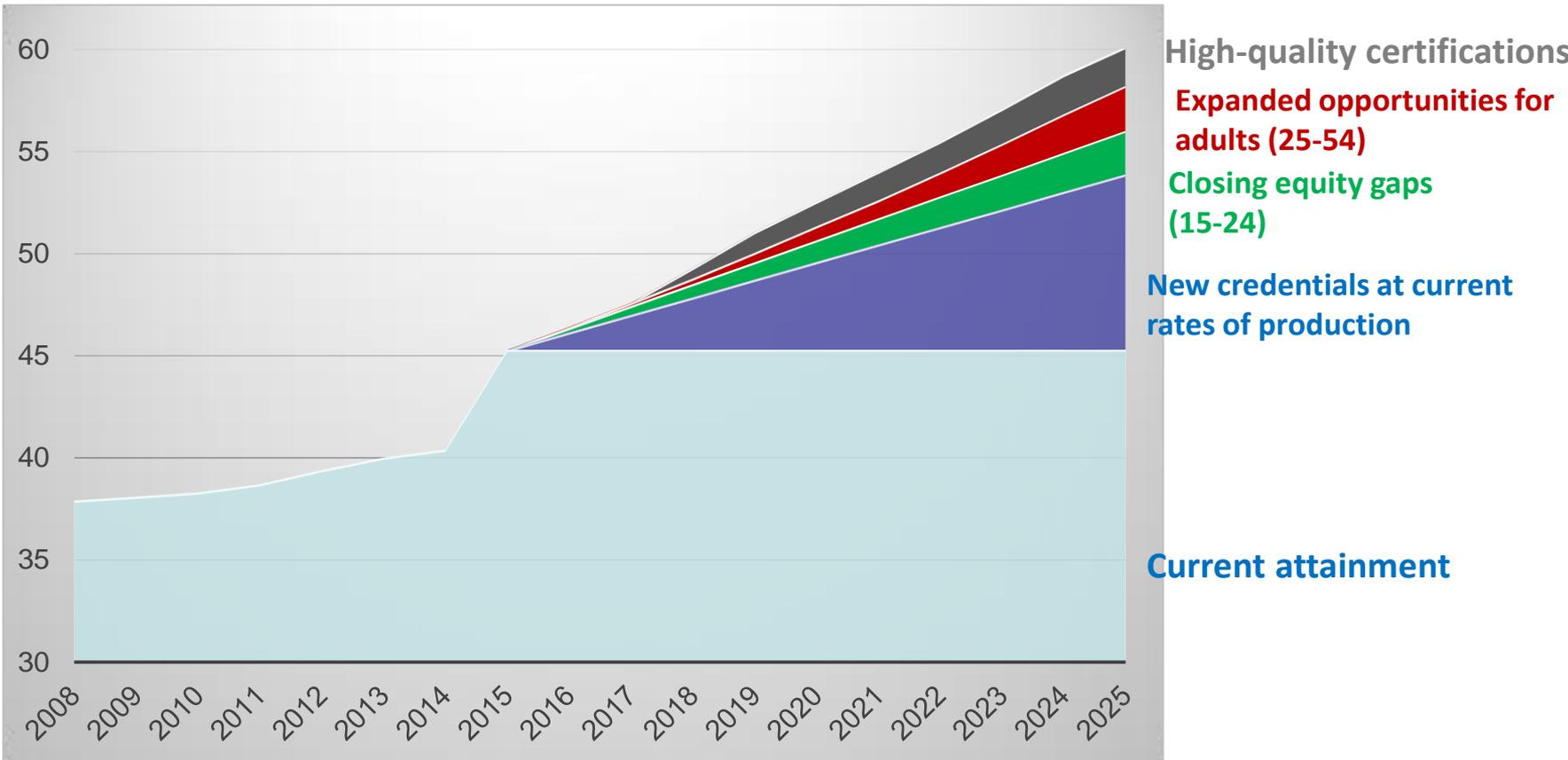


HOW DO WE GET THERE?

Roadmap for Reaching Goal 2025

- Close equity gaps in degree production for under-represented students (15 to 24)
- Create pathways to credentials for adults (25 to 54)
- Recognize certifications that meet Lumina definition of high quality credentials

Roadmap for Reaching Goal 2025



A woman with curly hair, wearing a grey sweater, is looking upwards with a thoughtful expression. She is carrying a black bag. The scene is set in a busy transit station with blurred figures of other people in the background, suggesting movement and a crowded environment. The text 'A STRONGER NATION' is overlaid on the image in large, white, bold letters.

**A STRONGER
NATION**