Goal 2025:

To increase the proportion of Americans with degrees, certificates, and other high-quality 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

Degree Attainment

- 2008: 37.90%
- 2009: 38.10%
- 2010: 38.30%
- 2011: 38.70%
- 2012: 39.40%
- 2013: 40%
- 2014: 40.40%
40.4% Degrees + 4.9% Certificates = 45.3% Postsecondary Attainment Rate
Degree Attainment in Virginia 25-64 Year Olds

- Nation
- VA
- Nation+Cert
- VA+Cert

Data points:
- 2010: Nation 39.4, VA 40.4, Nation+Cert 45.3, VA+Cert 50.6
- 2011: Nation 40.4, VA 41.4, Nation+Cert 46.6, VA+Cert 51.8
- 2012: Nation 41.4, VA 42.4, Nation+Cert 47.8, VA+Cert 53.0
- 2013: Nation 42.4, VA 43.4, Nation+Cert 49.0, VA+Cert 54.2
- 2014: Nation 43.4, VA 44.4, Nation+Cert 50.6, VA+Cert 55.8

Source: Lumina Foundation
Degree Attainment 25-64 Year Olds

![Line graph showing degree attainment across different states and years from 2010 to 2014. The graph compares the nation's data with data from Virginia (VA), Maryland (MD), Massachusetts (MA), and North Carolina (NC). The data shows an overall increase in degree attainment across all regions over the years.]
Changes in Attainment since 2008

- 25 to 34
- 25 to 64
Degree Attainment: Young Adult Growth
Levels of education for United States residents, ages 25-64

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than ninth grade</td>
<td>7,860,755</td>
<td>4.69%</td>
</tr>
<tr>
<td>Ninth to 12th grade, no diploma</td>
<td>11,782,229</td>
<td>7.03%</td>
</tr>
<tr>
<td>High school graduate (including equivalency)</td>
<td>44,135,232</td>
<td>26.35%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>36,011,451</td>
<td>21.50%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>14,935,196</td>
<td>8.92%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>33,565,969</td>
<td>20.04%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>19,219,899</td>
<td>11.47%</td>
</tr>
</tbody>
</table>

Note: The figure above is the estimated percentage of working-age Americans who have earned high-value postsecondary certificates. This percentage was derived by pooling 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.

Source: U.S. Census Bureau, 2014 American Community Survey
Degree-attainment rates among United States residents (ages 25-64), by population group

- White: 45.12%
- African-American: 28.68%
- Hispanic: 20.86%
- Asian/Pacific Islander: 60.59%
- Native American: 23.74%

Source: U.S. Census Bureau, 2012-14 American Community Survey PUMS File
Degree Attainment by Race/Ethnicity
Attainment Rate by Race/Ethnicity

- **NATIONAL**
  - Degree: 40.40%
  - Certificate: 4.92%
  - Total: 45.3%

- **WHITE**
  - Degree: 45.12%
  - Certificate: 4.74%
  - Total: 49.9%

- **AFRICAN AMERICAN**
  - Degree: 28.68%
  - Certificate: 5.52%
  - Total: 34.2%

- **HISPANIC**
  - Degree: 6.04%
  - Certificate: 20.86%
  - Total: 26.9%
Levels of education for Virginia residents, ages 25-64

- Less than ninth grade: 163,920 (3.66%)
- Ninth to 12th grade, no diploma: 264,742 (5.91%)
- High school graduate (including equivalency): 1,055,520 (23.58%)
- Some college, no degree: 908,212 (20.29%)
- Associate degree: 349,271 (7.80%)
- Bachelor’s degree: 1,008,247 (22.52%)
- Graduate or professional degree: 726,537 (16.23%)

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

- White: 50.24%
- African-American: 30.76%
- Hispanic: 28.87%
- Asian/Pacific Islander: 67.84%
- Native American: 36.97%

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

Overall Enrollment <20 Enrollment >24

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall</th>
<th>Enrollment &lt;20</th>
<th>Enrollment &gt;24</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>77%</td>
<td>50.6%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>76.50%</td>
<td>49.4%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>76%</td>
<td>48.7%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>76%</td>
<td>49.3%</td>
<td></td>
</tr>
</tbody>
</table>
Completion: Increase the overall annual higher education completion rate

- Overall: 57% in 2012, 56% in 2013, 55% in 2014, 53% in 2015
- 18-24 Year Olds: 57% in 2012, 60% in 2013, 59% in 2014, 59% in 2015
- 25-53 Year Olds: 42% in 2012, 44% in 2013, 42% in 2014, 39% in 2015
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”)

<table>
<thead>
<tr>
<th>AWARENESS</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>43%</td>
<td>51%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>N/A</td>
<td>N/A</td>
<td>72%</td>
<td>71%</td>
</tr>
<tr>
<td>African-American</td>
<td>N/A</td>
<td>N/A</td>
<td>74%</td>
<td>70%</td>
</tr>
<tr>
<td>White</td>
<td>N/A</td>
<td>N/A</td>
<td>56%</td>
<td>54%</td>
</tr>
<tr>
<td>Ages 18-34</td>
<td>N/A</td>
<td>N/A</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>Ages 35-64</td>
<td>N/A</td>
<td>N/A</td>
<td>59%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Source: 2015 Gallup/Lumina Poll
Importance of Credential

Adults value postsecondary credentials

<table>
<thead>
<tr>
<th></th>
<th>% Very important</th>
<th>% Somewhat important</th>
<th>% Not very important</th>
<th>% Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>70</td>
<td>25</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
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</tr>
<tr>
<td>Hispanic</td>
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</tbody>
</table>
Barriers to Postsecondary Education

<table>
<thead>
<tr>
<th></th>
<th>Available</th>
<th>Affordable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>59%</td>
<td>24%</td>
</tr>
<tr>
<td>White</td>
<td>57%</td>
<td>19%</td>
</tr>
<tr>
<td>Black</td>
<td>65%</td>
<td>21%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>66%</td>
<td>49%</td>
</tr>
</tbody>
</table>
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
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?

- More important: 70%
- Just as important: 23%
- Less important: 7%
55 million new jobs by 2020

Source: Georgetown Center on Education and the Workforce

- No college: 38%
- Some college, no degree: 18%
- Bachelors: 24%
- Associate: 12%
- Graduate or professional: 11%
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

- **1973**: 32% High school diploma, 9% Bachelor's degree, 7% Graduate degree, 12% Associate's degree, 18% Some college/No degree, 10% High school dropout
- **2015**: 22% High school diploma, 26% Bachelor's degree, 12% Graduate degree, 12% Associate's degree, 18% Some college/No degree, 10% High school dropout
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

- High-quality certifications
- Expanded opportunities for adults (25-54)
- Closing equity gaps (15-24)
- New credentials at current rates of production

Current attainment