

Valuing Education

Teaching ROI Strategies for
Gainful Employment

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Knowledge Vs Gainful Employment

- Only 41.3 % of American Families believe a post-secondary degree is worth the cost.
- #1 Reason for bankruptcy ... family student loan debt; #2 Medical; #3 Divorce

Paradigm Shift

- No longer does a college degree **guarantee financial well-being**.
- **University Infrastructures collapsing** –institutional credit ratings; accreditation violations for loan practices; State monies delayed & reducing
- **Not enough revenue** from tuition & grants— Hidden Higher cost in grant demographic---TANF clients; now infrastructure costs up
- **Faculty brain bank departing**



Student Engagement ...

- They feel **no connection** to you
- They feel **no urgency**
- They feel there is **no purpose**
- They feel they **have no power**
- Instructor **talks too much**
- Instructor not personalizing the learning—**do they already know it??—not challenged**
- **Ugggggg Worksheets, no interaction**
- Learning **just something to get through—no fun/not interesting.**

ACTIONS TO TAKE

- **Tell the truth & provide measurable outcomes you can **REALLY** deliver.**
- **Don't hesitate to challenge them.**
- **Engage them genuinely listening & be prepared for everything you share to be tested! "It's not personal... it's business!"**



Getting THEM There?

Requirements of Target Job—See O*NET

- Amount of Work Experience Required
- Minimum Viable Education
- Licenses/Certifications

Cost of Education

- By Semester
- By Credit Hour
- Plus books & Supplies
- Housing/ Transportation



...Ongoing

Students need their personal Career GAP Analysis:

- Quantitative feedback on how much **EXPERIENCE** they need for their target job
- Minimum viable **EDUCATION** to target job
- **REQUIREMENTS** for training/ certifications/ licenses for target job
- Calculate the cost of gainful employment when seeking training and education



Target Jobs & Starting

Major	Target Job by Job Title	Degree-Min Viable Educ	Experience	License/Cert/Training
Family Consumer Studies	Child & Family Social Worker	bs	several years	lisc in state
	Alcohol and Drug Addiction Adult Client Services Coordinator	ms	5 years	lisc in state
	Child and Family Safety and Crisis Case Manager/Educator	bs	several years	lisc in state
	Child Behavior Aide	bs	several years	some states/California, LPN

Upon Graduation
College reports...

ROI For Students

Starting Salary	8%/yr	7 years	Total Tution 4 years	On Campus Housing	Books	Other	Total School x4
\$42,350.00	\$3,388.00	\$23,716.00	\$45,248.00	\$ 38,184.00	\$ 600.00	\$8,368.00	\$92,400.00
\$39,980.00	\$3,198.40	\$22,388.80	\$45,248.00	\$ 38,184.00	\$ 600.00	\$8,368.00	\$92,400.00
\$42,350.00	\$3,388.00	\$23,716.00	\$45,248.00	\$ 38,184.00	\$ 600.00	\$8,368.00	\$92,400.00
\$28,320.00	\$2,265.60	\$15,859.20	\$45,248.00	\$ 38,184.00	\$ 600.00	\$8,368.00	\$92,400.00

It is about the Work Experience & Skills

- Update work experience
- Updates coursework
- Update activities and service work
- Get feedback on personal well-being areas of support for **workplace engagement**

Soft Skills

Technical Skills

Transferable Skills



TAKE ACTION!!!

CLOSE THE GAP to TARGET JOB!

- Gig Work—way of life or stepping stone
- Community Service—skill contract
- Target Education or Training

USE your time to:

- Document Transferable Skills
- Stack & Grow Skills verses repeating the same skills



Teach your students how to Calculate ROI

- **What experience do they have...more than you think**
 - Calculate Experience
 - Look at ...Requirements of Target Job
 - OOPS...career steps & plan to get there
- **Teach them to be a consumer of post secondary**
 - Finding Costs
 - Reading Course Catalogues or plans of study
 - Reality Check for a day in the life of a student
 - Reality Check of part-time employment



Provide MORE Service...

START with the Job Description:

What skills

What knowledge

What physical abilities

What TASKS

Minimum Viable Education

Required minimum EXPERIENCE

Credentials... license/certifications

Specialty Training

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Contact us with your questions!

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You're Here!**