

# We Are What We Measure

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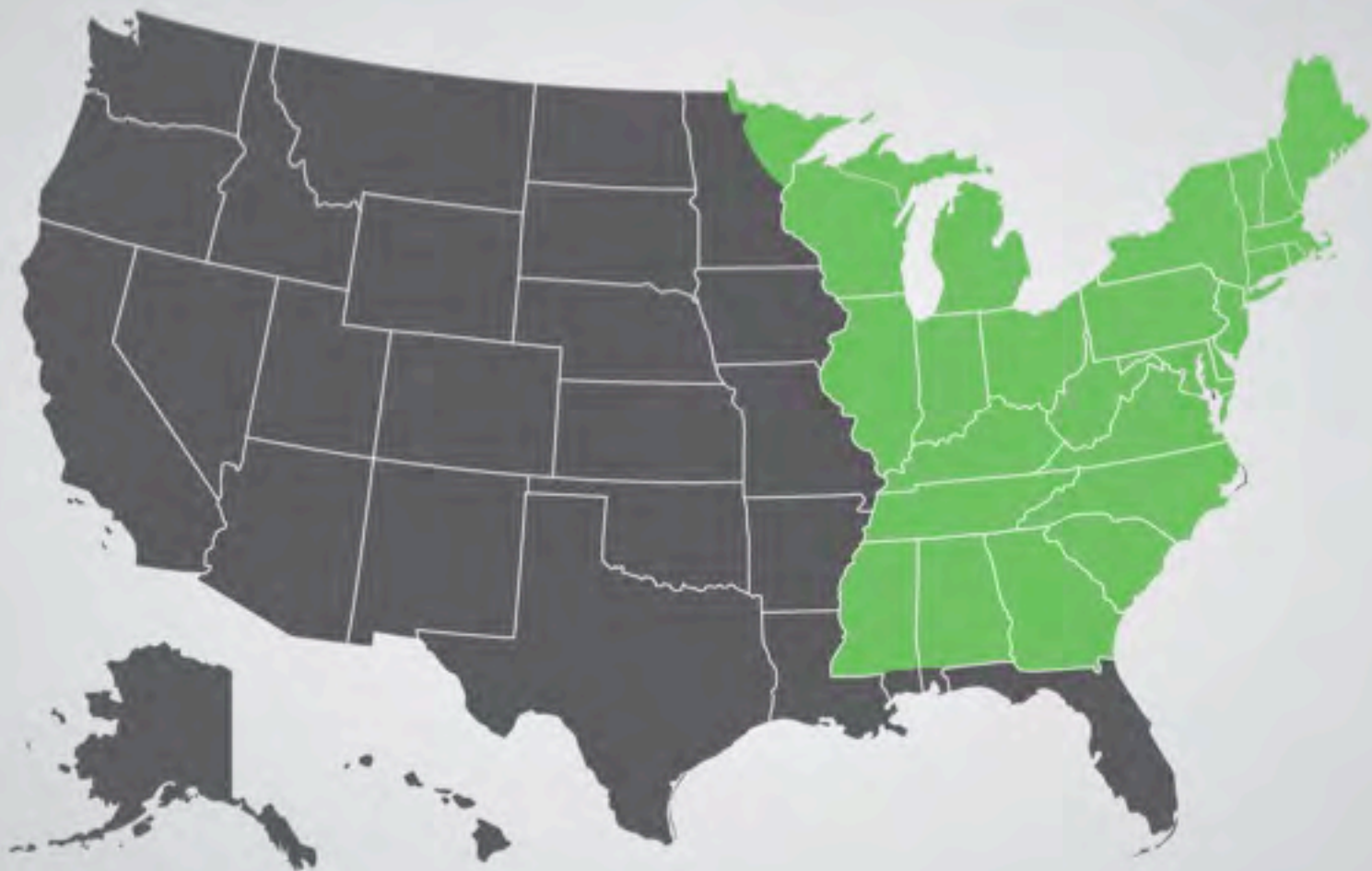
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# The 70/30 Ratio

70%  
Emotional

30%  
Rational

# Education Data's 'Manifest Destiny'



# Health of a Nation Ledger

## Classic Economics

GDP

Unemployment

Crime rates

## Behavioral Economics

Well-being

Workplace engagement

“Feeling safe walking  
alone at night”

# Education Success Ledger

Grades  
Test scores  
Graduation rates

Engagement  
Hope  
Well-being

# Current Education Measures Are Horribly Insufficient

## INPUTS

- High School GPA, Rank In Class
- SAT, ACT scores

## OUTPUTS

- GPA, Rank In Class
- Retention Rates, Degree Attainment
- Gainful Employment

**Hope is a stronger predictor of college success than SAT and GPA.**

# What Does a “Great Life” Look Like?

## **Purpose**

How you occupy your time; liking what you do each day

## **Social**

Relationships and love in your life

## **Financial**

Managing your economic life to reduce stress and increase security

## **Community**

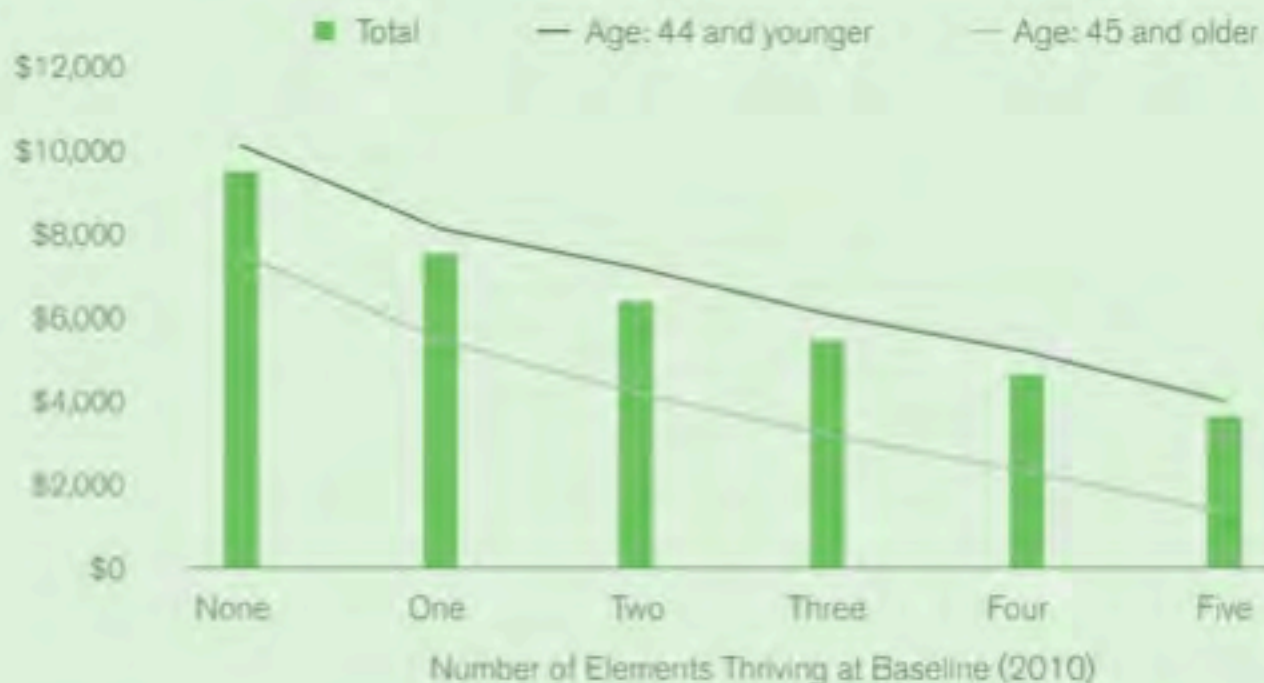
Engagement and involvement in the area where you live

## **Physical**

Good health and enough energy to get things done daily

# Well-Being Matters to Organizations

## Annual Health-Related Cost to Employer (Disease Burden and Unhealthy Days)





# What Does a “Great Job” Look Like?



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# Impact of Workplace Engagement

*Top-quartile business units have ...*



*... when compared with bottom-quartile units*

# Broken Link Between Higher Education and Work

98%

of **Chief Academic Officers** rate their institution as very/somewhat effective at **preparing students** for the world of work.

13%

of **Americans** strongly agree that **college graduates** in this country are well-prepared for **success in the workplace**.

11%

of **business leaders** strongly agree that **graduating students** have the skills and competencies their businesses need.

Source:  
"College & Workforce Study 2013-14"  
© 2015 American Council on Education/Chief Academic Officers Survey

If graduates strongly agree that they were “emotionally supported” during college, the odds that they are engaged in their work and thriving in their overall well-being double.

# It's How You Do It

"At least one professor who made me excited about learning"	64%
"Professors cared about me as a person"	27%
"A mentor who encouraged my goals and dreams"	22%

14%

of all graduates experienced all three

Graduates who had “experiential and deep learning” have a higher likelihood of being engaged in their work (59% vs. 38%), and more are thriving (14% vs. 10%).

# It's How You Do It

“Long-term project taking a semester or more to complete”

32%

“Internship or job where applied learning”

30%

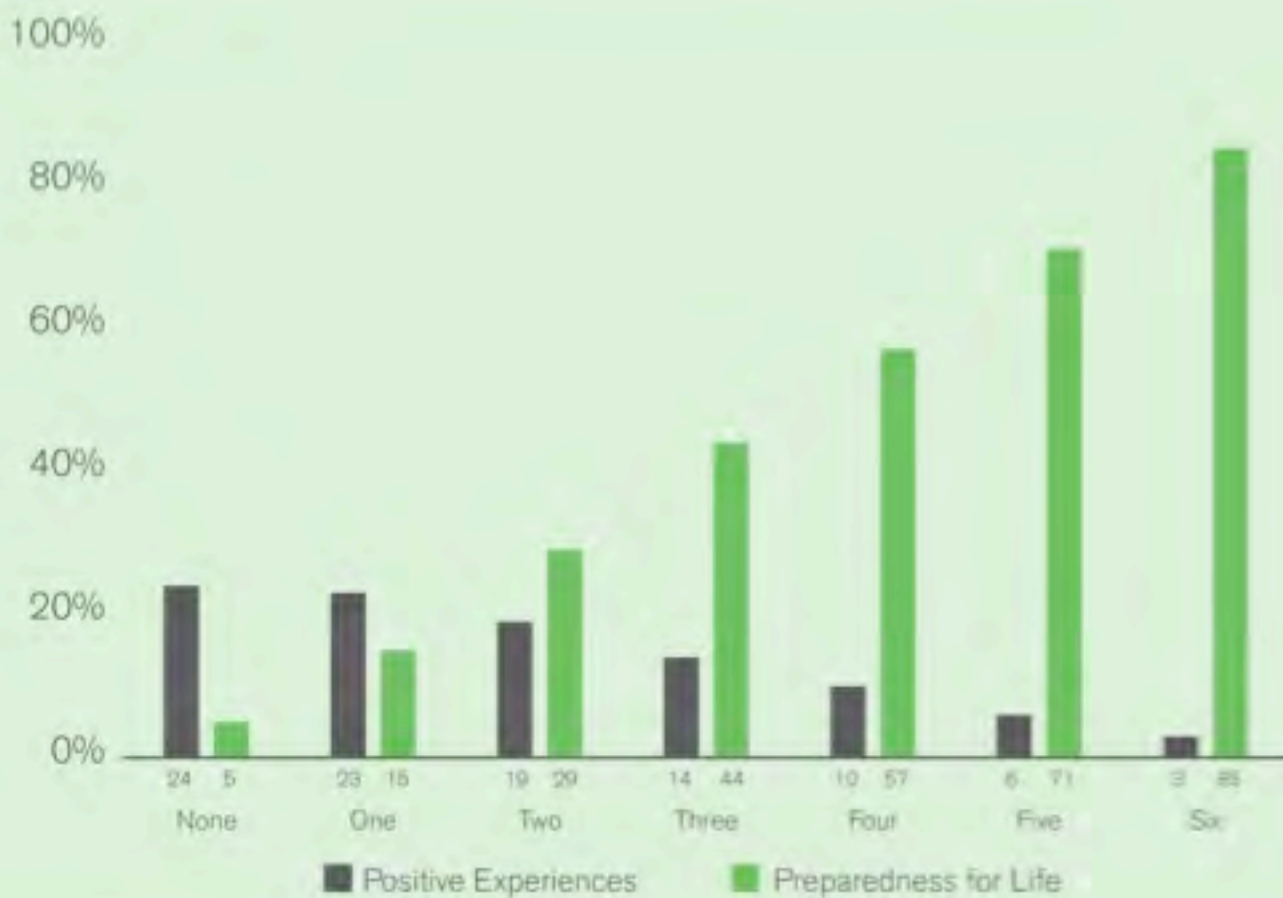
“Extremely involved in extracurricular activities and organizations”

20%

6%

of all graduates experienced all three

# Positive Experiences and Preparedness





# My education from [University Name] was worth the cost.



# HBCUs Offer More Support and Experiential Learning

Support and Experiential Learning Opportunities	Black Graduates	
	HBCUs	Non-HBCUs
My professors at My University cared about me as a person.	58%	25%
I had at least one professor at My University who made me excited about learning.	74%	62%
While attending My University, I had a mentor who encouraged me to pursue my goals and dreams.	42%	23%
<b>Felt Support</b>	<b>35%</b>	<b>12%</b>
While attending My University, I had an internship or job that allowed me to apply what I was learning in the classroom.	41%	31%
While attending My University, I worked on a project that took a semester or more to complete.	36%	30%
I was extremely active in extracurricular activities and organizations while attending My University.	32%	23%
<b>Experiential Learning</b>	<b>13%</b>	<b>7%</b>

# Ivy League vs. HBCUs

## Support and Experiential Learning Opportunities

	Ivy	HBCU
My professors at My University cared about me as a person.	17%	58%
I had at least one professor at My University who made me excited about learning.	72%	74%
While attending My University, I had a mentor who encouraged me to pursue my goals and dreams.	20%	42%
<b>Felt Support</b>		
While attending My University, I had an internship or job that allowed me to apply what I was learning in the classroom.	29%	41%
While attending My University, I worked on a project that took a semester or more to complete.	44%	36%
I was extremely active in extracurricular activities and organizations while attending My University.	32%	32%
<b>Experiential Learning</b>		

# Support – Institution-level Variance

My professors at my university cared about me as a person.

Rank	University	% Attached
#1	University L	44%
#2	University D	28%
#3	University F	28%
#4	University W	25%
#5	University V	22%
#29	University T	10%
#30	University AB	10%
#31	University J	8%
#32	University M	8%
#33	University B	7%

# Support – Institution-level Variance

I had a mentor who encouraged my goals and dreams.

Rank	University	% Attached
#1	University L	26%
#2	University D	25%
#3	University F	25%
#4	University W	24%
#5	University Z	23%
#29	University Q	12%
#30	University J	10%
#31	University I	10%
#32	University H	7%
#33	University AD	5%

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