




Parent Mindsets: How to Understand and Leverage Parent Beliefs about College and Careers

Hans Meeder
President


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NATIONAL CENTER FOR COLLEGE AND CAREER TRANSITIONS



Our Vision:
*Every Learner with a Dream and a Plan,
Every Community with a Capable, Ready Workforce*



Our Mission:
Make Career-Connected Learning Available to EVERY student with tools, resources, coaching and technical assistance.



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HANS MEEDER

- President of National Center for College and Career Transitions since 2012.
- Served as Deputy Assistant Secretary of Vocational and Adult Education in the U.S. Department of Education and was education policy analyst in U.S. House of Representatives.
- Author of *The Power and Promise of Pathways*, *The Pathways Design Suite*, *The STEM Leader Guide*.
- Hans has worked in over 30 states, providing coaching, technical assistance, conducting strategic analysis, best practice research


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A new initiative at NC3T focused on –
“Engaging parents as active, informed partners in the career development decisions of their teen and young adult children.”

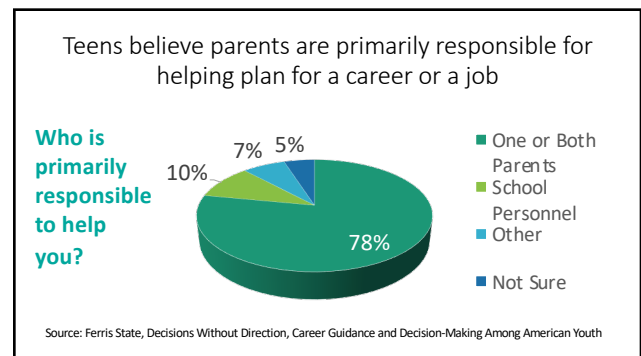


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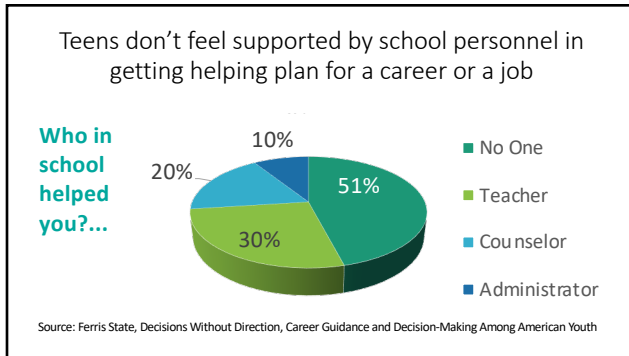


Why is it important to engage and support parents in their role as career advisors?

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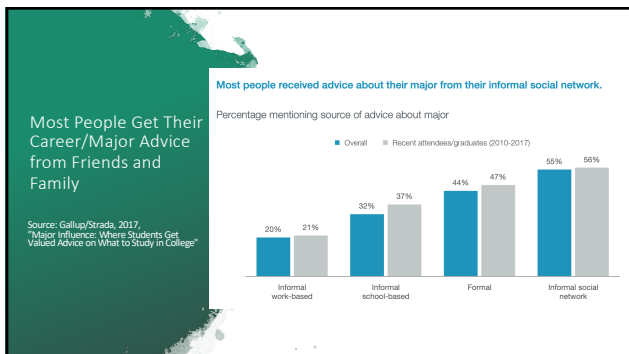
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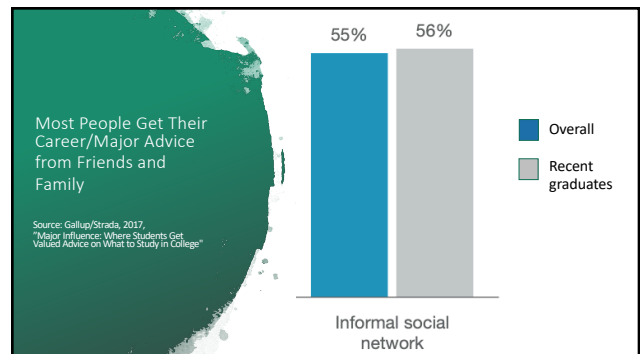
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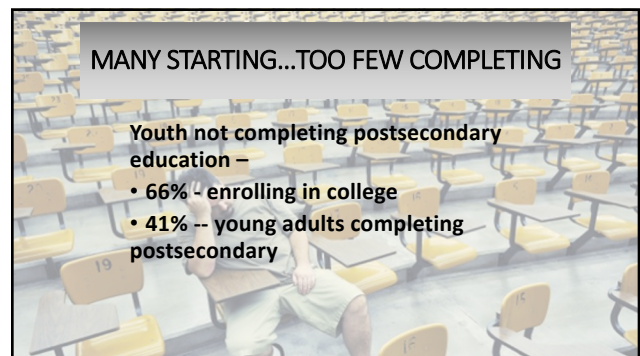
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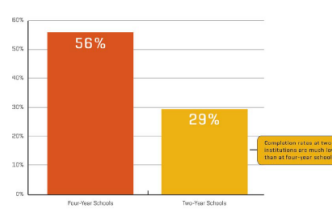
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LOW "ON-TIME" COMPLETION RATES

FIGURE 6 U.S. "on-time" college completion rates are alarmingly low



Note: Two-year schools have a three-year graduation window. Four-year schools have a six-year window. Source: Higher Education Institute (HEI) NCSIP/SPEDS Graduation Survey.

NCSIP
NATIONAL CENTER FOR STUDENT INFORMATION PROJECT

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COLLEGE STUDENTS STUMBLING TOWARD A DEGREE

Transferring among 4-year colleges

- One time - 37%
- More than once - 17%



Source: Government Accountability Office (2017), "Higher education students need more information to help reduce challenges in transferring college credits,"

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COLLEGE STUDENTS STUMBLING TOWARD A DEGREE



Changing major at least one time

- 33% of four-year colleges and
- 28% at 2-year colleges.

Source: NCSIP (2017), "Beginning College Students Who Change Their Majors Within 3 Years of Enrollment"

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COLLEGE STUDENTS STUMBLING TOWARD A DEGREE

Leads to over-crediting

- Average BA degree holder earns 138.4 credits (vs. 120 required)
- Each additional year = \$16K at 2-year college and \$23K at 4-year public u.



Source: Complete College America (2011), "Time is the Enemy"

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STUDENT LOAN DEBT LOAD

National student loan debt load total is \$1.48 trillion, more than credit cards or auto loans

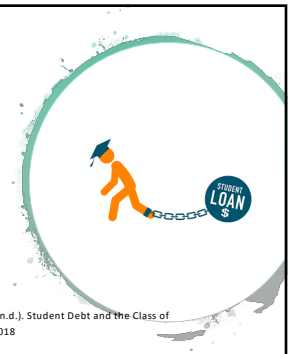


Source: Quarterly Report On Household Debt And Credit 2019 : Q2 (Released August 2019) Federal Reserve Bank Of New York Research And Statistics Group

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STUDENT LOAN DEBT LOAD

- Individual student loan debt load
- 65% of B.A. graduates carry debt
 - The average amount for a four-year graduate is almost \$29K



Source: Institute for College Access and Success. (n.d.). Student Debt and the Class of 2017. The Project on Student Debt. September 2018

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STUDENT LOAN DEBT LOAD


- **Non-completers** carry the most difficult load
- Debt, **but no income boost** from completing a program
- 21% of borrowers who stopped college w/out credential are behind on loan payments

Source: Board of Governors of the Federal Reserve (2015), Report on the Economic Well-Being of U.S. Households in 2014, May 2015

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DISCONNECTED YOUTH

- Youth (16-24) not working and not going to school
- 5.5 million across the U.S. who are “disconnected” from work and school (national)
- \$26.8 Billion hard gov’t costs (national)



MEASURE OF AMERICA
of the Social Science Research Council

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THE SKILLS GAP – PART 1



Hard to fill jobs--

- Skilled trade workers
- Drivers
- Teachers
- Sales representatives
- Administrative professionals
- Management/executives
- Nurses
- Technicians
- Accounting and finance staff
- Engineers

Source: Manpower, Inc.

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THE SKILLS GAP – PART 2


College grads not ready for the workplace

Source: McGraw-Hill 2015 Workforce Readiness Survey

Graduate Self-Perception of Readiness.	Employer Perception of Grad Readiness.
Average 63%	Average 29%

McGraw-Hill Surveyed on:

- Working in teams (27% gap)
- Critical-Analytical Thinking (40 % gap)
- Innovative/Creative (32% gap)
- Finding & Using Information (35% gap)
- Ethics/Decisions (32% gap)
- Written Communications (38% gap)
- Oral Communications (34% gap)



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WHY SO MANY?

Bright youth, drifting out of college, working but under-employed?

Bright youth, working, but stuck in low-skilled jobs?

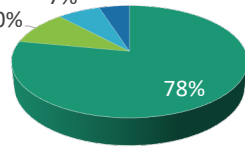
Disconnected Youth?

FAILURE TO LAUNCH?

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Teens believe parents are primarily responsible for helping plan for a career or a job

Who is primarily responsible to help you?



Who is primarily responsible to help you?	Percentage
One or Both Parents	78%
School Personnel	10%
Other	7%
Not Sure	5%

Source: Ferris State, Decisions Without Direction, Career Guidance and Decision-Making Among American Youth

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If parents are primarily responsible...

Do they have the knowledge and information they need?

How can schools engage parents and families as partners in Career Development?

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PARENTING

"Children are apt to live up to what you believe of them."

Lady Bird Johnson

Let's look at some various Parental Mindsets about college and careers.

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Low Expectations Mindset

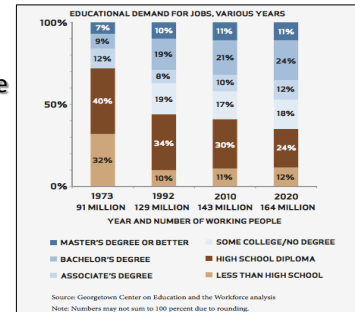
Just graduating from high school is good enough... It worked for me.



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REALITY CHECK

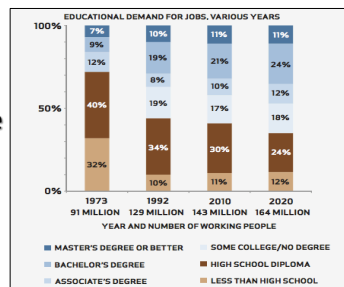
30% of jobs require more than high school diploma & less than a BA degree



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REALITY CHECK

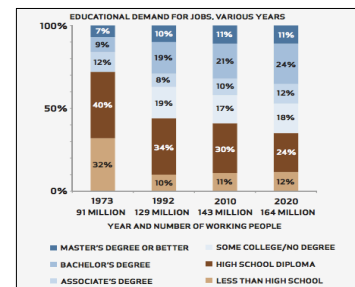
35% of jobs require a BA degree or higher



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REALITY CHECK

MOST jobs with just a HS diploma are low-skill and low-wage



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The “It Worked for Me” mindset



4-Year College is the ONLY option for my child...

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The “Good Parent” Mind-set

Non-college jobs are fine for others...but not for my child



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Compensating Mindset?

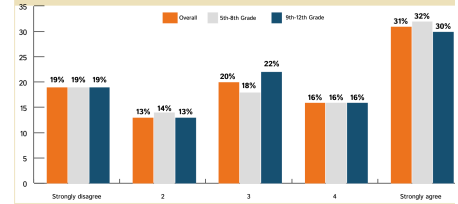


I didn't go to college (or didn't finish college.) I'm not going to let my child make the same mistake!

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Parent Beliefs Vary: Not One Size Fits All

(Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with the following statement.) I am confident there are ways other than going to college that could lead my child to a good job.



Disagree or Agree?: There are ways other than college to get a good job

Source: Inside Higher Ed, "The College Decision-Making Process: A Survey of Parents of 5th through 12-grade students"

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Parent Beliefs Vary: Not One Size Fits All



- Almost one half of parents surveyed (47%) either agreed or strongly agree that there are “ways other than going to college that could lead my child to a good job.”
- 20 % of parents were undecided on whether there are ways to get a job, other than college.
- But, about One Third of 32% of parents (32%) either disagreed or strongly disagreed, meaning they believe college is the only means of getting a “good job.”

students

Decision-Making Process: A Survey of Parents of 5th through 12-grade

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The “They’ll Figure it out” Mindset



Extra-Curriculars will help my child get into college...maybe even get a scholarship. We can think about careers later...

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The "Expense" vs "Investment" Mindset

College is too expensive for us. I guess my child just needs to get a job and start working.



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Today's Challenge for Parents

CAREER CONNECTED LEARNING

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Helping Every Parent Value *Career Connected Learning* for their teen or young adult

CAREER CONNECTED LEARNING

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Core Premise:

Career exploration and career-relevant learning is good for ALL students

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THREE KEY COMPONENTS OF CCL

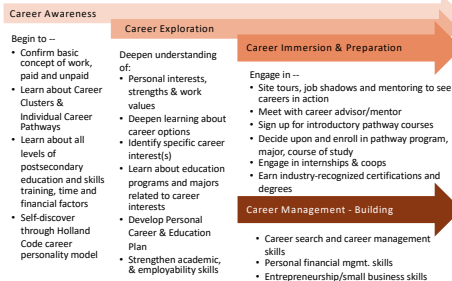
Career
Development
K-16

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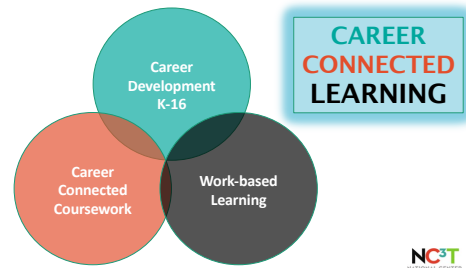
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PHASES OF CAREER DEVELOPMENT



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THREE KEY COMPONENTS OF CCL



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CAREER CONNECTED LEARNING CONCEPTS

- Most youth should pursue postsecondary education, BUT...
- Promoting college enrollment & academic preparation is not enough.

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CAREER CONNECTED LEARNING CONCEPTS

Career Connected Learning will help youth make better informed choices about next steps after high school.

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CAREER CONNECTED LEARNING CONCEPTS

Better choices lead to ...

- Better career fit,
- Lower college expenses,
- Less college debt,
- Smoother transition into adult life,
- Stronger social and economic mobility,
- A more productive & effective workforce

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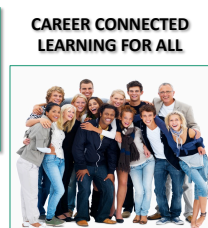
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THE BIG SHIFT

CAREER PREP
FOR SOME

COLLEGE PREP
FOR MOST

BECOMES...



**CAREER CONNECTED
LEARNING FOR ALL**

HM

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THE BIG SHIFT

**CAREER CONNECTED
LEARNING FOR ALL**



HM

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Encouraging and
Empowering Parents.
Suggested Action Steps

CAREER CONNECTED LEARNING

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PARENT ACTION STEPS


- 1. Communicate** - High School Graduation is Goal #1
- 2. Learn about Career Options** – health care, manufacturing, business (sales, marketing & finance), construction trades, other technical trades



CAREER CONNECTED LEARNING

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PARENT ACTION STEPS




- 3. Start Learning NOW about the Postsecondary Process**
 - Postsecondary search with career focus
 - Post-sec tours & open houses
 - College loans & grants and application process
 - Admissions testing
 - Application timelines, fees, and fee waivers
 - Factors of fit in deciding

CAREER CONNECTED LEARNING

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PARENT ACTION STEPS




- 4. Encourage** strong employability skills
 - Communication skills –reading, speaking, writing
 - Work-ethic and follow-through
 - Technology skills
- 5. Emphasize** Grit & Determination mindset – believe in yourself and don't give up

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PARENT ACTION STEPS



- 6. See for yourself/take visits to:**
 - Visit local CTE programs
 - 4-year colleges, community colleges & technical colleges
 - Union apprenticeship program

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PARENT ACTION STEPS

7. Encourage your child to explore and immerse --

- Take career exploration courses
- Try out CTE and other courses
- Try to get part-time job, work-site tours, practice ("mock") interviews



CAREER CONNECTED LEARNING

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PARENT ACTION STEPS

8. Discourage the "magical career" mindset.

Instead, encourage a --

- Plan A...
- Plan B...
- Plan C...



NO MAGICAL CAREERS!!



CAREER CONNECTED LEARNING

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PARENT ACTION STEPS

9. Stay—

- Involved...as possible
- Ready to engage
- Positive



10. Don't stop...BELIEVING!

CAREER CONNECTED LEARNING

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At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents.

--Jane Dee Hull

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Resource for Schools & Families: CAREERSMART ESSENTIALS

A new online course to help teens and young adults discover the essential tools to plan for careers, college, and life.

Get the Free Education
Career Plan Template

Go to:
NC3T.com/careersmart-essentials



A new online course to help teens and young adults discover the essential tools to plan for careers, college, and life.

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QUALIFY FOR FREE RESOURCES:

Please send me an email by October 31 letting me know you participated in this NCPN session.

We will select three participants to receive a free copy of one of our printed resources!

Email to:
Hans@NC3T.com

Thank you!

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