



# NON-COLLEGE PATHWAYS

Polling Presentation

SEPTEMBER 2022



## ABOUT US

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

# TABLE OF CONTENTS

<u>Executive Summary</u>	4
<u>Methodology</u>	20
<u>Appendix</u>	24
<u><i>Career Exploration</i></u>	25
<u><i>Career and Technical Education (CTE)</i></u>	38

# EXECUTIVE SUMMARY



## KEY POINTS

- **Four-in-five students (82%) have begun exploring post-high school career paths.**
  - In open-ended responses, students who *have begun* career planning have been most motivated to do so by financial prospects, their parents/teachers, future goals, and anxiety.
  - Students who *haven't begun* career planning would be most motivated to start by financial prospects, more adult guidance, high school classes like CTE, and discovering their passions.
- **Non-college-bound students are less likely overall than college-bound students to say they are *hopeful, motivated, excited, and confident* about exploring their future careers.**
- **Over four-in-five college-bound students (89%) and non-college-bound students (84%) agree they would *like more career exploration opportunities in high school.***
- **The most important aspects of a future career to students are *doing something they're passionate about* (92%), *salary* (91%), *work-life balance* (90%), and *work environment/setting* (88%).**
- **All students, including those who have begun career planning and those who haven't started, say they prefer to receive information from *parents, teachers, and friends.***
  - The most preferable information channels for students (including those who have begun career planning and those who haven't started) are *YouTube, web search, and social media.*
- **Non-college-bound students are unlikely to say they are *very strongly considering* any post-grad path, with the largest share saying a *full-time job* (26%).**
- **A third of non-college-bound students say their school *offers* CTE courses (34%), and among those students, 51% have *taken* CTE courses.**

## NON-COLLEGE PATHWAYS

Students who have already begun exploring their career paths cite *financial prospects*, their *parents/teachers*, *future goals*, and *anxiety* as the strongest motivators for their exploration.

What motivates you to explore possible career paths while in high school? [OPEN-END]

### AMONG STUDENTS WHO HAVE EXPLORED CAREER PATHS A LOT/SOME [N=994]

#### FINANCIAL PROSPECTS

“I would like to have a financially stable future”

“Money and stability providing for loved ones and have a comfortable lifestyle in the future”

“I want to be able to provide for myself”

#### PARENTS/TEACHERS

“My teachers and parents motivate me”

“My parents motivate me to find a career that I am happy with but also that will make me money”

“Making my parents proud of achieving what they didn't”

#### FUTURE GOALS

“My future, what might interest me, or what college I think will fit me best”

“I think it is interesting to see all the possibilities of what I could do with my career”

“So I can set my sights on a goal and plan for the future”

#### ANXIETY

“Fear of failure”

“I'm scared if I don't know what I want to do in time I'll never get a chance to do it”

“I want to be very successful and I worry if I don't figure out how to do that now I won't achieve my goal”

## NON-COLLEGE PATHWAYS

Students who have not yet explored their career paths are most likely to be motivated to do so by *financial prospects, more adult guidance, high school classes* like CTE, and *discovering their passions*.

What would motivate you to take career exploration steps while in high school? [OPEN-END]

### AMONG STUDENTS WHO HAVE EXPLORED CAREER PATHS NOT MUCH/NOT AT ALL [N=213]

#### FINANCIAL PROSPECTS

“Looking up different careers and the money you get”

“Scholarships and help with money in general”

“Money and the comfort of being financially stable”

#### MORE ADULT GUIDANCE

“Help from school counselors exploring my passions and taking a test to see what careers suit me”

“An adult figure to help us follow through steps to give us advice”

“Getting proper help from guidance counselors and adults who already know about the process”

#### HIGH SCHOOL CLASSES

“High school classes associated with future careers”

“Classes that help you better explore all the possible options you have after high school”

“In a class about it I’d be forced to think about it and probably end up researching on my own time”

#### DISCOVERING PASSIONS

“Finding hobbies that I can hold on to and make a career out of”

“Internships, clubs, and extracurriculars”

“If the career paths is one of my interests”

## NON-COLLEGE PATHWAYS

Non-college-bound students are less likely than college-bound students to say they are *hopeful*, *motivated*, *excited*, and *confident* about exploring their future careers.

Which of the following words or phrases most closely describe how you feel about exploring your future career? Please select all that apply. **Total % Selected**

	Students	College	Non-college	
Positive feelings	Hopeful	48%	52%	44%
	Motivated	44%	49%	38%
	Excited	44%	52%	36%
	Confident	29%	35%	23%
Negative feelings	Anxious	46%	48%	45%
	Overwhelmed	40%	38%	41%
	Depressed	7%	5%	9%
	Pessimistic	5%	4%	6%

College- and non-college-bound students are about equally likely to say they are *anxious* and *overwhelmed* about exploring their future careers.



Note: Chart excludes "None of the above" option from survey.



## NON-COLLEGE PATHWAYS

11<sup>th</sup>/12<sup>th</sup> graders are more likely than 9<sup>th</sup>/10<sup>th</sup> graders to feel *hopeful*, *excited*, *anxious*, and *overwhelmed* about exploring their future careers.

Which of the following words or phrases most closely describe how you feel about exploring your future career? Please select all that apply. **Total % Selected**

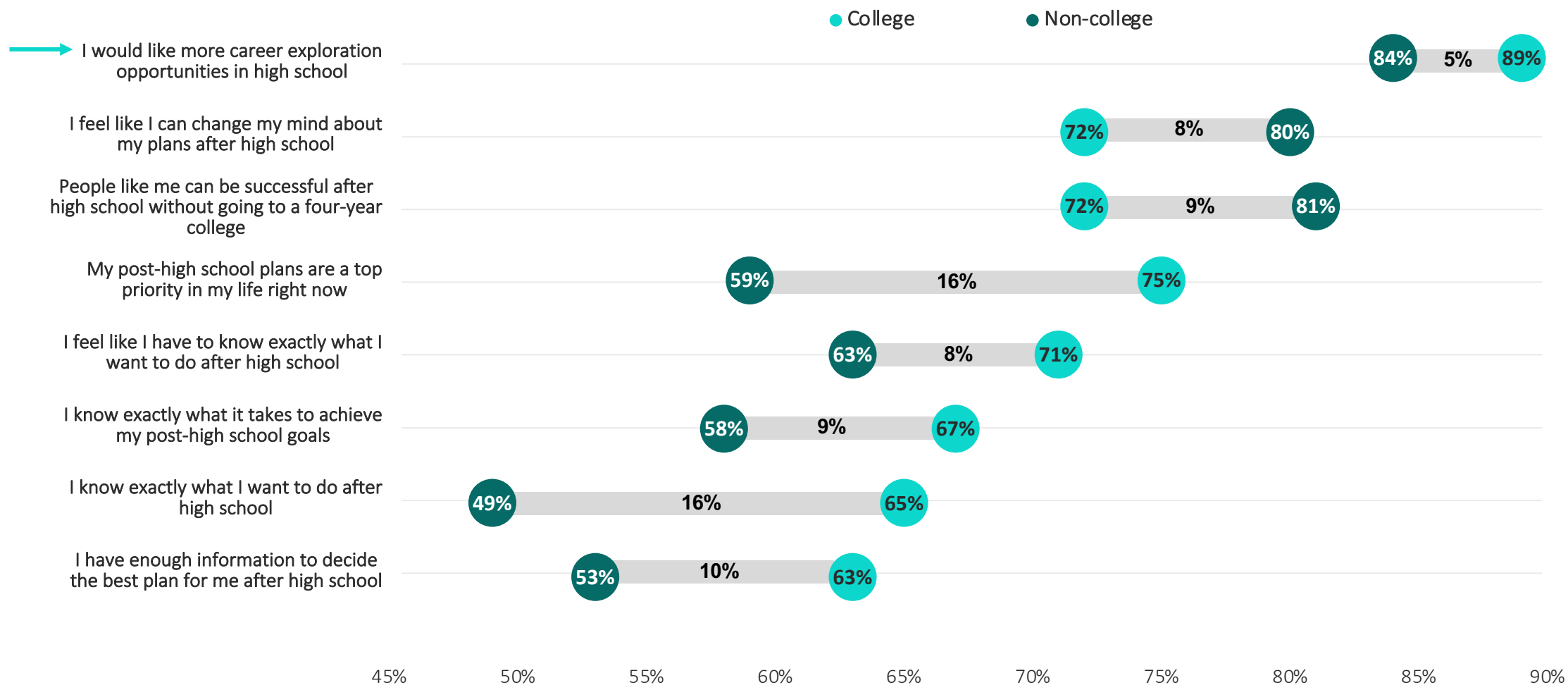
	Students	9th/10th Graders	11th/12th Graders
Positive feelings	Hopeful	48%	50%
	Motivated	44%	44%
	Excited	44%	46%
	Confident	29%	29%
Negative feelings	Anxious	46%	50%
	Overwhelmed	40%	43%
	Depressed	7%	8%
	Pessimistic	5%	5%

Note: Chart excludes "None of the above" option from survey.

NON-COLLEGE PATHWAYS

Over four-in-five college-bound students (89%) and non-college-bound students (84%) agree they would like more career exploration opportunities in high school.

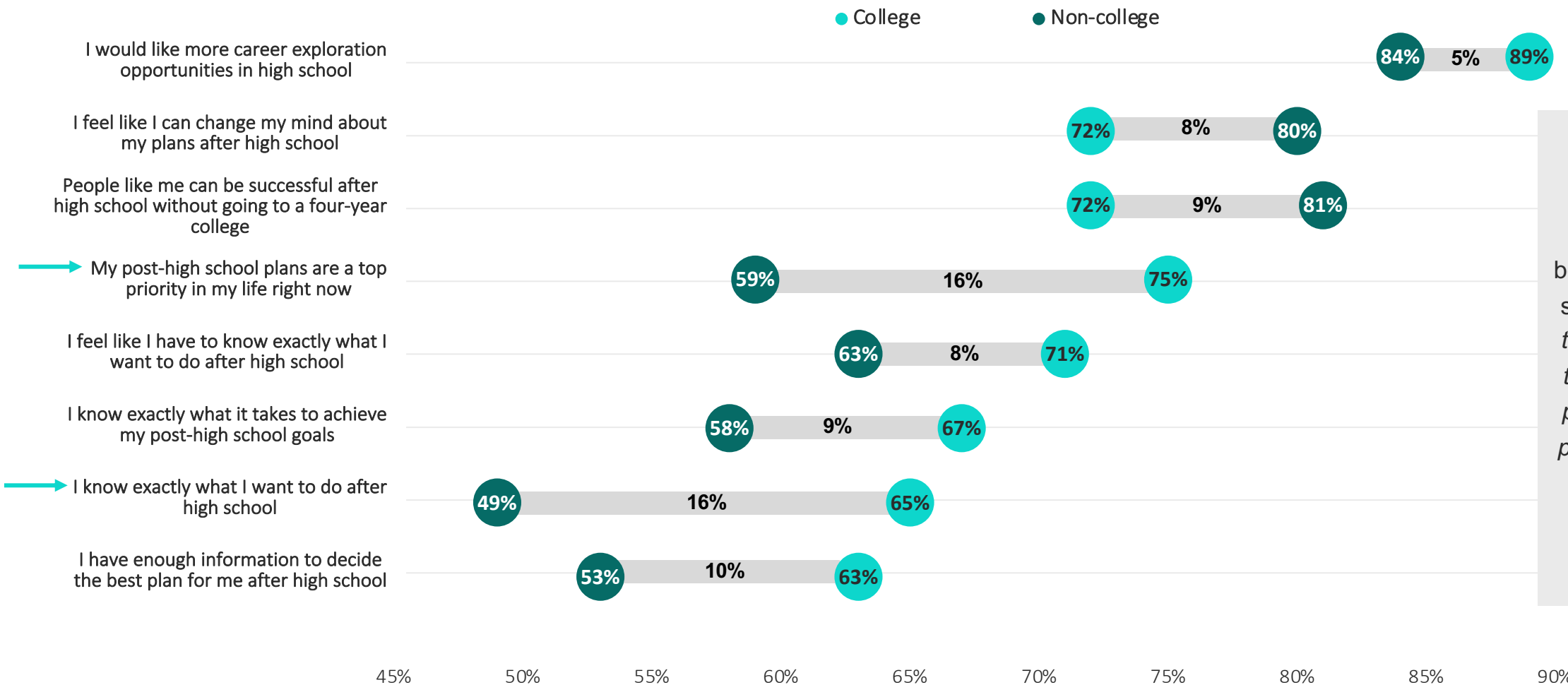
How much do you agree or disagree with the following statements about your plans after school? % Total Agree



NON-COLLEGE PATHWAYS

Non-college-bound students are less likely than college-bound students to agree with a majority of the tested statements on post-high school plans. This gap is widest on post-high school plans being a *top priority right now* and knowing *exactly what they want to do* post-high school.

How much do you agree or disagree with the following statements about your plans after school? % Total Agree

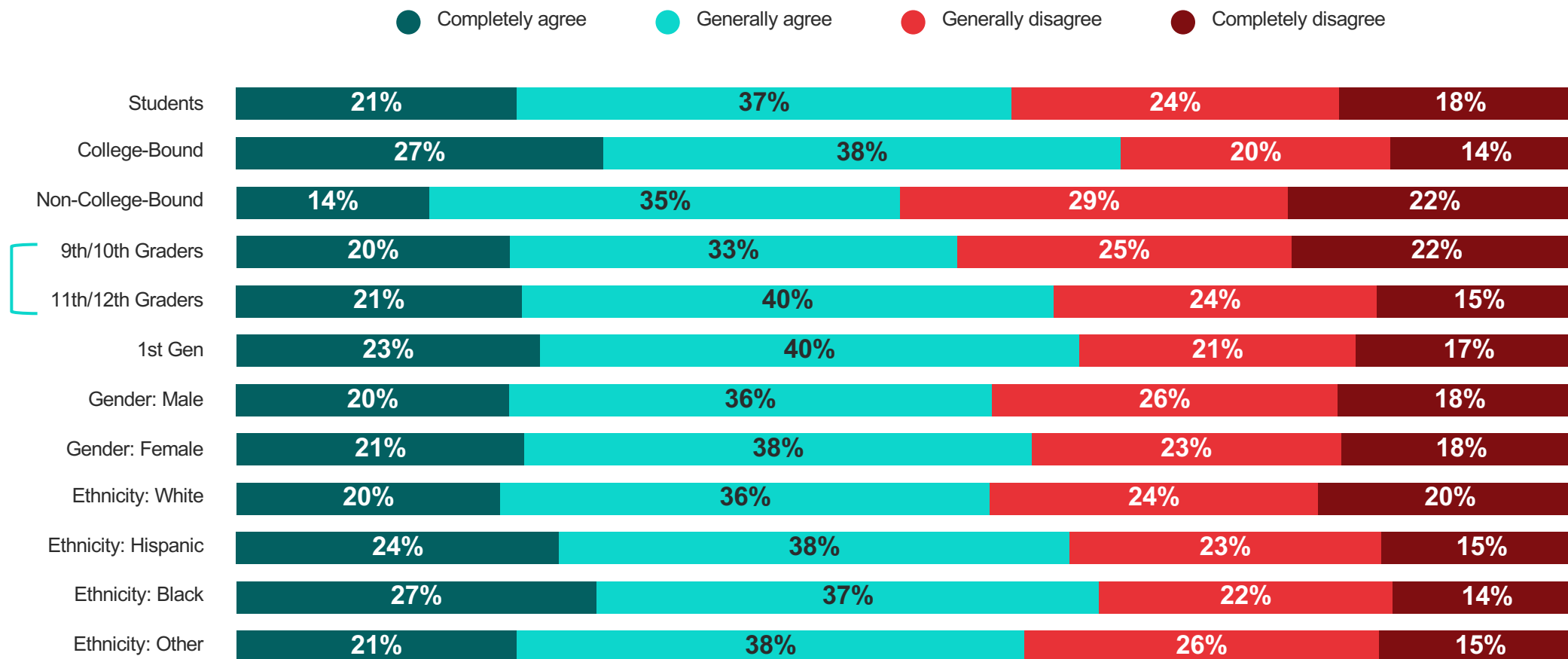


Non-college-bound students are more likely than college-bound students to say they *feel like they can change their mind about post-high school plans* and *people like them can succeed after high school without college*.

NON-COLLEGE PATHWAYS

11<sup>th</sup>/12<sup>th</sup> graders (61%) are more likely than 9<sup>th</sup>/10<sup>th</sup> graders (53%) to say they *know exactly what they want to do after high school*.

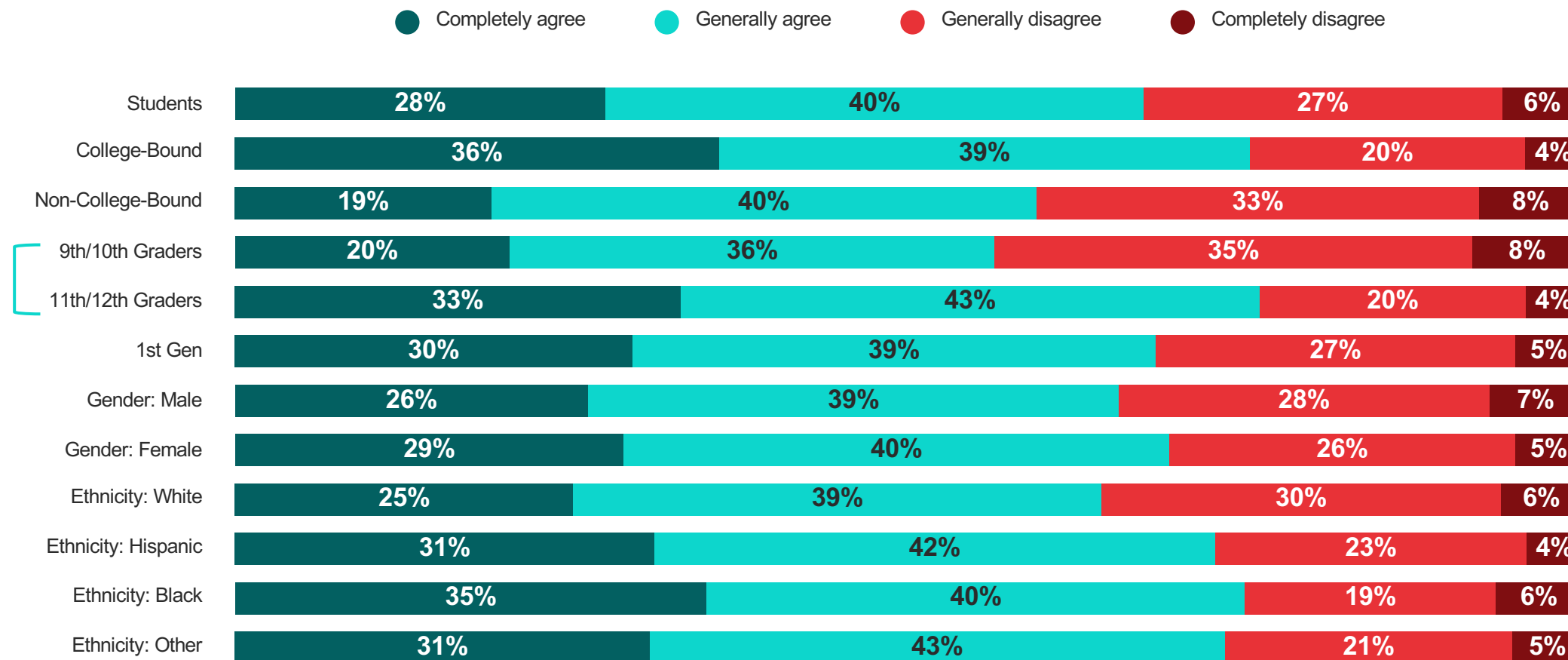
How much do you agree or disagree with the following statements about your plans after school? *I know exactly what I want to do after high school*



NON-COLLEGE PATHWAYS

11<sup>th</sup>/12<sup>th</sup> graders (76%) are more likely than 9<sup>th</sup>/10<sup>th</sup> graders (56%) to agree their *post-high school plans are a top priority in their life right now*.

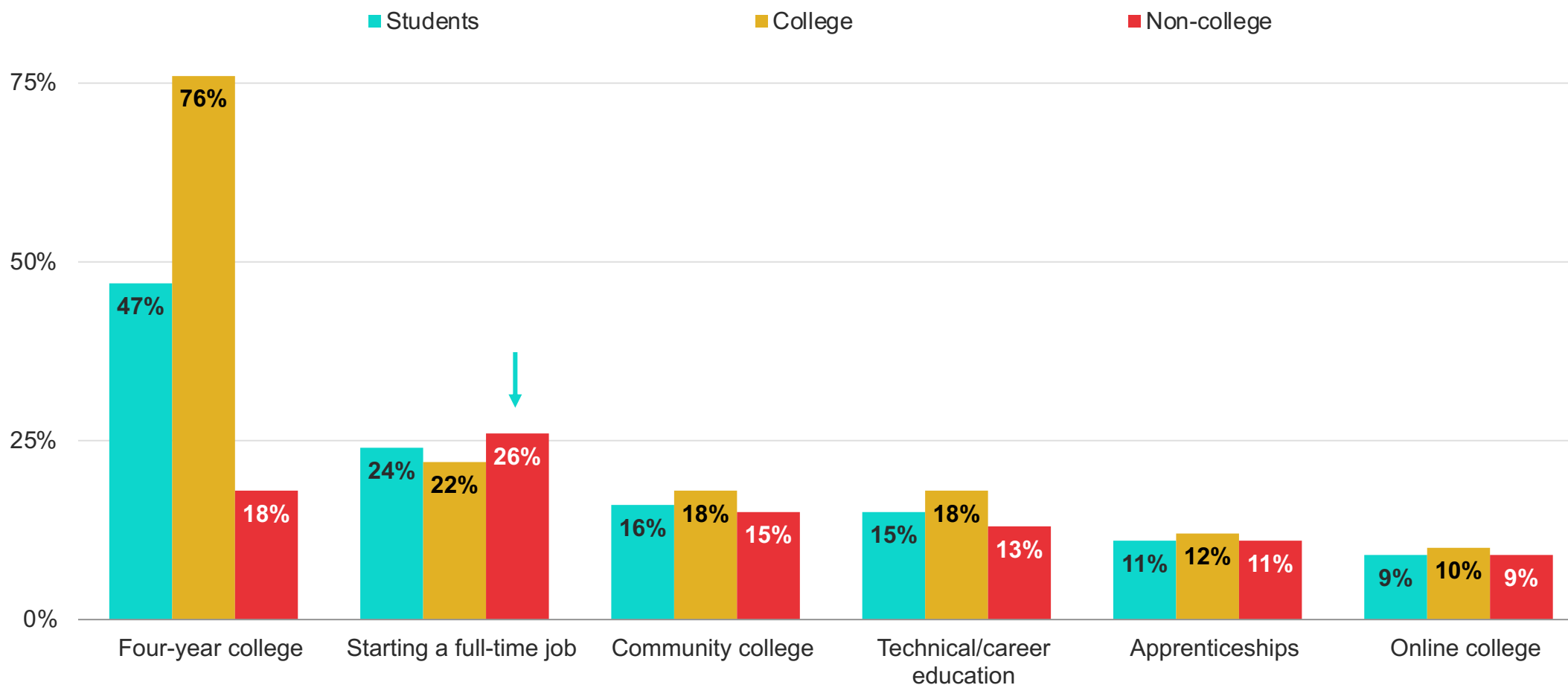
How much do you agree or disagree with the following statements about your plans after school? ***My post-high school plans are a top priority in my life right now***



NON-COLLEGE PATHWAYS

Non-college-bound students are most likely to say they are *very strongly* considering *starting a full-time job* (26%) post-high school, although unlikely to say they are *very strongly* considering any option.

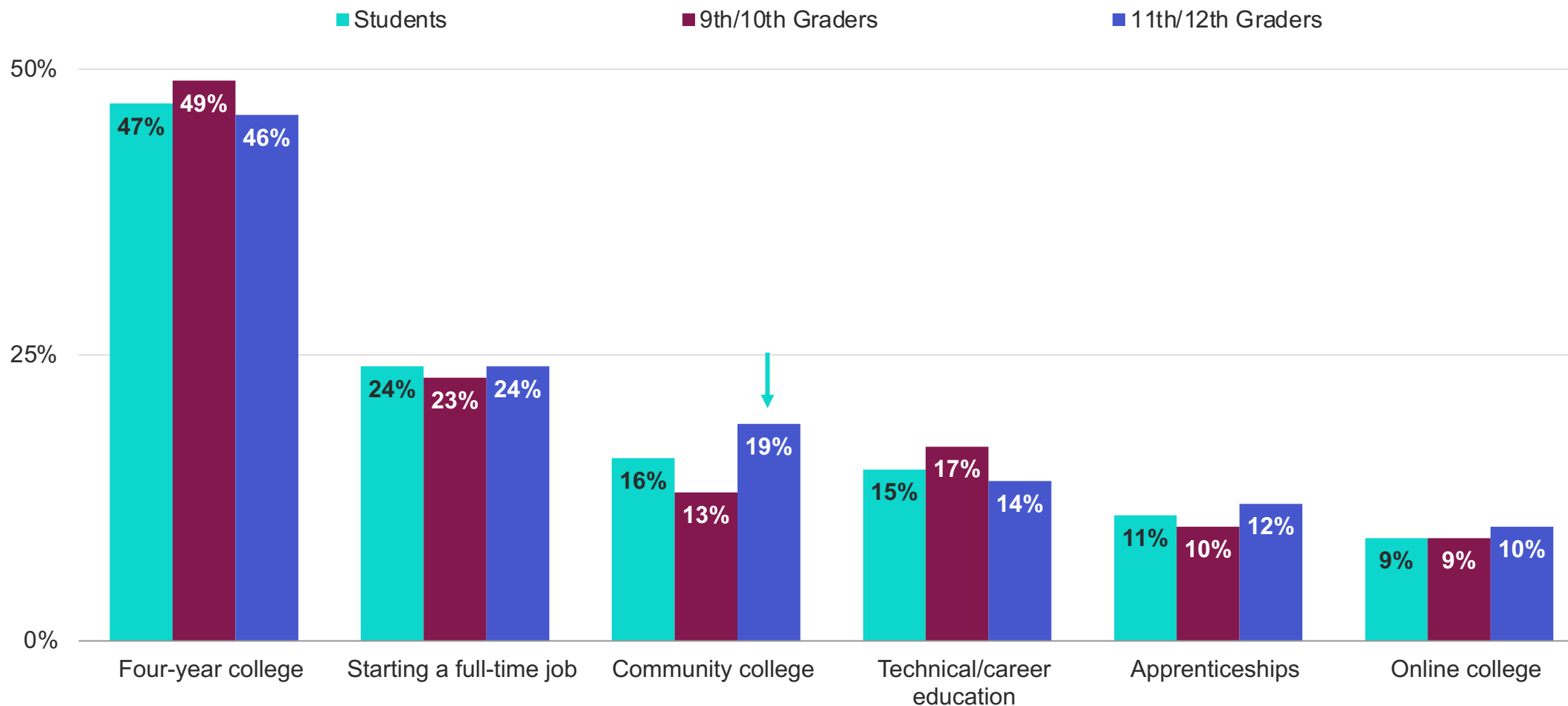
How strongly, if at all, are you considering the following post-high school options? % **Very Strongly**



NON-COLLEGE PATHWAYS

Close shares of younger and older students are *very strongly* considering all tested options, although 11<sup>th</sup>/12<sup>th</sup> graders are more likely than 9<sup>th</sup>/10<sup>th</sup> graders to *very strongly* consider *community college*.

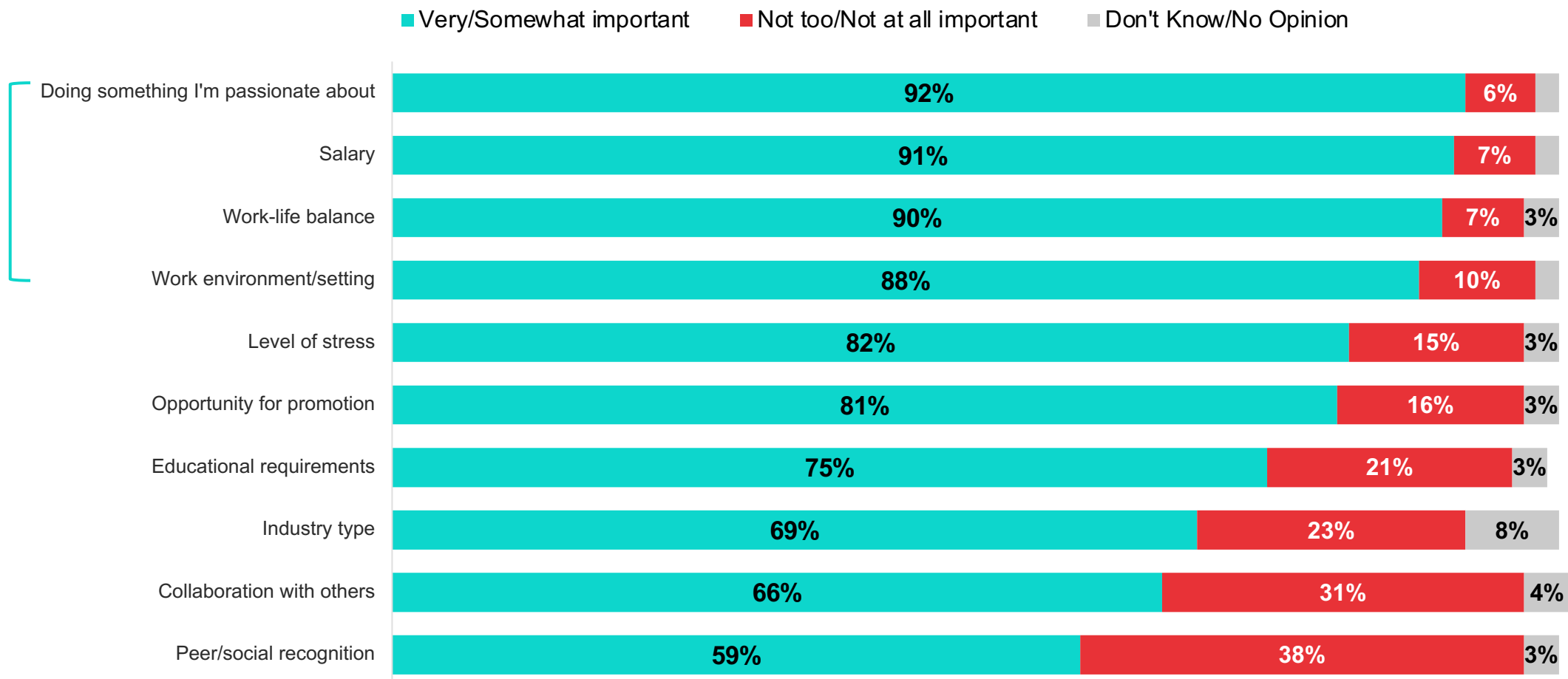
How strongly, if at all, are you considering the following post-high school options? % **Very Strongly**



CAREER EXPLORATION

The most *important* career aspects to students are *doing something they're passionate about* (92%), *salary* (91%), *work-life balance* (90%), and *work environment/setting* (88%).

How important are each of the following career aspects as you consider your post-high school plans?



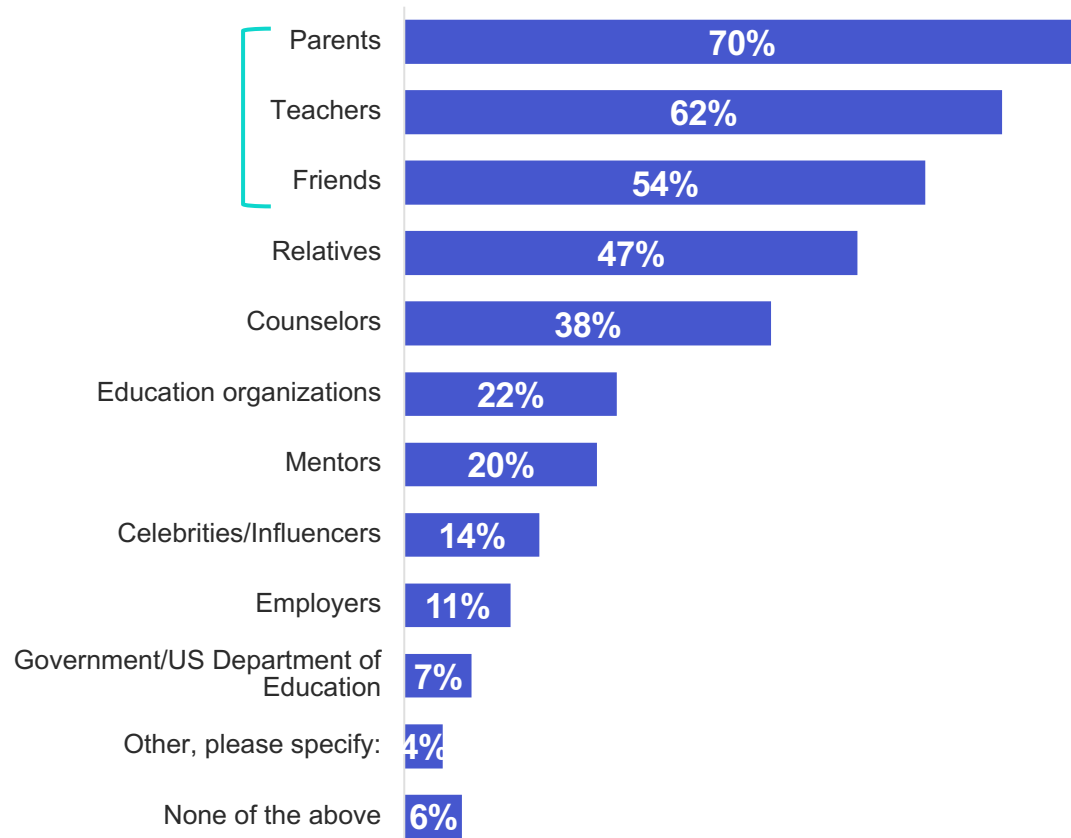


## NON-COLLEGE PATHWAYS

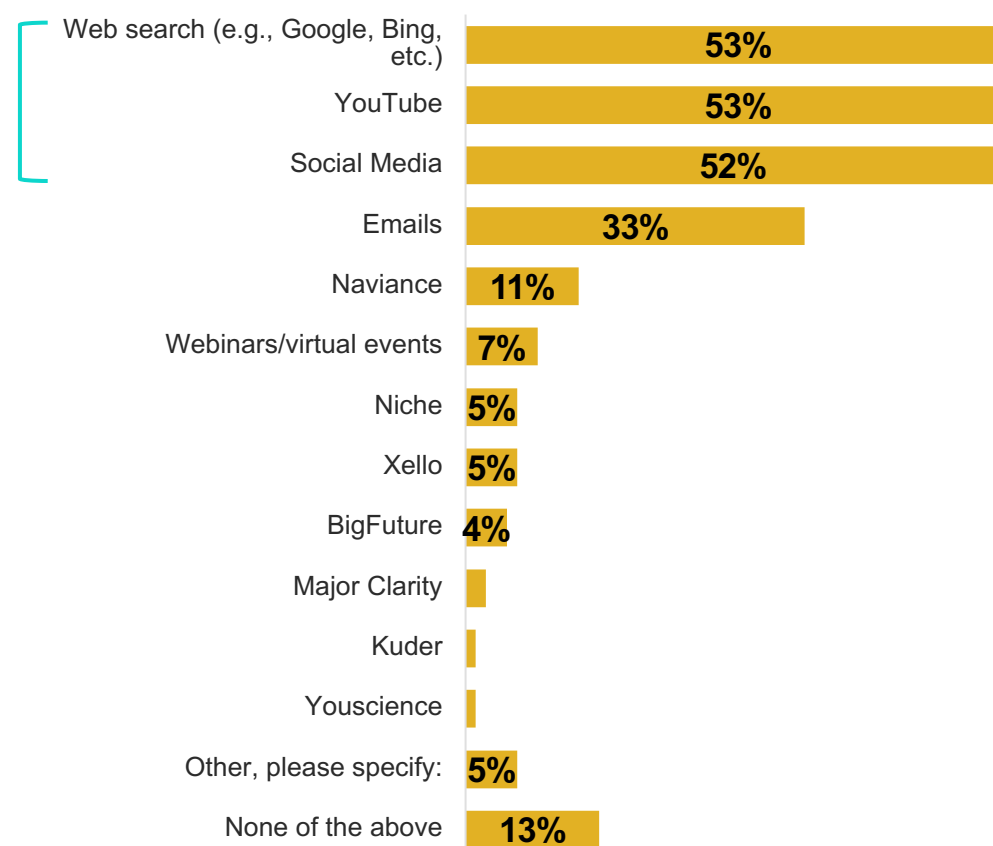
Students who have already begun exploring their career paths are most likely to have received career planning information from *parents, teachers, and friends*. The most common channels students have used to explore their careers are *web search, YouTube, and social media*.

### AMONG STUDENTS WHO HAVE EXPLORED CAREER PATHS A LOT/SOME [N=994]

#### WHO have you received information from?



#### HOW have you received information?

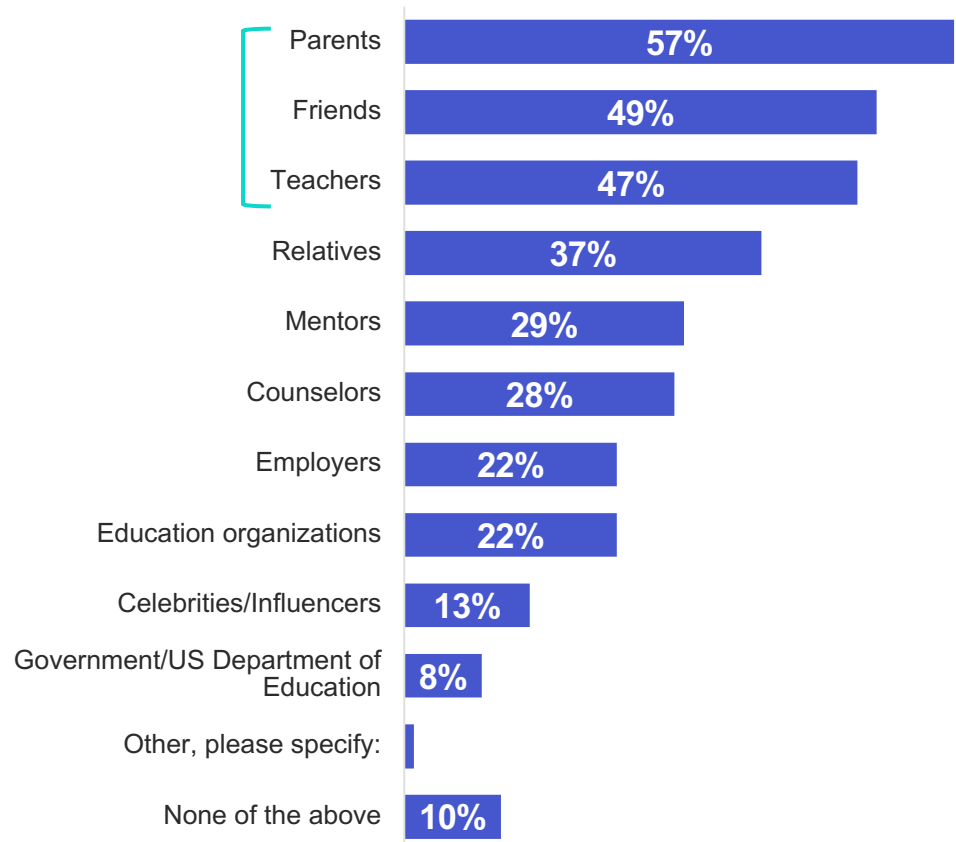


NON-COLLEGE PATHWAYS

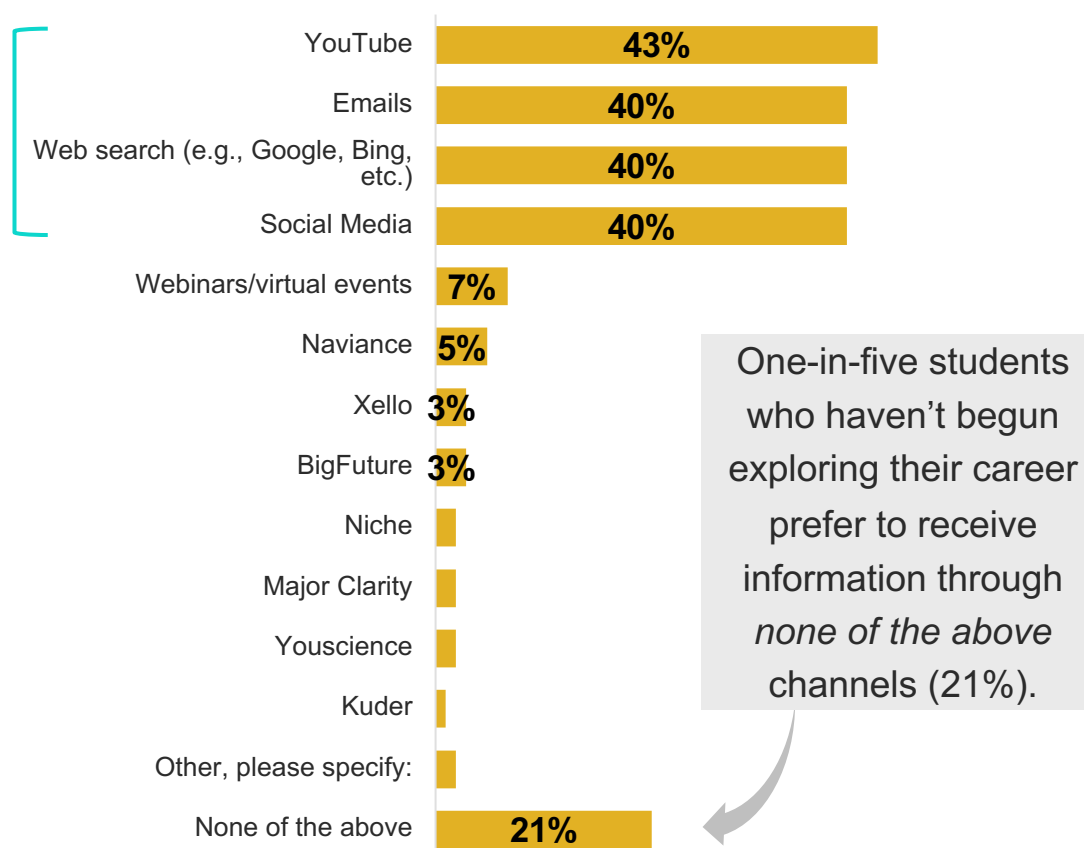
Students who haven't begun exploring career paths are most likely to prefer receiving information from their *parents, friends, or teachers*, and via channels like *YouTube, emails, web search, and social media*.

AMONG STUDENTS WHO HAVE EXPLORED CAREER PATHS NOT MUCH/NOT AT ALL [N=213]

WHO would you prefer to receive information from?



HOW would you prefer to receive information?



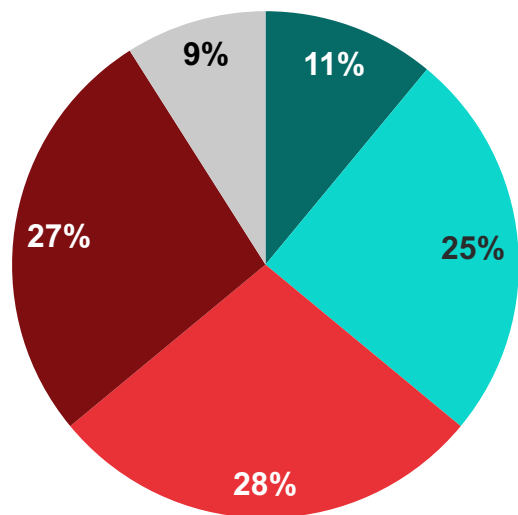
One-in-five students who haven't begun exploring their career prefer to receive information through *none of the above* channels (21%).

NON-COLLEGE PATHWAYS

About two-fifths of non-college-bound students have heard *a lot/some* (36%) about CTE courses. A third say their school offers CTE courses (34%), and among those students, half have taken CTE courses (51%).

Heard About CTE Courses

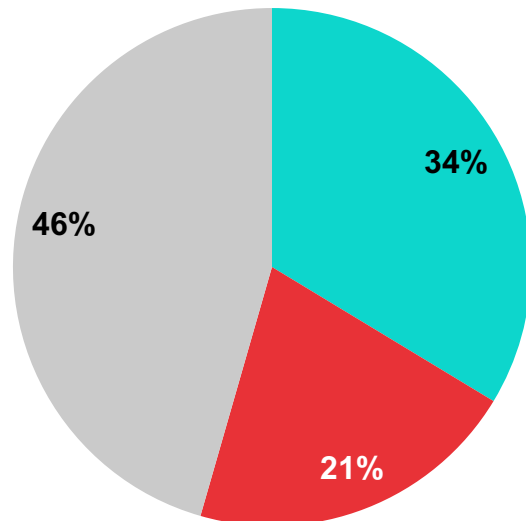
% NON-COLLEGE [N=601]



- A lot
- Not much
- Don't know/No opinion
- Some
- Nothing at all

School Offers CTE Courses

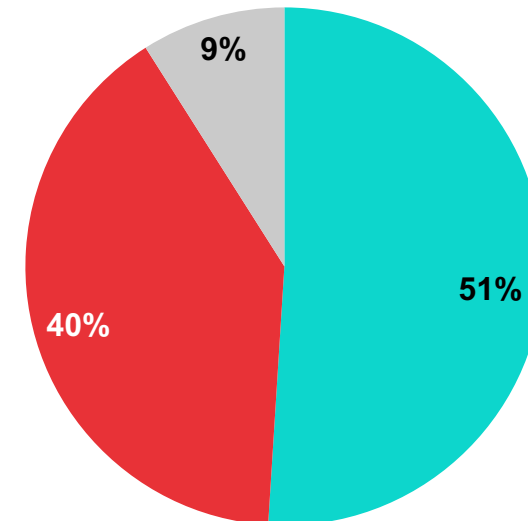
% NON-COLLEGE [N=601]



- Yes
- No
- Don't know/No opinion

Taken/Currently Taking CTE Courses

% NON-COLLEGE AT SCHOOL WITH CTE [N=203]



- Yes
- No
- Don't know/No opinion

ACADEMIC RESEARCH FUNDING

# METHODOLOGY





## RESEARCH OBJECTIVE

The research conducted by Morning Consult on behalf of The College Board seeks to understand what students are currently thinking about their future careers and their plans to get there, particularly for students interested in pursuing paths besides four-year college. Results of the study will direct internal product planning and messaging strategies.

## METHODOLOGY STATEMENT

These polls were conducted between August 16-30, 2022 among a sample of 1,207 high school students ages 14-18. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points.

## STUDENT SURVEY DEMOGRAPHIC DEFINITIONS

DEMOGRAPHIC	WEIGHTED (N)	%	DEFINITION
Students	1,207	100%	High school students ages 14-18 in grades 9-12
College-bound	606	50%	Students who are <i>very likely</i> they will attend four-year college immediately after high school
Non-college-bound	601	50%	Students who are <i>somewhat likely</i> or <i>very/somewhat unlikely</i> to attend four-year-college immediately after high school
9 <sup>th</sup> /10 <sup>th</sup> Graders	529	44%	Students in 9 <sup>th</sup> or 10 <sup>th</sup> grade (Freshman and Sophomore)
11 <sup>th</sup> /12 <sup>th</sup> Graders	678	56%	Students in 11 <sup>th</sup> or 12 <sup>th</sup> grade (Junior or Senior)
College 9 <sup>th</sup> /10 <sup>th</sup> Graders	275	23%	College-bound students in 9 <sup>th</sup> /10 <sup>th</sup> grade (Freshman and Sophomore)
Non-college 9 <sup>th</sup> /10 <sup>th</sup> Graders	332	27%	Non-college-bound students in 9 <sup>th</sup> /10 <sup>th</sup> grade (Freshman and Sophomore)
College 11 <sup>th</sup> /12 <sup>th</sup> Graders	255	21%	College-bound students in 11 <sup>th</sup> /12 <sup>th</sup> grade (Junior or Senior)
Non-college 11 <sup>th</sup> /12 <sup>th</sup> Graders	346	29%	Non-college-bound students in 11 <sup>th</sup> /12 <sup>th</sup> grade (Junior or Senior)
1 <sup>st</sup> Gen	713	59%	Students with no parent/guardian who has completed a four-year college degree
Gender: Male	614	51%	Male students
Gender: Female	593	49%	Female students
Ethnicity: White	820	68%	White students (includes Hispanic and non-Hispanic)
Ethnicity: Black	166	14%	Black students (includes Hispanic and non-Hispanic)
Ethnicity: Other	221	18%	Students of another race or ethnicity (includes Hispanic and non-Hispanic)
Ethnicity: Hispanic	295	24%	Hispanic students (of any race)

# OPEN-ENDED ANALYSIS APPROACH

1

## PREPROCESS

Leverage Natural Language Processing (NLP) techniques to standardize responses

2

## ENRICH

Enrich our understanding of each response via artificial neural networks trained on massive quantities of text data

3

## ANALYZE

Apply an NLP technique called Term Frequency-Inverse Document Frequency (TF-IDF) to compare and analyze documents

4

## SYNTHESIZE

Cluster responses into coherent, distinct narratives by conducting unsupervised machine learning modeling

ACADEMIC RESEARCH FUNDING

# APPENDIX





AGENDA

CAREER EXPLORATION

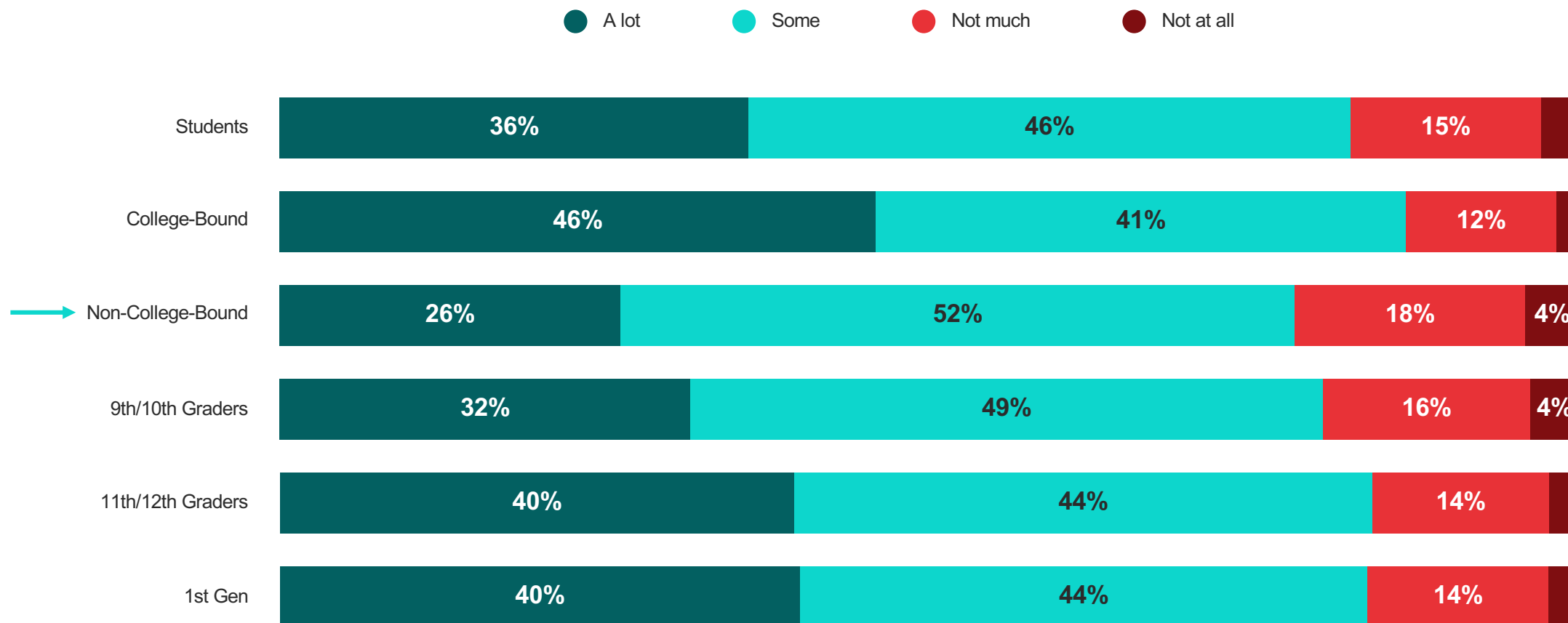
CAREER AND TECHNICAL  
EDUCATION (CTE)



CAREER EXPLORATION

Three-quarters of non-college-bound students say they *have begun* exploring future career paths they could take post-high school (78%), although just 26% say they have done this *a lot*.

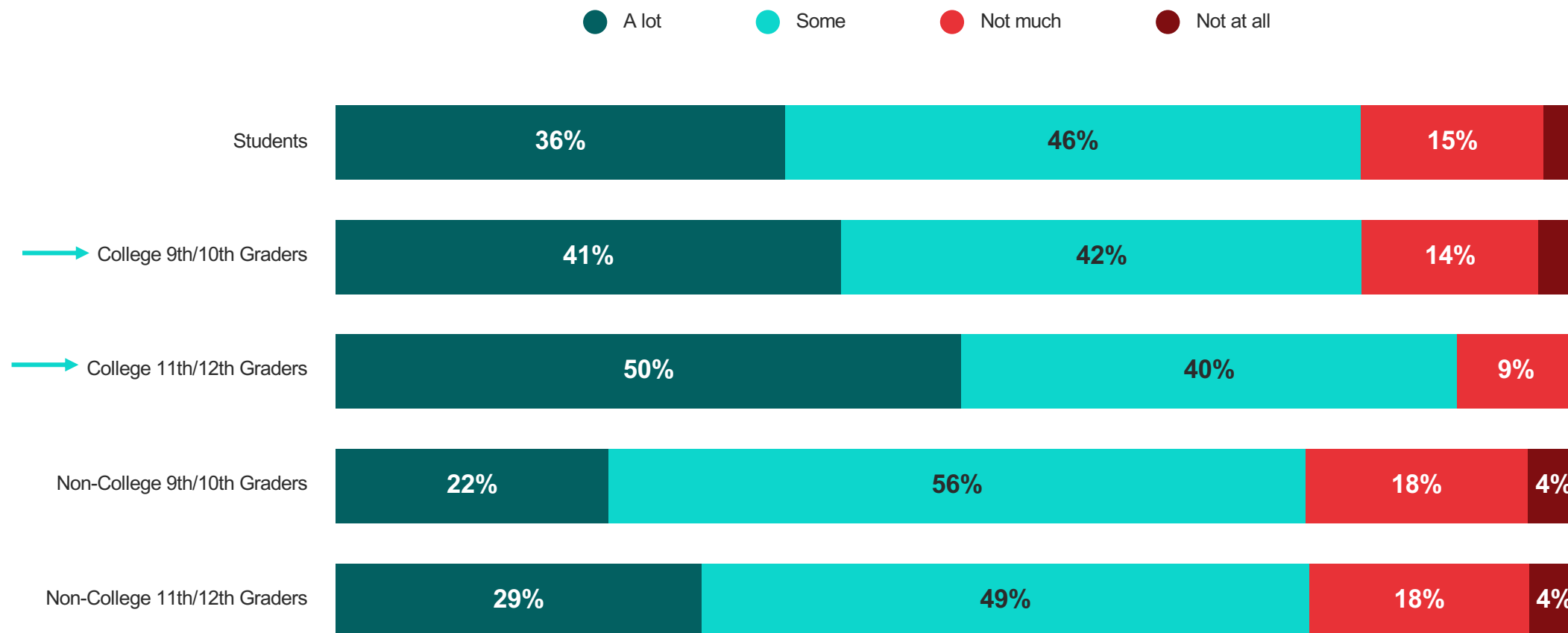
How much, if at all, have you begun exploring future career paths you could take post-high school?



CAREER EXPLORATION

Half of college-bound 11<sup>th</sup>/12<sup>th</sup> graders (50%) and 41% of college-bound 9<sup>th</sup>/10<sup>th</sup> graders have begun exploring future career paths *a lot*.

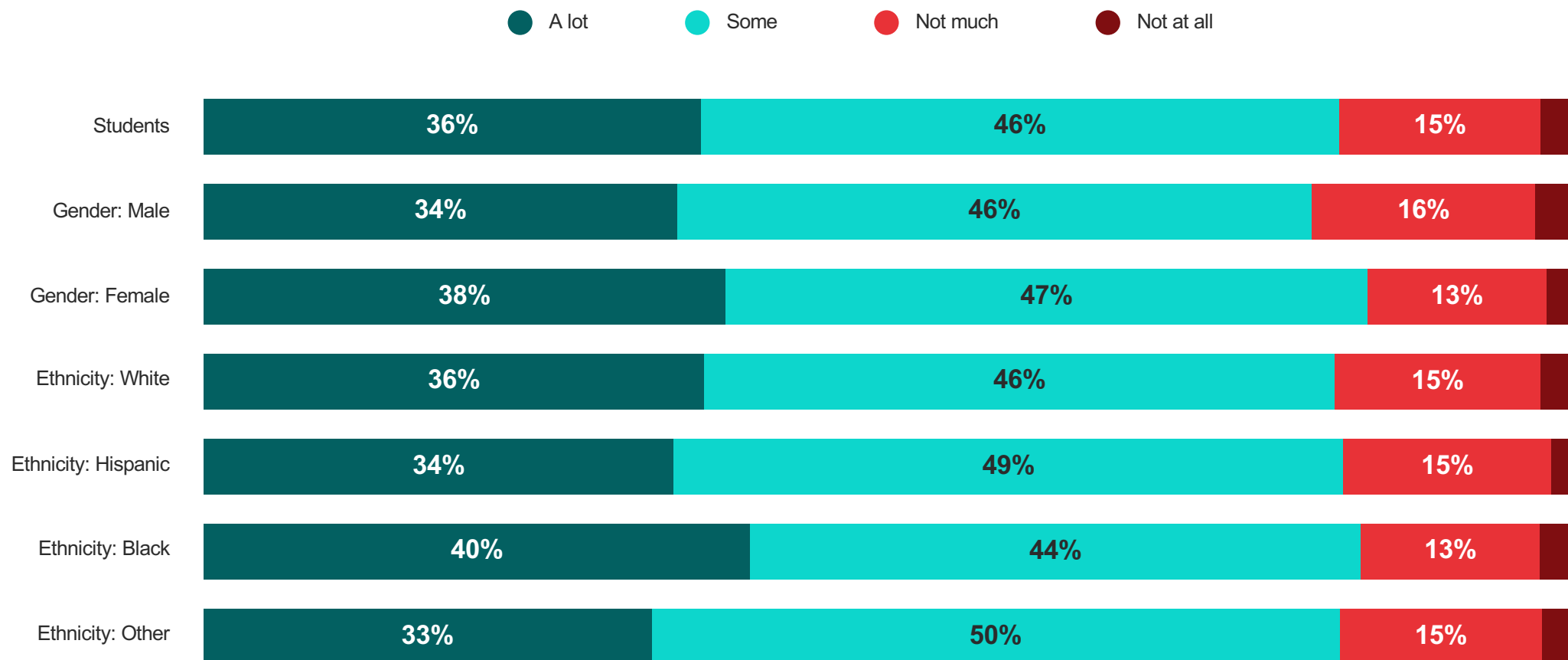
How much, if at all, have you begun exploring future career paths you could take post-high school?



CAREER EXPLORATION

Strong majorities of students across all gender and race/ethnicity groups say they have explored future paths they could take after high school *a lot/some*.

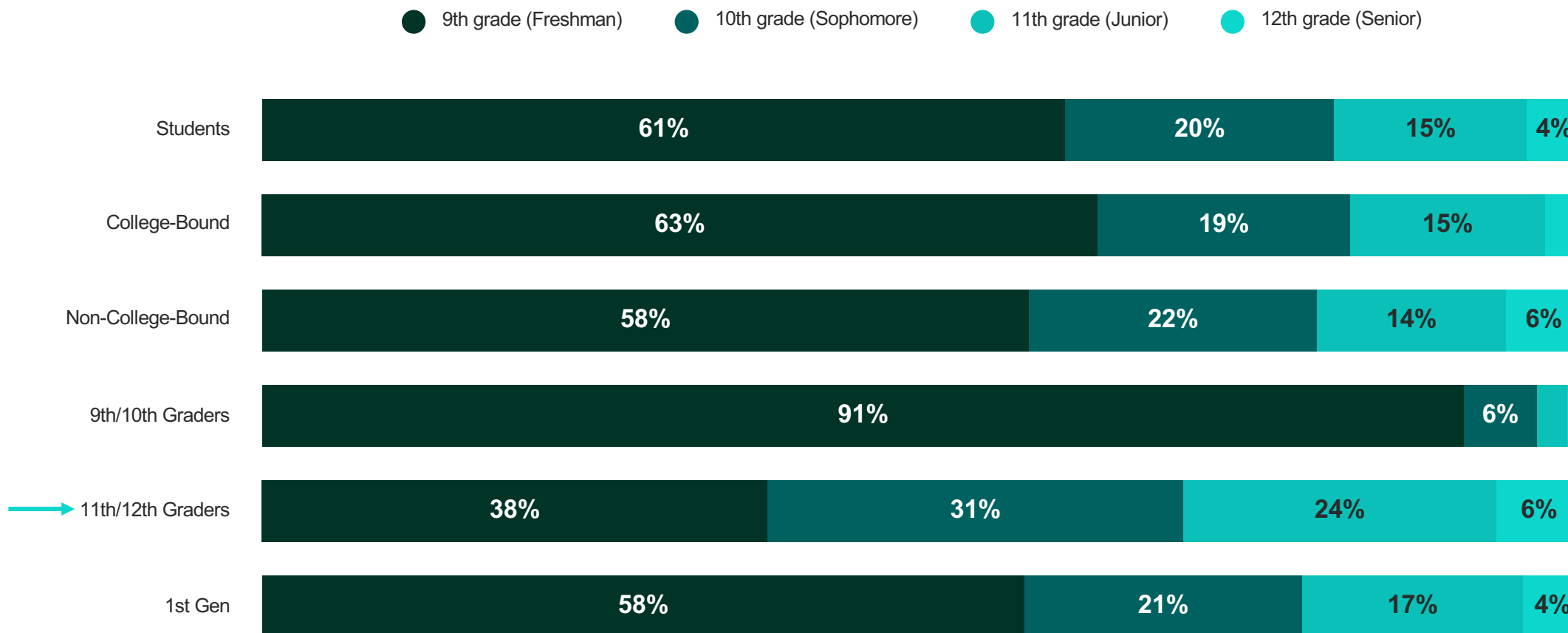
How much, if at all, have you begun exploring future career paths you could take post-high school?



CAREER EXPLORATION

About a third of 11<sup>th</sup>/12<sup>th</sup> graders say they began exploring future career paths in 9<sup>th</sup> (38%) or 10<sup>th</sup> (31%) grade.

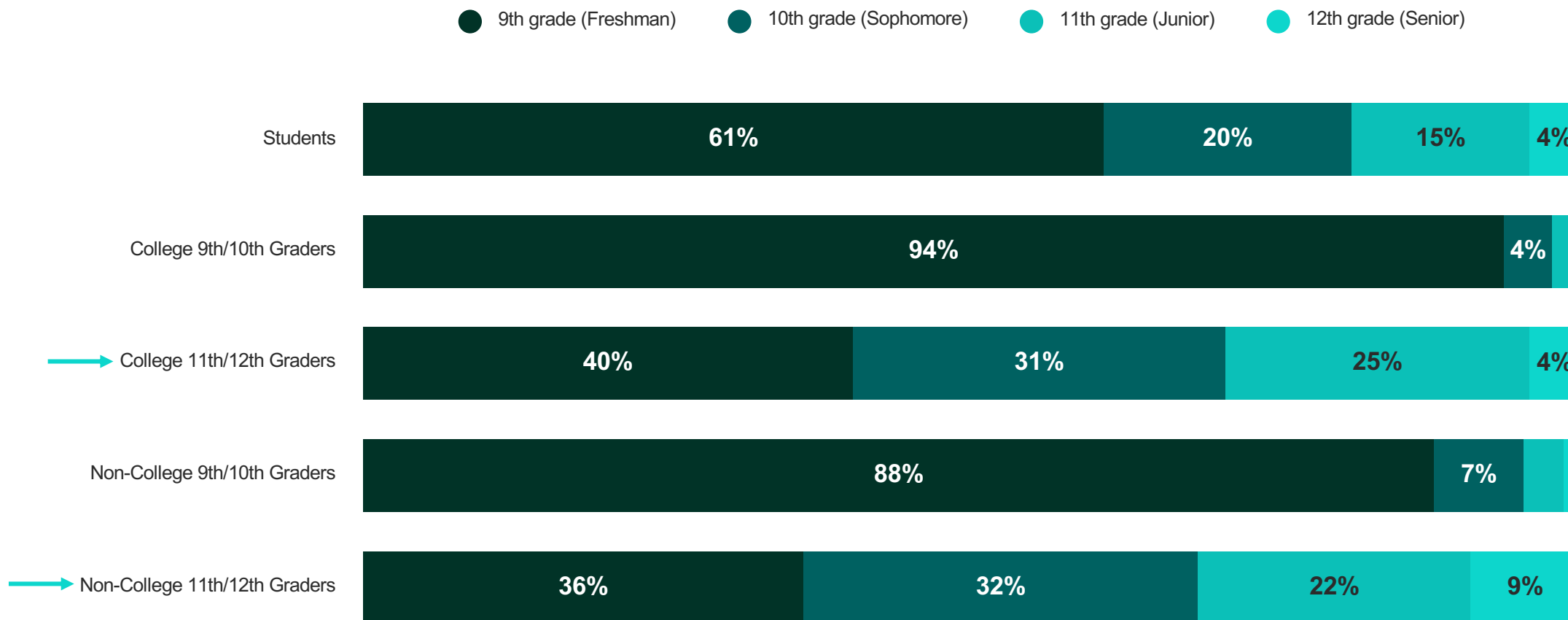
What grade did you begin exploring future career paths you could take post-high school?



CAREER EXPLORATION

College-bound and non-college-bound students are about equally likely to have begun exploring future career paths across each of the four grade levels.

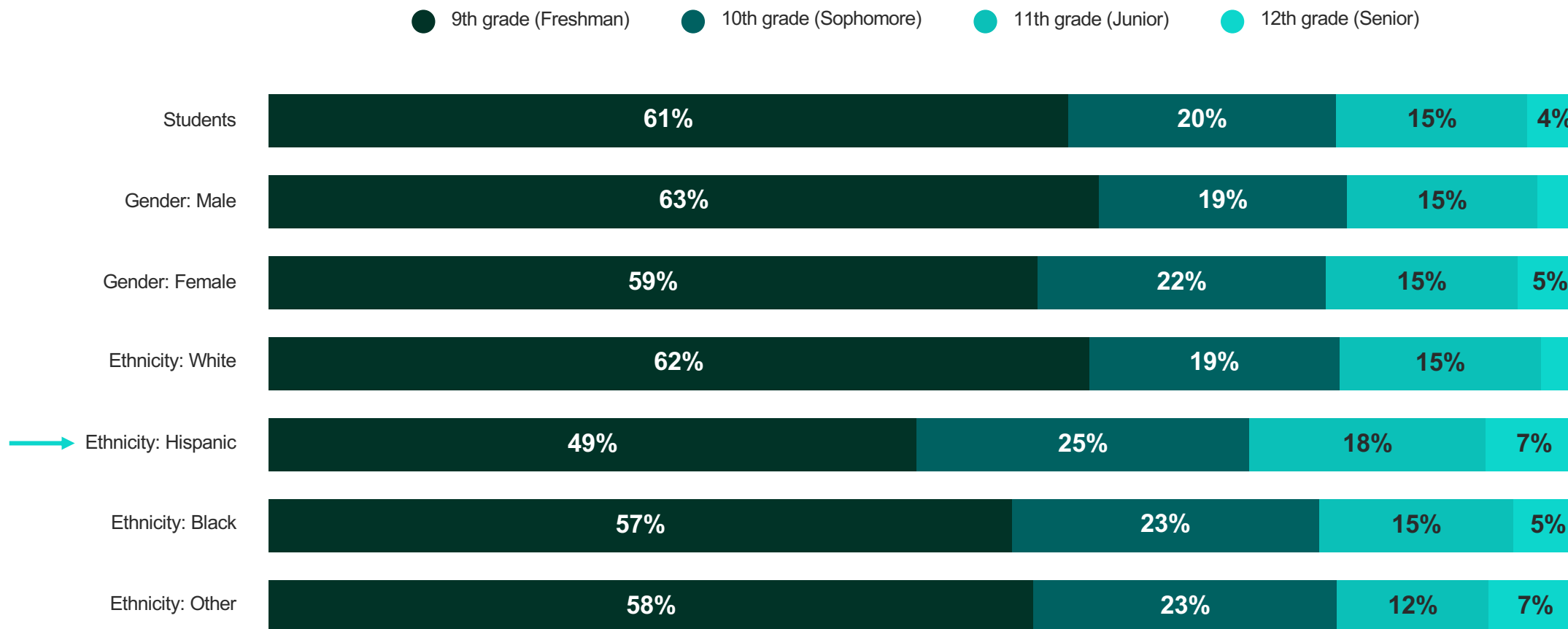
What grade did you begin exploring future career paths you could take post-high school?



CAREER EXPLORATION

Hispanic students are less likely than students of other racial and ethnic groups to say they began exploring future career paths in 9<sup>th</sup> grade (49%).

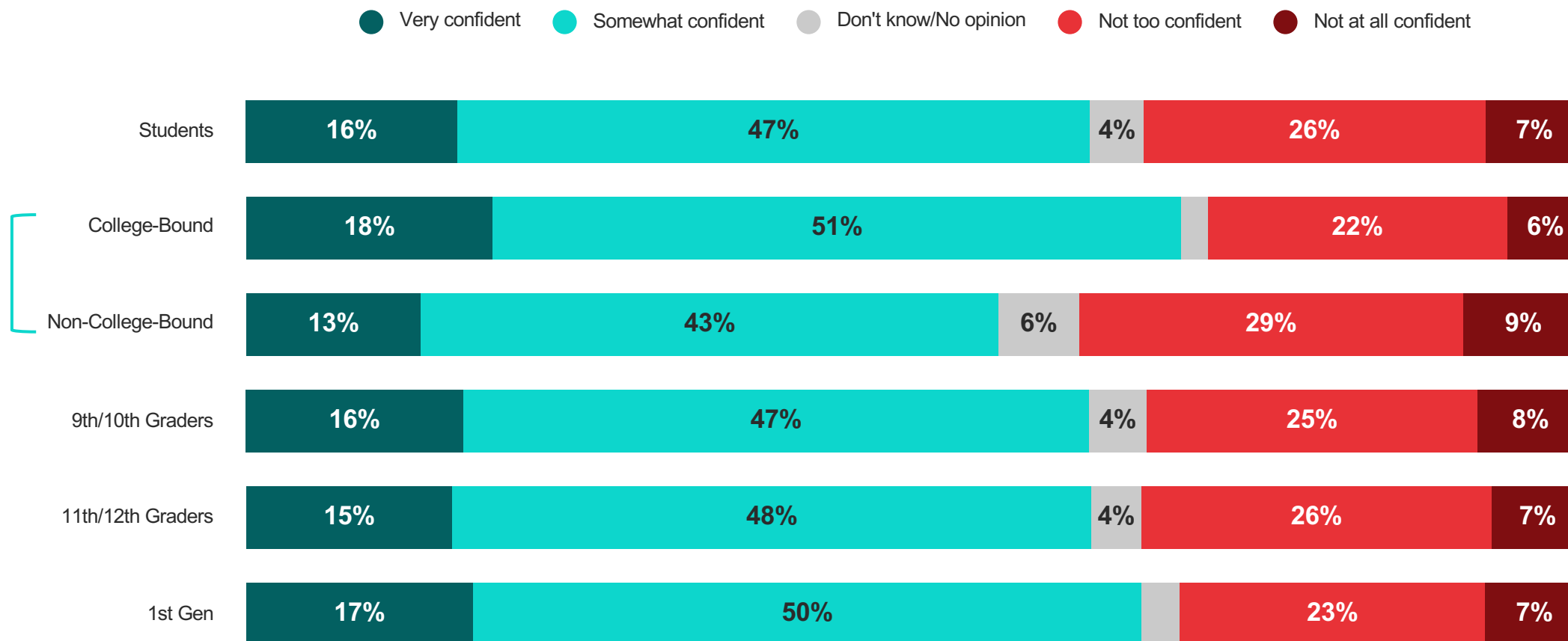
What grade did you begin exploring future career paths you could take post-high school?



CAREER EXPLORATION

College-bound students (69%) are more likely than non-college-bound students (56%) to be *confident* that they know the steps they need to take to transition into a career.

How confident are you, if at all, that you know the steps you need to take to transition into a career?

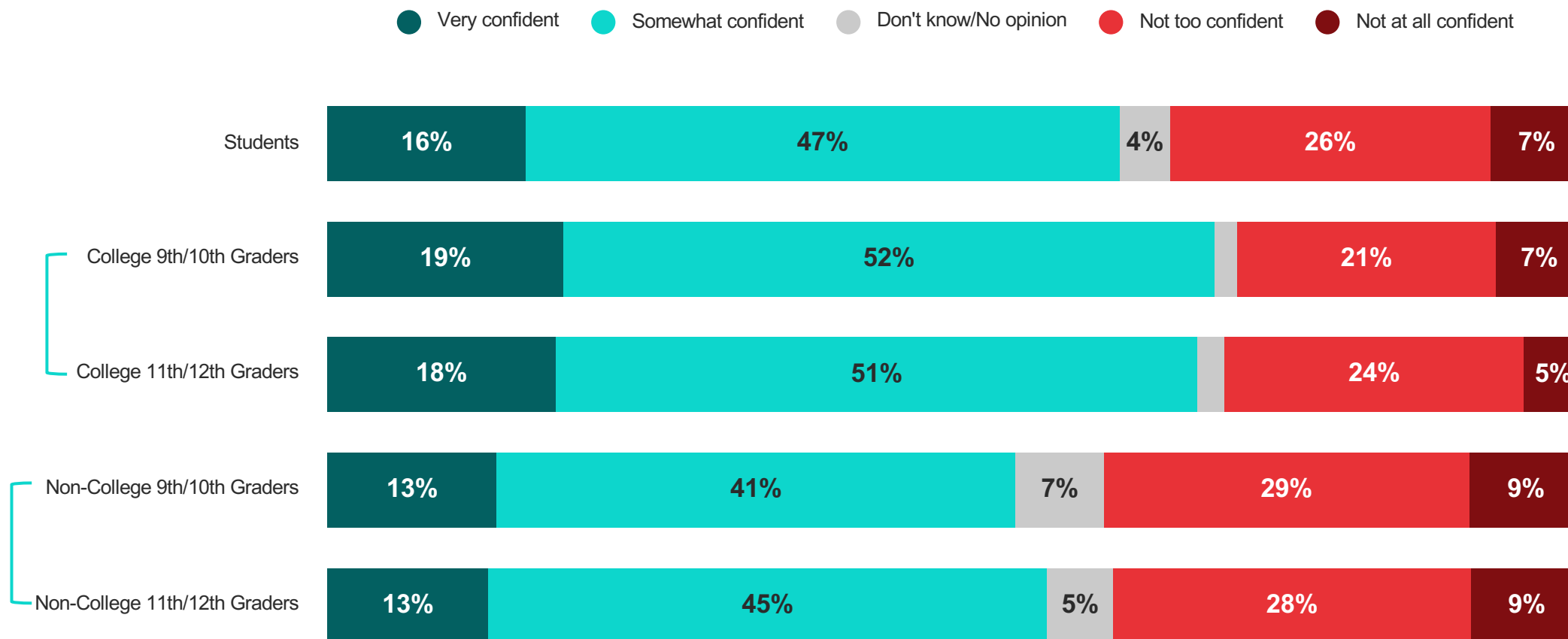




CAREER EXPLORATION

College-bound students across all grades are more likely than non-college-bound students across all grades to feel *confident* that they know the steps needed to transition to a career.

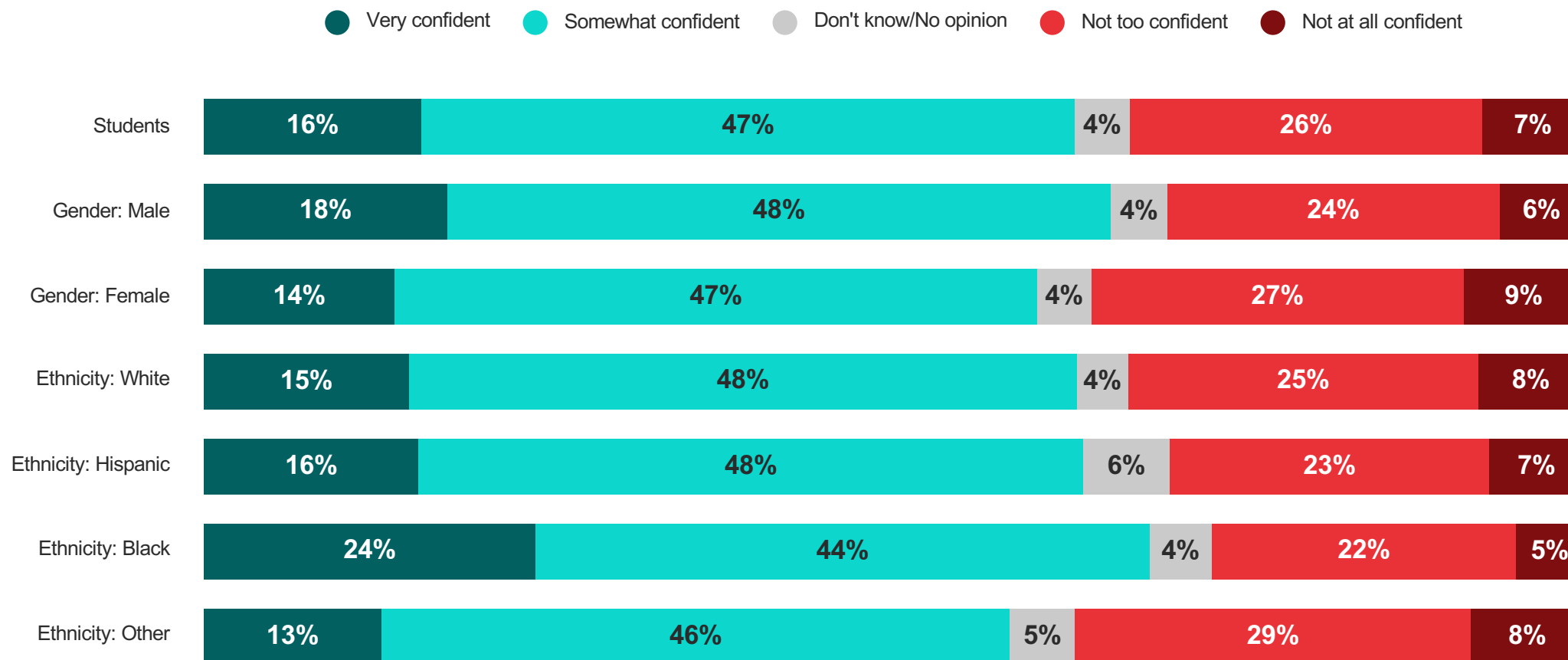
How confident are you, if at all, that you know the steps you need to take to transition into a career?



CAREER EXPLORATION

About two-thirds of students are *confident* (63%) that they know the steps they need to take to transition into a career, with no significant differences in opinion by gender or race/ethnicity.

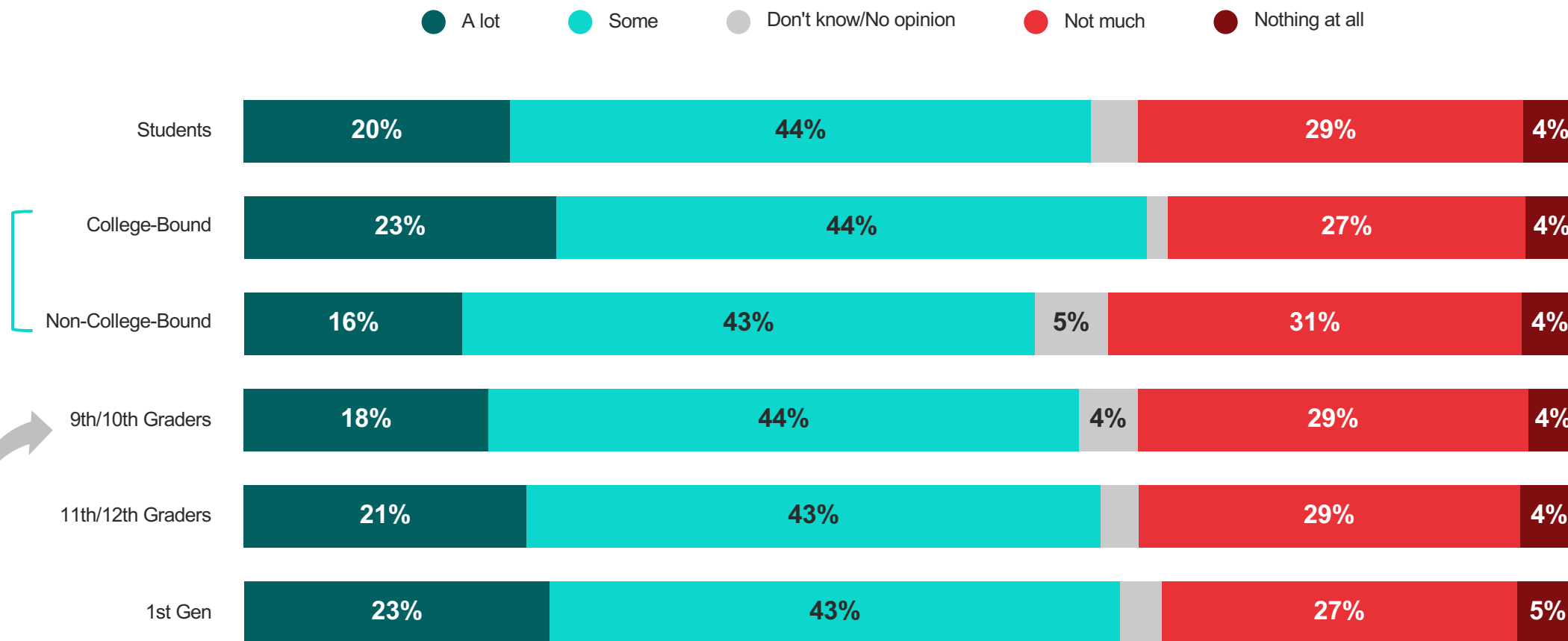
How confident are you, if at all, that you know the steps you need to take to transition into a career?



CAREER EXPLORATION

Non-college-bound students (59%) are less likely than college-bound students (67%) to have heard *a lot or some* about post-high school options besides four-year college.

How much have you heard about post-high school options besides attending a four-year college?

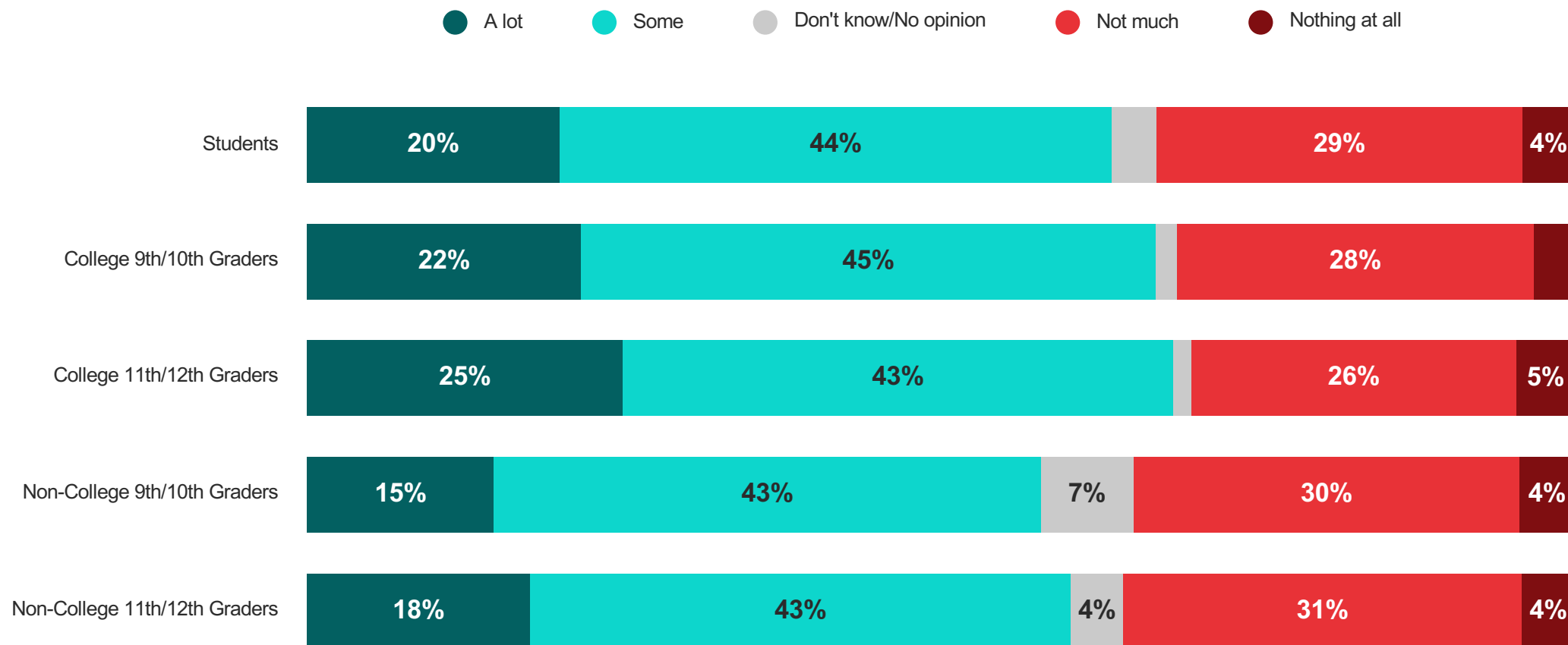


9th/10th graders (62%) are about equally likely as 11th/12th graders (64%) to have heard *a lot or some* about non-college options.

CAREER EXPLORATION

College-bound and non-college-bound students across grade levels do not vary significantly in how much they have heard about post-high school options besides four-year college.

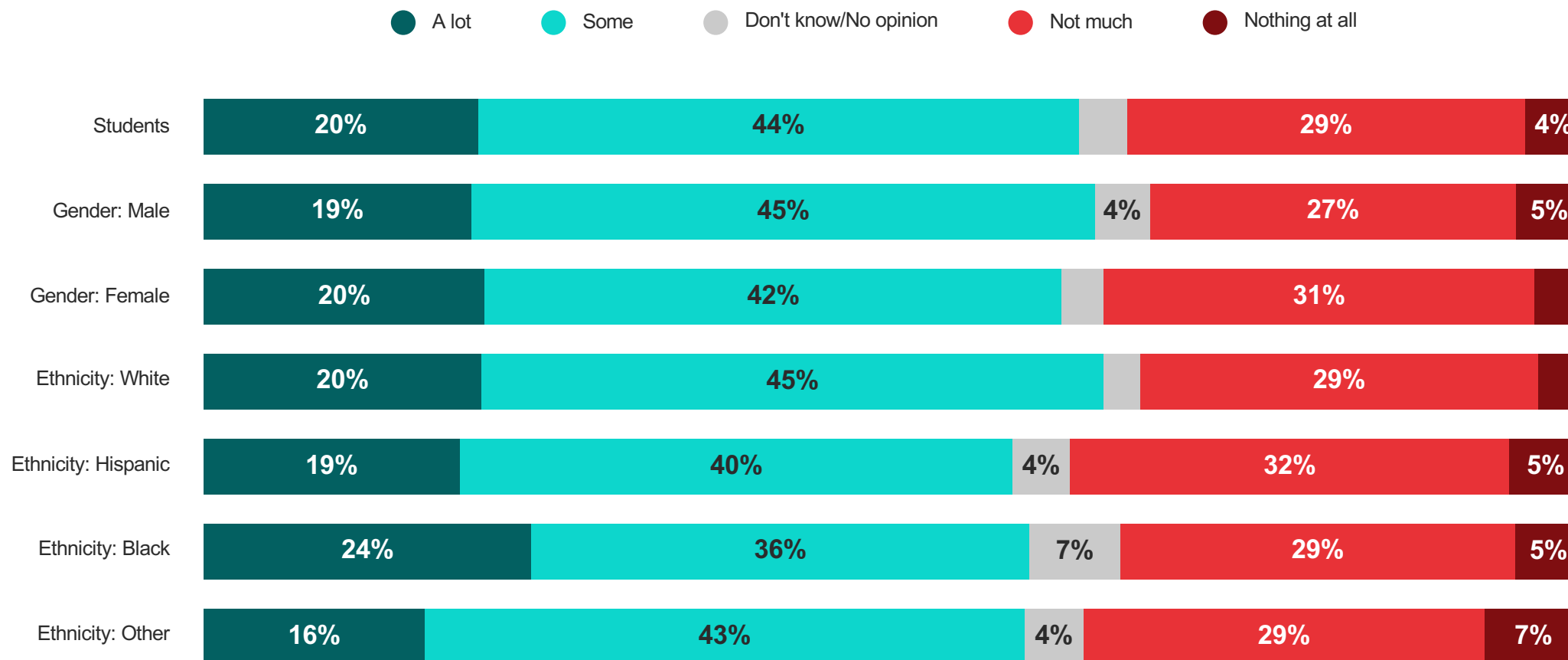
How much have you heard about post-high school options besides attending a four-year college?



CAREER EXPLORATION

There are no significant differences in opinion across gender and race/ethnicity groups in the amount students have heard about post-high school options besides four-year college.

How much have you heard about post-high school options besides attending a four-year college?



AGENDA

# CAREER EXPLORATION

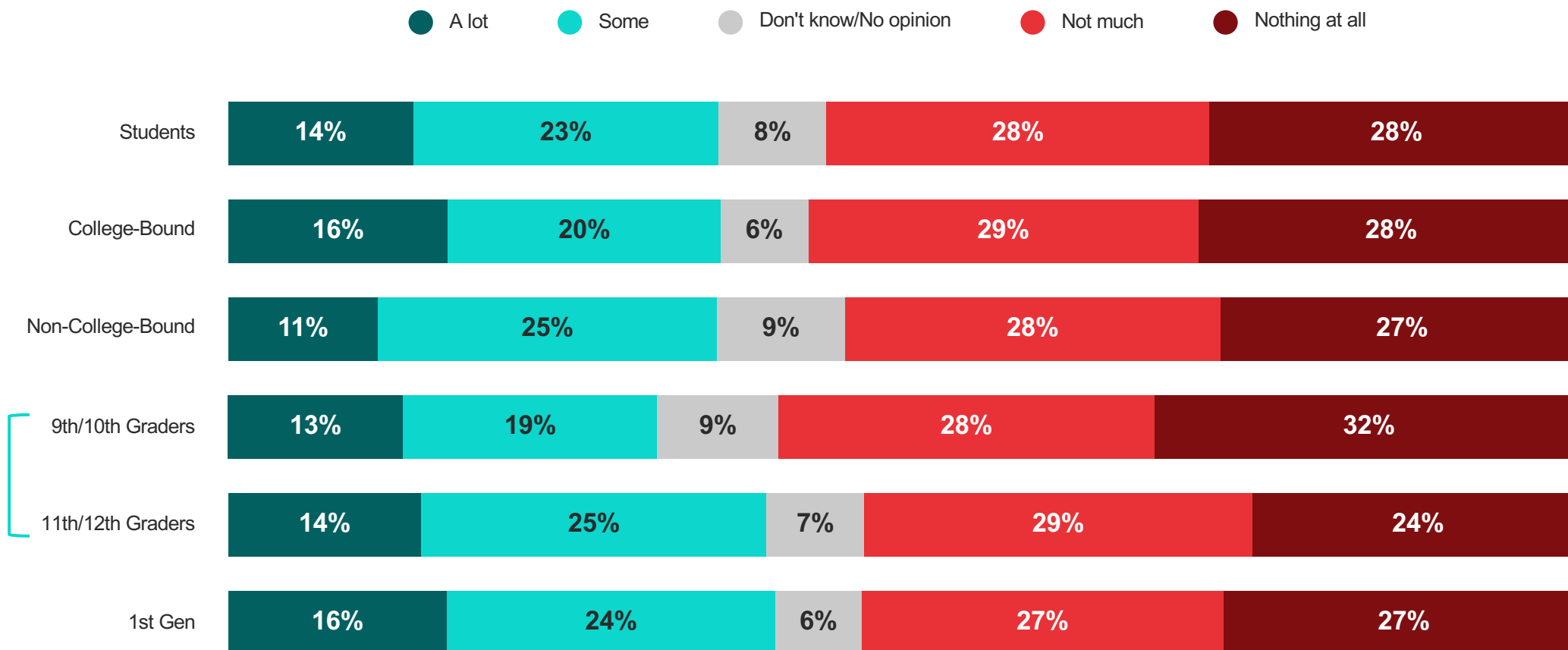
CAREER AND TECHNICAL  
EDUCATION (CTE)



CAREER AND TECHNICAL EDUCATION (CTE)

A third of 9<sup>th</sup>/10<sup>th</sup> grade students have heard *a lot/some* (32%) about CTE courses, compared to 39% of 11<sup>th</sup>/12<sup>th</sup> graders who have heard *a lot/some* about CTE courses.

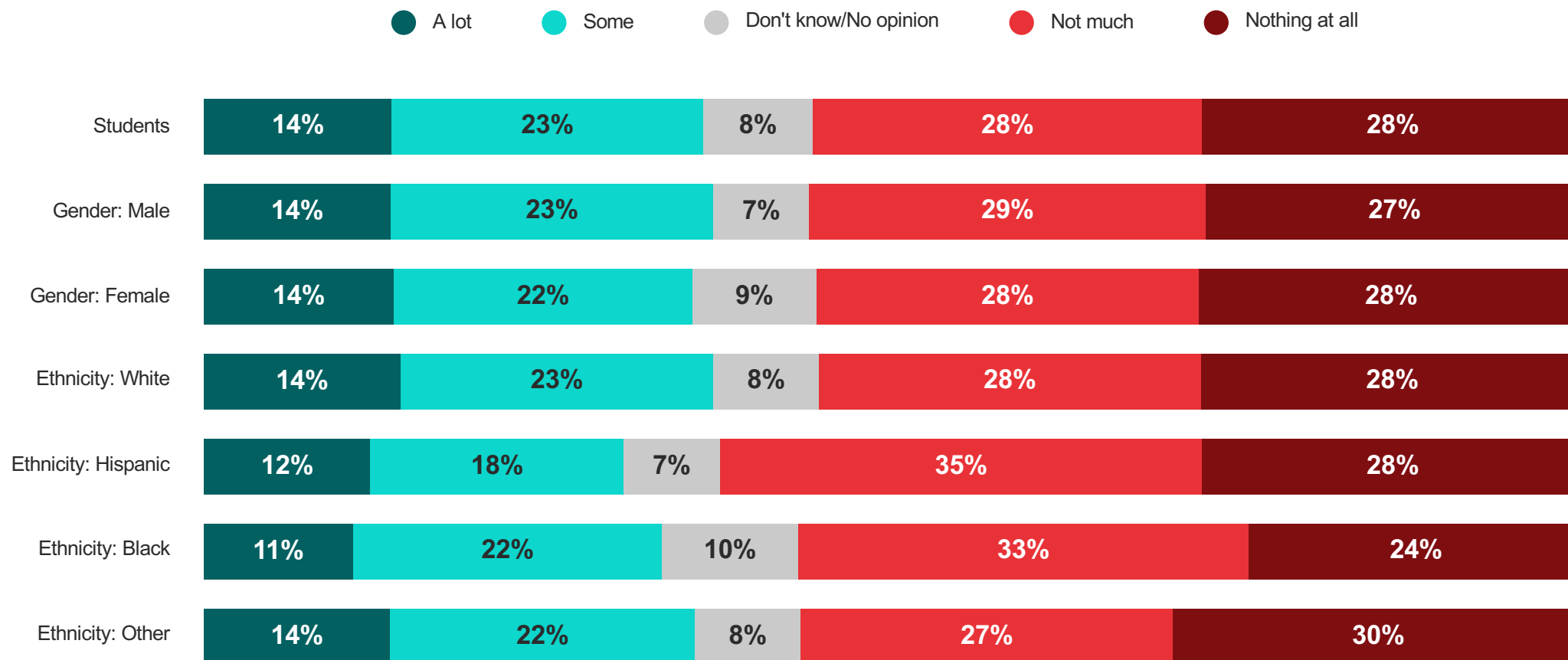
How much have you heard about Career and Technical Education (CTE) courses?



CAREER AND TECHNICAL EDUCATION (CTE)

There are no significant differences among students by gender or race in the amount students have heard about CTE courses.

How much have you heard about Career and Technical Education (CTE) courses?

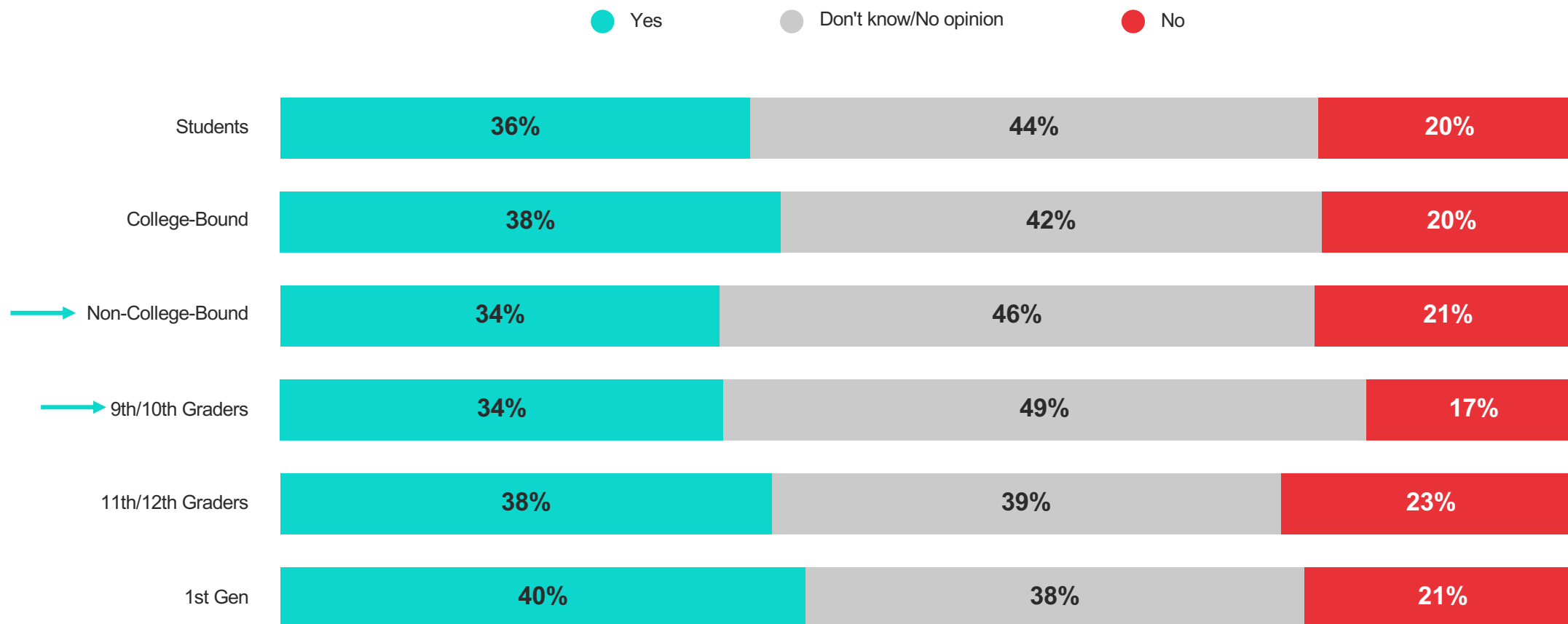




CAREER AND TECHNICAL EDUCATION (CTE)

About half of non-college-bound students (46%) and 9<sup>th</sup>/10<sup>th</sup> graders (49%) *don't know* if their school offers CTE courses.

Does your school offer Career and Technical Education (CTE) courses?

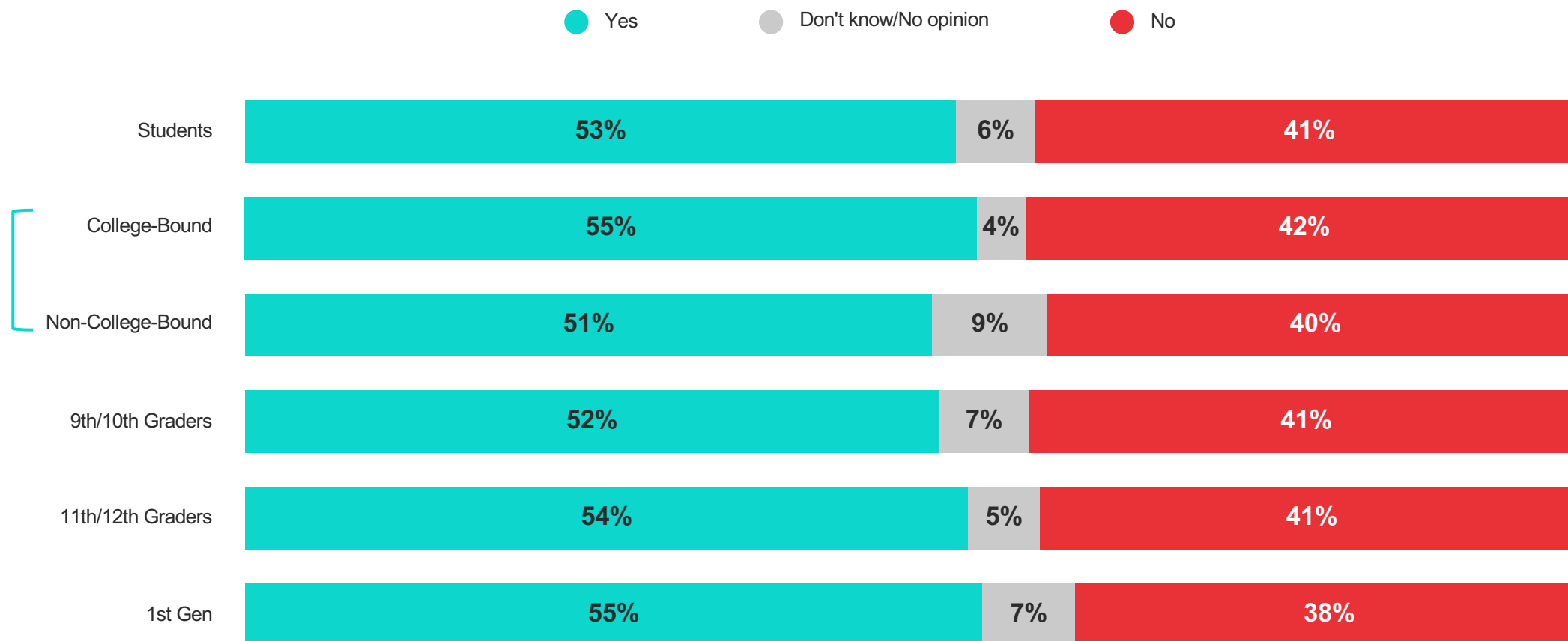


CAREER AND TECHNICAL EDUCATION (CTE)

About half of college-bound (55%) and non-college-bound (51%) students have taken/are currently taking CTE courses.

Have you taken or are you taking Career and Technical (CTE) courses?

AMONG STUDENTS WHOSE SCHOOL OFFERS CTE COURSES [N=436]



## CAREER AND TECHNICAL EDUCATION (CTE)

Students are most likely to say they have taken *STEM-focused* CTE classes in high school.

In which of the following clusters have you taken any career-focused classes while in high school? Please select all that apply.

**% SELECTED**

**AMONG STUDENTS WHO HAVE TAKEN/ARE CURRENTLY TAKING CTE COURSES [N=232]**

	Students	College-Bound	Non-College-Bound	9th/10th Graders	11th/12th Graders	1st Gen
Science, Technology, Engineering, & Math	40%	40%	41%	39%	41%	39%
Health Science	23%	26%	18%	19%	25%	15%
Agriculture, Food, & Natural Resources	20%	22%	17%	21%	19%	23%
Arts, A/V Technology, & Communications	19%	17%	20%	20%	18%	18%
Business Management & Administration	19%	17%	22%	16%	21%	22%
Finance	18%	18%	17%	11%	22%	15%
Marketing	14%	15%	14%	10%	17%	14%
Information Technology	13%	12%	16%	13%	13%	16%
Education & Training	12%	13%	12%	10%	14%	13%
Human Services	12%	13%	11%	10%	14%	12%
Architecture & Construction	8%	8%	8%	8%	8%	6%
Law, Public Safety, Corrections, & Security	8%	8%	7%	4%	10%	7%
Manufacturing	7%	9%	5%	10%	5%	6%
Hospitality & Tourism	6%	5%	7%	8%	4%	5%
Government & Public Administration	5%	4%	7%	2%	7%	6%
Transportation, Distribution, & Logistics	2%	2%	2%	1%	2%	2%
None of the above	7%	7%	6%	9%	5%	7%