

LWVEI

Louisiana Workforce Education Initiative

WIC Meeting

September 15, 2014

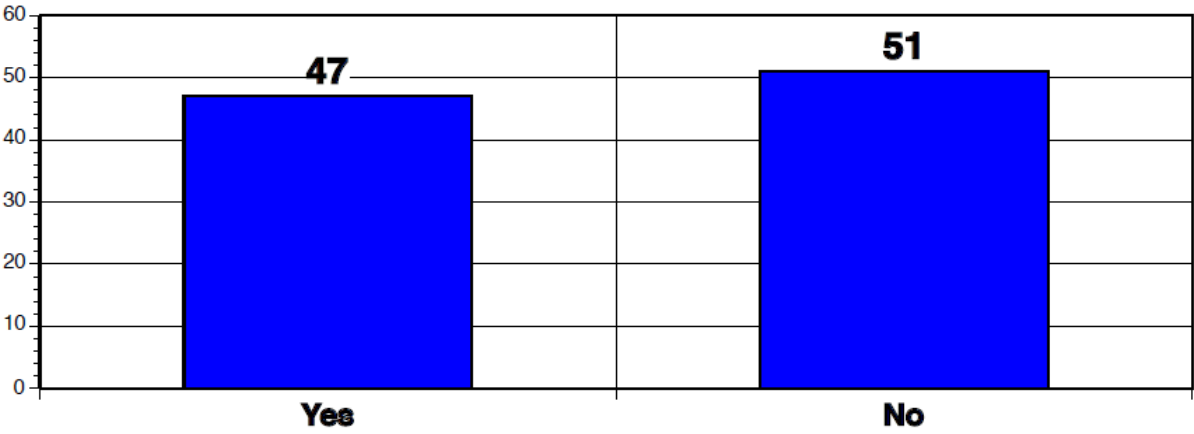
Research Results from 1000+ Surveyed Statewide

- Southern Media and Opinion Research conducted poll
- To understand public perceptions about careers that require post-secondary education or training but NOT a four year degree
- Additional online student survey launched - ongoing collection effort

Jobs that do not require a four-year degree are considered inferior by almost 50%

About half of the respondents feel people think less of people who do not have a 4 year college degree; an equal number do not. Age is the largest differentiator, with young people most likely (58%) to respond that they think less of people without a degree.

In your opinion, do people tend to think less of someone who doesn't have a four-year college degree?



Nearly 2/3 of those who believe jobs requiring a four year college degree are superior...

...are unemployed.

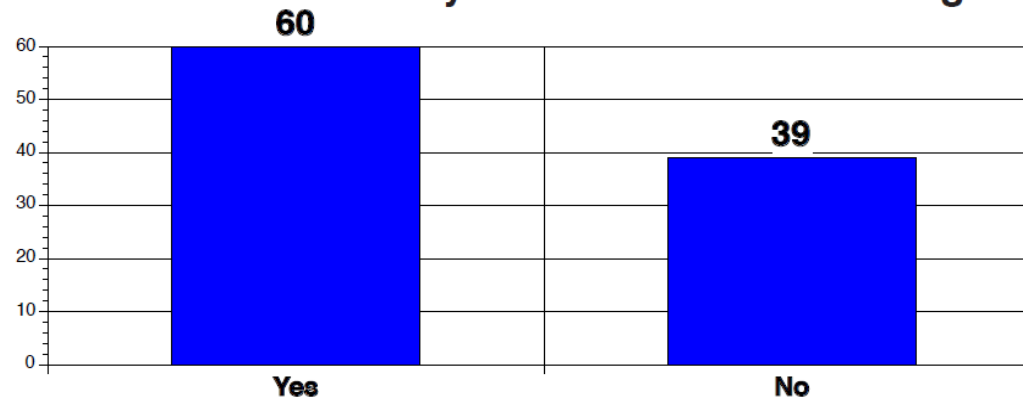
Those who *have* college degrees are *less likely* to think they are the key to success.

Over 50% of high school dropouts, the disabled, and the unemployed believe a 4 year degree leads to better jobs.

Most adults did not know what they wanted to do when they got out of high school

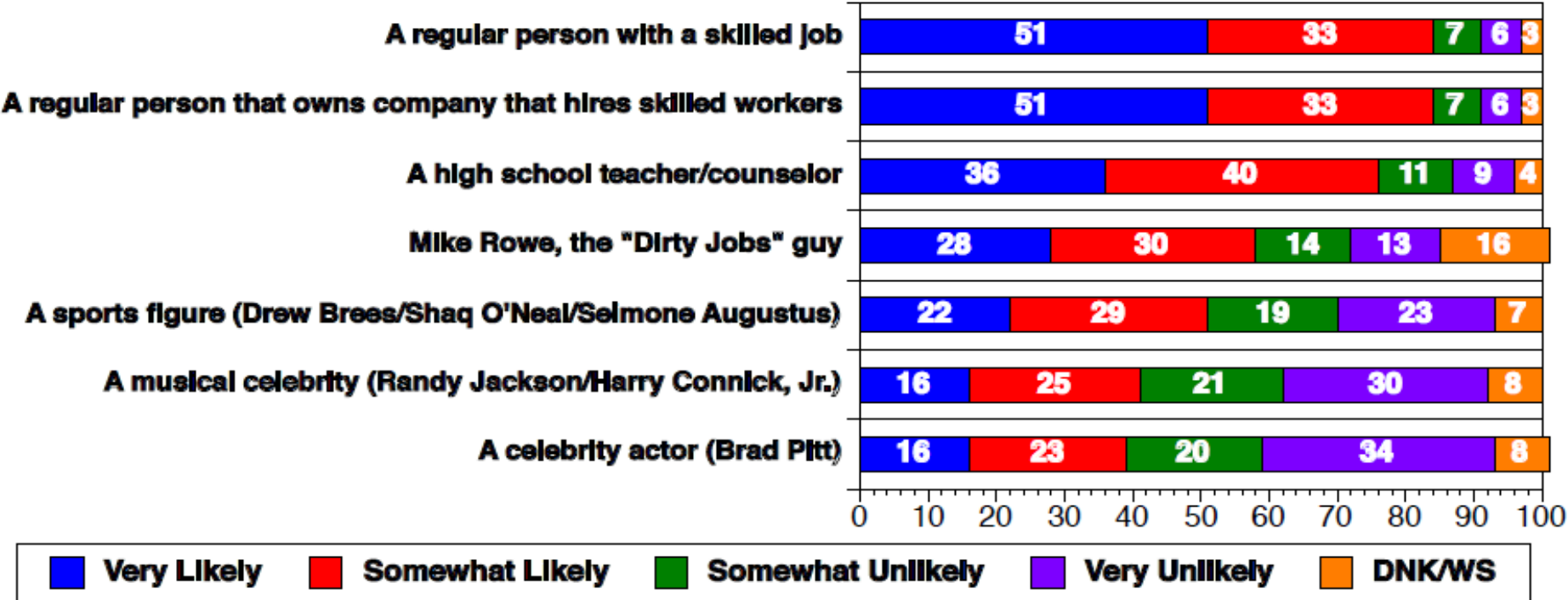
About 60% had a job “plan” in high school. People who currently have Associate Degrees profess to be have been most prepared (77%).

Thinking back to when you were in high school, did you have a job goal; that is, did you know or have some idea about what you wanted to do for a living?



Skilled job holders, employers and teachers are credible sources

**How likely are you to believe what the following people say about the value of skilled jobs:
(very likely, somewhat likely, somewhat unlikely or very unlikely)**



Who influenced your career choice?

Parents and close relatives have a tremendous influence*.

51% of blacks/41% of whites

38% of those with associate degrees

53% of those with four year college degrees

*Crosstabs

Who else influenced your career choice?

Parents and close relatives have a tremendous influence.

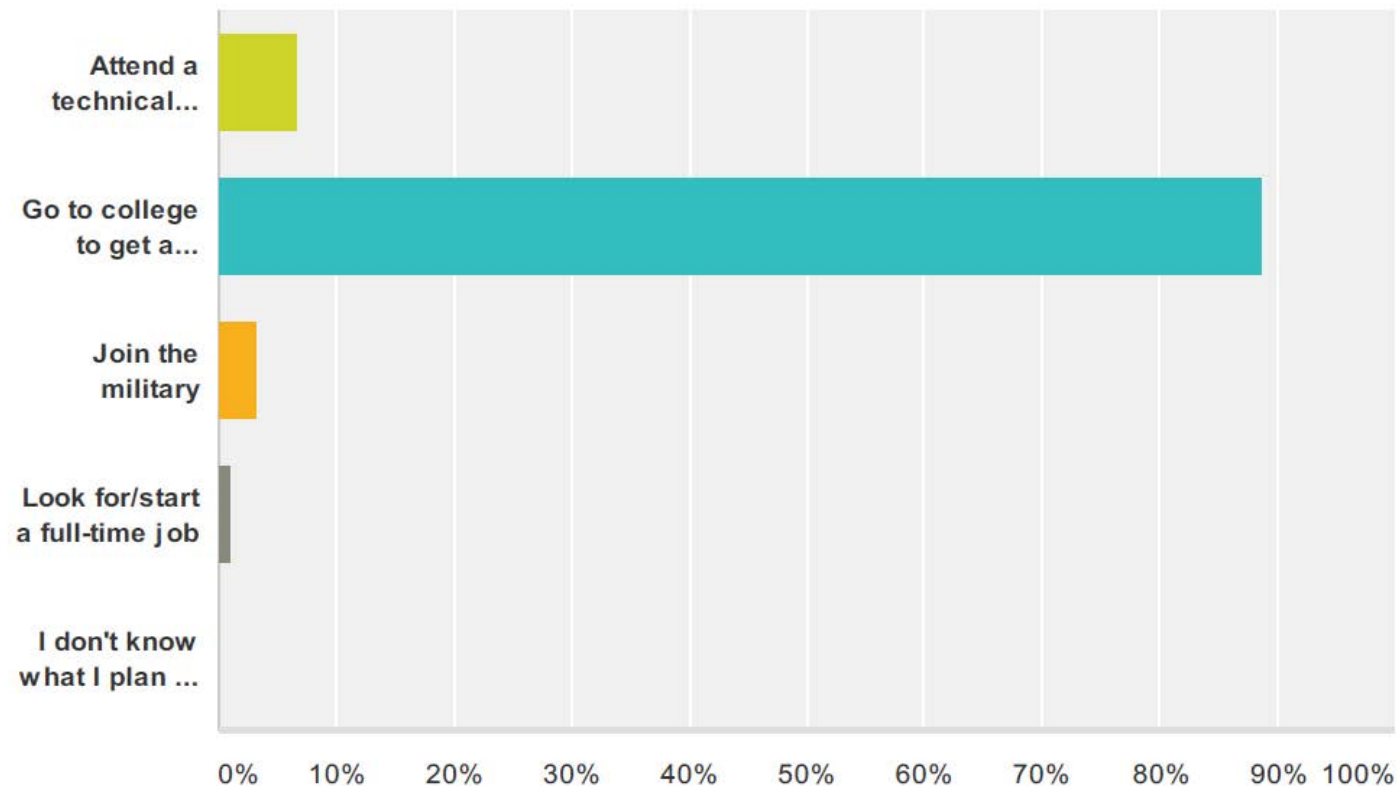
Then teachers.

Guidance counselors have little influence.

Initial Student Survey Results

Q1 What do you plan to do after you graduate from high school?

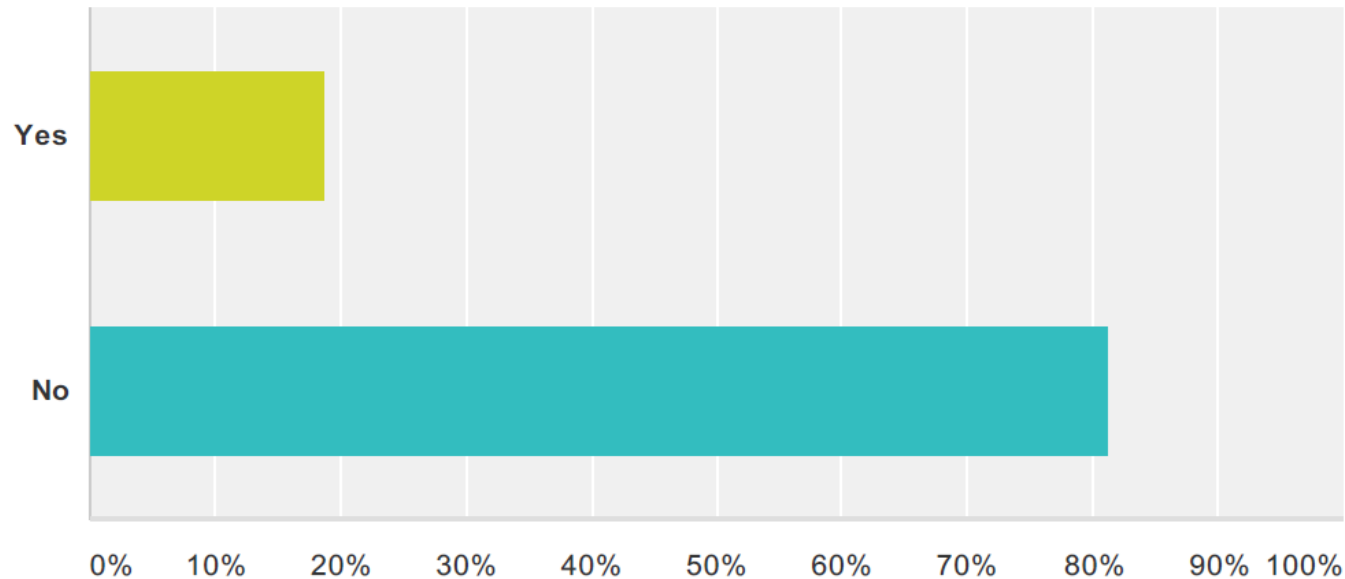
Answered: 89 Skipped: 1



Initial Student Survey Results

Q7 Have you seriously considered preparing yourself for a job that requires technical education beyond high school but does not require a four year college degree?

Answered: 90 Skipped: 0



Next Steps and Questions

- Full statewide survey results available soon
- Fundraising efforts underway