

UTILIZING ALUMNI DATA TO IMPROVE HIGH IMPACT CAREER MOBILITY PRACTICES

IUPUI ASSESSMENT INSTITUTE

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KIM YOUSEY-ELSENER, PHD.

[KIM@CAREERLEADERSHIPCOLLECTIVE.COM](mailto:kim@careerleadershipcollective.com)



WHAT IS
NACM?



ON THE MINDS OF STAKEHOLDERS RE: CAREER OUTCOME DATA



President/Provost

- Long-term impact
- Return on investment (ROI)
- How to get better
- Speech talking points
- Strategic planning



Alumni/Advancement

- Alumni affinity
- Worth of degree
- Corporate footprint



Enrollment

- Success stories
- ROI
- Signature career initiatives



VPSA

- The impact of our practices
- Demographic breakdowns
- High Impact Career Practices

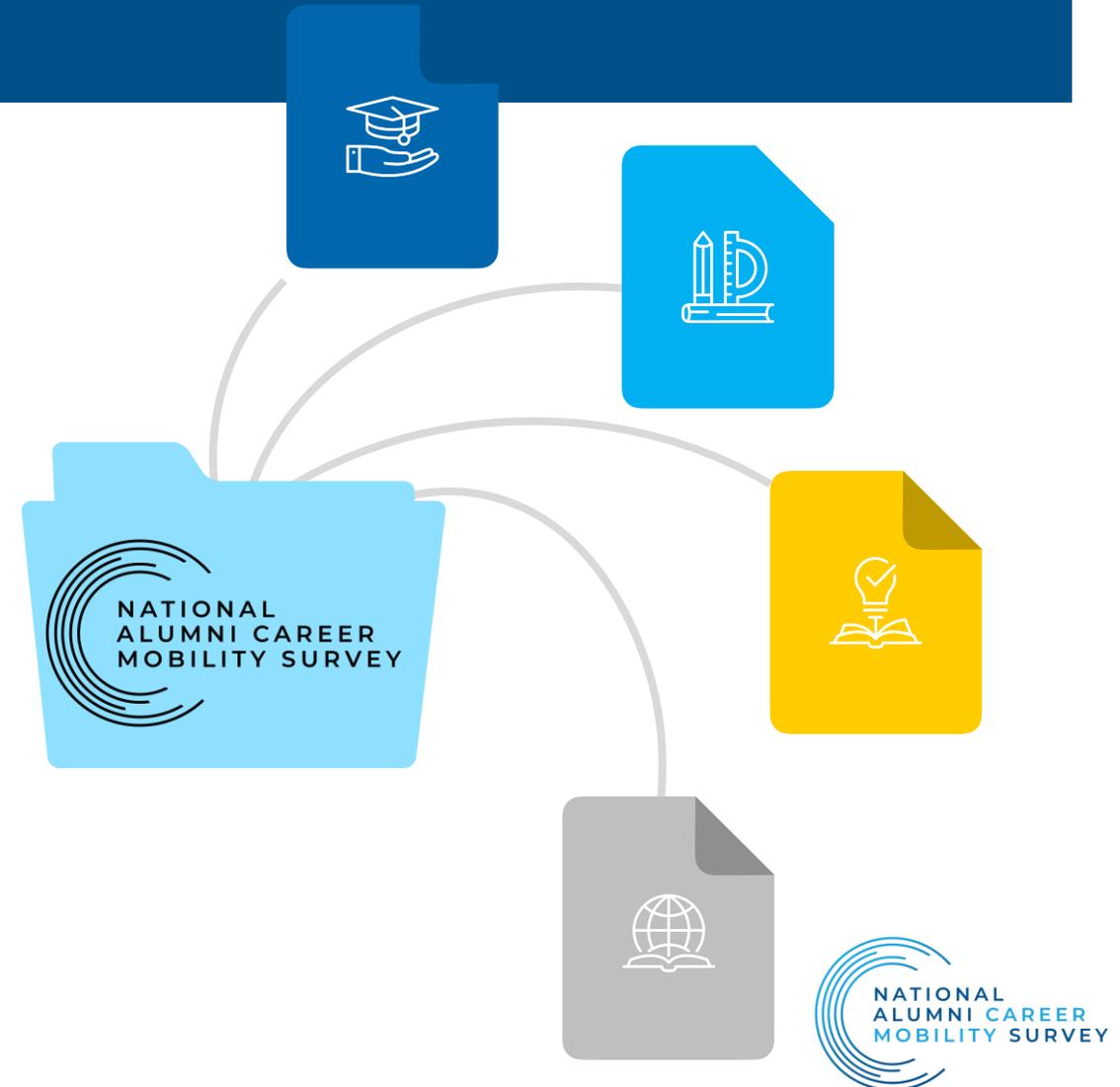


Deans of Colleges

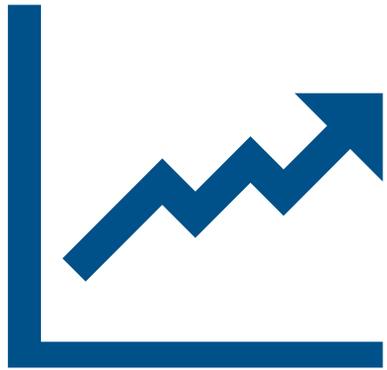
- Outcome data by major
- Success after the first job
- How can faculty help prepare for career
- Graduate school

WHY NACM DATA?

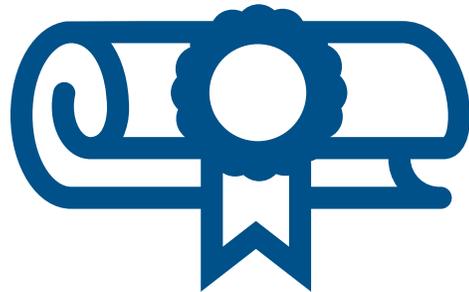
- ◆ More than first job or salary
- ◆ Gap in alumni career success data beyond year 1
- ◆ Align with institutional mission
- ◆ Thoughtful adaptation of practices



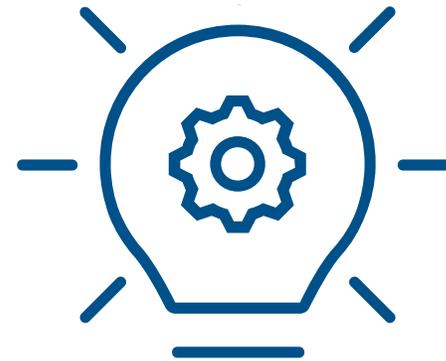
HIGHER EDUCATION NEEDS TO TRANSFORM



Return on investment



Alum Success
(beyond graduation and
first job)



What students are
learning during the degree
to ensure success



Equitable access
throughout student life
cycle

NACM SURVEY THEMES

◆ Career Pathways

Number of jobs, industries, titles, geography, full vs. part-time, graduate school completion rate, internships during and after degree

◆ Career Satisfaction

Purpose, work-life balance, stability, responsibility, enthusiasm, and degree relevance

◆ Economic Mobility

Salary growth, loan debt, family income growing up, current salary range

◆ Learning Outcomes & Experiences

Career Advice, High Impact Learning Practices, Competencies

◆ Community Engagement

Community involvement, philanthropy, awards, honors, recognition

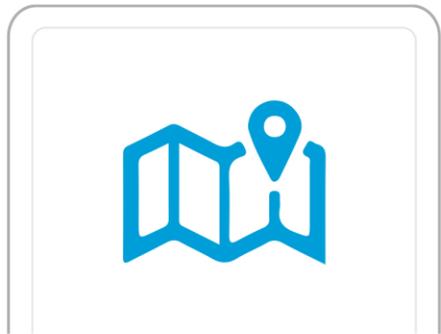
◆ Education Satisfaction

How degree prepared you, transferable knowledge (general education), disciplinary knowledge (disciplinary education), marketability of major, relationships/network/mentor(s), faculty/staff influence on success, affinity to school



DEFINING ALUM SUCCESS

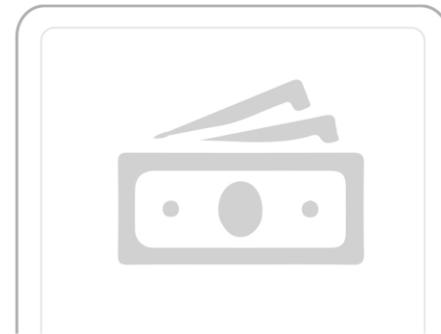
The Career Mobility Index™



+



+



=



Pathway Preparation

Career Satisfaction

Economic Mobility

Career Mobility Index™

CAREER MOBILITY DEFINED



SKILLS TO DO
QUALITY WORK



HAPPY WITH CAREER



FINANCIALLY STABLE
AND SATISFIED

HIGH IMPACT CAREER PRACTICES

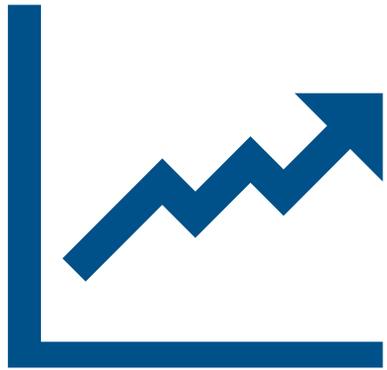


-
- ➔ Understand career opportunities
 - ➔ Create a plan for their career
 - ➔ Provide helpful career advice. In general, but especially from Faculty and Employers
 - ➔ Network with employers
 - ➔ Encourage internships related to career goals
 - ➔ Teach critical thinking/problem solving



NACM RESEARCH FINDINGS

HIGHER EDUCATION NEEDS TO TRANSFORM



Return on investment



Alum Success (beyond graduation and first job)



What students are learning during the degree to ensure success

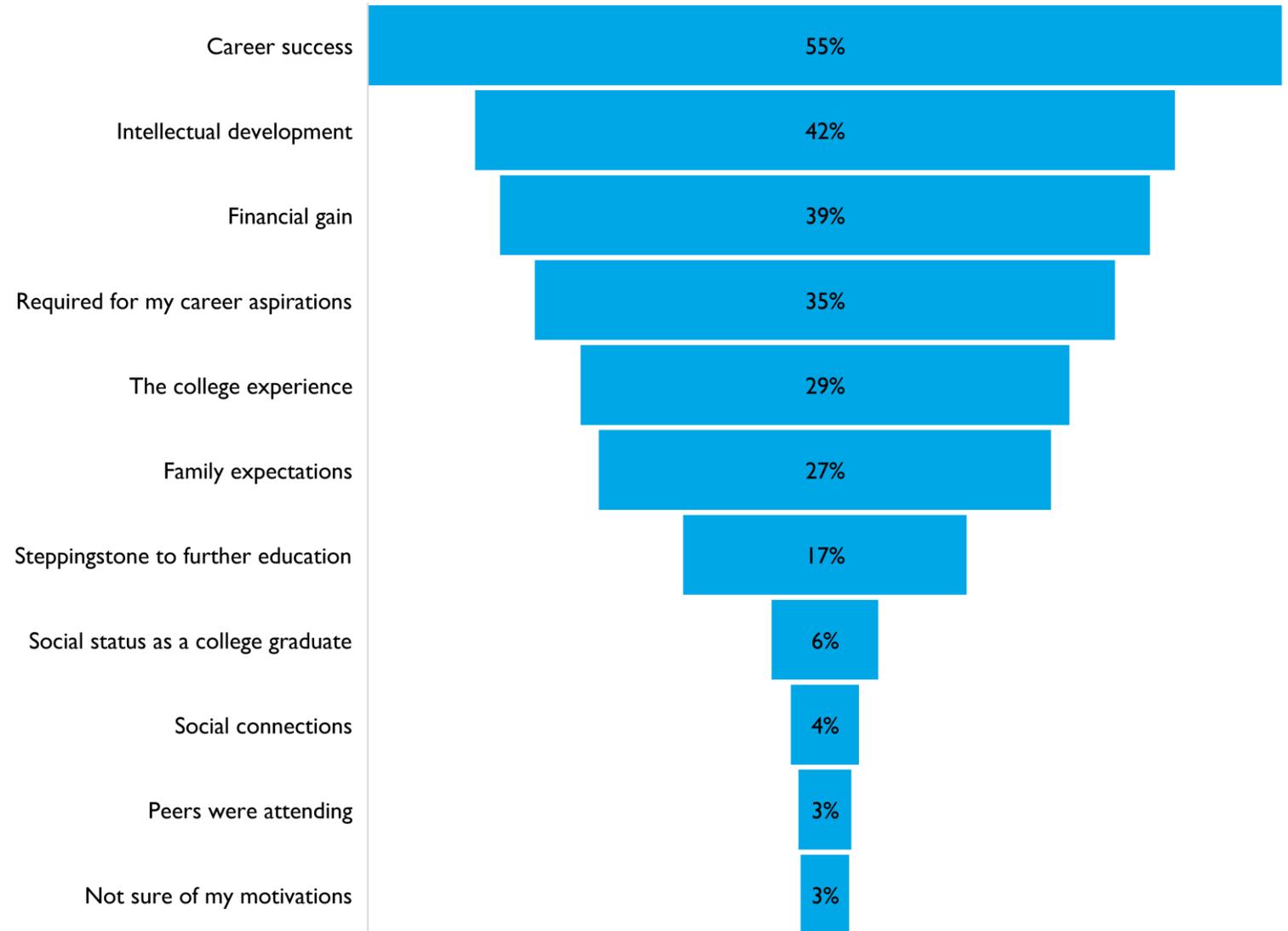


Equitable access throughout student life cycle

ALUM MOTIVATIONS FOR OBTAINING DEGREE

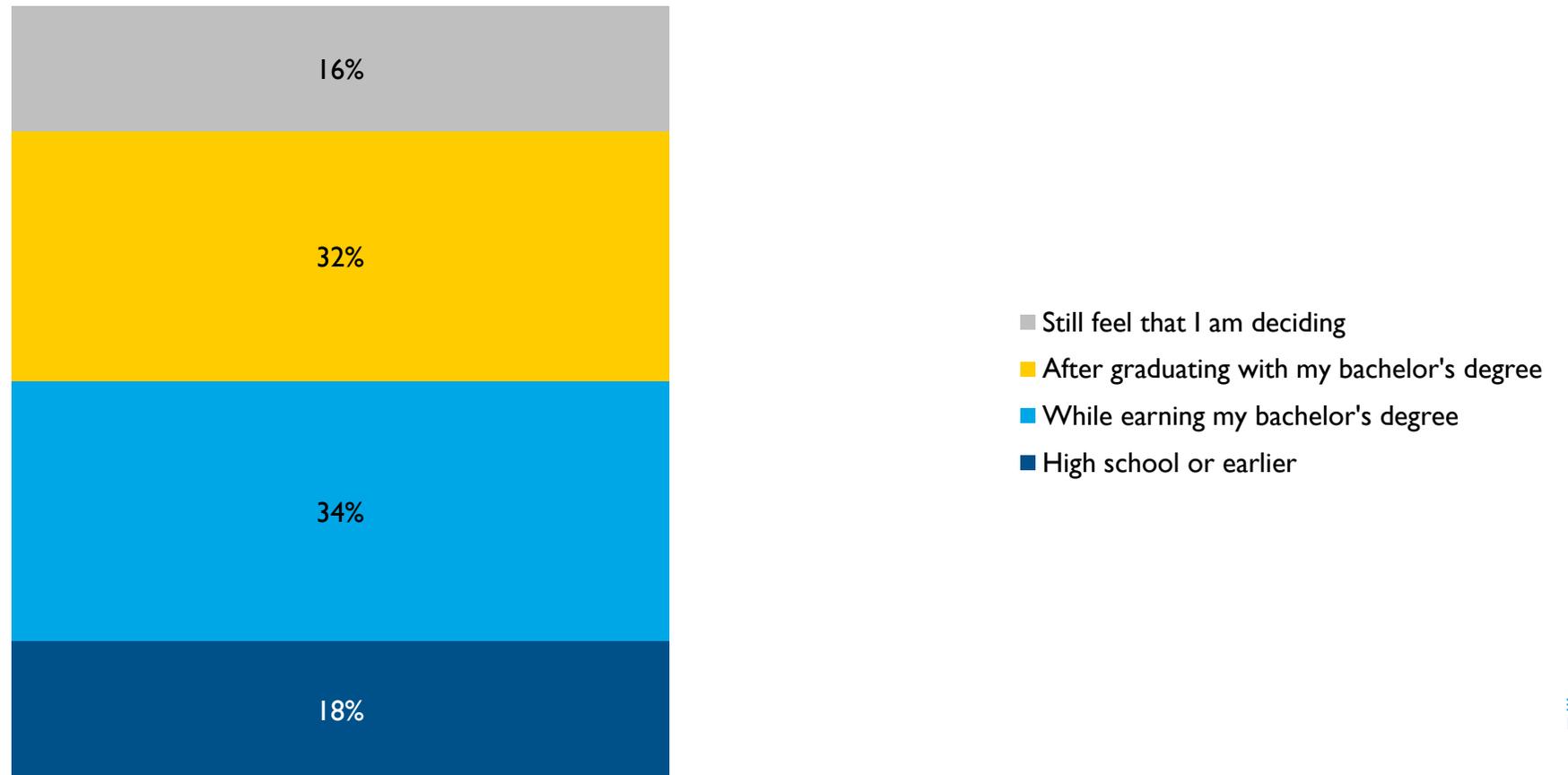
Combining career and intellectual development shifts the conversation from the assumption that students obtain a degree for either intellectual pursuits OR career to students obtaining a degree for intellectual AND career, with respondents wanting both while earning their degree.

Alums report career and academics as primary motivations for obtaining degree



CAREER DECISION-MAKING

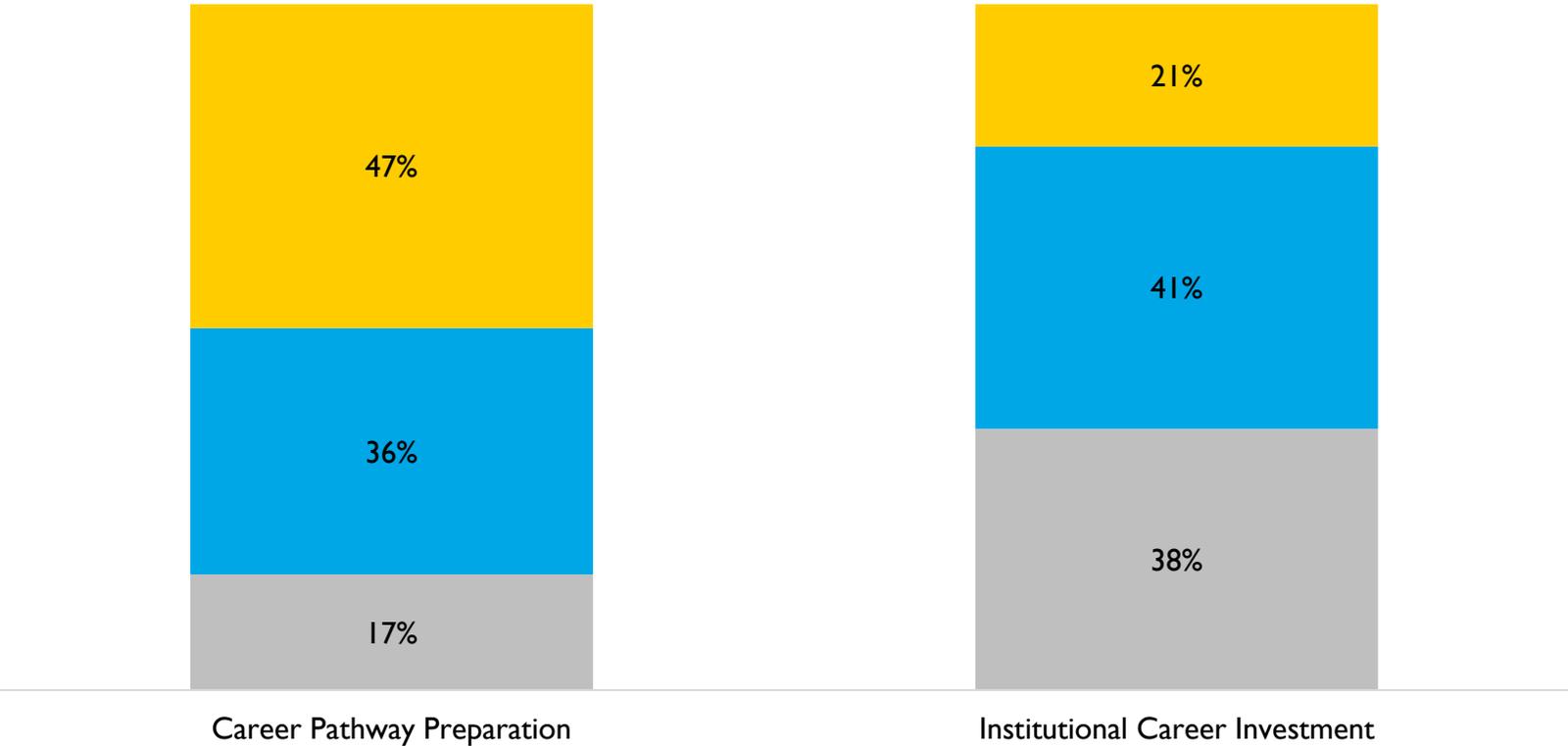
82% of undergraduates decided on their career during or after getting their degree



ALUM PERCEPTION OF CAREER SUPPORT

47% of alum agreed they were prepared for career
21% agreed that their institution invested in their career

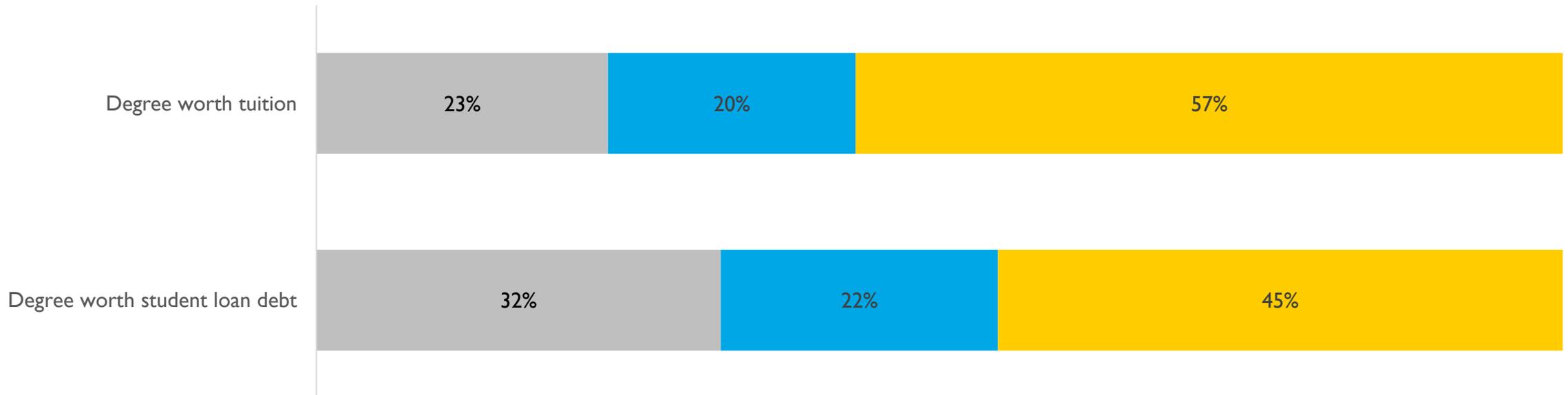
■ Low ■ Moderate ■ High



VALUE OF DEGREE

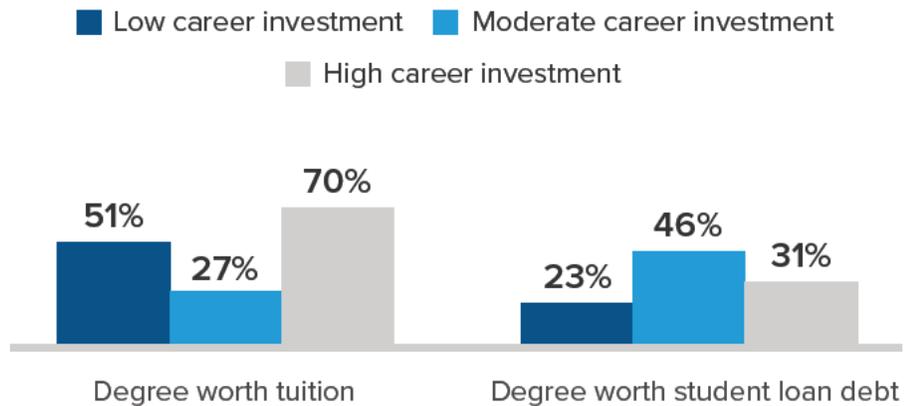
Value of degree not strong for most respondents

■ Strongly disagree/disagree ■ Neither agree nor disagree ■ Strongly agree/agree

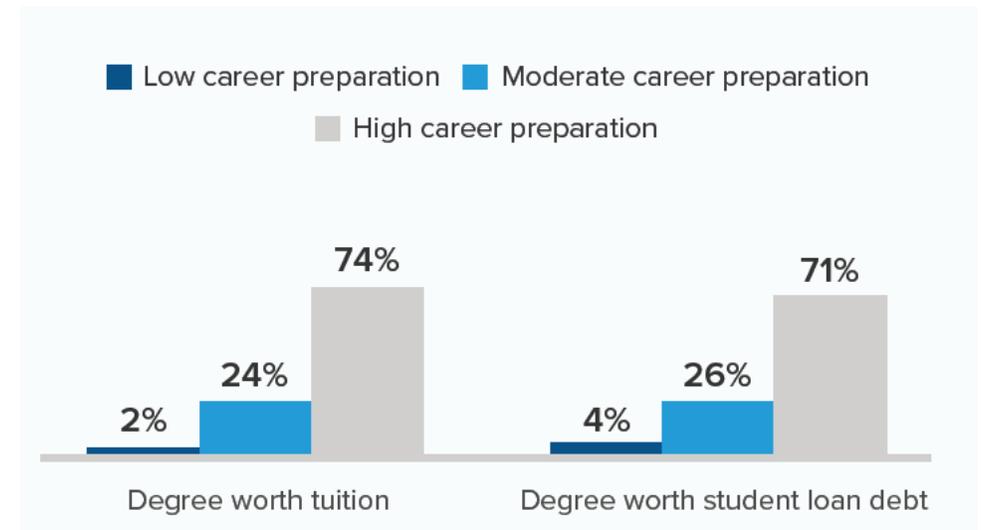


THOSE WHO STRONGLY AGREE/AGREE THAT THEIR DEGREE WAS WORTH THE TUITION

High career investment linked with agreement that degree is worth the tuition



High career preparation linked with agreement that degree is worth the tuition



HIGHER EDUCATION NEEDS TO TRANSFORM



Return on investment



Alum success (beyond graduation and first job)



What students are learning during the degree to ensure success



Equitable access throughout student life cycle

SIX HIGH IMPACT CAREER PRACTICES

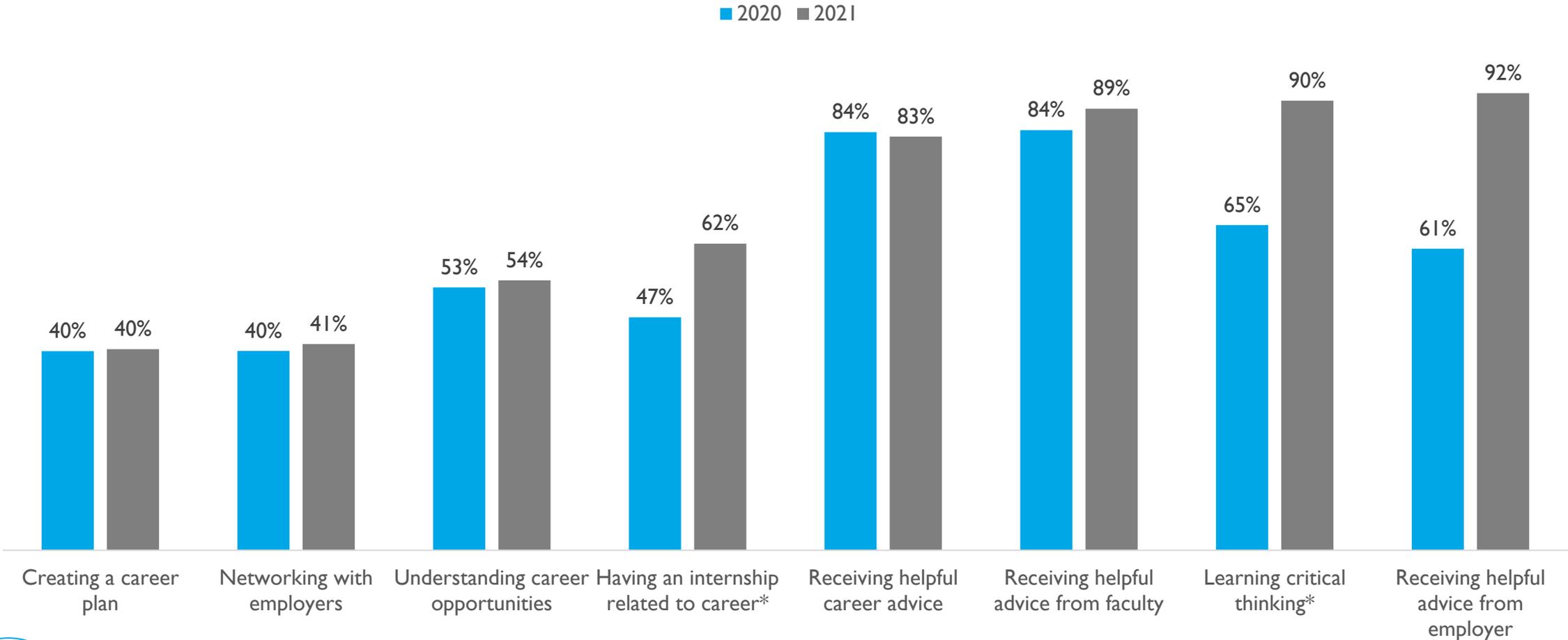
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High Impact Practices

	Career opportunities	Creating a career plan	Networking with employers	Internship related to career	Helpful career advice	Learning critical thinking
FY seminars	**		**		**	
Common intellectual experiences	**					**
Learning communities	**	**	**		**	**
Writing intensives courses		**				**
Collaborative assignments & projects	**					**
Undergraduate research	**	**	**	**	**	**
Diversity/Global Learning	**		**	**	**	**
ePortfolios	**	**	**	**		**
Service and community-based learning	**		**	**	**	
Internships	**		**	**	**	
Capstones		**			**	

WHAT ABOUT THOSE “OTHER” HIGH IMPACT PRACTICES?

ENGAGEMENT IN HIGH IMPACT CAREER PRACTICES



*Note: Change in scale from 2020-2021

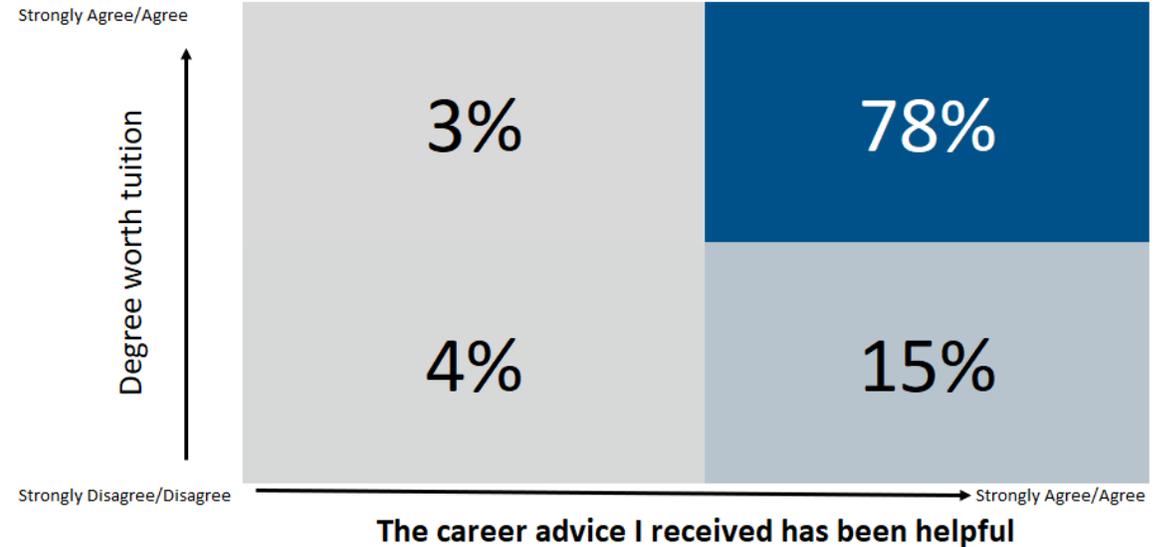
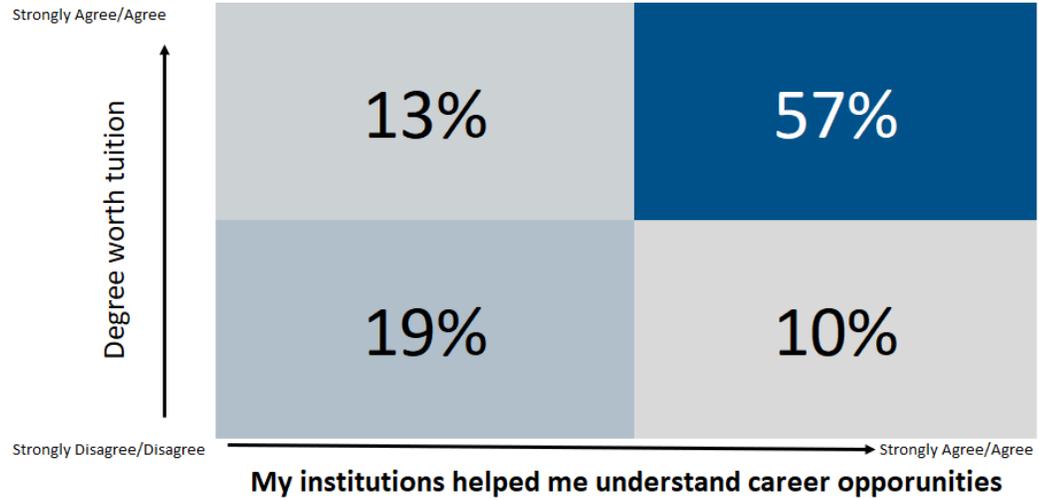


Undergrads
more likely to
decide on a
career before
they graduate

- Understanding career opportunities
- Creating a career plan
- Networking with employers
- Having an internship related to current career
- Receiving helpful career advice general and faculty
- Critical thinking

HIGH IMPACT PRACTICES AND RETURN ON INVESTMENT

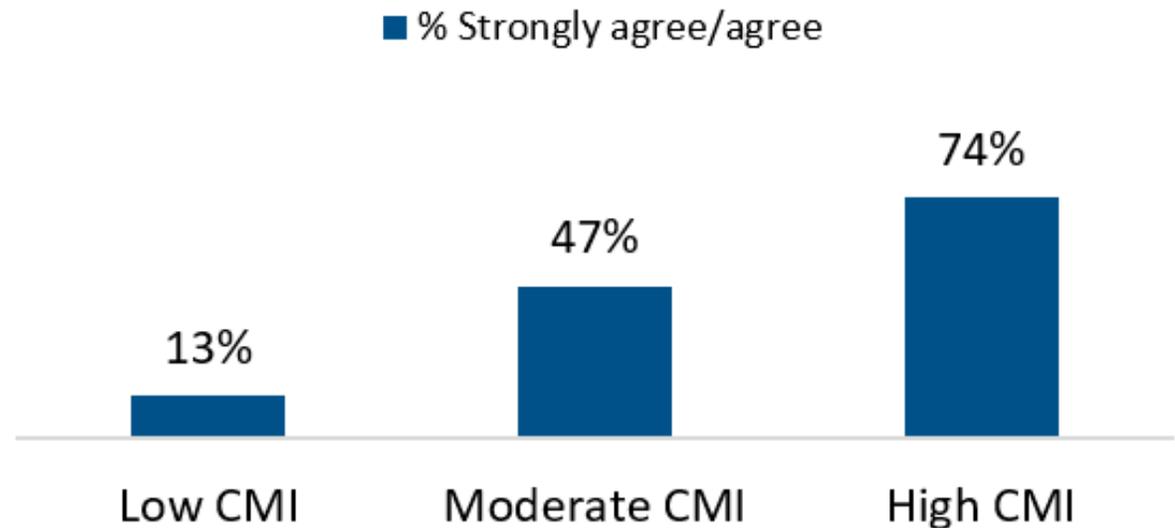
Engaging in every High Impact Career Practice is associated with agreeing that the degree was worth the tuition paid.



HIGH CAREER MOBILITY AND UNDERSTANDING CAREER OPPORTUNITIES

5.5x

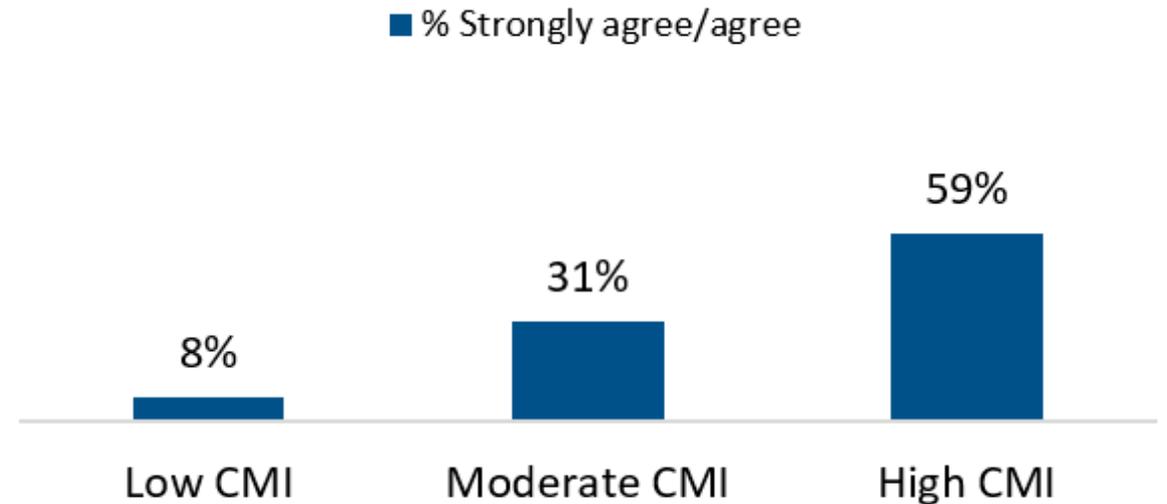
Alum scoring high on the CMI were 5.5 times more likely to agree that their institution helped them understand career opportunities.



HIGH CAREER MOBILITY AND CREATING A PLAN FOR THEIR CAREER

7.7x

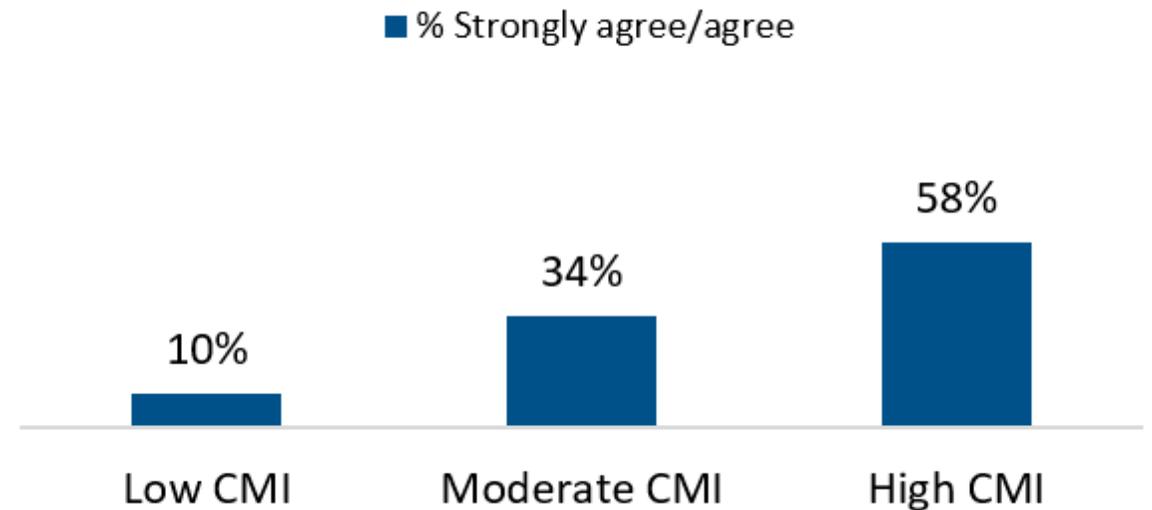
Alum scoring high on the CMI were 7.7 times more likely to agree that their institution helped them create a plan for their career.



HIGH CAREER MOBILITY AND NETWORKING WITH EMPLOYERS

5.5x

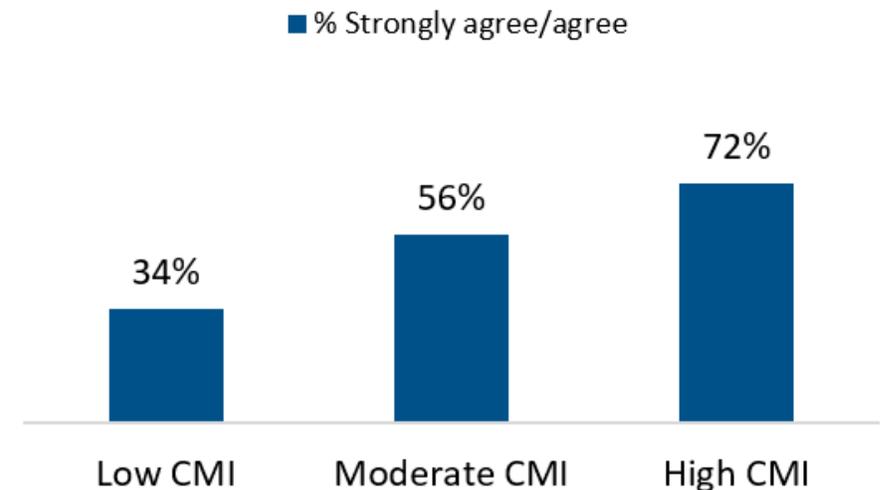
Alum scoring high on the CMI were 5.5 times more likely to agree that their institution helped them network with employers.



HIGH CAREER MOBILITY AND INTERNSHIPS RELATED TO CAREER

2.1x

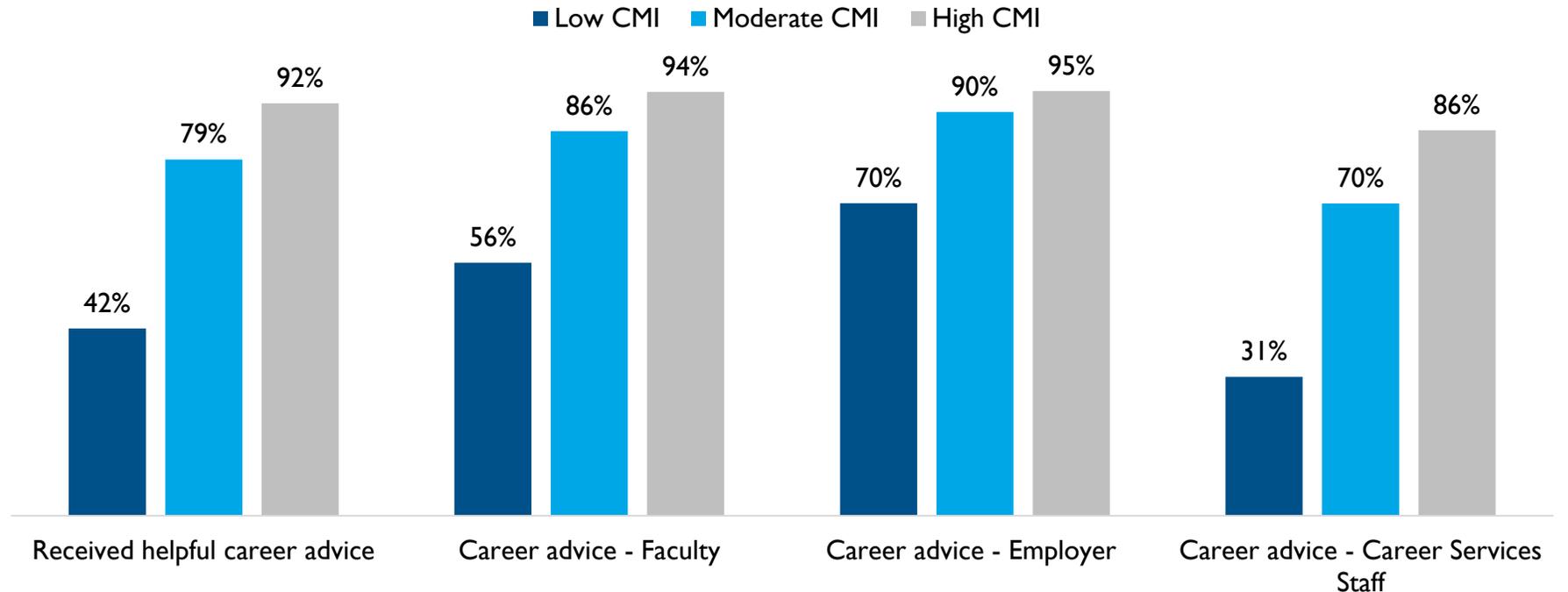
Alum scoring high on the CMI were 2.1 times more likely to agree that they had an internship related to their current career.



HIGH CAREER MOBILITY AND CAREER ADVICE

2.2x

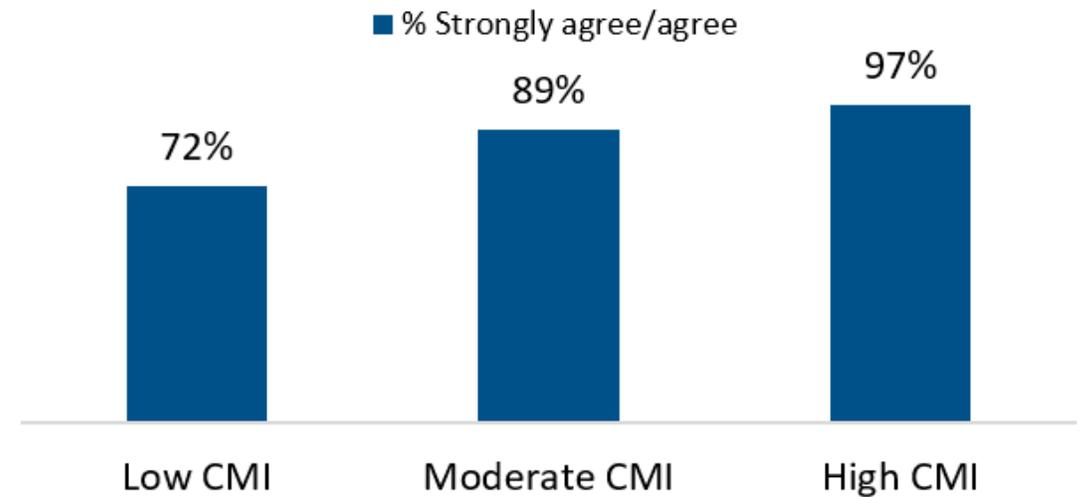
Alum with high CMI were **2.2 times more likely** to agree that they received **helpful career advice**



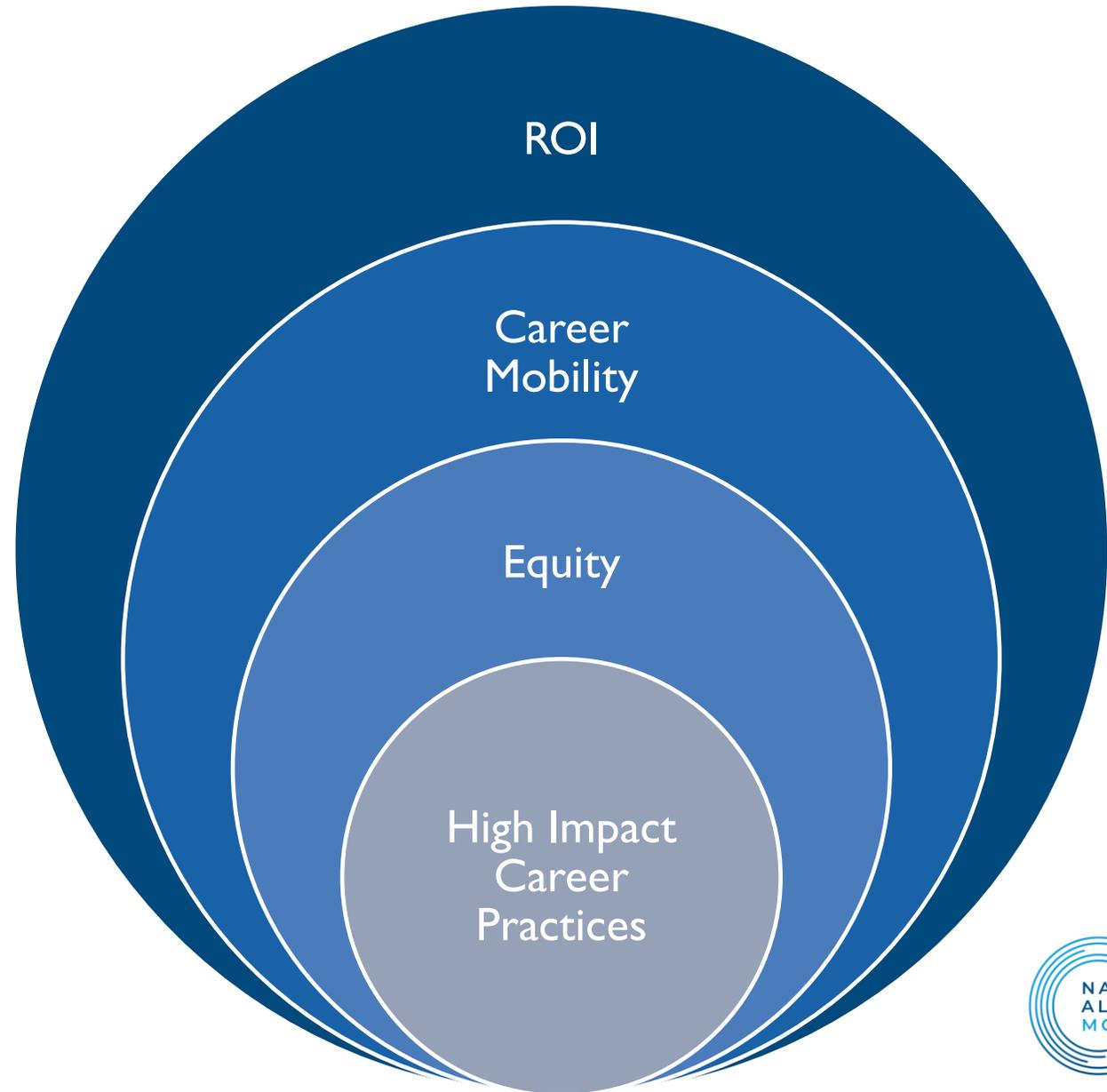
HIGH CAREER MOBILITY AND CRITICAL THINKING

1.3x

Alum scoring high on the CMI were 1.3 times more likely to agree that their institution helped them gain critical thinking skills.



AT THE INTERSECTION OF CAREER MOBILITY, RETURN ON INVESTMENT, AND EQUITY IS HOW INSTITUTIONS ARE TRANSFORMING PRACTICE TO ENSURE ALUM SUCCESS.



RECOMMENDATIONS

1

Ensure collection of robust alum data on your campus

2

Connect intellectual development with career preparation

3

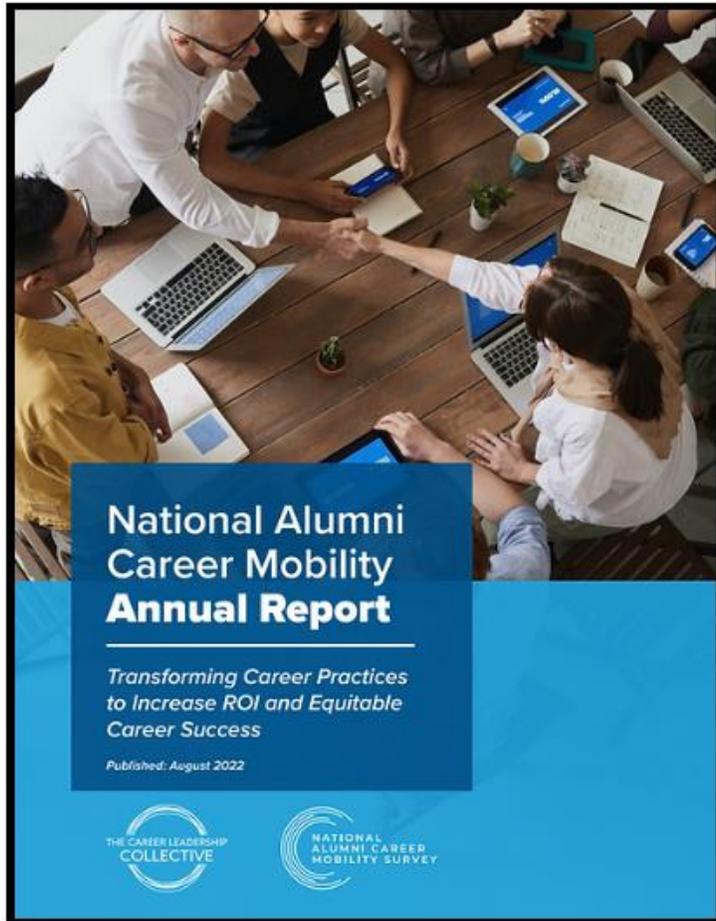
Focus on gains in Career Mobility

4

Amplify the importance of high impact career practices throughout the student life cycle

5

Strategically address equity gaps



DISCOVER MORE
HERE:

[HTTPS://WWW.CAREERLEADERSHIPCOLLE
CTIVE.COM/NACMREPORT](https://www.careerleadershipcollective.com/nacmreport)

QUESTIONS?





For more information about the data and analysis discussed in this report, please contact:

Kim Yousey-Elsener

Senior Manager of Career Data and Research
kim@careerleadershipcollective.com

For information about participating in the National Alumni Career Mobility Survey on your campus, please contact:

John Durkin

Senior Manager of University Partnerships
john@careerleadershipcollective.com

Sharon Attaway

University Partnerships Manager
sharon@careerleadershipcollective.com

