

## EDUCATION-TO-CAREER COACHING SUPPORTS BETTER CAREER OUTCOMES FOR COLLEGE GRADUATES

Quality education-to-career coaching can help students achieve their educational goals and position them for career success. Institutions have many resources and opportunities to ensure every college student benefits from coaching, particularly if leaders are willing to consider new ways to deploy existing approaches.

Recent college graduates who experienced quality education-to-career coaching are more likely to report that their first job required a college degree.

One year after graduating, slightly more than half of college graduates with a bachelor's degree in the workforce have jobs that don't require a college degree.

**Quality coaching that helps students connect their education-to-career goals can help more graduates realize a stronger return on their investment.** More than two-thirds of graduates who report receiving coaching also report that their first job out of college required a degree.

As powerful as it can be, only 1 in 5 recent bachelor's degree recipients report receiving all three elements of quality education-to-career coaching.

Three key elements comprise quality coaching:

- Guidance to select an education and career pathway
- Timely information—including labor market information—to help students understand outcomes and opportunities associated with their pathways
- Support for overcoming obstacles

Of these elements, graduates are least likely to report receiving timely information. **To ensure students make steady progress toward their goals, quality coaching should be part of the student experience during—or even before—their first year.** Institutions can incorporate information on the labor market and alumni job outcomes during orientation, initial advising sessions, and other first-year milestones.

Experiences with quality education-to-career coaching vary significantly by major, but better outcomes associated with coaching are achieved consistently across majors.

Graduates from majors directly connected to a career—like accounting, education, or nursing—are more likely than liberal arts or social sciences majors to report having experienced quality education-to-career coaching. Yet when liberal arts and social sciences majors do experience quality coaching, they are just as likely as peers from majors associated with specific careers to secure a college-level job right out of college.

**Embedding quality coaching in core courses and student services makes coaching a standard part of every student's experience.**

Students receive information, guidance, and support from many different individuals and sources.

Students connect with various individuals throughout their educational journeys, all of whom can be empowered to provide quality education-to-career coaching. **Institutions should consider providing all faculty and staff—as well as family, friends, and alumni—with tools and preparation to increase their coaching know-how.**

Institutions should also consider leveraging technology to help achieve universal reach.

Data referenced above come from the following Strada Education Foundation reports: *Talent Disrupted: College Graduates, Underemployment, and the Way Forward* and *Quality Coaching: Helping Students Navigate the Journey from Education to Career*. To learn more about priorities and recommendations for helping students connect their education to a career, explore the “Principles for Quality Education-to-Career Guidance” created by Strada's Quality Coaching Advisory Group.