

RoundTable Discussion

March 2021

Addressing **Exposed Gaps** in Higher Ed, Skills Training and Job Demand

THE FUTURE OF WORK

How Google's New Career Certificates Could Disrupt the College Degree (Exclusive)

Get a first look at Google's new certificate programs and a new feature of Google Search designed to help job seekers everywhere. 

"The pandemic has led to a truly horrible year," Alphabet and Google CEO Sundar Pichai tells *Inc.* in an interview. "But it has also created profound shifts along the journey to digital transformation in ways no one could have imagined."

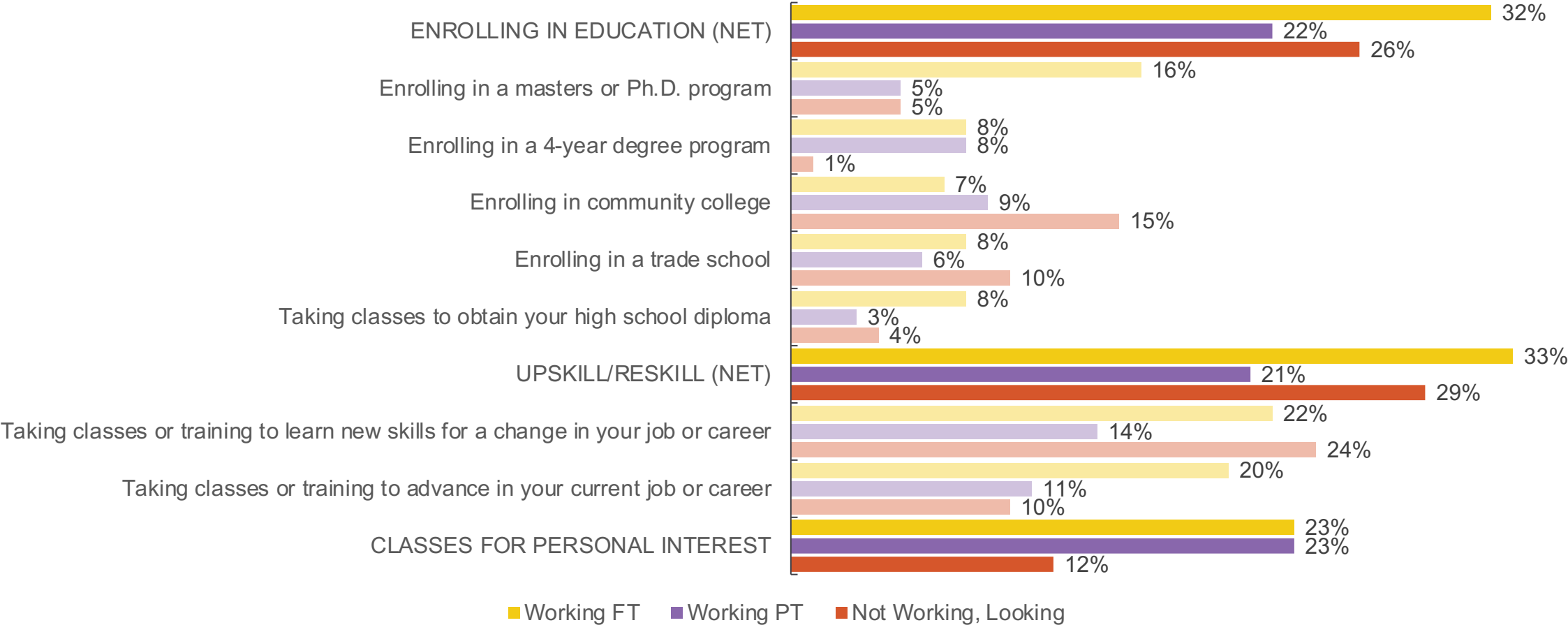
The plan includes:

- The release of three new Google Career Certificates on Coursera in project management, data analytics, and user experience (UX) design
- A new Associate Android Developer Certification course
- Over 100,000 need-based scholarships
- Partnerships with more than 130 employers working with Google to hire graduates of its certificate program
- A new Google Search feature that makes it easier for people to find jobs for their education level, including no degree and no experience

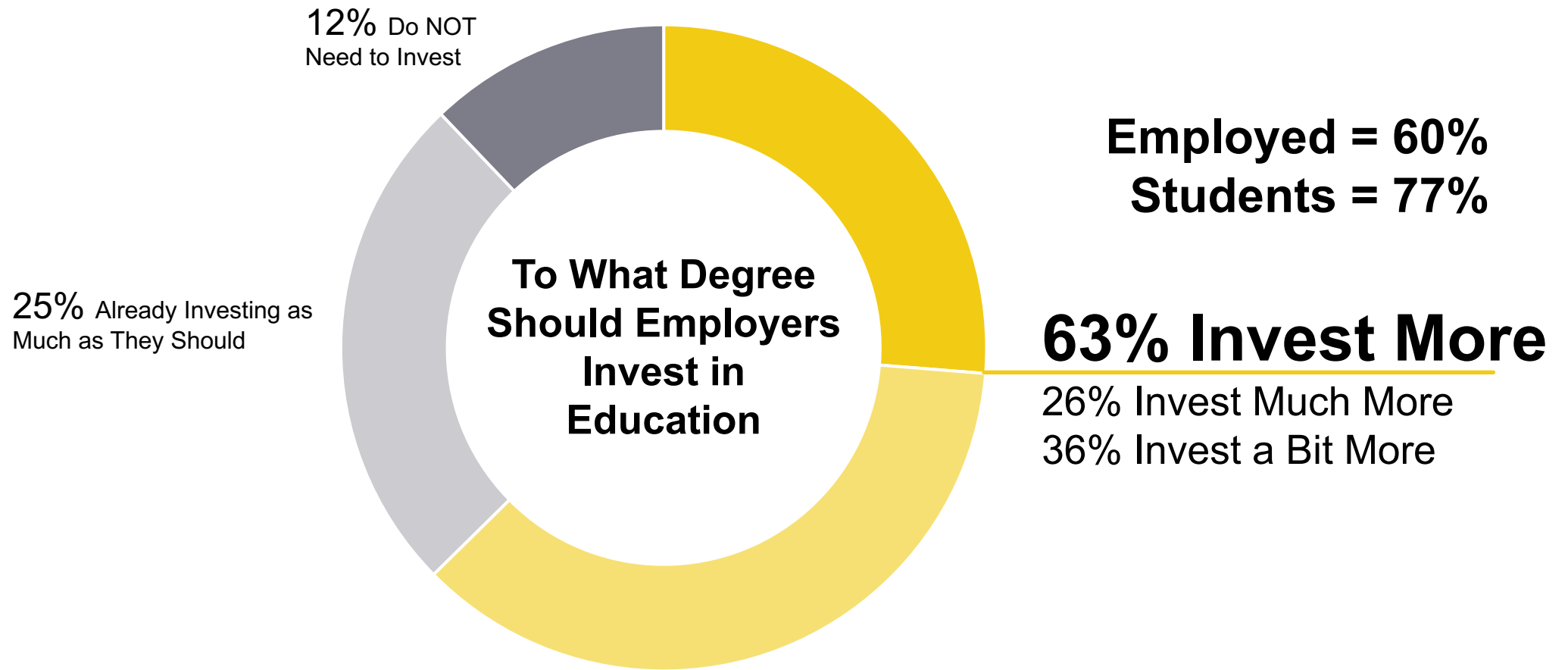
Most enrollees will finish in six months or less, putting the cost at about \$240 for U.S. students. Some may need only three months, cutting that cost in half. Google is offering 100,000 need-based scholarships in the U.S.

Education and Training on the Minds of Many American Workers and Those Looking for a Job

Types of Education Interested in Pursuing in Next 12 Months

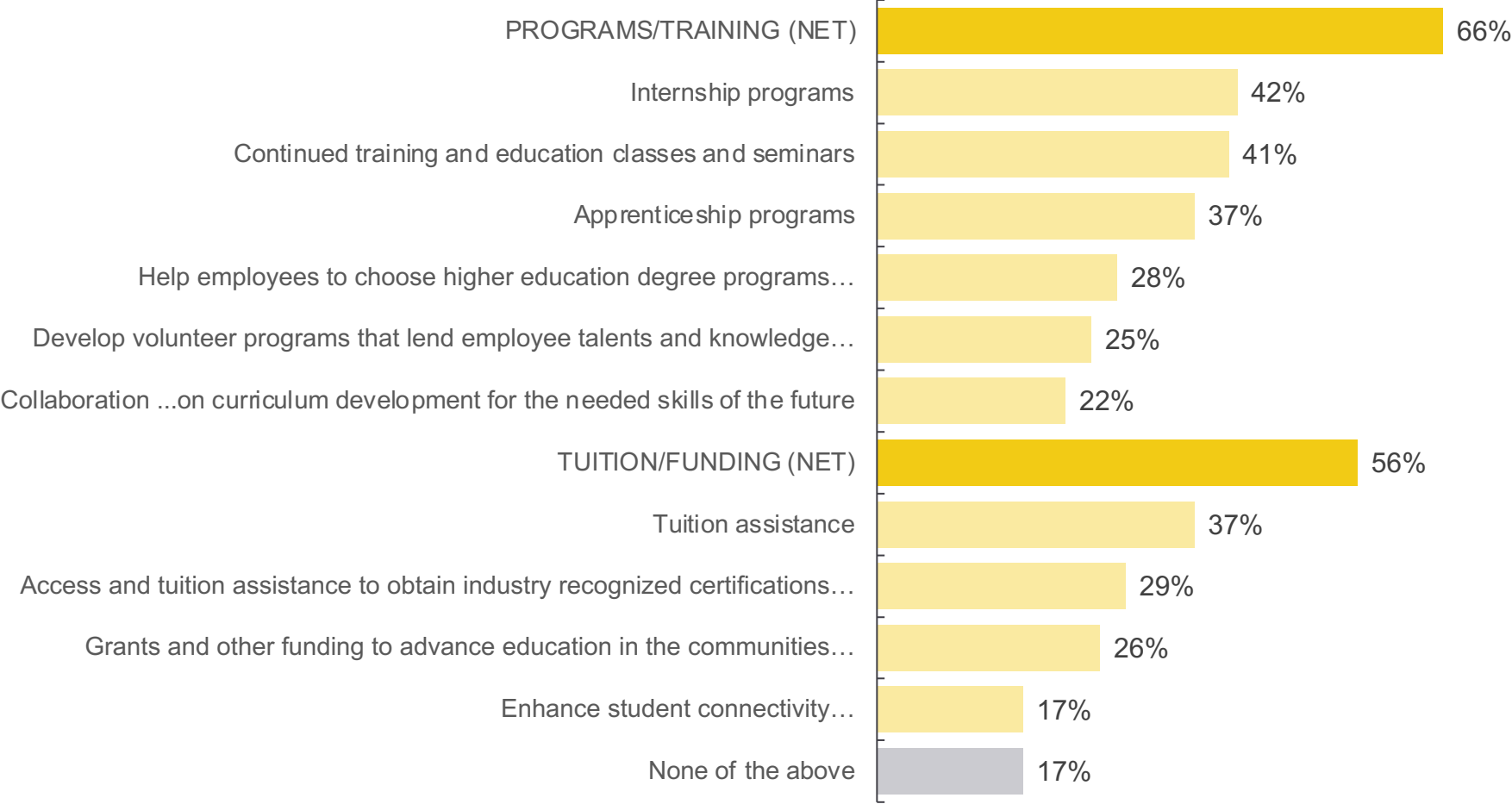


Americans are not only investing in themselves, but they also expect employers to invest



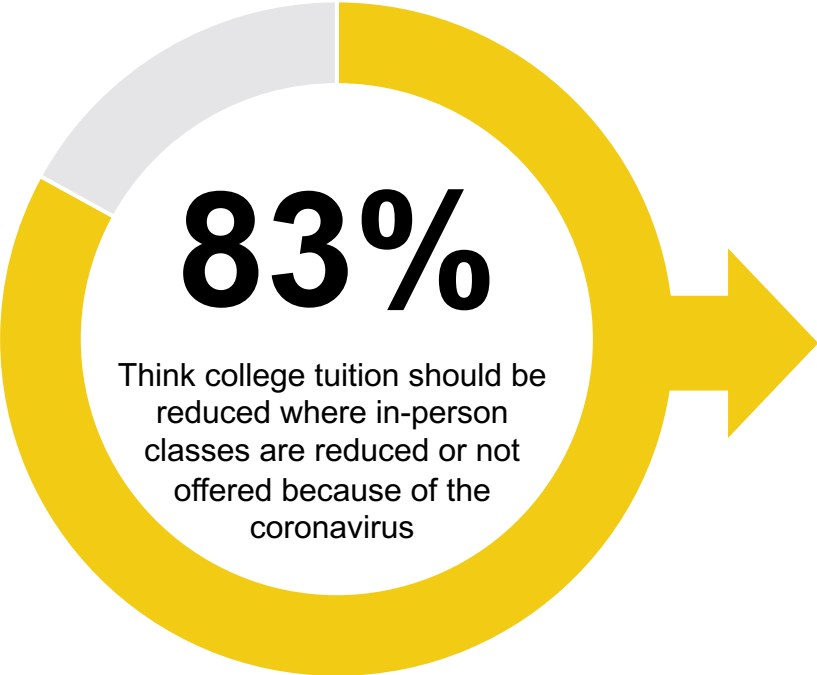
That investment is expected to be both financial and professional growth

Expect Employers to Provide in Support of Education and Training



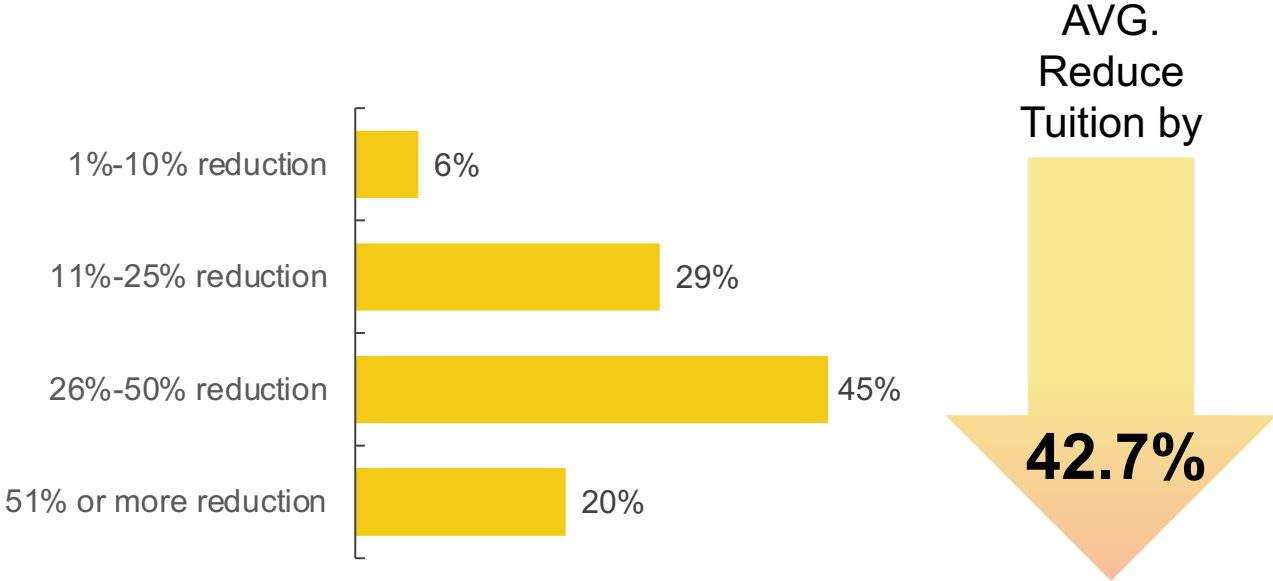
A transition to virtual university classes is not perceived as equal value to in-person classes

Think College Tuition Be Reduced



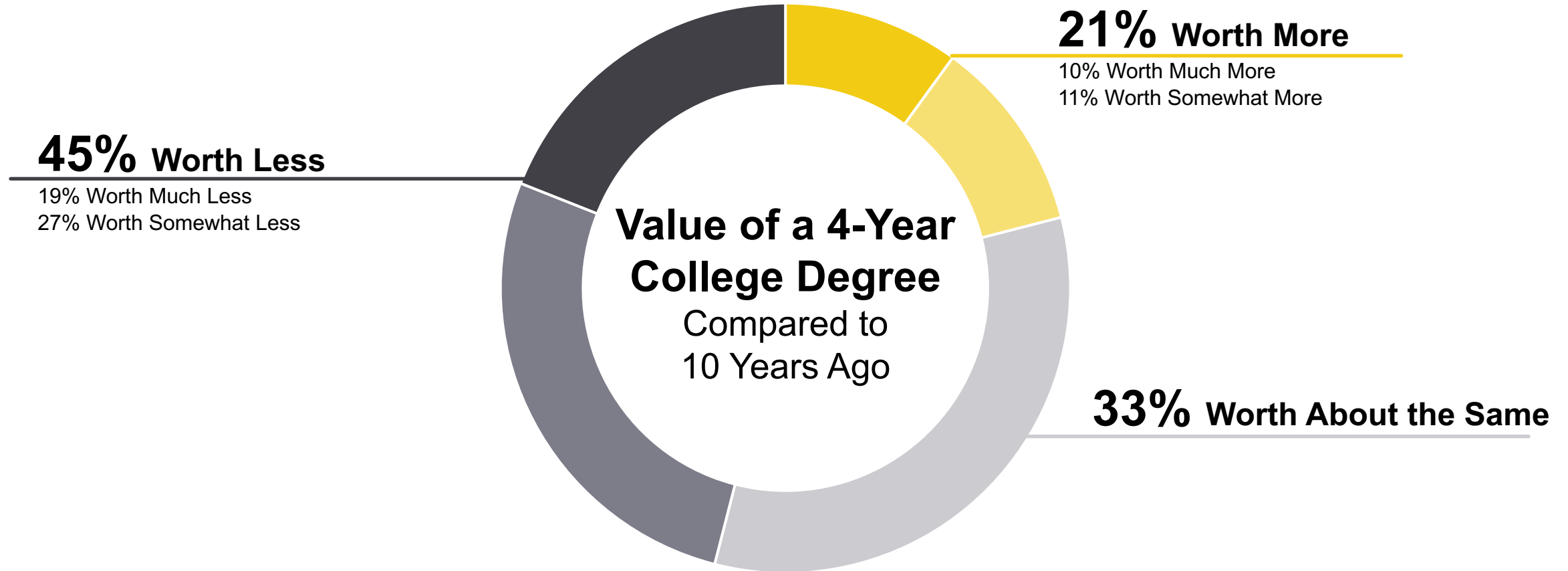
Amount that College Tuition Should Be Reduced

On average, Americans feel like tuition should be reduced by 42.7% as a result of not offering in-person classes as a result of the coronavirus.

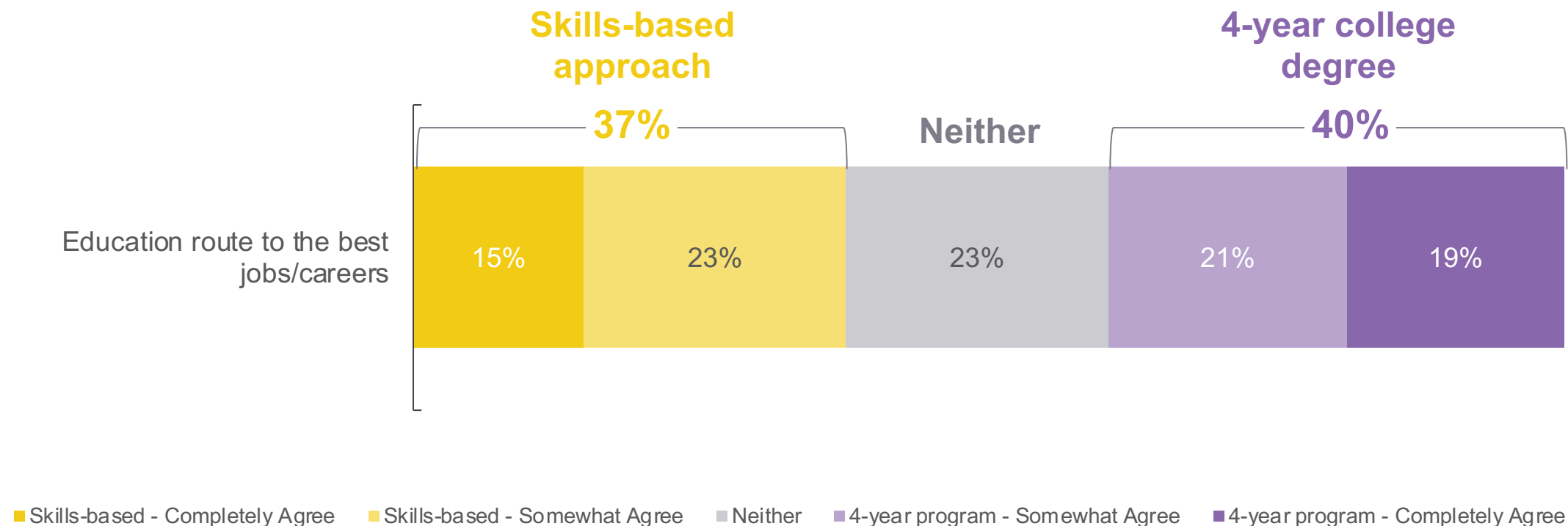


BASE: n=1,004
Q238. Do you think tuition should be reduced at colleges and universities where in-person classes are not offered or significantly reduced as a result of the coronavirus?
BASE: Think Tuition Should Be Reduced (n=845)
Q239. And by what percent do you feel tuition at colleges and universities should be reduced as a result of not offering or reducing in-person classes as a result of coronavirus?

And the overall value of a 4-year college degree is seen as having dropped or stayed same



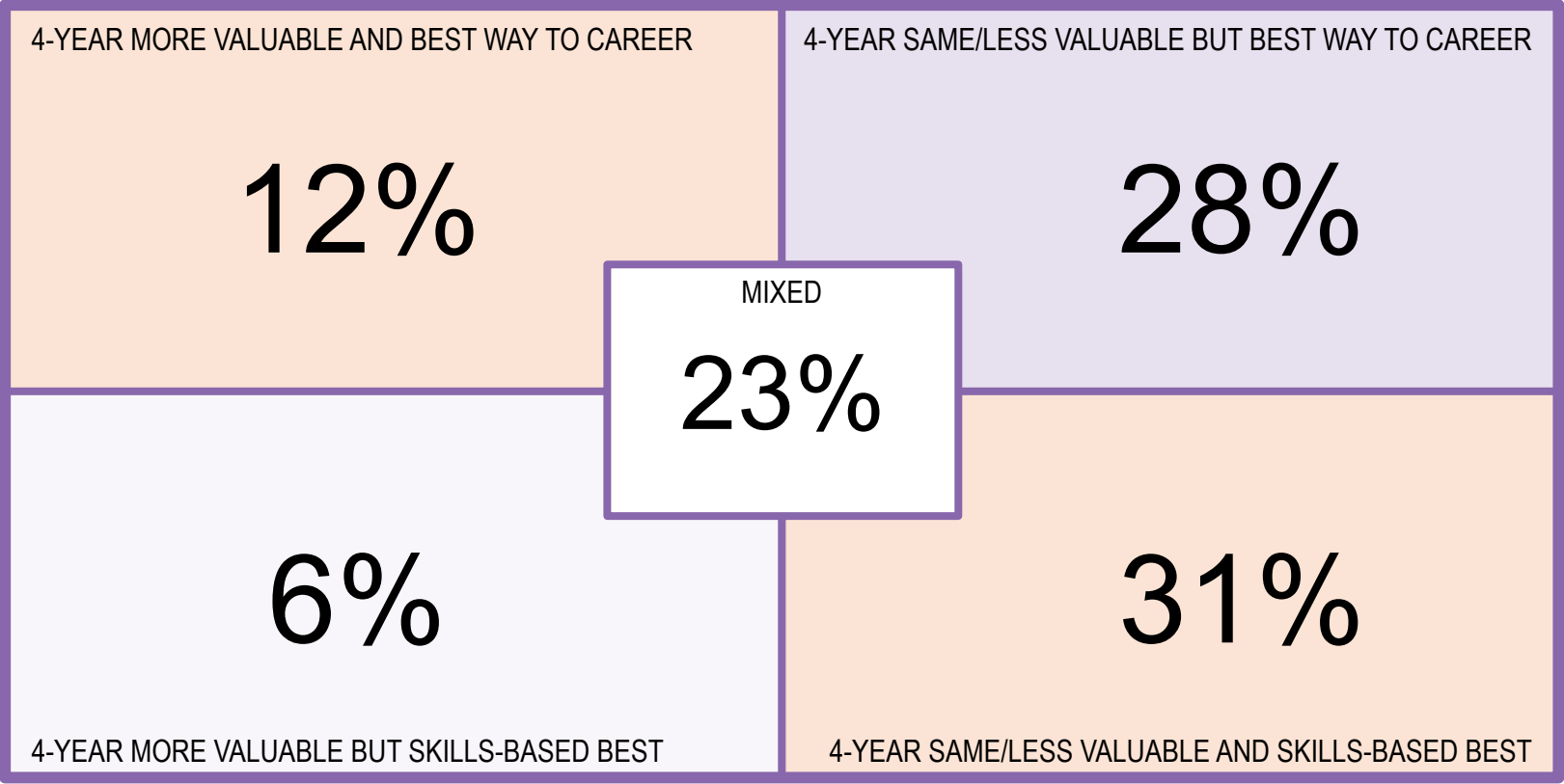
The public is now divided on whether college or skills-based programs will lead to the best jobs



BASE: n=1,004

Q241. Below are two different viewpoints. Please indicate which one you agree with more. Some people say that a 4-year college degree is still the best way to deliver higher education to get a well-paying job. They say a full 4-year program is needed to prepare people for their career. Other people say a 4-year degree is not the best way to deliver higher education. They say we need a skills-based or credential-based approach that is more flexible, less expensive, and better for career preparation.

Only 1 in 10 believe a 4-year degree is more valuable and the best way to a career today



BASE: n=1,004
Q240. Thinking about the value of a 4-year college degree, compared to 10 years ago, do you believe it is...
Q241. Below are two different viewpoints. Please indicate which one you agree with more. Some people say that a 4-year college degree is still the best way to deliver higher education to get a well-paying job. They say a full 4-year program is needed to prepare people for their career. Other people say a 4-year degree is not the best way to deliver higher education. They say we need a skills-based or credential-based approach that is more flexible, less expensive, and better for career preparation.