RoundTable Discussion
March 2021

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

- **ENROLLING IN EDUCATION (NET)**
  - Enrolling in a masters or Ph.D. program: 22% (Working FT), 16% (Working PT), 26% (Not Working, Looking)
  - Enrolling in a 4-year degree program: 5% (Working FT), 8% (Working PT), 8% (Not Working, Looking)
  - Enrolling in community college: 1% (Working FT), 7% (Working PT), 9% (Not Working, Looking)
  - Enrolling in a trade school: 6% (Working FT), 8% (Working PT), 10% (Not Working, Looking)
  - Taking classes to obtain your high school diploma: 3% (Working FT), 4% (Working PT), 5% (Not Working, Looking)

- **UPSKILL/RESKILL (NET)**
  - Taking classes or training to learn new skills for a change in your job or career: 21% (Working FT), 22% (Working PT), 24% (Not Working, Looking)
  - Taking classes or training to advance in your current job or career: 11% (Working FT), 10% (Working PT), 12% (Not Working, Looking)

- **CLASSES FOR PERSONAL INTEREST**

BASE: n=323 working fulltime, 90 working part-time, 66 looking for work
Q235. Thinking specifically about the next 12 months, which of the following types of training and/or education are you interested in pursuing? Please select all that apply.
Americans are not only investing in themselves, but they also expect employers to invest

To What Degree Should Employers Invest in Education

- 63% Invest More
  - 26% Invest Much More
  - 36% Invest a Bit More

- 25% Already Investing as Much as They Should
- 12% Do NOT Need to Invest

Employed = 60%
Students = 77%

BASE: n=1,004
Q236. To what degree, if at all, do you think employers need to invest in employee education? Would you say:

25% Already Investing as Much as They Should
12% Do NOT Need to Invest
63% Invest More
  - 26% Invest Much More
  - 36% Invest a Bit More
That investment is expected to be both financial and professional growth.

Expect Employers to Provide in Support of Education and Training

- **PROGRAMS/TRAINING (NET)**
  - Internship programs: 42%
  - Continued training and education classes and seminars: 41%
  - Apprenticeship programs: 37%
  - Help employees to choose higher education degree programs: 28%
  - Develop volunteer programs that lend employee talents and knowledge: 25%
  - Collaboration ...on curriculum development for the needed skills of the future: 22%

- **TUITION/FUNDING (NET)**
  - Tuition assistance: 37%
  - Access and tuition assistance to obtain industry recognized certifications: 29%
  - Grants and other funding to advance education in the communities: 26%
  - Enhance student connectivity: 17%

- None of the above: 17%
A transition to virtual university classes is not perceived as equal value to in-person classes

Think College Tuition Be Reduced

83%

Think college tuition should be reduced where in-person classes are not offered or not offered because of the coronavirus

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.

1%–10% reduction: 6%
11%–25% reduction: 29%
26%–50% reduction: 45%
51% or more reduction: 20%

AVE. Reduce Tuition by

42.7%
And the overall value of a 4-year college degree is seen as having dropped or stayed same.

Value of a 4-Year College Degree Compared to 10 Years Ago

- 21% Worth More
  - 10% Worth Much More
  - 11% Worth Somewhat More
- 33% Worth About the Same
- 45% Worth Less
  - 19% Worth Much Less
  - 27% Worth Somewhat Less
The public is now divided on whether college or skills-based programs will lead to the best jobs.

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. The say we need a skills-based or credential-based approach that is more flexible, less expensive, and better for career preparation.

- Skills-based approach: 37% completely agree, 23% somewhat agree, and 23% neither.
- 4-year college degree: 21% somewhat agree, and 19% completely agree.

BASE: n=1,004
Only 1 in 10 believe a 4-year degree is more valuable and the best way to a career today

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>4-year more valuable and best way to career</td>
<td>12%</td>
</tr>
<tr>
<td>4-year same/less valuable but best way to career</td>
<td>28%</td>
</tr>
<tr>
<td>4-year more valuable but skills-based best</td>
<td>6%</td>
</tr>
<tr>
<td>4-year same/less valuable and skills-based best</td>
<td>31%</td>
</tr>
</tbody>
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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.

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