



Great Jobs and Great Lives

At Gallup, we help organizations understand their strengths and use them to accomplish their goals more effectively and with greater speed.

In higher education, colleges want to equip their graduates with the knowledge and skills they need to use their unique strengths and talents in whatever they choose to pursue and achieve their life goals. The dream of college is that it prepares graduates for great jobs and great lives.

This includes having the opportunity to do **what one is best at**, to be engaged in one's **community**, to be active and productive, and to learn something interesting every day.

Most colleges and universities don't know if their graduates have lives like this. Most don't know if their graduates are **thriving** in their lives. Most don't even know if their graduates are **engaged** in their jobs.

Most colleges only know the starting salaries of their most recent graduates.

Shouldn't we be looking at what really matters and not just what is easy to measure? Shouldn't we be looking at if our graduates have great jobs and great lives?

WE SHOULD. AND WE CAN.

How do
we value
a college
degree?

Measuring What Matters Most

Gallup has spent decades developing measures that tell us how intellectually and emotionally engaged people are in their jobs. We have also extensively researched the areas of purpose, social, financial, community, and physical well-being.

In an era when higher education faces new challenges, including that of demonstrating long-term value of a college degree, we need to change the focus from just salaries to what really matters.

And that is why Gallup, in partnership with Purdue University and the Lumina Foundation, has undertaken the largest comprehensive study of college graduates ever attempted. Starting this year, we surveyed 30,000 college graduates across the United States using the Gallup-Purdue Index, which measures well-being in the lives and engagement in the careers of college graduates. We are committed to repeating this study annually for the next five years.

This is not just a research project. The questions on the Gallup-Purdue Index have been designed to help colleges and universities demonstrate what a college graduate's life is like. And they are designed for action. For improvement. Because we always strive to do better.

Gallup is opening participation in the project to all colleges and universities in the country. Is your institution sending out graduates who are thriving in their jobs and lives? Who love what they do?

Join us to find out.

**We need to change the
focus from just salaries to
what really matters.**

The Gallup-Purdue Index

The Gallup-Purdue Index is a Web-based questionnaire that has five major components:

WORKPLACE ENGAGEMENT

- Twelve questions that determine if each graduate with a job is engaged, not engaged, or actively disengaged with that job
- Concepts described in *The New York Times* bestselling book *First, Break All the Rules*



WELL-BEING

- Ten questions that examine five areas of well-being: purpose, social, financial, community, and physical, which help determine if each graduate is thriving, struggling, or suffering in well-being
- Concepts described in *The New York Times* bestselling book *Wellbeing: The Five Essential Elements*



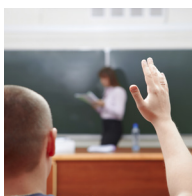
ALUMNI ATTACHMENT

- Using Gallup's research in the area of consumer engagement, these questions reflect how graduates feel about the institution



EXPERIENCES IN COLLEGE

- Questions that reflect the experiences that the graduate had as an undergraduate, such as major, participation in a culminating experience, involvement in athletics and clubs, and having a faculty mentor



DEMOGRAPHICS

- Race and ethnicity, sex, year of graduation, income, residence, employment status, etc.



IMPLEMENTATION

- Provide Gallup with names and emails of living alumni. If needed, Gallup's expert methodologists can provide sampling frames.

ANALYSIS AND DELIVERABLES

- Comprehensive report with recommendations for action
- Presentation by Gallup higher education experts to your board or senior staff
- Unit-record data set for further analysis

For more information about how to participate and for pricing options, please contact Blake Lohnes at
Blake_Lohnes@gallup.com
or 402.938.6104

Visit Education.Gallup.com
Follow [@GallupEducation](https://twitter.com/GallupEducation)
