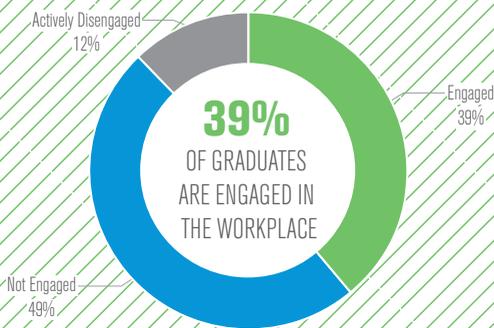


AIMING HIGHER EDUCATION AT GREAT JOBS AND GREAT LIVES

ENGAGEMENT IN THE WORKPLACE

Among graduates who are employed full time for an employer



22% OF GRADUATES STRONGLY AGREE ...

"I had a mentor who encouraged me to pursue my goals and dreams."

29% OF GRADUATES STRONGLY AGREE ...

"I had an internship or job that allowed me to apply what I was learning in the classroom."

As one of the most trusted and recognized research brands in the world, Gallup is focusing its massive research abilities on helping those in higher education understand the long-term outcomes of their graduates.

In 2014, Gallup conducted its first large-scale, nationally representative study of 30,000 college graduates.* This ongoing national study measures outcomes beyond the simple metrics of employment and salary and focuses on those that more truly align with the mission of higher education — such as producing graduates who are engaged in their work and thriving in their purpose, social, financial, community and physical well-being. The study provides a measure of the *quality* of their employment and the *quality* of their life — not just how much money they are making. Rather than being just another rating or a ranking, this effort generates a powerful benchmark for key, relevant metrics for higher education.

For institutions that are interested in how their alumni fare and compare and that want to understand how they can help drive long-term success in graduates' careers and lives, you have found a new partner in Gallup.

*The Gallup-Purdue Index: This study is representative of the 90% of college graduates who have Internet access.

11% OF GRADUATES ARE THRIVING IN ALL FIVE ELEMENTS OF WELL-BEING

54% THRIVING IN PURPOSE

42% THRIVING IN FINANCIAL

49% THRIVING IN SOCIAL

47% THRIVING IN COMMUNITY

35% THRIVING IN PHYSICAL

Presidents and board chairs hire Gallup to measure their graduates (and the trajectory of their current students) against this new, national benchmark to find out if they are preparing graduates to be engaged in their careers and thriving in their well-being.

Nearly every major industry worldwide has embraced “continuous improvement” practices such as Six Sigma and Total Quality Management. Gallup’s unique measurement framework makes it possible for higher education institutions to adopt

a **CONTINUOUS IMPROVEMENT** model that is based on **ACTIONABLE** measures and key experiences.

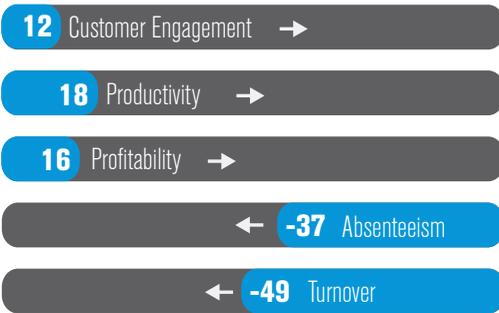
To identify these key experiences during college that are related to long-term success for graduates after college, Gallup uses validated and tested survey items drawn from decades of studying workplace engagement and well-being.*

*See page 10 of the Great Jobs Great Lives 2014 Gallup-Purdue Index Report.

WHY ENGAGEMENT MATTERS?

Gallup’s engagement construct strongly predicts key performance indicators, including: **Retention, Quality, Absenteeism, Productivity** and **Profitability**.

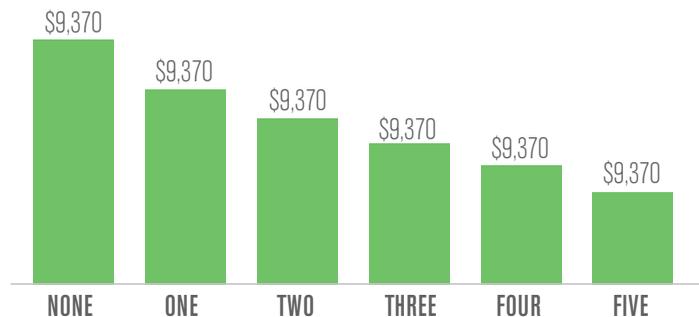
Difference Between Top and Bottom Engagement Quartiles



WHY WELL-BEING MATTERS?

Annual health-related cost to employers **decreases by over 62%** between employees who are thriving in no elements versus employees who are thriving in all five elements of well-being.

Annual Health-Related Cost to Employer (Disease Burden and Unhealthy Days)



GALLUP HIGHER EDUCATION SOLUTIONS

Measuring and Improving Outcomes
Ushering in an era of continuous improvement



Building engaged and thriving campuses: Gallup provides measurement and consulting around engagement and well-being for students and employees to give university leaders the vital insights they need to create actionable plans for improvement.

Brand and organizational identity: Institutions of higher education are made up of three key elements: purpose, brand and culture. When these elements are clear and aligned, they give institutions a substantial competitive advantage in everything from recruiting to retention to the long-term success of graduates. Gallup helps institutions understand whether their purpose, brand and culture are aligned.

Strengths-based leadership development: Effective leadership starts with knowing your strengths and investing in others’ strengths. Build a strengths-based campus at the student, staff and cabinet level to drive engagement and well-being.

Colleges and universities hire third-party experts to conduct comprehensive financial audits every year. Isn't it time to conduct a comprehensive, scientifically rigorous study of your most important asset — your graduates?

GALLUP IS READY TO HELP. CALL TO SCHEDULE AN EXECUTIVE BRIEFING.