

GALLUP®



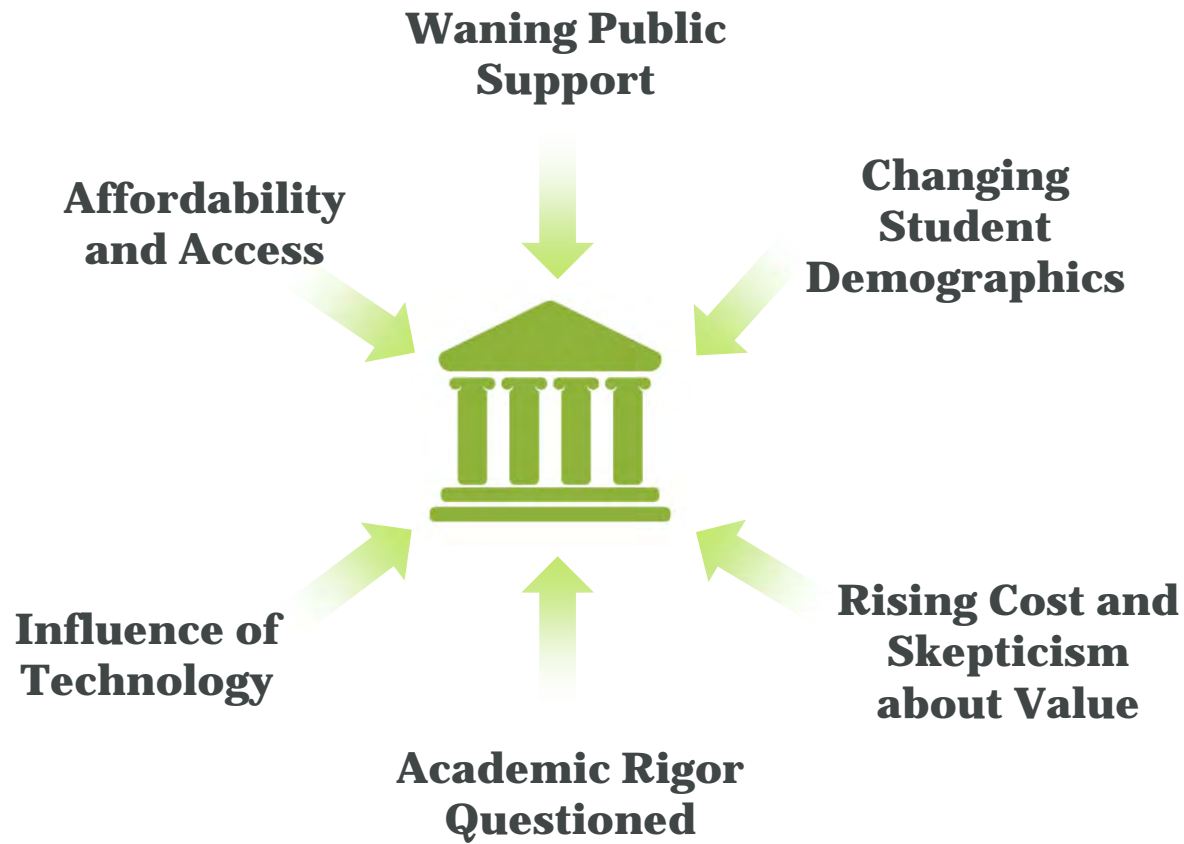
***EDU*NOMICS:  
THE NEW ECONOMICS FOR WINNING  
IN EDUCATION**

**Brandon Busteded**  
Executive Director, Gallup Education

# START WITH THE END IN MIND

- Amidst massive upheaval...
- We are disengaging students...
- By neutralizing the best teachers...
- Because we are aiming at the wrong target for outcomes...
- And using a deficit-based model trying to fix things.

# FORCES DRIVING UPHEAVAL IN EDUCATION



# A TURNING POINT IN AMERICA: MINORITIES ARE MAJORITY



In the 12-month period ending July, 2011:

**49.6%** of births in the U.S. among non-Hispanic whites



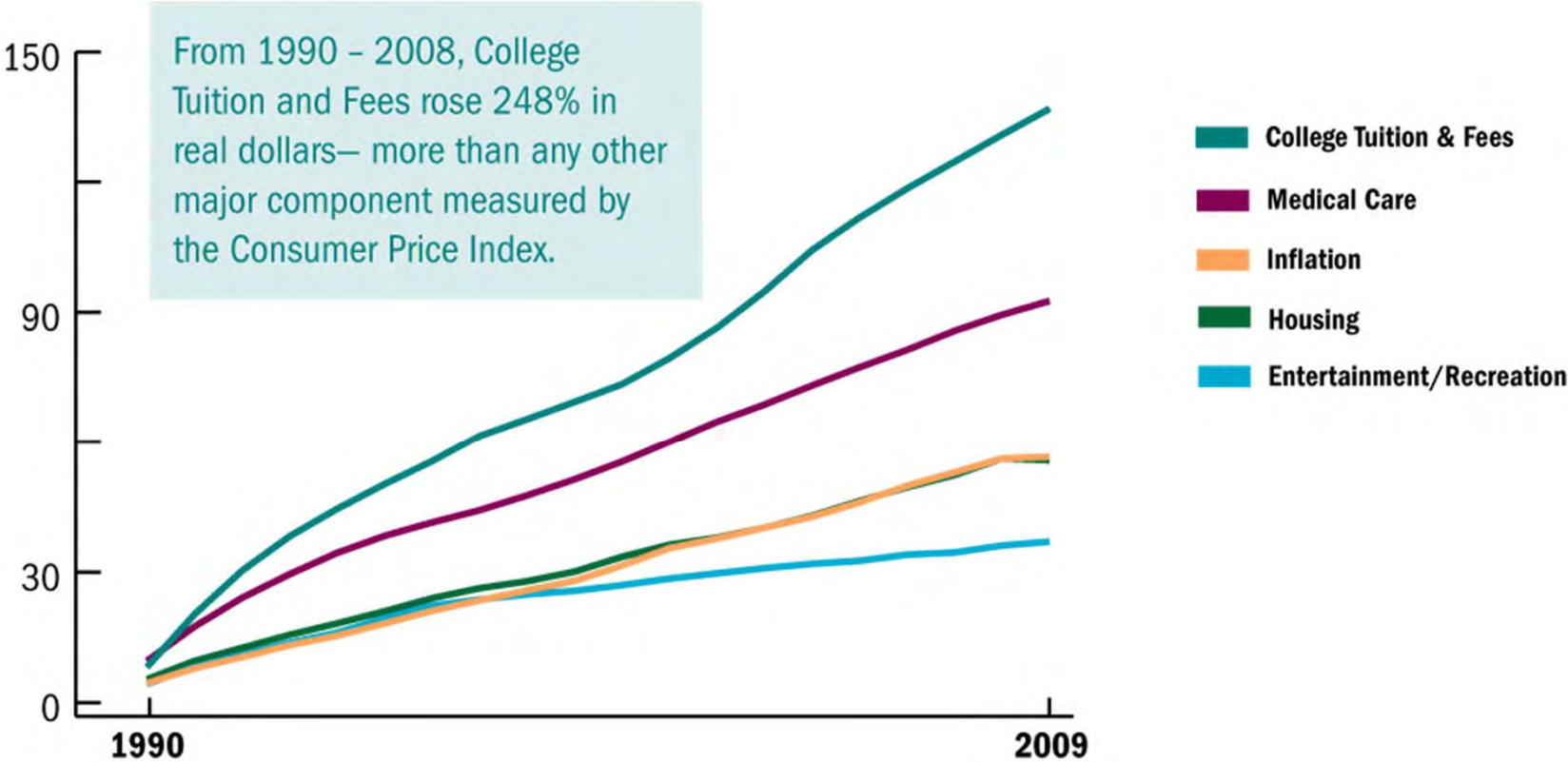
**50.4%** of births among Hispanics, blacks, Asians and those of mixed race



Source: *New York Times*, (2012).

# UNSUSTAINABLE INCREASES IN COSTS

## Consumer Price Index by Sector



# OPEN ONLINE EDUCATION AND THE ADVENT OF MOOCS

**TED**Ed <sup>Beta</sup> Lessons Worth Sharing

coursera

Machine Learning course:  
104,000 students enrolled

MITx

Circuits and Electronics course:  
more than 120,000 students

edX

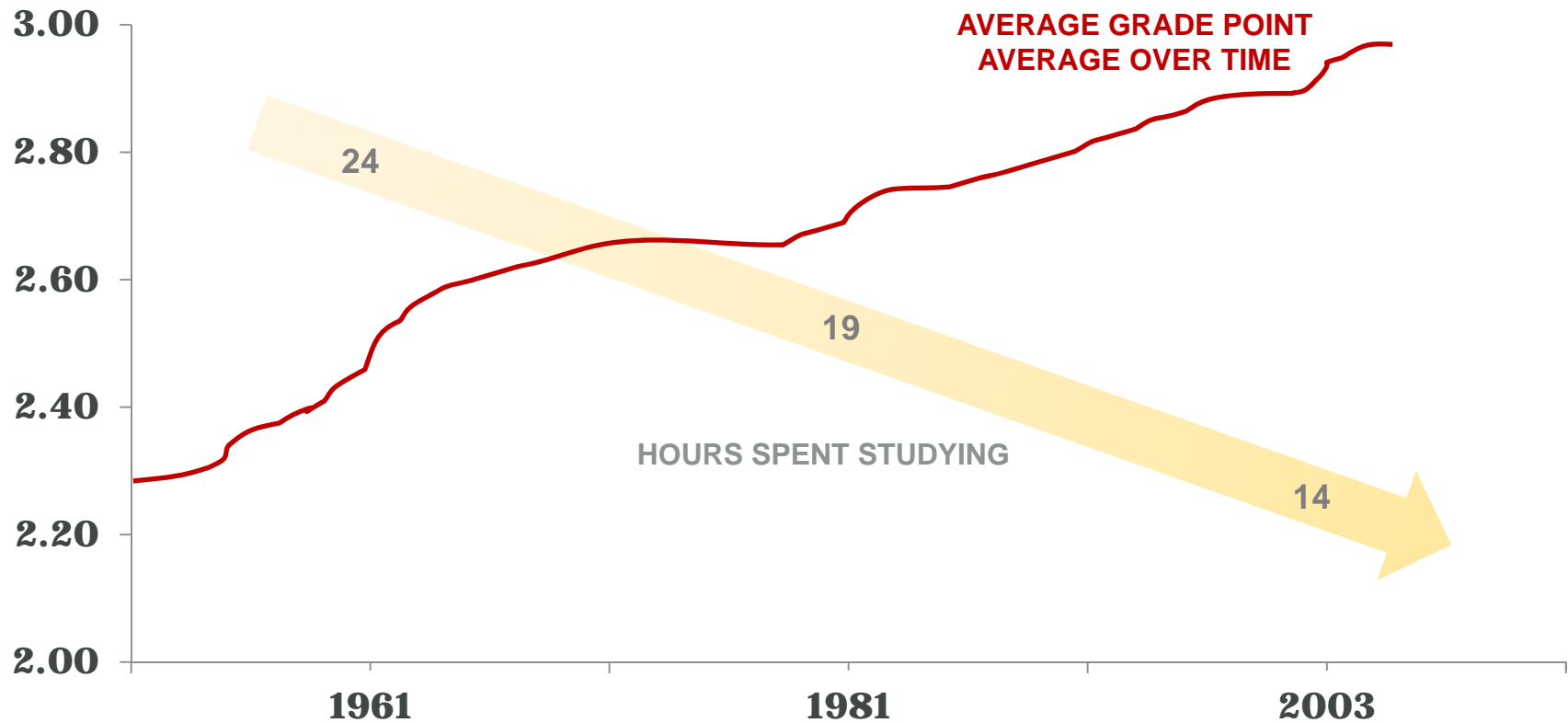
MIT and Harvard's joint venture to  
offer free online courses  
Each contribute \$30 Million

Udacity

Thrun's Artificial Intelligence:  
160K registrants, 23K "graduate"  
115K registered for new courses



# DECLINES IN ACADEMIC STANDARDS



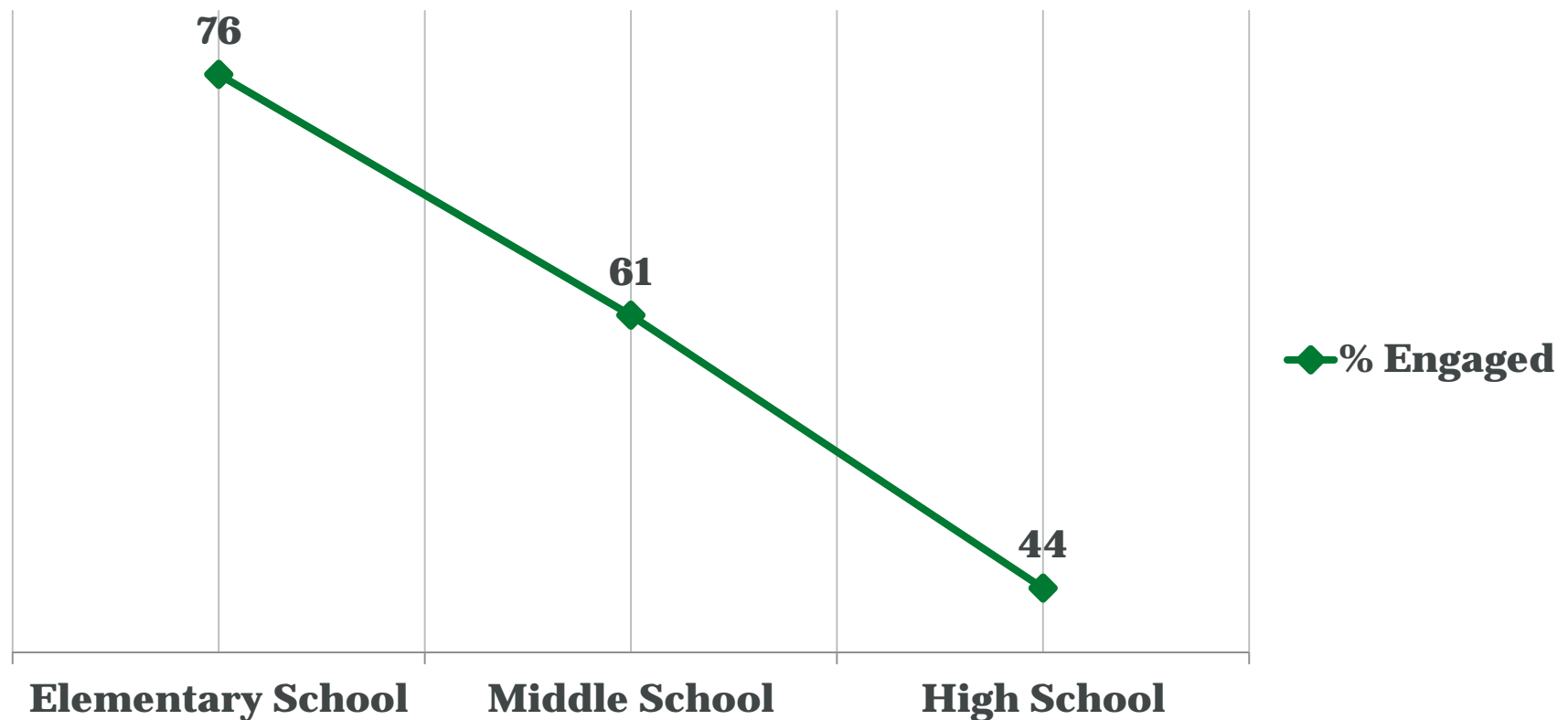
Source: Ruiz, S. et al. (2010); Babcock, (2009); Babcock and Marks (2009).



# THE SCHOOL CLIFF: STUDENT DISENGAGEMENT

*The School's Cliff: Students' engagement drops over time*

The Gallup Student Poll



# CONFIDENCE IN SCHOOLS AT ALL TIME LOW

*Confidence in the Public Schools*

■ % Great deal/Quite a lot



## A SIMPLE YET PROFOUND QUESTION

What is the ultimate  
outcome of an education?

# CURRENT MEASURES OF EDUCATIONAL OUTCOMES = CLASSIC ECONOMICS

## INPUTS

- High School GPA, Rank In Class
- SAT, ACT

## OUTPUTS

- GPA, Rank In Class
- Retention Rates, Degree Attainment
- Gainful Employment
- And maybe...
  - CLA, etc.

**▶ Hope is a stronger predictor of college success than SAT and GPA. ◀**

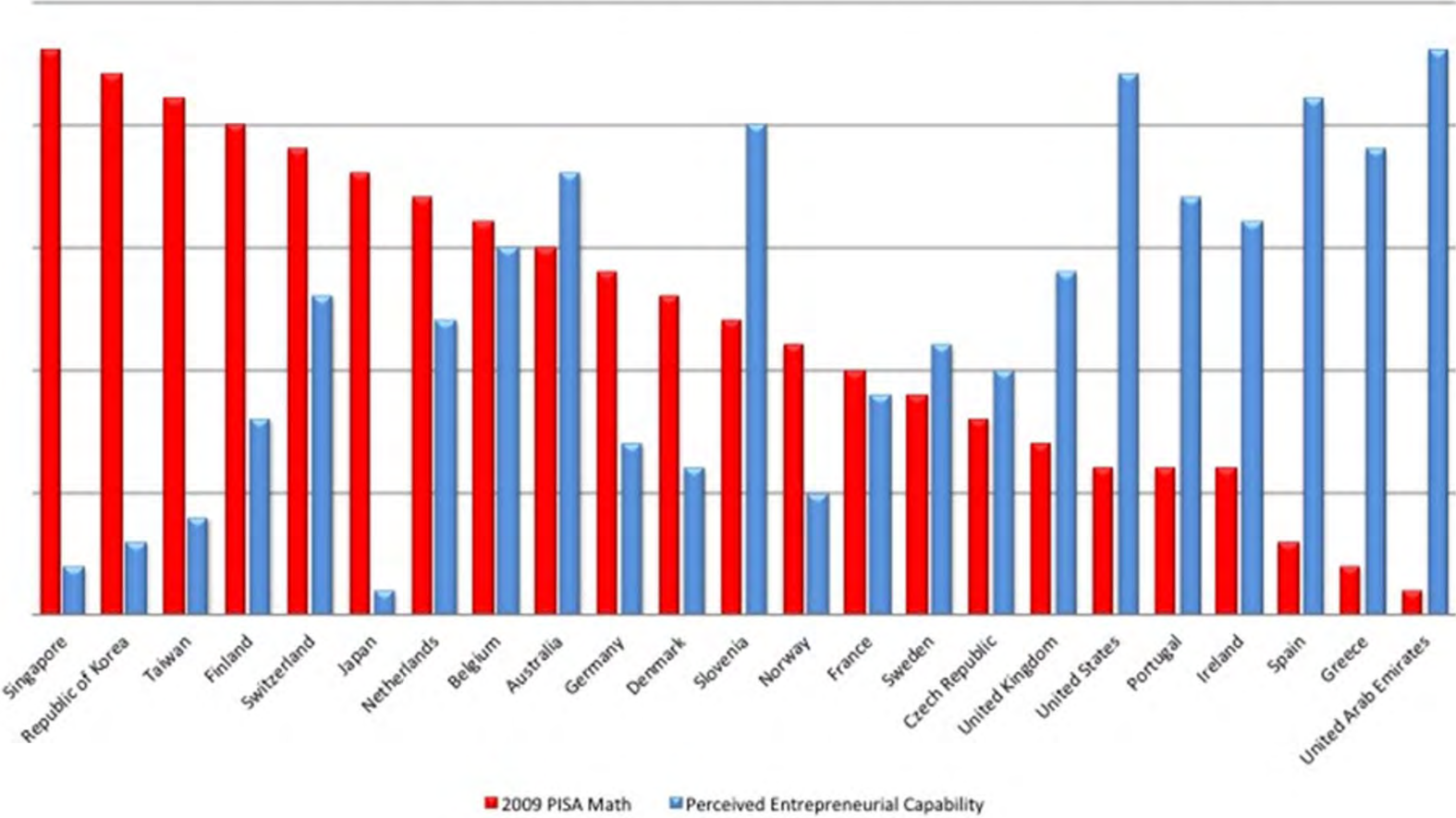


# AIMING AT THE WRONG TARGET

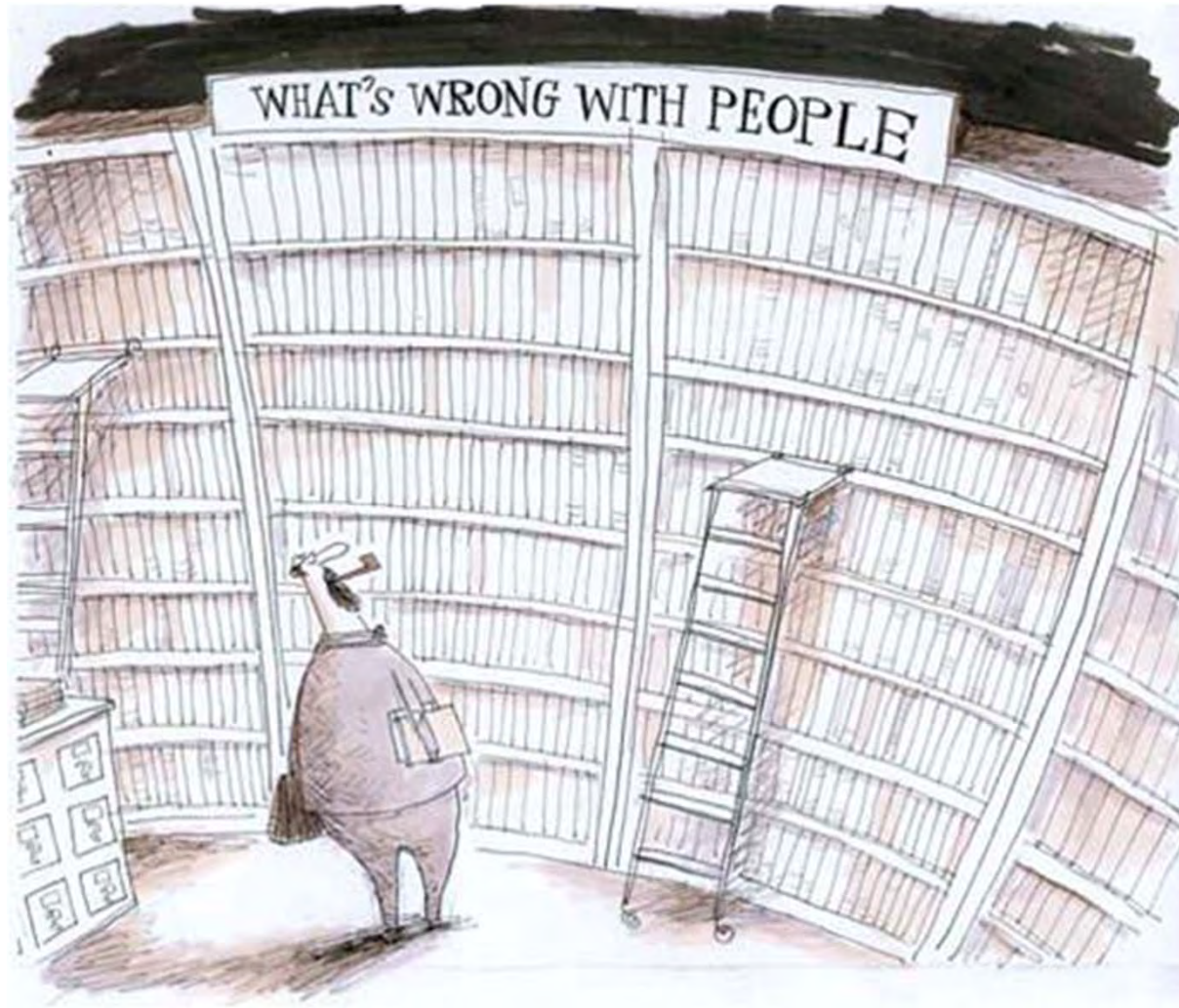
# STANDARDIZED TESTS: THE DEATH OF ENTREPRENEURS?

## Negative correlation between PISA and GEM scores

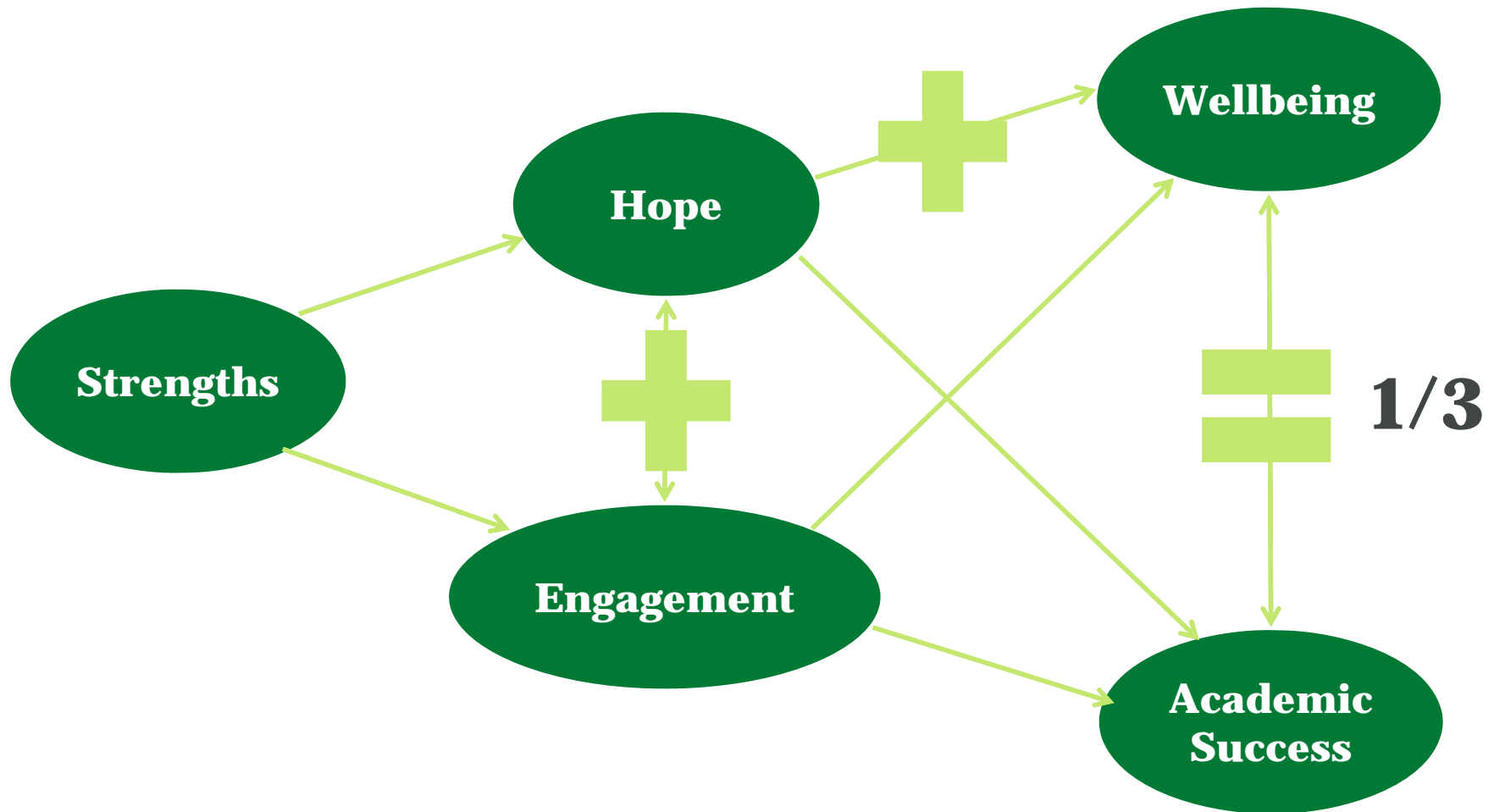
Ranking by PISA Math Score and Perceived Entrepreneurial Capability



# FROM WHAT'S WRONG TO WHAT'S STRONG

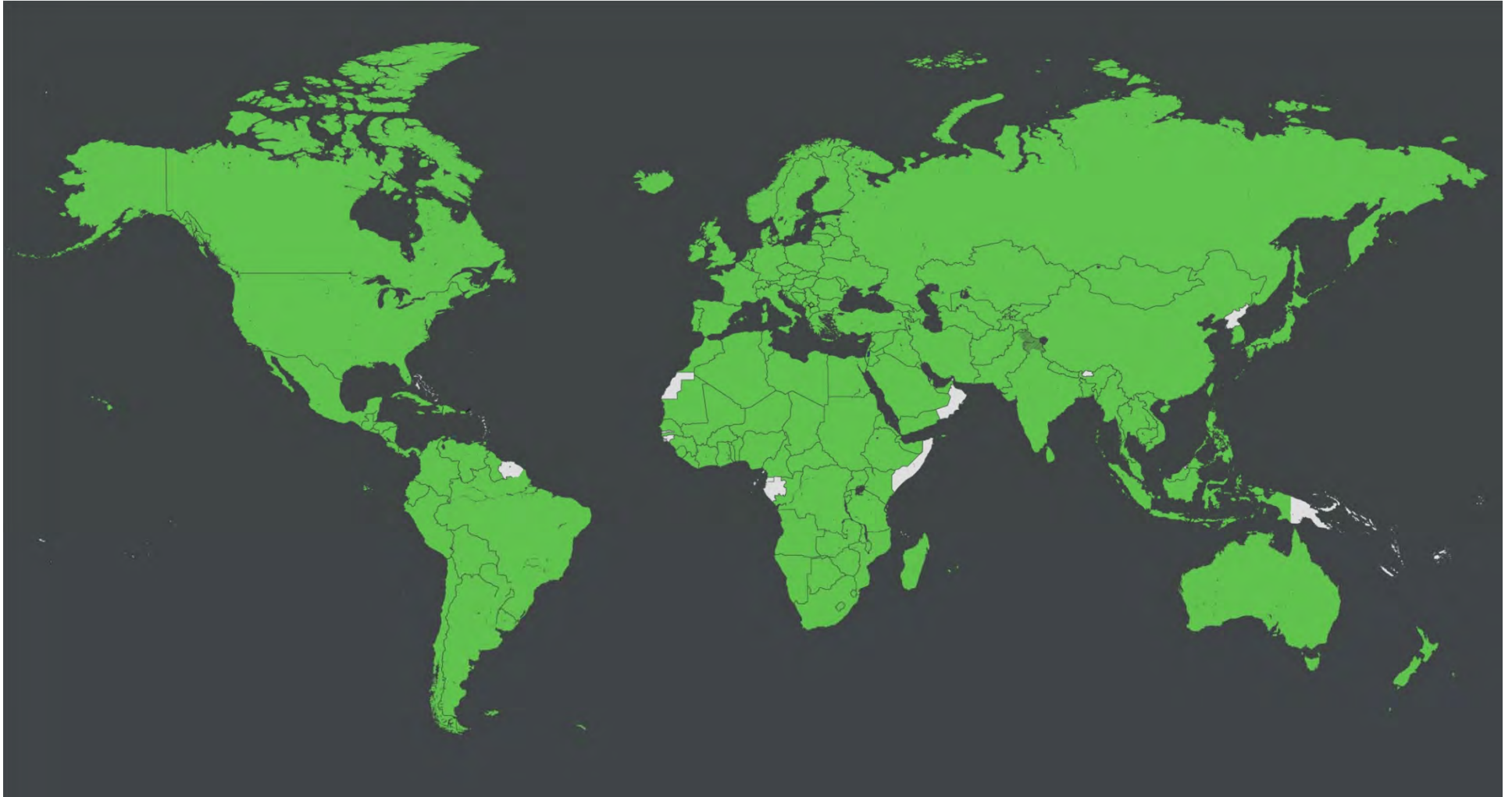


# THE ECONOMICS OF HUMAN DEVELOPMENT





# GLOBAL RESEARCH COVERAGE



# GALLUP'S FIVE ESSENTIAL DOMAINS OF WELLBEING

## Career

How you occupy your time; liking what you do each day

## Social

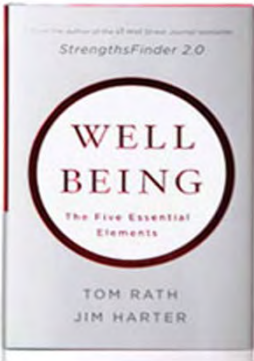
Relationships and love in your life

## Financial

Managing your economic life to reduce stress and increase security

Good health and enough energy to get things done daily

## Physical



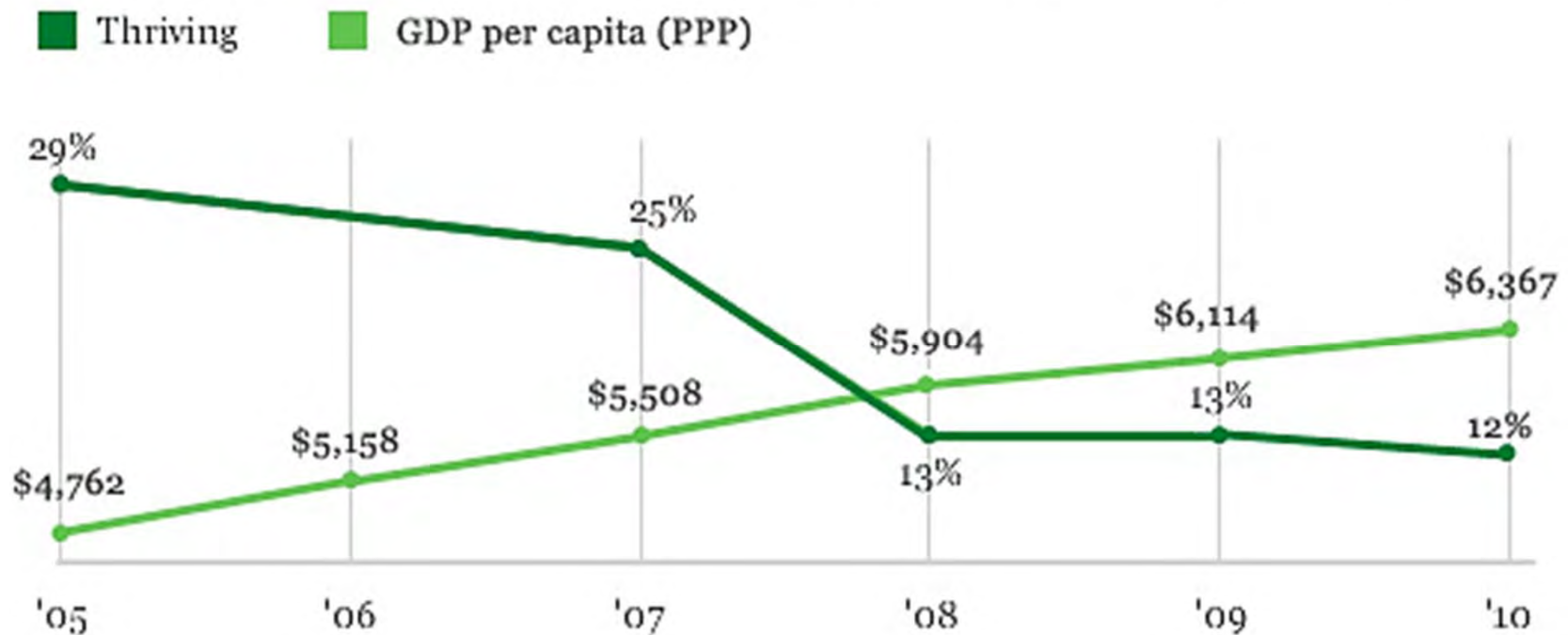
Engagement and involvement in the area where you live

## Community

# WELLBEING MATTERS TO THE WORLD

Gallup's key metrics revealed tension mounting prior to the 'Arab Spring' which traditional metrics missed:

*Egypt: Recent Trends in Percentage "Thriving" and GDP per Capita (PPP)*

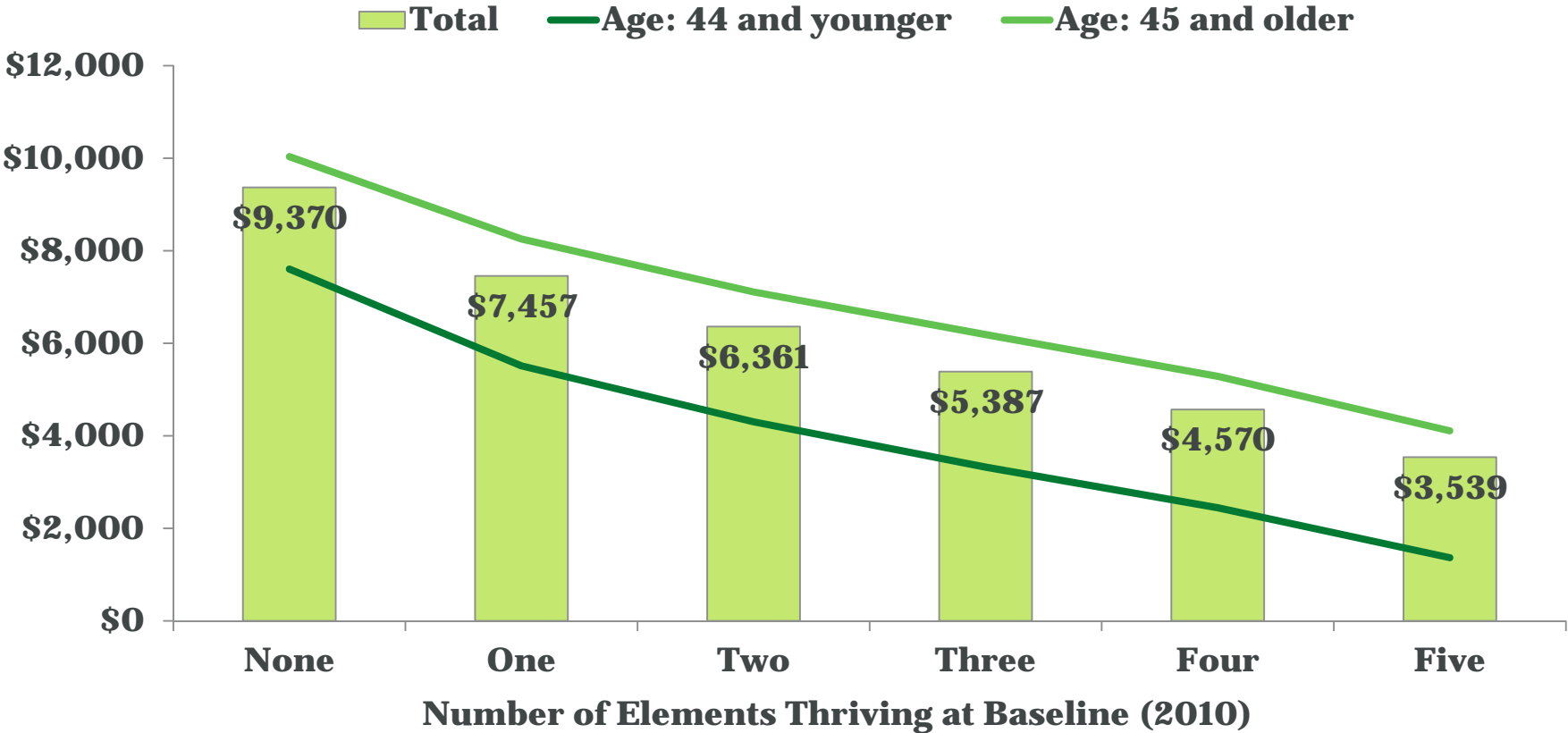


2005-2010

GDP per capita (ppp) estimates are from the International Monetary Fund's World Economic Outlook database.

# WELLBEING MATTERS TO ORGANIZATIONS

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



Controlling for demographic differences at baseline (2010)

## GALLUP'S MOST IMPORTANT FINDING

What the whole world  
wants is a good job.

# GALLUP/LUMINA POLL

In your opinion, which one of the following is the main reason why students get education beyond high school?

To earn more money	53%
To get a good job	33%
To become a well-rounded person	5%
To learn more about the world	3%
To learn to think critically	1%
All the above	3%

# CAREER WELLBEING

- Interesting and meaningful activities
  - Using strengths
  - Achieving goals
  - Leader who motivates
- 
- **Current State:** Just 31% have very high Career Wellbeing; those who do are more than 4.5 times as likely to be “thriving” in life

*Examples: “I like what I do each day”*

*“I do what I’m best at every day”*

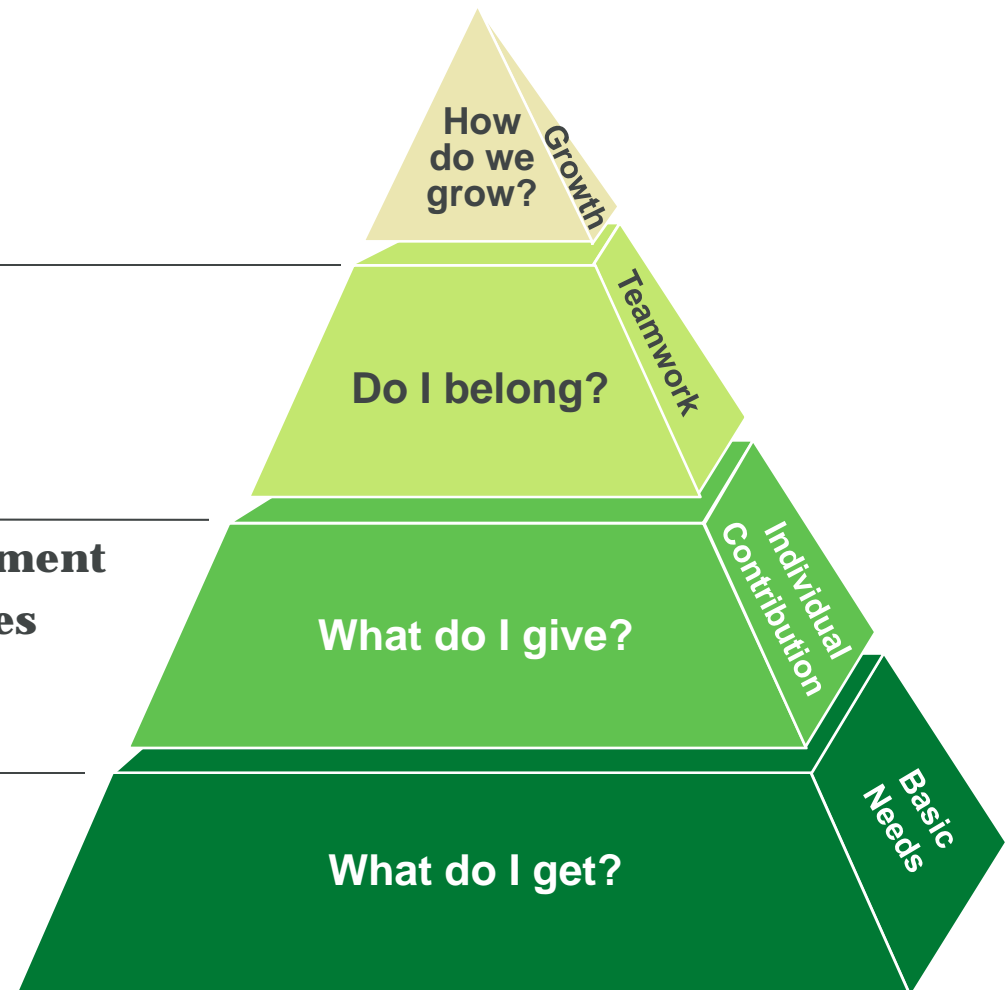
# WHAT A 'GOOD JOB' LOOKS LIKE?

Opportunities to learn and grow  
Progress in last six months

I have a best friend at work  
Coworkers committed to quality  
Mission/Purpose of company  
At work, my opinions seem to count

**Someone encourages my development**  
**Supervisor/Someone at work cares**  
Recognition last seven days  
**Do what I do best every day**

I have materials and equipment  
I know what is expected of me at work





# 72% OF U.S. WORKERS NOT REACHING FULL POTENTIAL



28%

## Engaged

*These employees are loyal and **psychologically committed** to the organization. They are more productive and more likely to stay with their company for at least a year.*

53%

## Not Engaged

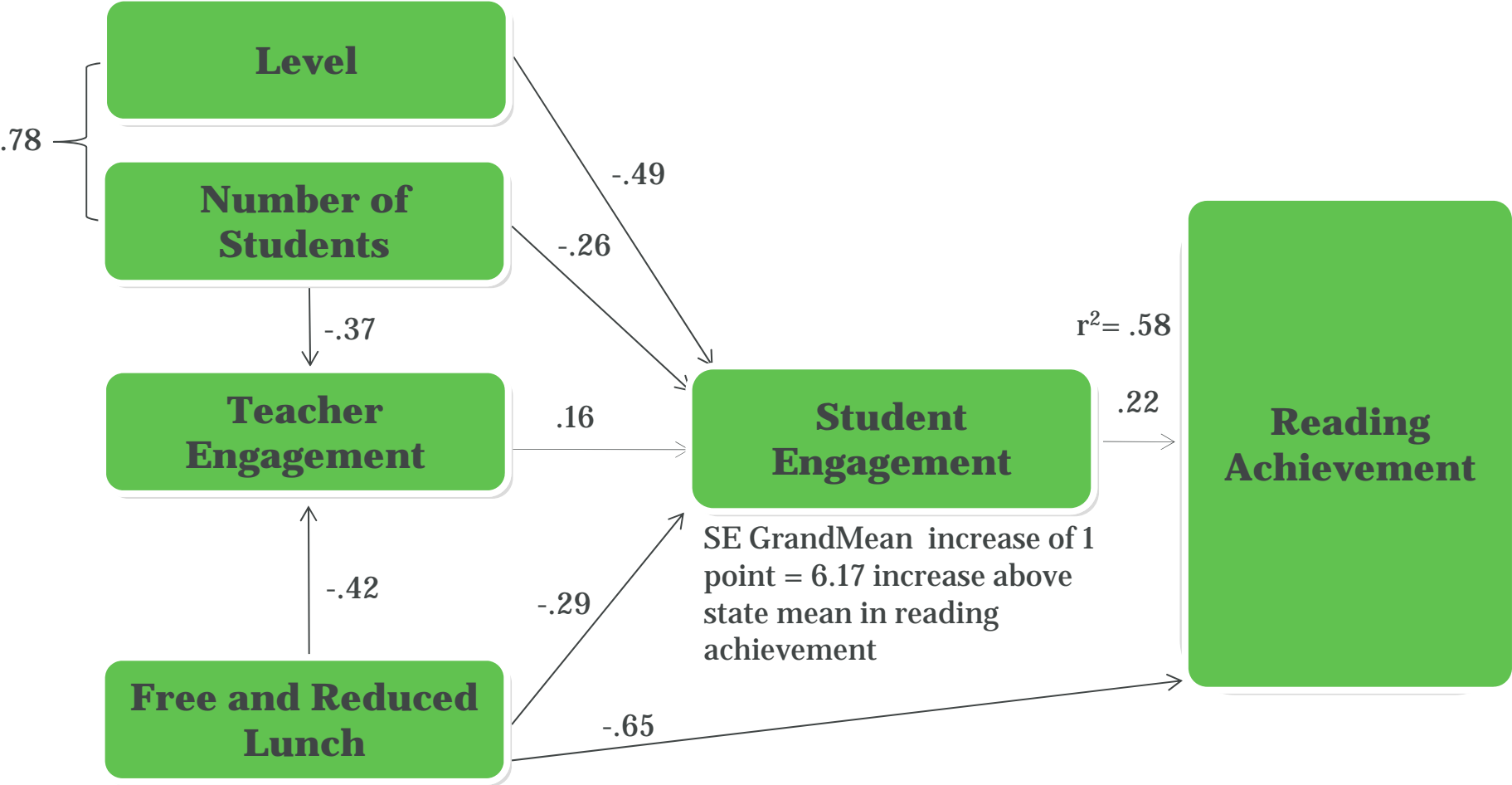
*These employees may be productive, but they are **not psychologically connected** to their company. They are more likely to miss workdays and more likely to leave.*

19%

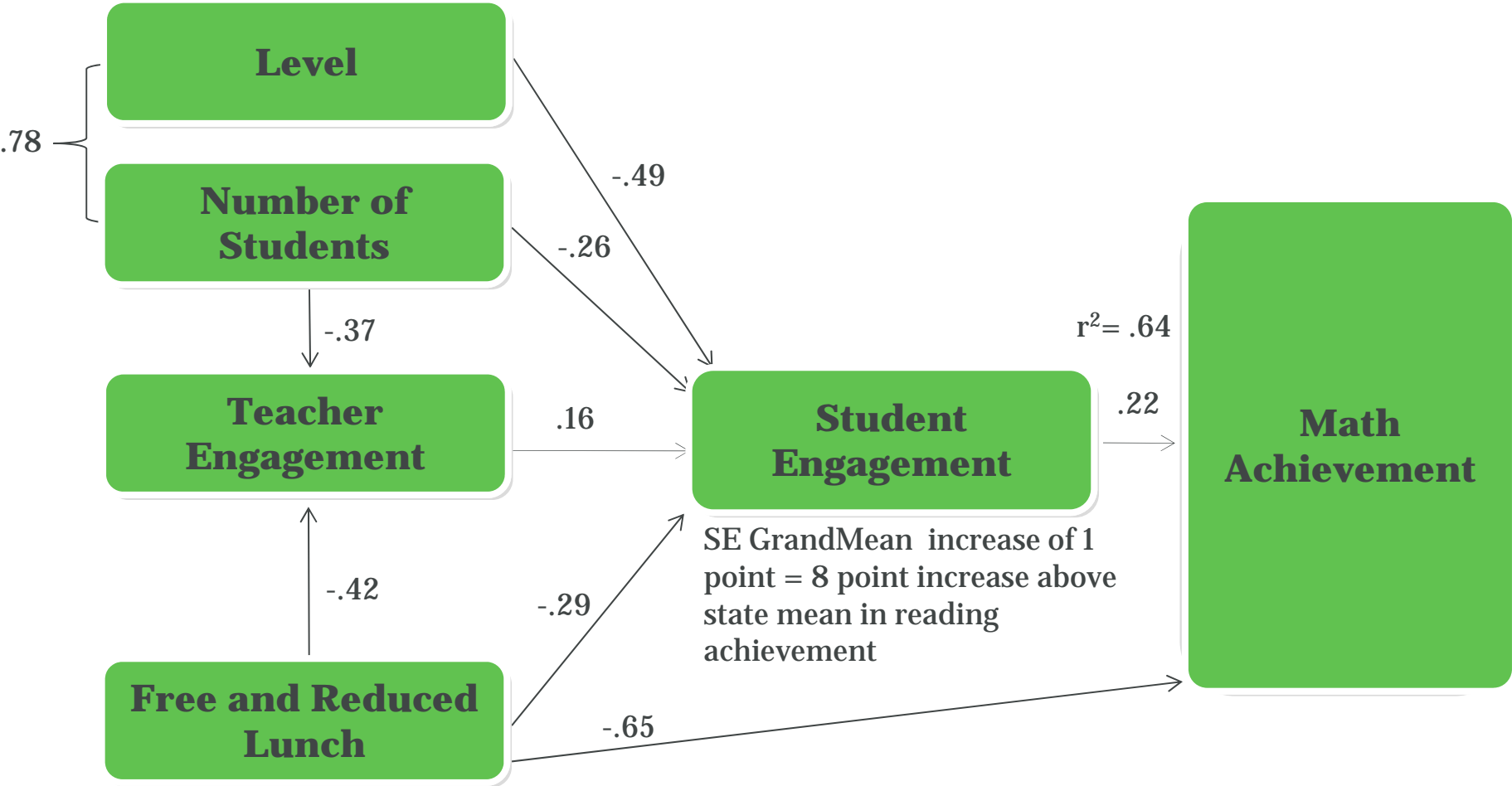
## Actively Disengaged

*These employees are physically present but **psychologically absent**. They are unhappy with their work situation and insist on sharing this unhappiness with their colleagues.*

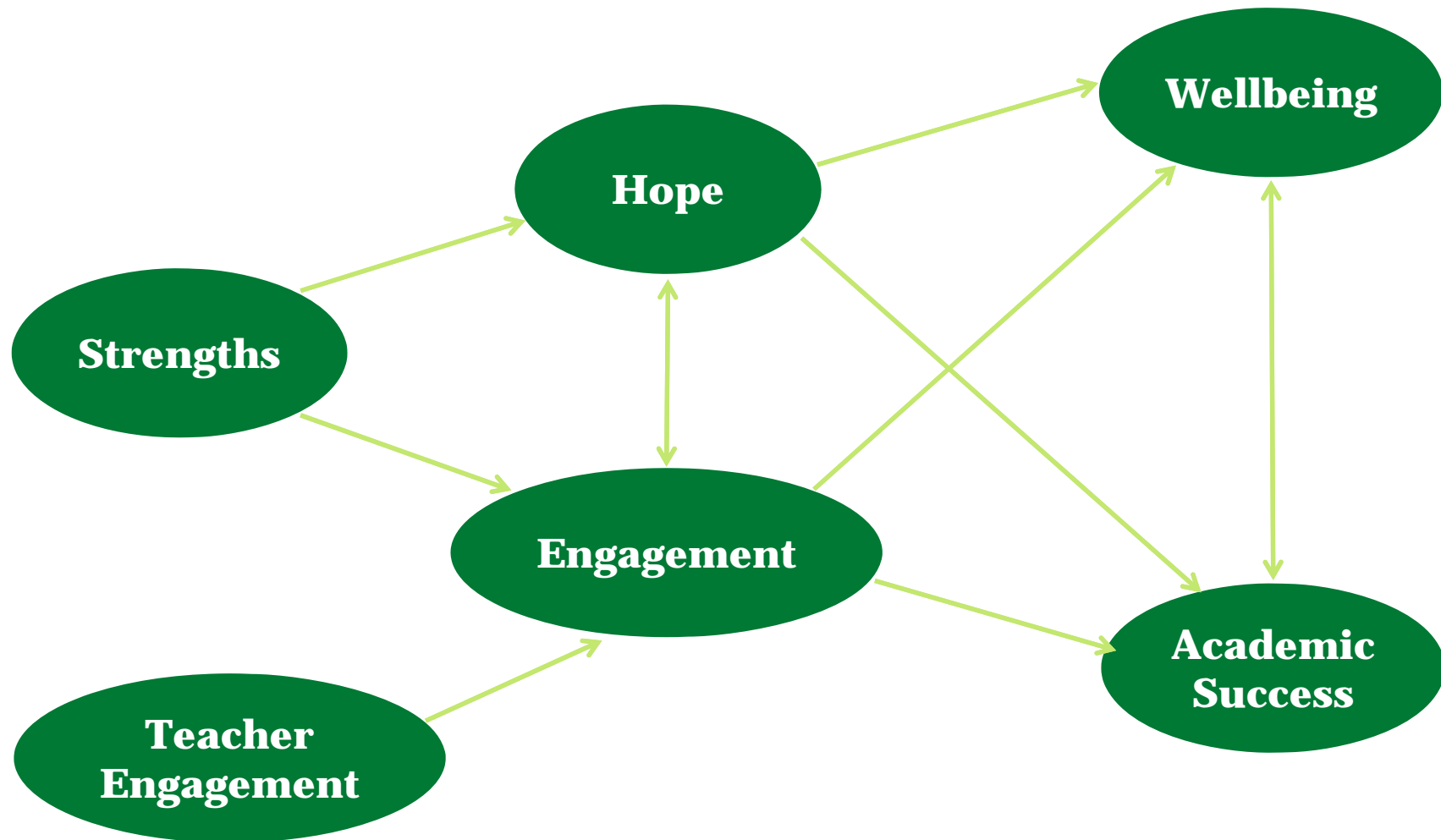
# MODEL OF ENGAGEMENT AND READING ACHIEVEMENT



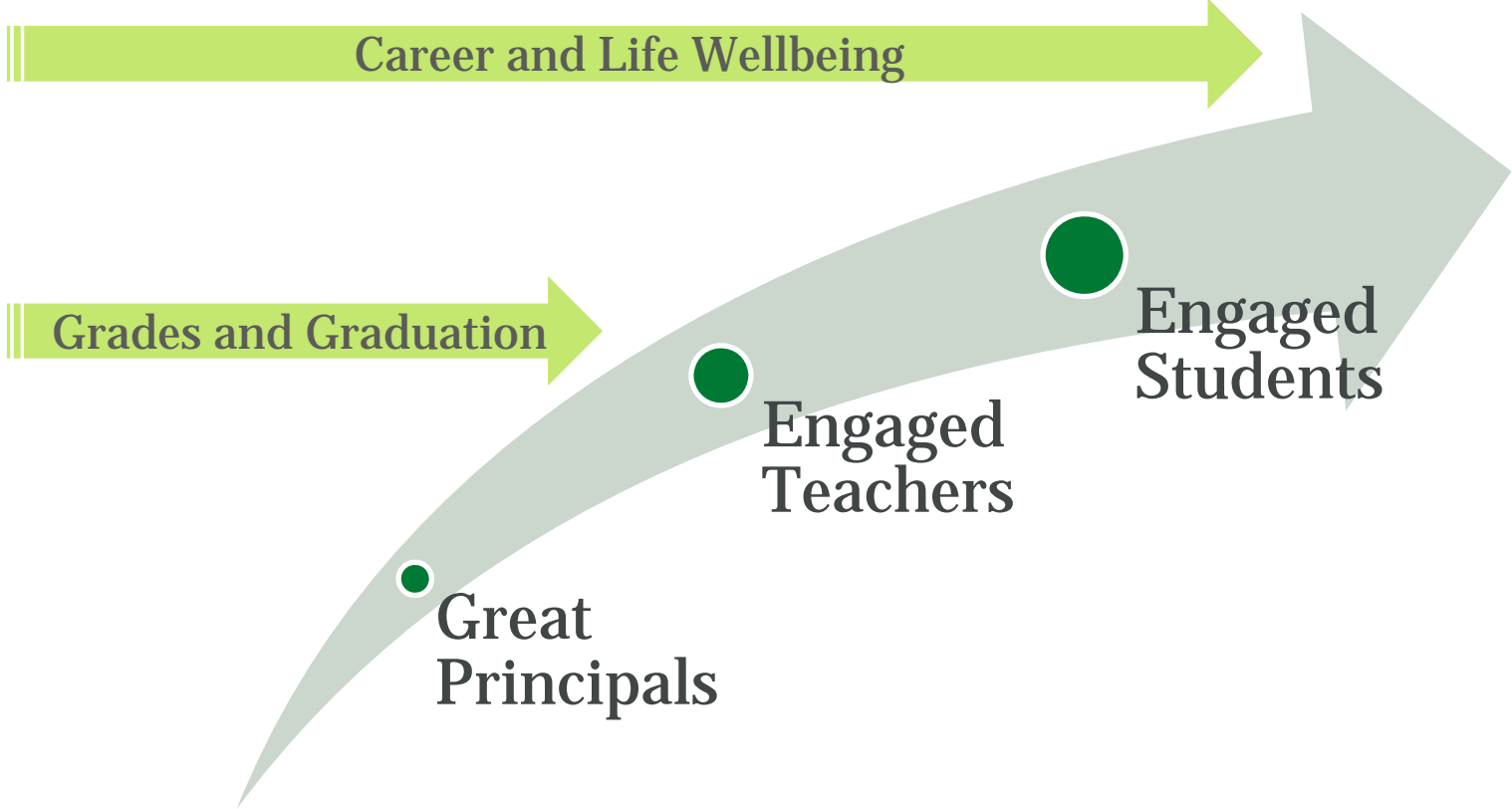
# MODEL OF ENGAGEMENT AND MATH ACHIEVEMENT



# TEACHER ENGAGEMENT DRIVES STUDENT ENGAGEMENT



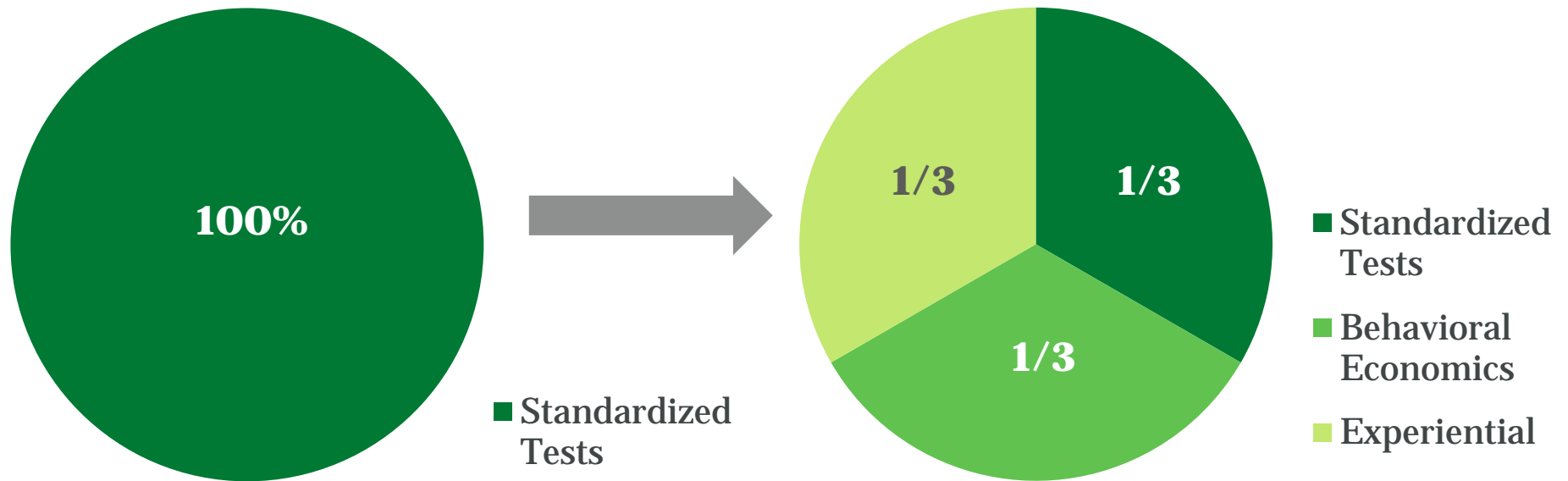
# SCHOOL ENGAGEMENT MODEL



# STUDENT BILL OF RIGHTS

1. I have someone who cares about my development always.
2. I do or develop what I like to do every day.
3. I do or develop what I'm best at every day.

# THE NEW REPORT CARD



# GALLUP SCHOOL ECONOMICS

- ▶ Measure Hope, Engagement, Wellbeing Among Students
  - (Gallup Student Poll)
  
- ▶ Drive Teacher Engagement
  - (Gallup Q<sup>12</sup>)
  
- ▶ Implement Strengths-Based School Operating System
  - (Gallup StrengthsQuest, Student Poll — Individualized, Wellbeing Finder)



# COPYRIGHT STANDARDS

This document contains proprietary research, copyrighted materials, and literary property of Gallup, Inc. It is for the guidance of your company only and is not to be copied, quoted, published, or divulged to others outside of your organization. Gallup®, Q<sup>12</sup>® Impact, SF<sup>34</sup>®, CE<sup>11</sup>® Impact, Clifton StrengthsFinder®, SRI®, The Gallup Path®, StrengthsCoach™, Gallup University®, Gallup Consulting®, StrengthsFinder®, The Gallup Poll®, and Business Impact Analysis™ are trademarks of Gallup, Inc. All other trademarks are the property of their respective owners.

This document is of great value to both your organization and Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark, and trade secret protection protect the ideas, concepts, and recommendations related within this document.

No changes may be made to this document without the express written permission of Gallup, Inc.