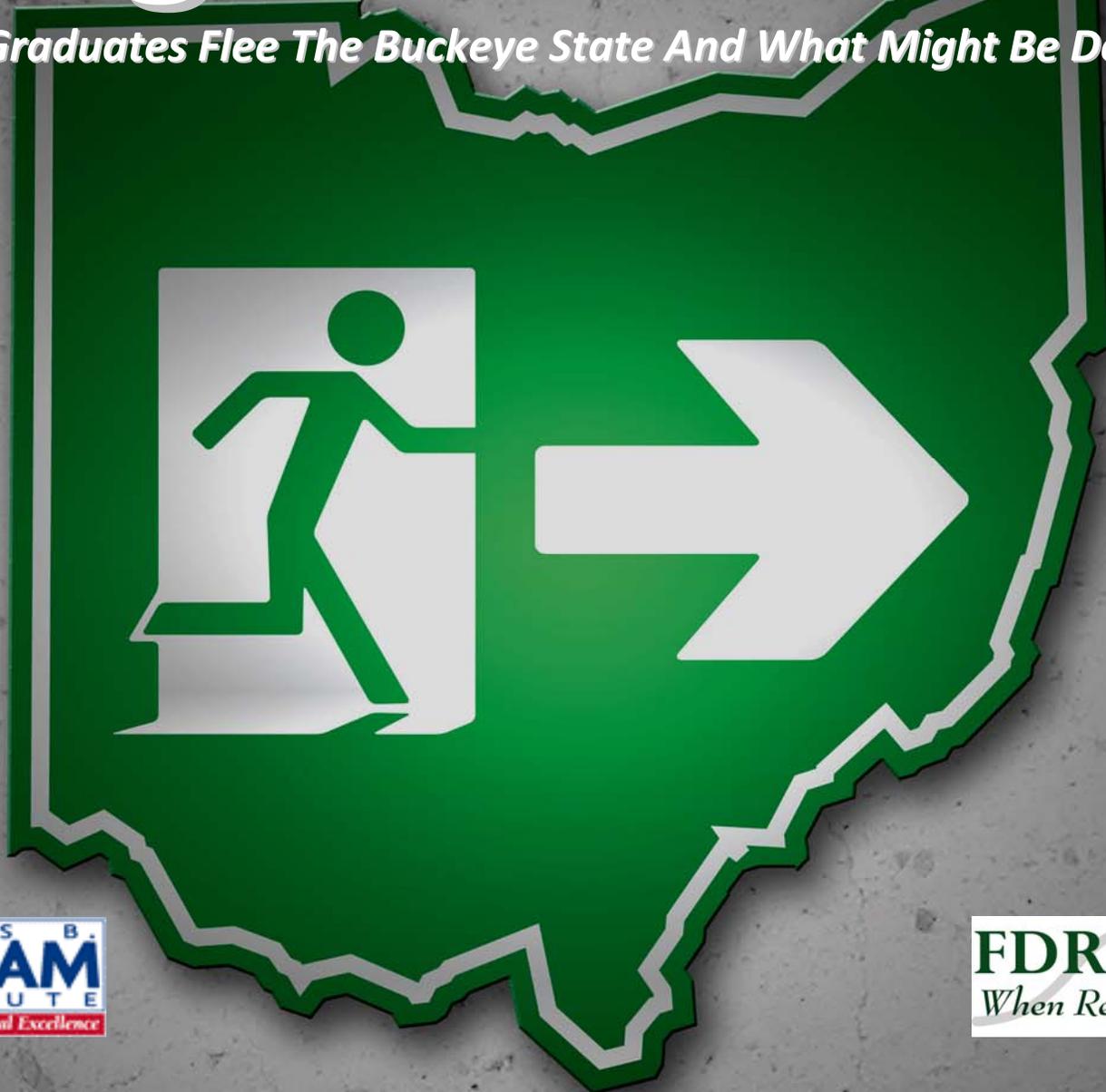


Losing Ohio's Future:

Why College Graduates Flee The Buckeye State And What Might Be Done About It



About The **FDR** Group

- Non-partisan opinion research firm
- Led by veteran public opinion analysts Steve Farkas and Ann Duffett
- Special experience in education
- Has conducted numerous surveys and focus groups in Ohio

About The **Research**

- Online survey of 811 sophomores, juniors, and seniors (February 19 - March 23, 2009)
- 3 focus groups with Ohio college students
- 12 in-depth interviews with Ohio leaders

Snapshot Of **Students**

School	% (n=811)
Case Western Reserve	4
Kent State University	17
Miami University	13
Oberlin College	3
Ohio State University	40
Ohio University	16
University of Dayton	7

Snapshot Of **Students**

Year in School	% (n=811)
Sophomore	30
Junior	33
Senior	37
Major	
Business/Management	14
Math/Science/Computer/Engineering	22
Education	10
Psychology/Sociology/Economics and other social sciences	20
Native	
Yes	72
No	28

Innovative Research Approach

Reaching students where they are--**online**

- Random samples provided by cooperating colleges (n=459)
- Facebook (n=339)
- Few substantive differences

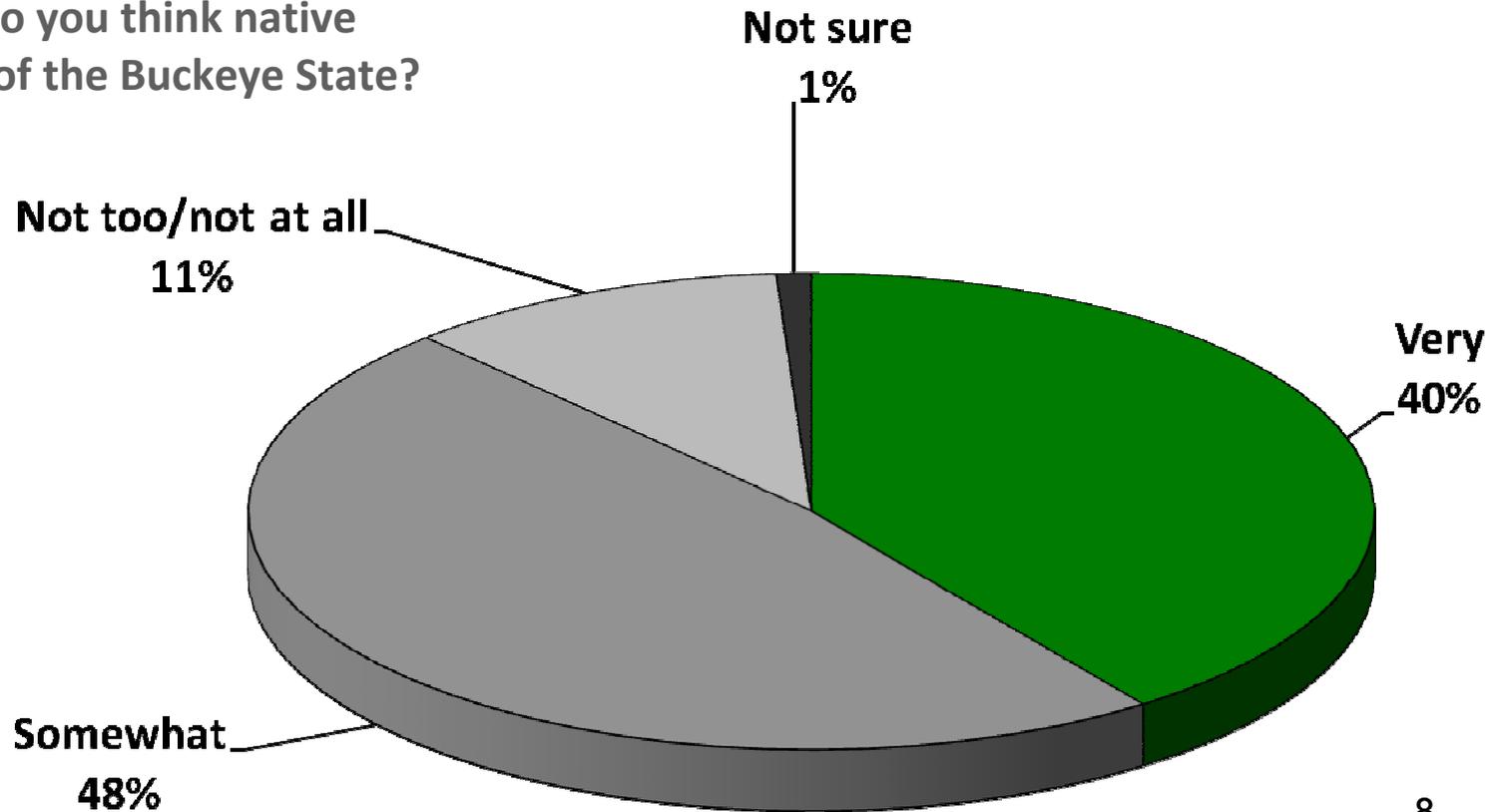
We Asked **Ohio** College Students About:

- Their post-college futures;
- Ohio as a place to live after college;
- What's most important about where they live and work;
- What might convince them to stay in Ohio;
- What might entice them to pursue a career in K-12 education.

Initial Response About The State Of The State Is Promising

Pride in the Buckeye State

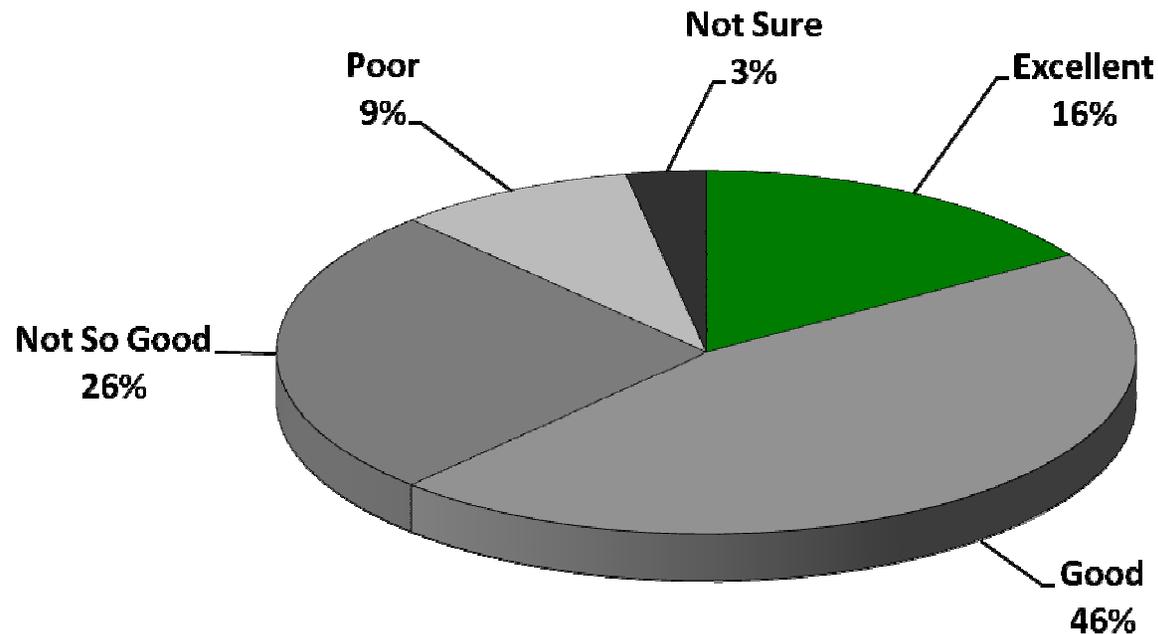
How proud do you think native Ohioans are of the Buckeye State?



Initial Response About The State Of The State Is **Promising**

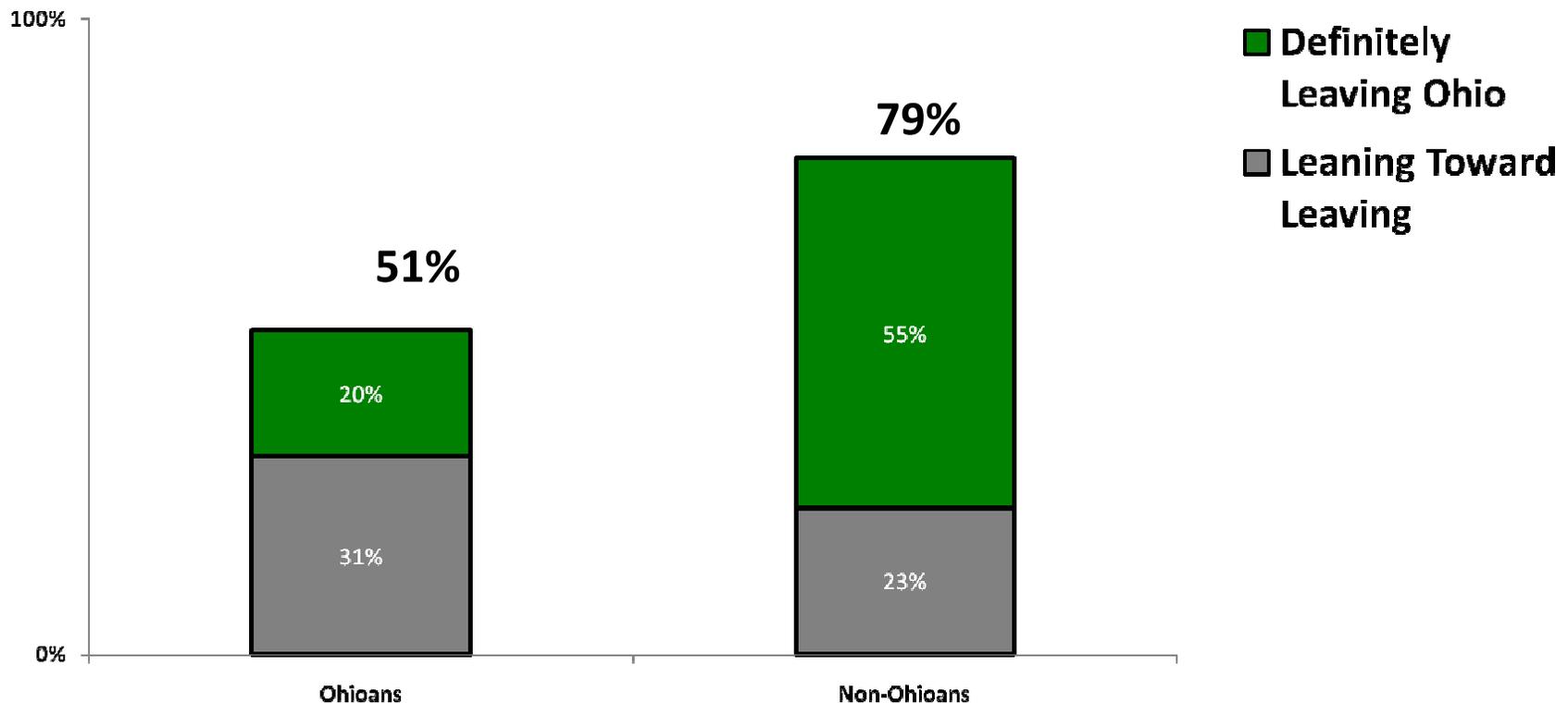
A place to build a **future**

Overall, how would you rate Ohio when it comes to being a place where you would build a future for yourself?



But Ready To **Flee** The Buckeye State

What do you think will happen in the first few years after you finish your studies? (% leaving)



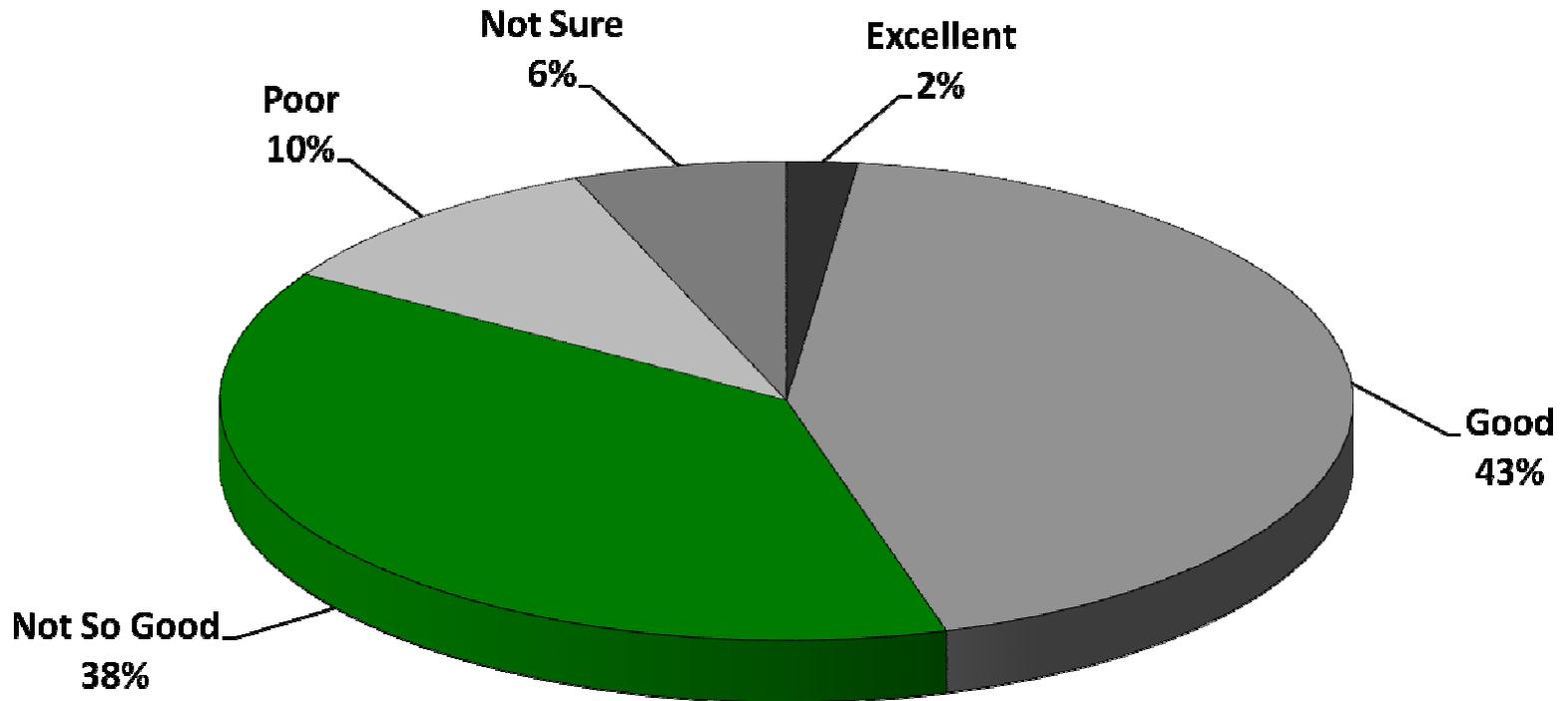
Large **Gaps** Between What They Want And What Ohio Offers

How important is each of the following. . . and how would you rate the state on each one?

Qualities	% "Very important"	% Ohio is "Excellent"
Has good job and career opportunities for me	89	11
Is active, exciting and fun	58	10
Offers entertainment and cultural things to do like museums, concerts and performances	50	18
Is near family and friends	32	64

Part Of The Problem: **Image**

Generally, what do you think Ohio's image is among people from outside the state--do you think their view of the Buckeye State is:



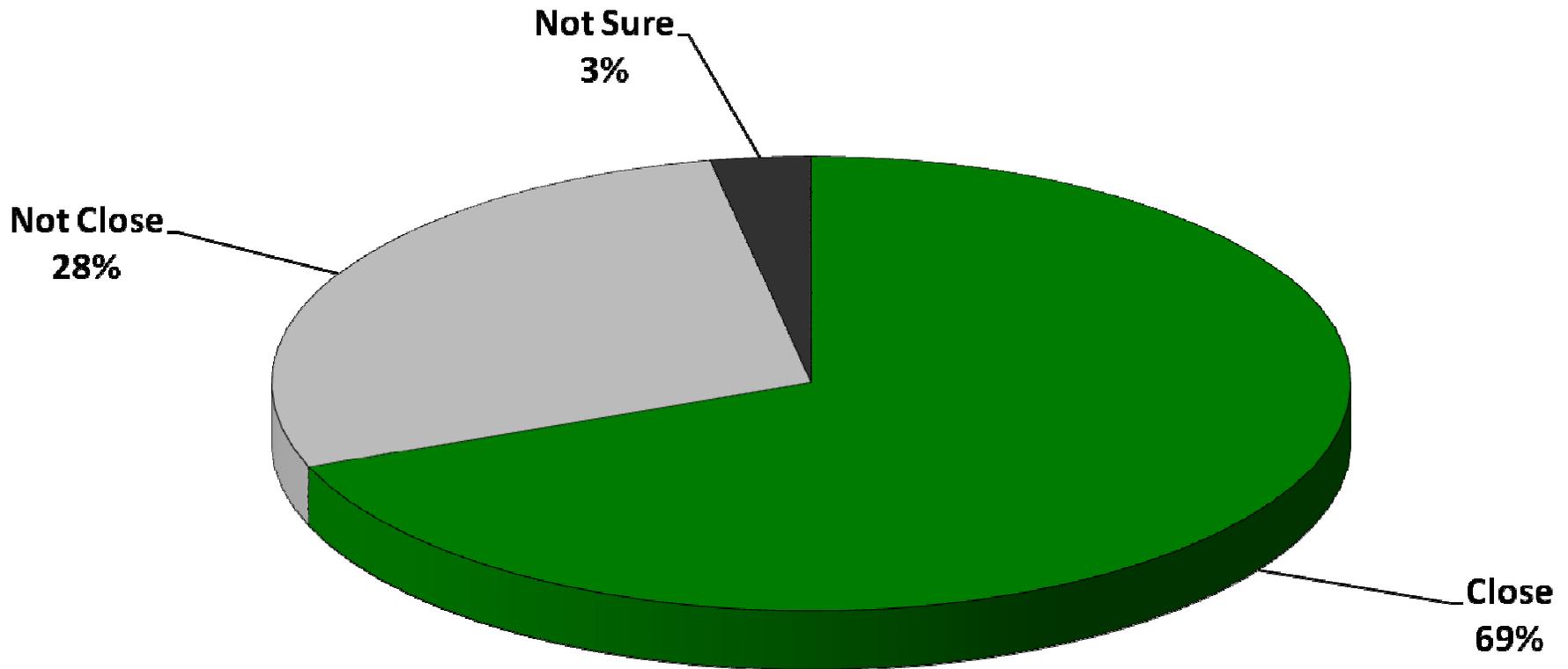
Part Of The Problem:

Many **Rarely Leave** Campus

- 50% of non-Ohioans don't spend lots of time doing cultural things in the community around their schools
- 43% of natives

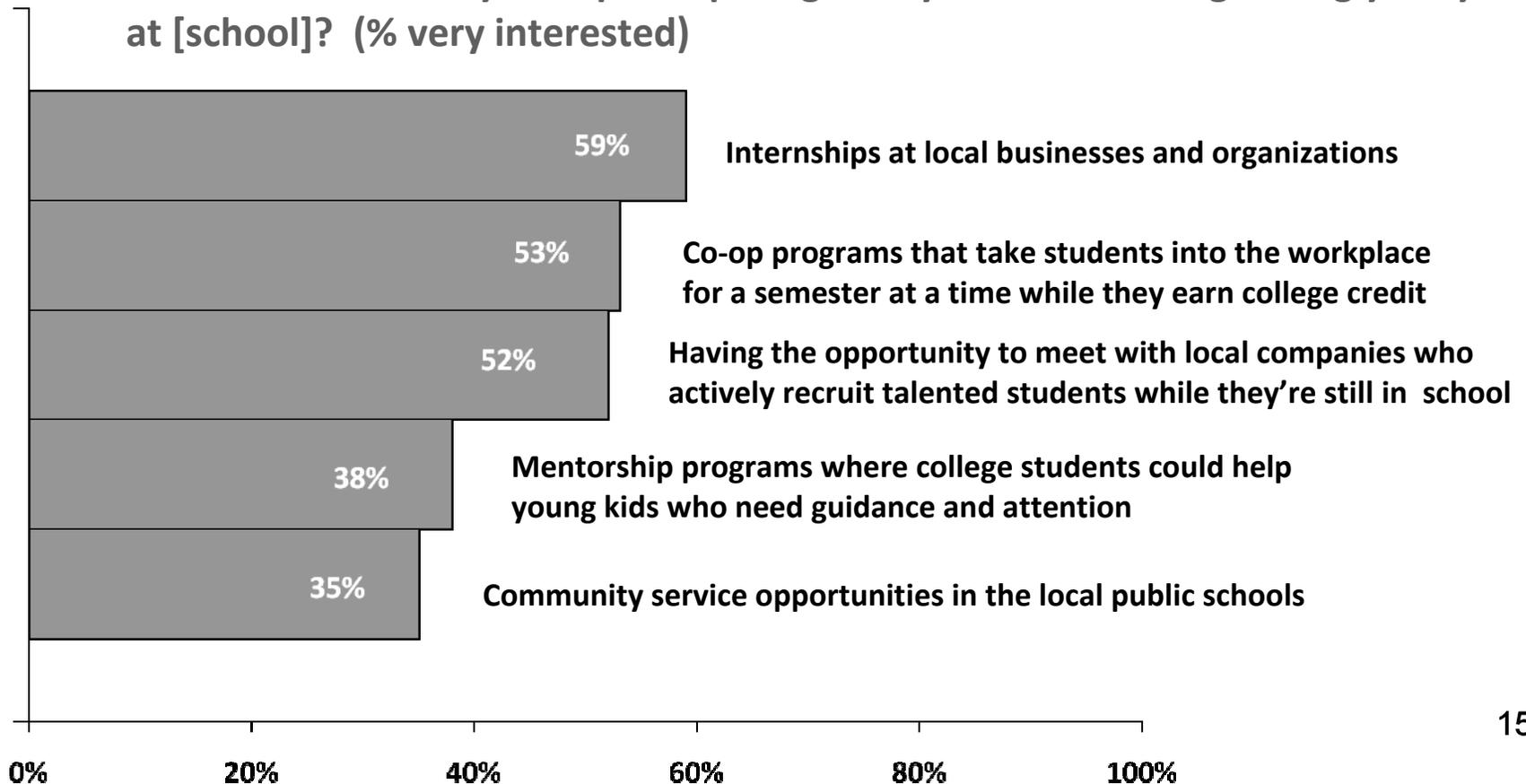
Potential Responses To **Brain Drain**: Connect Students To Community

My college is serious about helping me develop career options and connections in Ohio:



Potential Responses To **Brain Drain**: During The College Years-- Internships, Co-ops, Job Recruiters

How interested are you in participating in any of the following during your years at [school]? (% very interested)



Potential Responses To **Brain Drain**: After Graduation, Focus On The Practical – Jobs, Money, Scholarships

How appealing would each idea be to you personally as you think about whether or not to stay in Ohio?	% saying “Very Appealing”
A state income tax credit of up to \$3,000 for 10 years for college graduates who stay in Ohio	65
A state funded program that awards recent college graduates cash grants toward down payments on homes in Ohio	60
An online database of jobs in your field	59
More graduate school scholarships and fellowships	59
Career opportunities in engineering, bio-technology, or other applied sciences	22
Public service programs that recruit college graduates to commit two or three years to working in high poverty areas	21

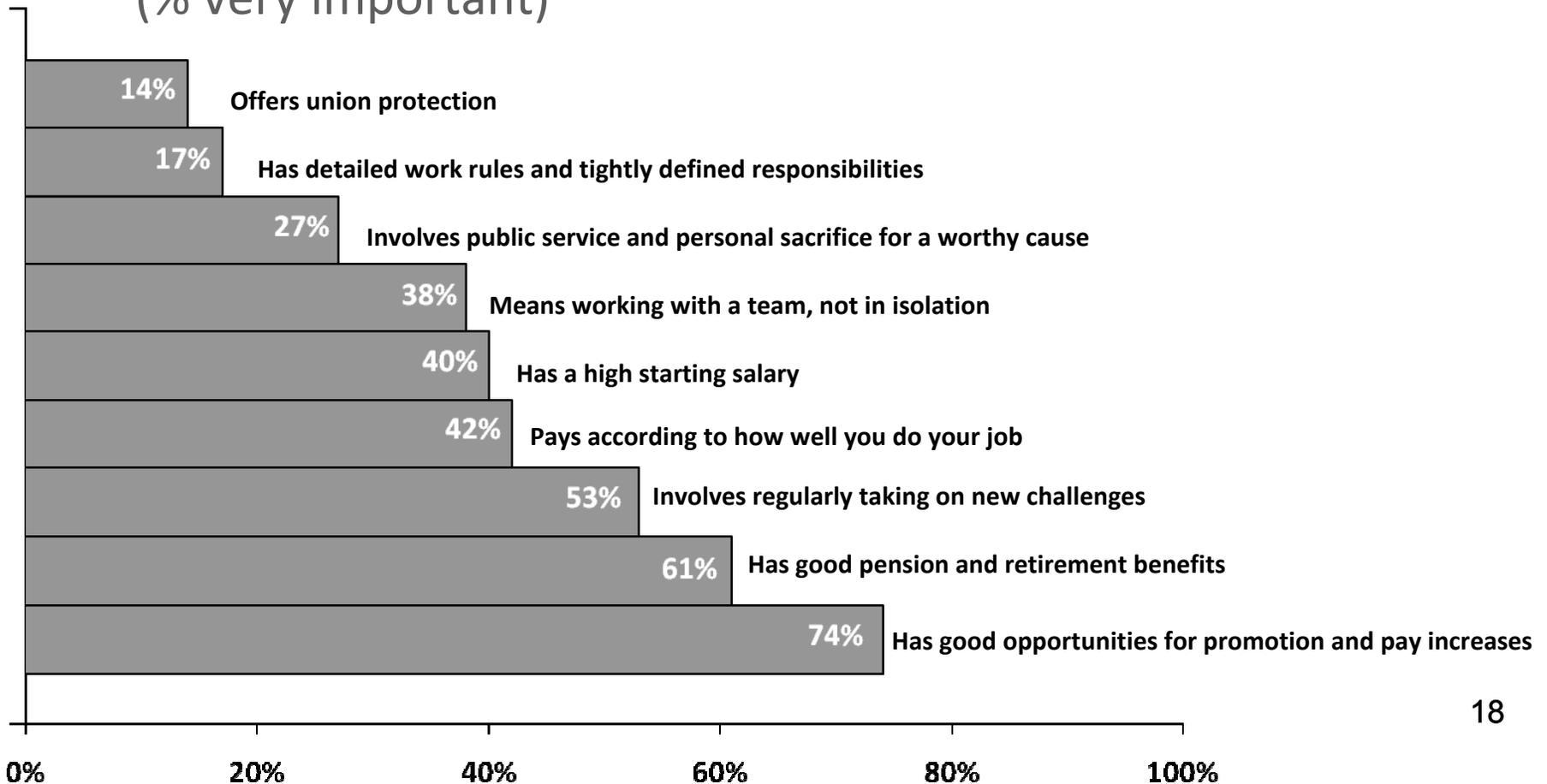
Appeal Of **Public Service**: Surprisingly Underwhelming

- 38% very interested in mentoring young kids;
- 35% very interested in community service work in the local public schools;
- 21% “public service programs that recruit college graduates to commit two or three years to working in high poverty areas” is very appealing.

Ideal **Work** Situation

- Yes: Promotion, retirement benefits, new challenges
- No: Union protection, detailed work rules

(% very important)



Most Would Consider A Career In **Education**

- 37% definitely consider teaching in a public school;
- 7% definitely consider teaching – not in a public school
- 11% definitely consider a career in education – but not teaching;
- 35% not any education career.

Education: **More** Than Just Teaching

What follows is a list of careers in K-12 education. Please rate each on a 1 to 5 scale, where 1 means that the career has almost none of the qualities you care about in your ideal work situation and 5 means it has almost all of the qualities you care about.

Careers in K-12 education	% saying 4 or 5
A teacher in a traditional public school	39
A teacher in a charter school	38
A staff member for a think-tank or advocacy organization working on education issues	34
A school leader, such as a principal, in a charter school	33
A teacher in a private school	33
A staff member in a philanthropy or foundation committed to education reform	31
A school leader, such as a principal, in a traditional public school	31
A policy analyst working in state or local government on education issues	29
A professional in a private company that works with the public schools	29
A professional who writes textbooks, curriculum guides or standardized tests	20

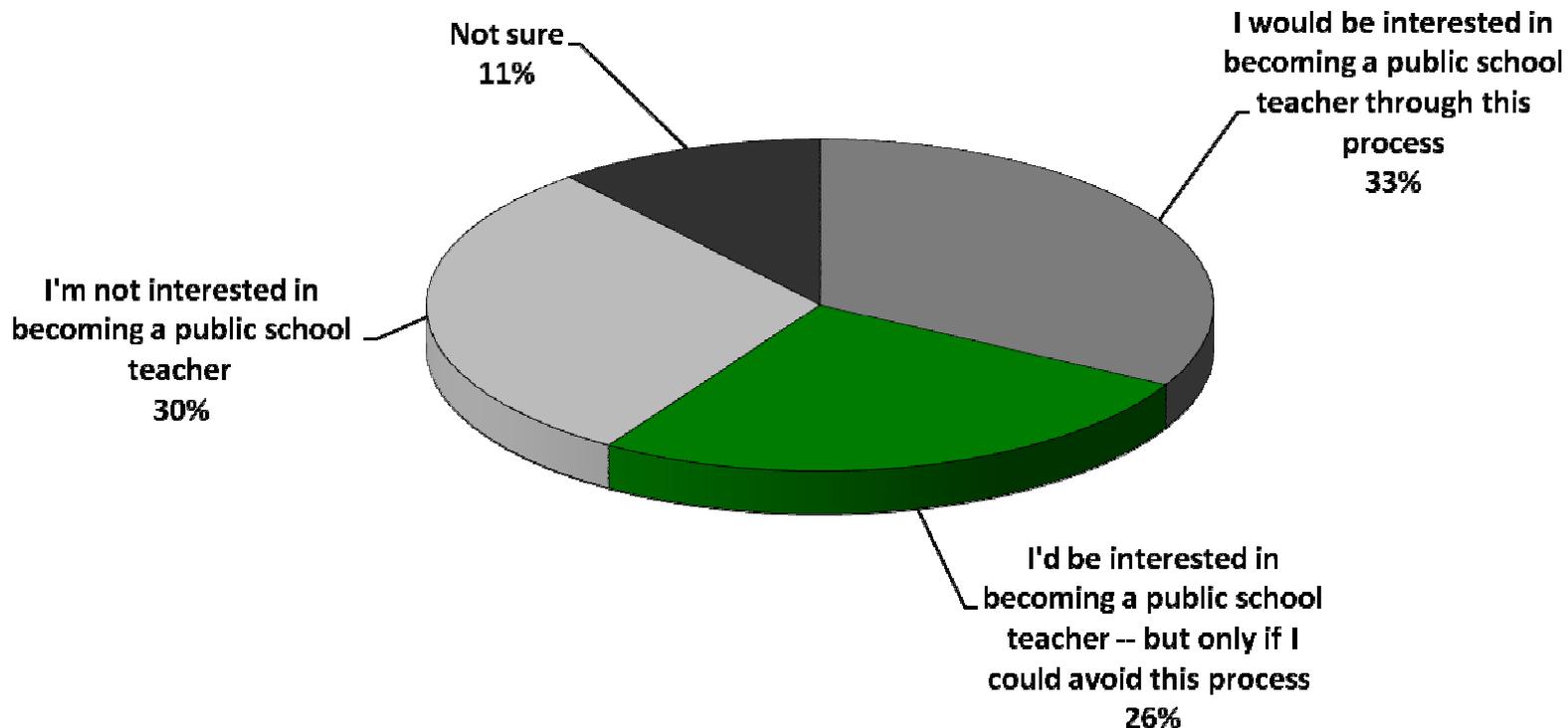
Low Pay:

A Deterrent To Teaching?

- Ohio college students estimate “average starting salary” of a public school teacher in Ohio (about \$32,500)
 - 50% guess within \$2,500 of actual
 - 26% under-estimate
 - 24% over-estimate

Certification Process: A Deterrent To Teaching?

As you may know, the process of becoming a public school teacher typically requires further study in the field of education as well as certification (or licensing) by the state. Which of the following comes closest to your view?



Making a K-12 Education Career More **Attractive** to College Students

Ideas for making a career in K-12 education more attractive	% saying "Very Appealing"
Forgiveness of student loans for pursuing careers in education	61
Offering a tuition-free course in education -- for credit	53
Internships in classrooms as student mentors or assistant teachers	42
Full-time jobs in school districts while they're still in college	38
Make it so that teachers get paid based on how well they do the job of teaching	35
Increase the opportunities for advancement and leadership within the public school system	34
More information about careers in education that don't involve classroom teaching	34
Recruit high-achieving college graduates to teach in high-poverty school districts for two or three years, like Teach for America	31
Internships with principals or central office administrators	27
Offering starting teachers much higher salaries in exchange for lower pension benefits and no job guarantee	14

Special Case: **STEM** Majors

- Potential to tap this key segment (22% of sample)
 - Almost half show interest in education
 - 29% would definitely consider public school teaching for at least a few years
 - Another 16% would definitely consider other careers in education
 - 26% would still be interested with certification requirements; 28% avoid certification process
 - More than 1 in 3 interested in teaching positions
 - Charter school teacher (40%)
 - Traditional public school teacher (36%)
 - Private school teacher (34%)

Summing Up

- The brain drain is real, but a lot can be done about it
 - Stay with practical, concrete incentives (e.g., jobs, internships, tax credits)
 - Connect non-Ohioans to community
 - Understand limits to self-sacrifice in these times
- A significant portion is willing to consider education career
 - Again, stay with concrete incentives (e.g., loan forgiveness, free education course)
 - Good opportunity to target STEM majors

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