

# The 5 Jobs of Postsecondary Education

1

Help Me Get Into My Best School



## Students

Want the classic college experience in hopes of reinventing themselves. And yet, they've rarely thought about what they'll do once enrolled. For them, making progress is all about getting accepted.



## Institutions

Many colleges are set up well for this Job. But skyrocketing costs are limiting the performance of a high-touch experience.

2

Help Me Do What's Expected of Me



## Students

Looking to satisfy someone else's expectations of them—like parents, friends, etc. They see school as the next logical step in their journey. They also don't have—or can't see—other options. They believe a degree will provide a safety net.



## Institutions

Consider counseling students into a gap year or structure yourself as a 'transfer college'—a short-term destination that helps students get into the right school for them.

3

Help Me Get Away



## Students

Looking to get away from their day job; break a current habit; or leave home and their family, town, or a relationship. They're looking for a fresh start with a support system and to check a box with a degree.



## Institutions

Revamp your first-year program to help students build passions and learn what they do—and don't—like.

4

Help Me Step It Up



## Students

Want to leave their current circumstances and are ready to invest resources to improve prospects. They believe practical skills or certifications will help them get back on track.



## Institutions

Create pathways that move students through a clear, convenient fixed set of learning experiences that result in students' desired outcomes.

5

Help Me Extend Myself



## Students

Looking to challenge themselves in pursuit of a bolder vision for their life. Life is OK, but they're now able to make the time and allocate the budget to pursue practical skills or certifications.



## Institutions

Make your program as low risk as possible to encourage people to enroll and align program experiences with the highly emotional reasons students are attending.

Find out more at:

[WWW.CHRISTENSENINSTITUTE.ORG/JOBS-TO-BE-DONE](http://WWW.CHRISTENSENINSTITUTE.ORG/JOBS-TO-BE-DONE)