



**STUDENT  
RESEARCH**  
foundation

# Annual Report

*2017 Research in Review*

brought to you by the **Student Research Foundation**



# OUR MISSION

## Our Mission to Help Students

We assist students to become life learners by providing them with access to education and career options which will help them identify and navigate their individual career pathway.

We help students understand how innovation and knowledge building will prepare them for the 4th Industrial Revolution and set them apart from their peers.



## Our Mission to Help Teachers and Parents

We align with teachers and parents to mentor their students with appropriate career and educational choices. Our work and research empower teachers and parents to help their students navigate the complex and evolving technology landscape which is quickly shaping how they prepare for future careers.

We provide a central clearinghouse of resources and support to supply teachers and parents with the tools their students will require to find and succeed in their chosen career pathway.



## ► 2017 by the Numbers

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5279

### Responding Teachers

Teachers across the country who assisted in distributing and gathering research for SRF

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3200

### Participating High Schools

Number of high schools nationwide taking part in our research studies

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35

### Research Infographics

Our research infographics display a culmination of research topics in easy-to-read formats

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18

### Scholarship Winners

We gave away a total of \$25,000 to 18 deserving students to help them pursue their educational and career aspirations

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The Student Research Foundation consists of **7 team members** working with **15 partners** dedicated to furthering insight and discussion on the educational and career pathways of today's youth.

## ► Our Research Partners

SRF partners with organizations committed to guiding and nurturing a new generation whose personal success will determine the future success of the nation.

We bring research and consulting expertise, access to students, and technology. Partners bring programmatic insights, subject expertise, and desire for data. The result is actionable research that answers your unique questions, helping you to achieve your objectives



Learn more about our research [partners here](#).

To learn more or participate in future studies, [contact us](#) or visit our surveys on [our website](#)!

## ► Why Partner with SRF?

Student Research Foundation (SRF), a 501(c)(3) organization, delivers timely and actionable research to improve education and career outcomes for students. Working with leading organizations, our research and analysis span current education and workforce issues impacting educators, students, parents and employers.



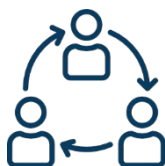
Applying customized approaches to data collection and reporting, SRF's research yields tailored, effective results for our partners ... fresh, evidence-based perspectives to identify opportunities for action, inform critical decision-making, energize thought leadership and support fund development.

Extensive proprietary data assets strengthen SRF's research capability and offer significant added value to organizations, even those with in-house research resources.

- A growing contact and research database of educators nationwide
- College and career planning information for over 1 million active high school students
- Research responses from an estimated 200,000 students each year

Building on our earlier research, SRF and its partners will be exploring the following topics in the coming year to gain new insights into students' attitudes and experiences impacting their future educational plans and career choices.

- Student readiness for the Fourth Industrial Revolution (i.e., 21<sup>st</sup> century skills, global citizenship, and digital citizenship)
- The STEM interest lifecycle, including the power of micro-messaging on aspirations
- CTE's multifaceted benefits for increasing interest in skilled technical occupations and the trades
- Development of personas to better understand diverse student populations



## ► Partner Testimonials

P21's mission is to serve as a catalyst for 21st century learning by building collaborative partnerships among education, business, community, and government leaders so that all learners acquire the knowledge and skills they need to thrive in a world where change is constant and learning never stops. We can only do that work in partnership with other mission-driven organizations such as the **Student Research Foundation**, which has been an active and collaborative work and thought partner.



**David Ross**

*CEO - Partnership for 21st Century Learning*

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Our partnership with the Student Research Foundation expands the capacity of our organization enabling us to have a greater impact and provide higher quality services to the thousands of programs in our National Girls Collaborative Project network.



**Karen Peterson**

*Founder & Chief Executive Officer*

*The National Girls Collaborative and The Connector*

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Our collaboration with the Student Research Foundation is extremely valuable in that it helps give U.S. manufacturers key information they need to attract their future workforce. Together, we are making the U.S. manufacturing industry stronger by delivering some answers to the skills gap that is directly from the source: the voices of the next generation.



**Carolyn Lee**

*Executive Director*

*Manufacturing Institute*

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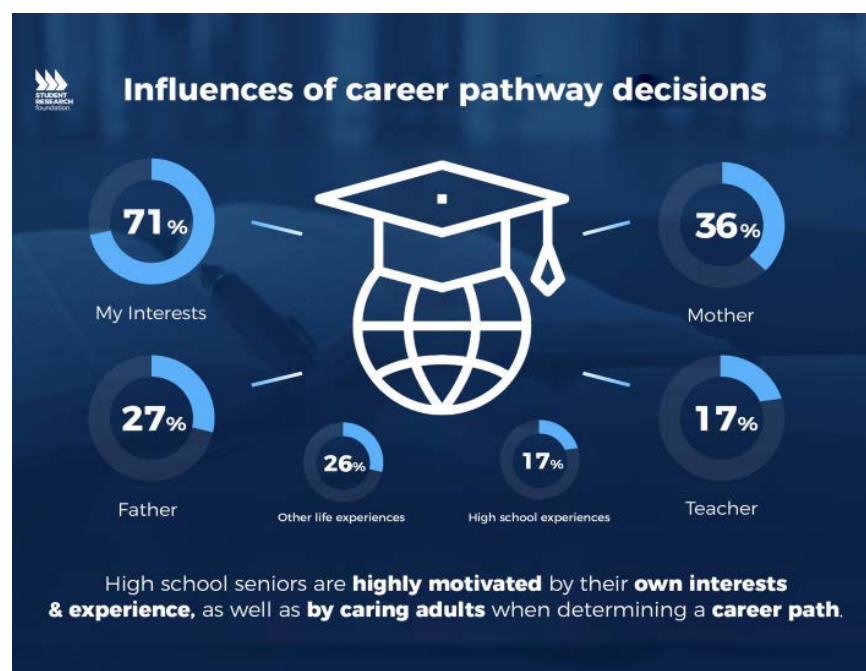
## ► A Year of Research in Review

In 2017, we conducted 4 key research projects around STEM, Career and Technical Education, Health and Science Education and Career Pathways and 21st Century Skills.

The following are a few samples of data points we learned.

Additional data is available at [studentresearchfoundation.org](http://studentresearchfoundation.org)

### CAREER PATHWAY & 21<sup>st</sup> CENTURY SKILLS RESEARCH

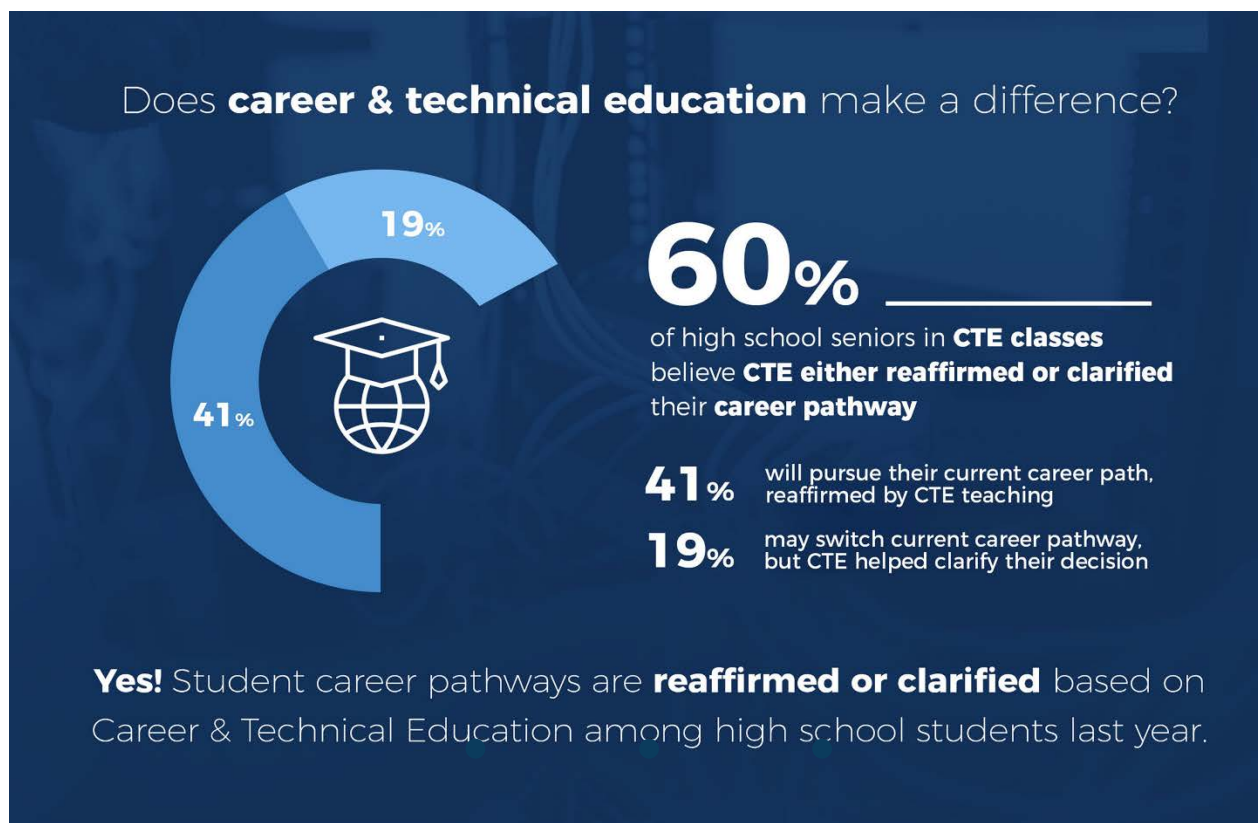


**Career pathway decisions** are influenced by a number of factors. Among surveyed high school students – “My Interests” is by far the strongest influence in deciding a future career.

Not surprisingly, “Mother” (36%) and “Father” (27%) were the next motivating factors in career pathways. This is followed by “Other life experiences” (26%), “High school experiences” (17%) and “Teacher” (17%).

**This research highlights the fact that high school students are guided by their own interests, but also – and importantly – they are guided by caring adults in their future career decisions.**

## CAREER & TECHNICAL EDUCATION RESEARCH



**Does career and technical education make a difference?** Of high school seniors in Career & Technical Education (CTE) classes, 60% believe CTE reaffirmed or clarified their career pathway.

41% say they will pursue their current career path, reaffirmed by the teaching provided in CTE classes, while 19% say they may switch their career pathway, but CTE education helped in clarifying this decision.

Career and Technical Education is instrumental in assisting a majority of students with their career pathway decisions.

**Find all of our research including our State of the Union annual report, research memos, digest and infographics on [www.studentresearchfoundation.org](http://www.studentresearchfoundation.org)**



## ► Our College Scholarship – A Call to Action

Today's students shape the world of tomorrow. Through challenge and adversity, students achieve their goals every day in an effort to improve their community and ultimately the future of our nation.

Over the last 20 years, we've given away over **\$1,000,000** in college scholarships nationwide!

That's why the Student Research Foundation is offering high school students and their families up to **\$25,000** in college scholarship funds this year!

The application asks students to describe a personal achievement story and how they overcame challenges to reach their goal.

We're proud to be a member organization of the  
[National Scholarship Providers Association.](#)



## Last Year's Grand Prize Scholarship Winner:



**Alexandra Reeves**

*Ottumwa High School, 2017*

*Ottumwa, IA*

To see all of the 2016 Scholarship winners, [visit our website!](#)

## ► About the Student Research Foundation

The Student Research Foundation is a 501(c)(3) nonprofit research organization. The analysis and research produced is used to help young people evaluate their post-high school education and career options.

We believe success comes from having clear goals and understanding for achieving those goals.

By defining career pathways and helping students reach those paths, the Foundation strengthens the nation, its economy, and its citizens.



## ► Looking Forward to 2018

### DONORSCHOOSE.ORG COMMITMENT



Student Research Foundation is pledging to donate to **1,000 DonorsChoose.org projects** this year in an effort to:

- Help students and teachers reach their academic and career potential
- Fund STEM, Health and Science, and 21st Century career aspirations
- Help students acclimate to the 4th industrial revolution and job automation

[Let us know](#) what projects you are trying to fund and we will review them for consideration and donate to your class's project(s).

So far, we've helped:

**7 Teachers**

**2,389 Students**



## BECOMING BETTER CONNECTED

Our outreach on social media platforms highlight the research and data analysis on a daily basis.

We keep our pages updated with the latest blogs, reports and research!



[@StudentResearchFoundation](https://www.facebook.com/StudentResearchFoundation)



[@SRF\\_HQ](https://twitter.com/SRF_HQ)



[Student Research Foundation](https://www.linkedin.com/company/Student-Research-Foundation)

## MORE REPORTS. MORE DATA.

With an aggressive schedule to deliver even more data and analysis to our partners, look for an increased number research reports, memos and digests.

[Let us know](#) how we can help you and join us in our mission.