

QUESTION THE QUO®

THE STATUS QUO SAYS YOU SHOULD

Do things a certain way.

Go to a certain kind of college.

Be prepared to pay a certain amount of tuition.

Do this for a certain number of years.

BUT WHAT IF

You weren't so certain about it all?

You wanted a different way to start your career?

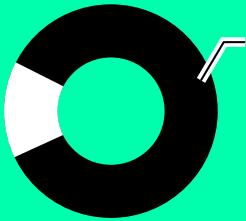
You wanted a faster, less expensive, more career-connected path?

You wanted a way that was more right for you and your future?



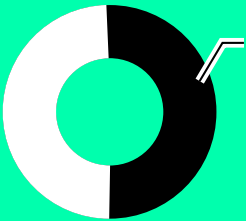
**IF YOU THINK
THERE IS ONLY
ONE EDUCATIONAL
PATH TO SUCCESS,
THINK AGAIN.**

ECMC GROUP PARTNERED WITH VICE TO UNDERSTAND WHAT TEENS THINK ABOUT EDUCATION.* SOME THINGS WE FOUND:



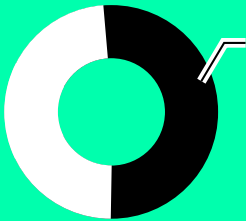
85%

OF TEENS FEEL PRESSURE TO PURSUE A 4-YEAR DEGREE.



52%

OF TEENS ARE OPEN TO AN EDUCATIONAL PATH OTHER THAN A 4-YEAR DEGREE.



53%

OF TEENS BELIEVE THEY CAN BE SUCCESSFUL WITHOUT A 4-YEAR DEGREE.

**?QUESTION
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* Data collected from Survey 5 in January 2022.

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