The Current State of College & Career Planning

**Stress**

81% of parents indicated a level of stress or nervousness over the last year.

Additionally, over 60% of those parents say that they have been nervous or stressed about helping their child/children prepare for college or starting a career after high school graduation.

Over 50% of parents indicated they strongly agree or agree that stress or anxiety negatively impacted their children's mental health.

Question: What benefits would parents most like to see in their workplace?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Rank</th>
<th>Score (1-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition and Fitness Counseling</td>
<td>4</td>
<td>2.61</td>
</tr>
<tr>
<td>College &amp; Career Counseling for my Family</td>
<td>3</td>
<td>3.22</td>
</tr>
<tr>
<td>Financial Wellness Courses</td>
<td>2</td>
<td>3.52</td>
</tr>
<tr>
<td>Identity Theft Protection</td>
<td>1</td>
<td>3.02</td>
</tr>
<tr>
<td>Discounted Legal Services</td>
<td>5</td>
<td>2.61</td>
</tr>
</tbody>
</table>

**Mental Health**

25% of these parents indicated they used time at work between 6-15 hours per week at work helping their child/children with college & career planning.

Concerningly, almost 6% of parents indicated they spend OVER 15 hours a week at work thinking about their child's mental health.

The Positive Impact of Offering College & Career Planning Benefits

What Benefits Would Parents Most Like to See in Their Workplace?

77% of parents agree or strongly agree that College & Career Planning Benefits would positively impact their decision to stay at their current job.

74% of parents agree or strongly agree that College & Career Planning Benefits would positively impact their decision to recommend their current employer to a friend.

74% of parents agree or strongly agree that College & Career Planning Benefits would positively impact their decision to accept a job with a new employer.

Question: We asked parents in the past year, how often have you been nervous or stressed about helping your child/children prepare for college or starting a career after high school graduation.

95% of parents indicated a level of stress or nervousness over the last year.

Additionally, over 50% of these parents say that they have been Usually or Always stressed about helping their children prepare for the future.

Question: What impact would an employers’ decision to offer College & Career Planning Benefits have on the mental health of their employees?

- Concerningly, almost 6% of parents indicated they spend OVER 15 hours a week at work thinking about their child's mental health.
- Over 50% of parents indicated they Strongly Agree or Agree that college & career planning has negatively impacted their children's mental health.

**Time Management**

How much time at work do parents spend per week helping children with college & career planning?

25% of parents indicated they used time at work between 6-15 hours per week at work helping their child/children with college & career planning.

Question: We asked parents how often they used time at work to help their child/children with homework, make plans for school, help them prepare for college or start a career after high school graduation.

88% of parents indicated they strongly agree or agree that time at work helps their child/children with college & career planning.

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Parents were then asked to rank a list of similarly-priced voluntary benefits in the order they would be most likely to use them.

**The State of Employee Benefits and Family Mental Health 2023**

Examining the role of College & Career Planning Benefits in driving wellbeing, productivity, recruiting, and retention.

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**What Benefits Would Parents Most Like to See in Their Workplace?**

- Nutrition and Fitness Counseling
- College & Career Counseling for my Family
- Financial Wellness Courses
- Identity Theft Protection
- Discounted Legal Services

Question: What is the percentage of parents who indicated they used time at work between 6-15 hours per week at work helping their child/children with college & career planning?

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**So, What Are Families Actually Thinking?**

- "I think I've learned a lot about what my child needs to do to get into college. It's nice to have someone who can help with that."
- "I wish my parents knew I was very grateful for their help. However, sometimes they should trust me a little more because this is my future, and I want to make sure that I do my best to make everything work out the way I want it to." - Lia, student

"I wish my parents knew that college is an important process, and I know this, but it does not need to take over all of our conversations." - Matt, student

"I wish my parents knew we were just as stressed as they were, and as much as they wanted to help us, badgering us with everything and trying to make it perfectly made us less likely to make a good product." - Anush, student

"What I went through or what my kids had gone through, I can speak about that. And it's real, it's real. It's not something that I'm making up. So that's why when people come and they ask me questions, I guide them on what I had gone through." - Sonia, parent

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