

In 2014, Northeastern University conducted a 3rd installment of their Innovative Imperative polling series. The series was conducted through phone interviews on between February 3rd-February 19th, 2014. In the survey, 502 national business leaders were polled about trends in Higher Education's future. The poll information was codified and presented in a 13 page report outlining the key findings of the report. The full report can be found at the following link:

http://www.northeastern.edu/innovationsurvey/pdfs/Pipeline_toplines.pdf.

Northeastern University created an infographic presentation to make the information more readily understandable to people who 1) do not have the time to interpret all of the information in the full 13-page report and 2) do not have experience in statistics, research and assessment. The infographic is on the next page and can also be found here:

http://www.northeastern.edu/innovationsurvey/pdfs/NU_InnovationSurveyGraphic_2014.pdf

Based upon the readings from Lesson 13 there are many things that this infographic does well.

- The infographic takes lots of data and summarizes it into 5 major findings that are easily understandable
- The infographic uses graphics that help foster the message that the information is trying to portray
- The infographic uses terms and jargon that everyone would be able to understand (it is relatable). The creators of this infographic definitely took into consideration their audience.
- The infographic includes pertinent information about who conducted the survey, who the survey polled, and where more information can be gained about the survey.
- The infographic presents a picture that US Higher Education, based upon the c-suite executives are lagging and that college students are becoming less and less prepared for jobs in the current work environment because college is not preparing students adequately.
- The infographic is clear, creative, and engaging and attracts the reader into reading and engaging with the information.
- The infographic organizes information in a logical progression, 1) C-suite executives feel US Higher Ed is falling behind, 2) Innovation is needed to make US Higher Ed more competitive, 3) Experiential education and entrepreneurship are believed to be ways to innovate, 4) evidence of why innovation is needed – because students are not prepared adequately for the work force and 5) there is a mixed review on whether or not this will change in the future.

The use of this type of infographic (dashboard) as Tufte's states allows for non-linear thinking. With that the dashboard follows the design challenges as noted in Chapter 33

- Using the one page space efficiently with only the essential information
- Organizing the information in a meaningful way and how the information is related
- Avoids "chart junk" and "rocket ship dials" and strong/flashy colors
- Follows the "f-shaped" scanning pattern with the most important information in the top left and the least important in the bottom right.

I think the biggest suggestion that I have for improvements about the infographic is I would have liked to have a little more information about what c-suite executives mean and who was actually polled (not necessarily names but positions/employers, etc).

Innovation Imperative

Enhancing the Talent Pipeline

In Northeastern University's third annual national survey on higher education issues, CEOs and other C-suite executives assessed the effectiveness of U.S. colleges and universities in preparing students for the global workforce.

1 Global competition



54%

of C-suite executives believe the U.S. higher education system lags behind both developed and emerging countries in preparing students for the workforce.

2 Rethinking needed

96%

of executives declare that innovation in higher education is crucial for our workforce to remain globally competitive.



3 The need for two "E's"

There is wide agreement that colleges and universities should expand opportunities for experiential learning and entrepreneurship programs.



97%

experiential learning

89%

entrepreneurship education

4 Fill the skills gap

73%

say there is a skills gap among today's U.S. workforce.



87%

contend that most college graduates lack the skills critical to success.

5 A split forecast

American business leaders are divided in their expectations of how well prepared college graduates will be for the workforce in the next 10 to 15 years.

27%

said more prepared

32%

said less prepared



39%

expect no change

Northeastern University