The recent Accenture College Graduate Survey found a significant gap between what students expect upon graduation and the reality of the job market today. Why does this matter? Frustration and unrealized dreams are having an impact on the perception of the value of a university degree, making it harder for higher education institutes to attract students.

Don’t just tell students what they want to hear. Work with students to understand their expectations. Consider organizing student support and career services by ‘industry’ rather than by ‘major’ to enhance the transition from study to work.

For more information on how Accenture supports higher education institutions, please contact David Metnick: david.t.metnick@accenture.com or visit www.accenture.com/education

For more on the survey, please visit www.accenture.com/collegegradsurvey

© 2014 Accenture All rights reserved.