



**To:** Presidents and Institutional Research at Public Institutions of Higher Education  
**From:** NJ Office of the Secretary of Higher Education  
**Date:** February 12, 2025  
**Subject:** Opportunity for Institutions to Sign Up for 2025 State Opportunity Index Survey

---

The [State Opportunity Index](#) was developed by Strada, to help states develop stronger, more equitable pathways to opportunity with a focus on five priority areas: Affordability, Employer Alignment, Quality Coaching, Work-Based Learning, and Clear Outcomes. In preparation for the next report and to obtain a more robust national sample, they invite **public institutions of higher education** to sign up to distribute a student survey to help assess quality coaching and work-based learning.

It is free to participate and in return, public institutions that participate will: receive reports on the education-to-career guidance and work-based learning experiences of their students, a customized summary report with comparisons to peer and national benchmarks, and a de-identified data file to assist in evaluation and program improvement efforts.

To participate, contact Trellis Strategies at [surveys@trellisstrategies.org](mailto:surveys@trellisstrategies.org) or (512) 219-2859.

**Interested institutions must sign up and complete an agreement before March 2025.** From February to April, students will participate in the survey data collection. In June institutions would receive de-identified results from their campus and in October 2025, institutions would receive reports.

For additional information about the opportunity, please see the attached one pager or for further questions, interested institutions can also reach out to Trellis Strategies, [surveys@trellisstrategies.org](mailto:surveys@trellisstrategies.org).

# Select institutions are invited to participate in the spring 2025 State Opportunity Index!



Strada Education Foundation has partnered with Trellis Strategies to administer the State Opportunity Index (SOI) at no charge to participating institutions.

## About The State Opportunity Index

With increased focus on ensuring that individuals experience the full-promise of a college education, educators, employers, and policy makers seek research-based insights to inform solutions for all parties—especially students. In 2024, the inaugural State Opportunity Index included national survey results about students’ experiences with two opportunities linked to better post-graduation outcomes: quality education-to-career guidance and work-based learning. The research shows that student experiences vary significantly by their field of study, race/ethnicity, gender, and first generation status.

In order to help public universities and colleges identify their strengths and opportunities to improve students’ academic and career outcomes, the 2025 State Opportunity Index Survey is being made available free of charge to interested institutions. Participating institutions will receive the results and data set from their own students with aggregate benchmarks for self-comparisons. Each institutions anonymized data will be aggregated to calculate national, state, and peer benchmarks for public reporting.

**The spring 2025 survey cohort will target seniors at four-year institutions and all community college students, excluding those in dual enrollment programs, from a select group of institutions. This implementation will also feature a nationally representative benchmark sample. The results of the survey will provide institutional leaders with a comparison of their data to peer and national benchmarks as a tool to inform improvements to quality education-to-career guidance and work-based learning experiences.**

### 2025 TIMELINE

| DEC 2024 – FEB 2025               | FEB – APR 2025  | JUNE 2025  | OCT 2025                     |
|-----------------------------------|---|--|------------------------------|
| Sign-up period, Agreements signed | Trellis invites students to participate, data are collected | Institutions receive de-identified results from their campus | Institutions receive reports |

### BENEFITS FOR YOUR INSTITUTION

- Receive reports on the education-to-career guidance and work-based learning experiences, and outcomes of the seniors in your student body.
- Apply insights about your students’ experiences to optimize future efforts and programs.
- **100% FREE for your institution to participate.**

### YOUR INSTITUTION RECEIVES

- A customized summary report with comparisons to peer and national benchmarks.
- A one-page infographic to highlight important key findings from the survey.
- A de-identified data file from your campus to assist evaluation and program improvement efforts.
- Access to leading experts at Strada to support your strategy.

**100% FREE PARTICIPATION**

For more information about how to participate in the 2025 survey, contact Trellis Strategies: [surveys@trellisstrategies.org](mailto:surveys@trellisstrategies.org) | (512) 219-2859

## PRIVACY AND CONFIDENTIALITY

No personally identifiable information will be retained or used for anything other than research purposes. No institutional results will be disclosed outside of providing results back to the participating institution.

# strada

### About Strada Education Foundation

Strada Education Foundation (Strada) supports programs, policies, and organizations that strengthen connections between education and opportunity in the United States, with a focus on helping people who face the greatest challenges. We advance this work through research, grantmaking, social-impact investments, public policy solutions, and supporting nonprofit organizations.

Learn more at  
[www.stradaeducation.org](http://www.stradaeducation.org)

# Trellis Strategies

### About Trellis Strategies

Trellis Strategies (Trellis) is a nonprofit research and consulting firm with over four decades of experience dedicated to advancing postsecondary education and strengthening the workforce. Trellis has collaborated with nearly 500 higher education institutions across 34 states to conduct research on student success, affordability, and other emerging issues.

On behalf of Strada, Trellis will onboard participating institutions into the survey, administer the State Opportunity Index (SOI) through a secure Qualtrics platform, weight the results, and provide institutions with their dataset and resulting reports.

Learn more at  
[www.trellisstrategies.org](http://www.trellisstrategies.org)

**100% FREE PARTICIPATION**

For more information about how to participate in the 2025 survey, contact Trellis Strategies:  
[surveys@trellisstrategies.org](mailto:surveys@trellisstrategies.org) | (512) 219-2859