Education*Dynamics*®

Understanding & Reaching Today's Students

Louisiana Board of Regents

Speaker Series

April 20

Today's Presenter

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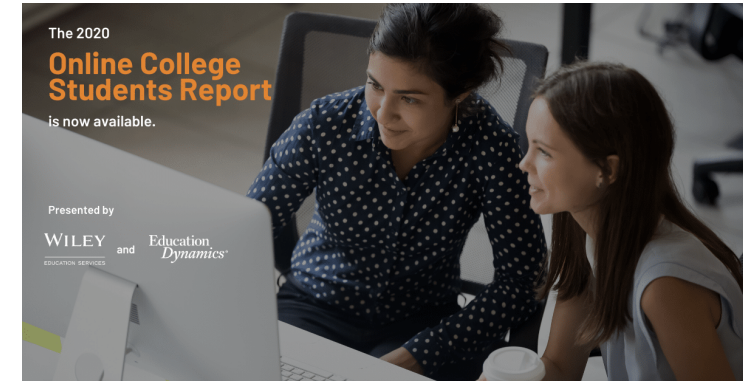Education*Dynamics*

Reports

2020 and Beyond

Online College Students Report

Survey of the Underserved Student Landscape

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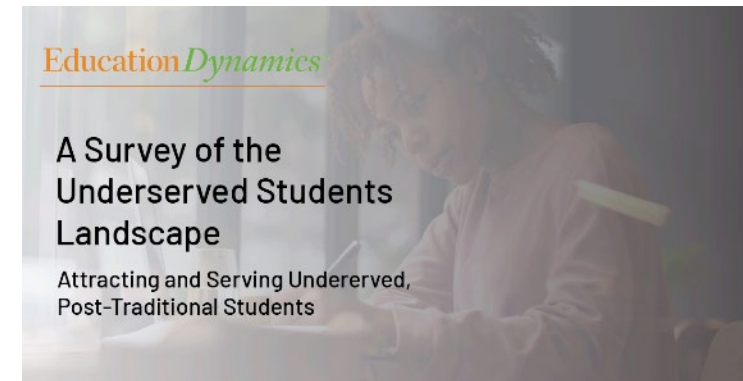
Reaching Today's Students

Who Are Today's Students?

Motivating Factors

Student Engagement & Support

Reaching Today's Students

Streaming & Social

Findings & Recommendations

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Higher Education Market Over the Years

1970's - 2000

- Steady growth of students 25+ years

- Main objective: Revenue

- 18-22 year old students are central focus

2000-2010

- Increased need for revenue as traditional students begin to plateau

- Online learning emerges

- More institutions than ever are serving "adults"

2010-2016

- Dip accelerates in high school graduates

- Age no longer predicts learning patterns

- 60% of undergrads do not finish in 4 years

- Non-profit colleges enter online market – attracting students near and far
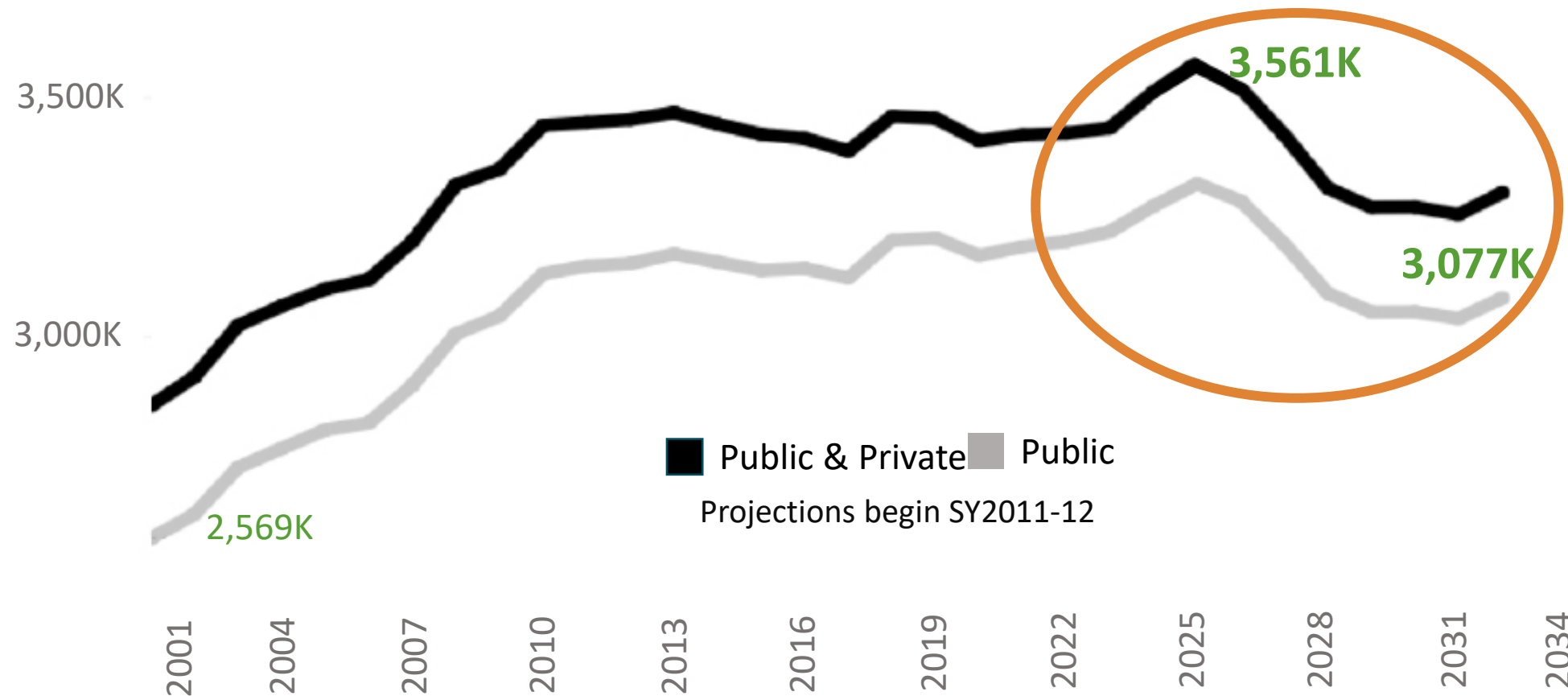

CALEM 2020

2017-2019

- "Traditional" undergraduate students (18-22 yrs, full-time, day, resident) = 30 percent

- Enrollments relatively flat, if not a bit down; 19.3 million college students

- Rapidly changing demographics among college-bound students

- Low birthrates lead to low high school graduates nationwide

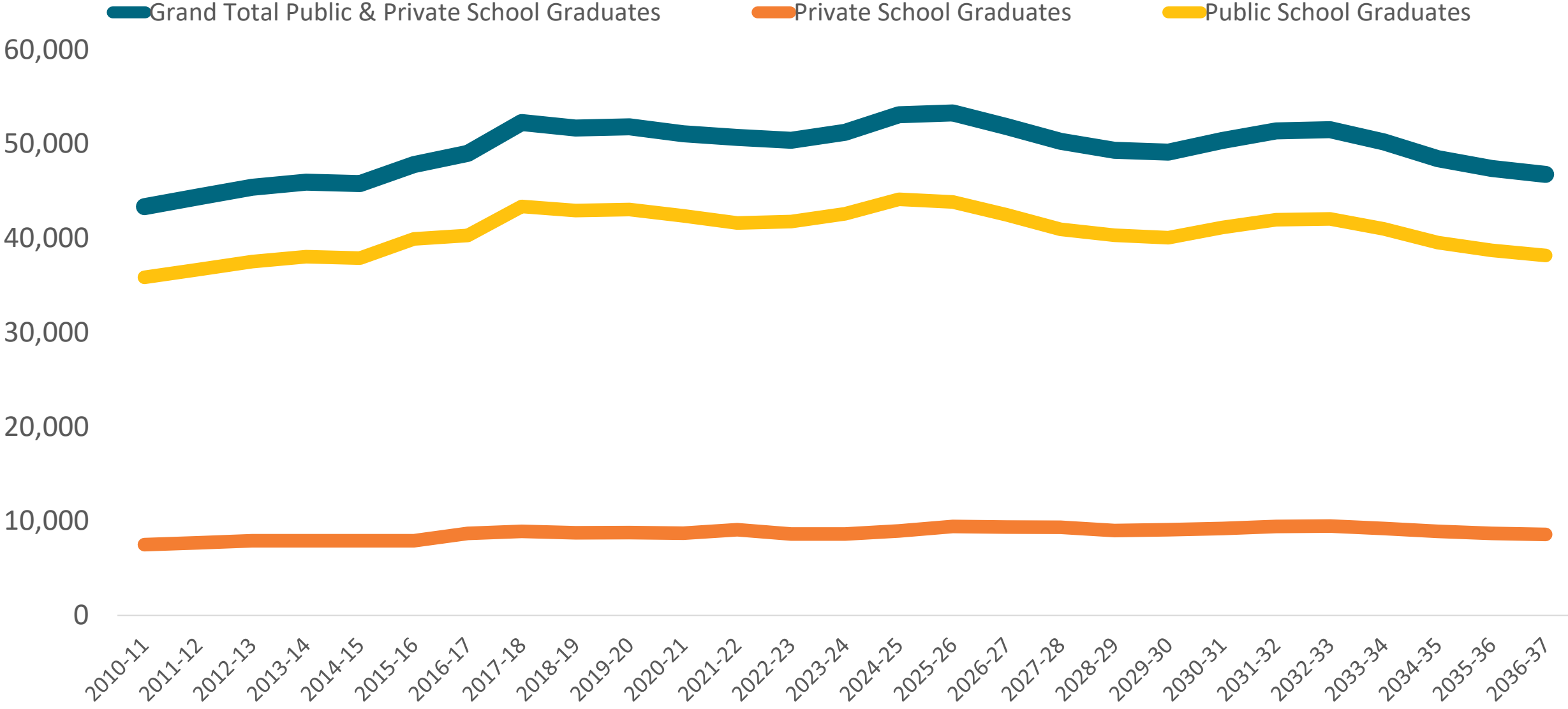- Online education continues to expand

High School Graduation Trends
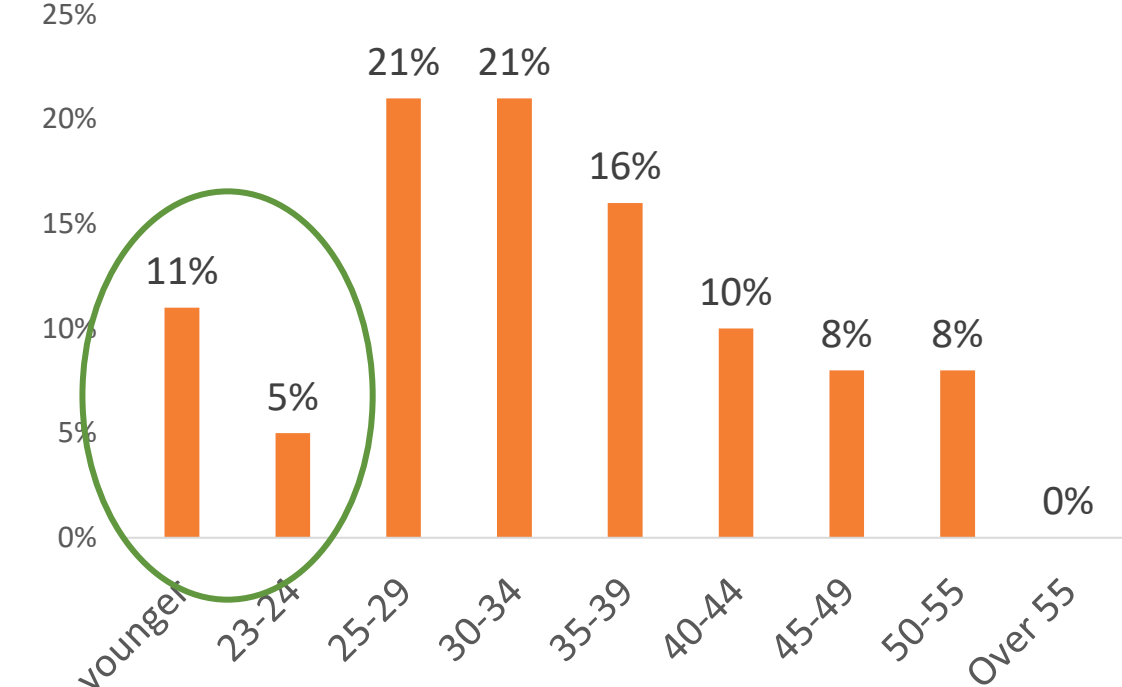
Overall High School Graduation Trends

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3,561K

3,077K

3,500K

3,000K

2,569K

Public & Private   Public

Projections begin SY2011-12

2001 2004 2007 2010 2013 2016 2019 2022 2025 2028 2031 2034

Wiche

Louisiana High School Graduations

Legend:
- Grand Total Public & Private School Graduates
- Private School Graduates
- Public School Graduates

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WiCHE Knocking at the College Door 2021

Who Are Today's Students?

Post-Traditional Age

Online Age

	Undergraduate	Graduate	All
18 to 24	20%	18%	19%
25 to 29	11%	11%	11%
30 to 34	14%	14%	14%
35 to 39	11%	13%	12%
40 to 44	8%	8%	8%
45 to 49	6%	9%	7%
50 to 54	7%	5%	6%
55 or older	23%	22%	22%

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Median Income

Post-Trad

Online

Undergrad Median:
$72,000

Undergrad Median:
$65,000

Graduate Median:
$81,000

Graduate Median:
$70,000

Employment

Online Full-Time

Undergrad:
53%

Online Part-Time

Graduate:
69%

Post-Trad Full-Time

Undergrad:
40%

Post-Trad Part-Time

Graduate:
22%

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CALEM 2020

Underserved Students Demographics

60% Female

82% Born in the United States

$55,000 Median Family Income

65% First-Generation Students

47% Suburban | 36% Urban | 18% Rural

Motivating Factors

Degree Topic

	Post-Trad	Online		Underserved Total
Undergrad Business	29%	29%		23%
Graduate Business	24%	26%		
Undergrad Computer & IT	18%	14%		20%
Graduate Computer & IT	24%	26%		
Undergrad Health	13%	10%		12%
Graduate Health	14%	8%		

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Degree Topic – Top 10	2019 Completions
BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES	4,578
HEALTH PROFESSIONS AND RELATED PROGRAMS	3,178
ENGINEERING	1,842
BIOLOGICAL AND BIOMEDICAL SCIENCES	1,577
EDUCATION	1,415
PSYCHOLOGY	1,313
SOCIAL SCIENCES	1,271
LIBERAL ARTS AND SCIENCES, GENERAL STUDIES AND HUMANITIES	1,139
COMMUNICATION, JOURNALISM, AND RELATED PROGRAMS	894
VISUAL AND PERFORMING ARTS	877

EMSI, NCES

Degree Topic – Top 10	2019 Completions
BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES	2,653
HEALTH PROFESSIONS AND RELATED PROGRAMS	1,462
EDUCATION	1,285
PUBLIC ADMINISTRATION AND SOCIAL SERVICE PROFESSIONS	624
BIOLOGICAL AND BIOMEDICAL SCIENCES	370
HOMELAND SECURITY, LAW ENFORCEMENT, FIREFIGHTING AND RELATED PROTECTIVE SERVICES	293
MATHEMATICS AND STATISTICS	254
THEOLOGY AND RELIGIOUS VOCATIONS	231
ENGINEERING	172
ARCHITECTURE AND RELATED SERVICES	158

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Online: Primary Motivation

	Total	Undergraduate	Graduate
To start a new career to earn more money	25%	28%	20%
To start a new career more aligned with my interests	24%	24%	23%
To get a promotion within my current profession	14%	10%	21%
To get my first professional/salaried job	13%	15%	11%
To increase my salary within my current profession	10%	9%	11%
It is required by my employer/to keep my current job	6%	5%	7%

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Underserved: Primary Motivation

Primary Motivation	Total
I wanted to transition to a new career	23%
Further education is required to enter my desired field	20%
Further study raises my salary	17%
I was seeking a promotion/new position in my field	13%
I was unemployed and needed more education in order to get a job	8%
Periodic education is required for my field	5%
I just finished high school and this was the next step	5%
I was returning to the job market for the first time in several years	5%
Personal reasons not related to career	3%
Other	1%

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Post-Trad: Why Now?

Specific Transition Event	Percent of Undergraduate Post-traditional Students
My financial situation changed	**27%**
I was passed over for promotion/ advancement due to lack of education	12%
I moved to a new city/location	11%
I started a new relationship/got married	6%
My living arrangements changed (e.g.: I moved in with someone, I left home, etc.)	6%
I/we had a baby	6%
My children began school	6%
I got laid off/let go from my job	5%
My children left for college	5%
I ended a relationship/divorced	4%

Specific Transition Event	Percent of Graduate Post-traditional Students
My financial situation changed	**24%**
I was passed over for promotion/ advancement due to lack of education	10%
I moved to a new city/location	10%
I started a new relationship/got married	7%
My living arrangements changed (e.g.: I moved in with someone, I left home, etc.)	5%
I/we had a baby	3%
My children began school	5%
I got laid off/let go from my job	4%
My children left for college	3%
I ended a relationship/divorced	4%

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Undergrad/Post-Trad

Primary Motivation	Percent of Undergraduate Post-traditional Students
Further study raises my salary	**20%**
I was seeking a promotion/new position in my field	15%
I wanted to transition to a new career	19%
I was unemployed and needed more education in order to get a job	8%
Further education is required to enter my desired field	13%
I just finished high school and this was the next step	9%
I was returning to the job market for the first time in several years	8%

Grad/Post-Trad

Primary Motivation	Percent of Graduate Post-traditional Students
Further study raises my salary	**22%**
I wanted to transition to a new career	21%
I was seeking a promotion/new position in my field	19%
Further education is required to enter my desired field	16%
Periodic education is required for my field	6%
I was unemployed and needed more education in order to get a job	5%
I was returning to the job market for the first time in several years	5%
Personal reasons not related to career	4%

Engagement and Support

Study Format

Enrolled Study Format	Percent of Undergraduate Post-traditional Students
All online courses, no visits to campus	29%
All online courses, with one or more full day visits to campus (Low residence programs)	24%
All hybrid courses (requiring regular classroom and online instruction)	15%
A mix of classroom, hybrid, and online courses	15%
All classroom courses	17%

Enrolled Study Format	Graduate Post-traditional Students
All online courses, no visits to campus	22%
All online courses, with one or more full day visits to campus (Low Residence programs)	17%
All hybrid courses (requiring regular classroom and online instruction)	17%
A mix of classroom, hybrid, and online courses	19%
All classroom courses	24%

Most Important Student Services

Student Services	Percent of Undergraduate Post-traditional Students
Library resources	28%
Career planning/placement services	**26%**
24/7 tech support	21%
Access to faculty for academic advising	21%
Research assistance	19%
Tutoring	18%
Bookstore	18%
Career fairs/events organized by college/university	16%
Peer study groups	16%
Student networking events	11%
Health & wellness/counseling services	10%
New student orientation	8%

Student Services	Graduate Post-traditional Students
Library resources	32%
Access to faculty for academic advising	31%
Career planning/placement services	**26%**
Research assistance	23%
Bookstore	21%
Peer study groups	18%
24/7 tech support	17%
Student networking events	16%
Tutoring	14%
Career fairs/events organized by college/university	11%
New student orientation	10%
Health & wellness/counseling services	10%

Most Important Student Services

Underserved Students

Online Library **36%**	Financial Aid Advising **33%**
Academic Advising **31%**	Tech Support **30%**

Online Students

Resume Creation **56%**	Career Advisor **52%**
Job Search Assistance **48%**	Self-Assessments **48%**

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Reaching Today's Students

Distance from School
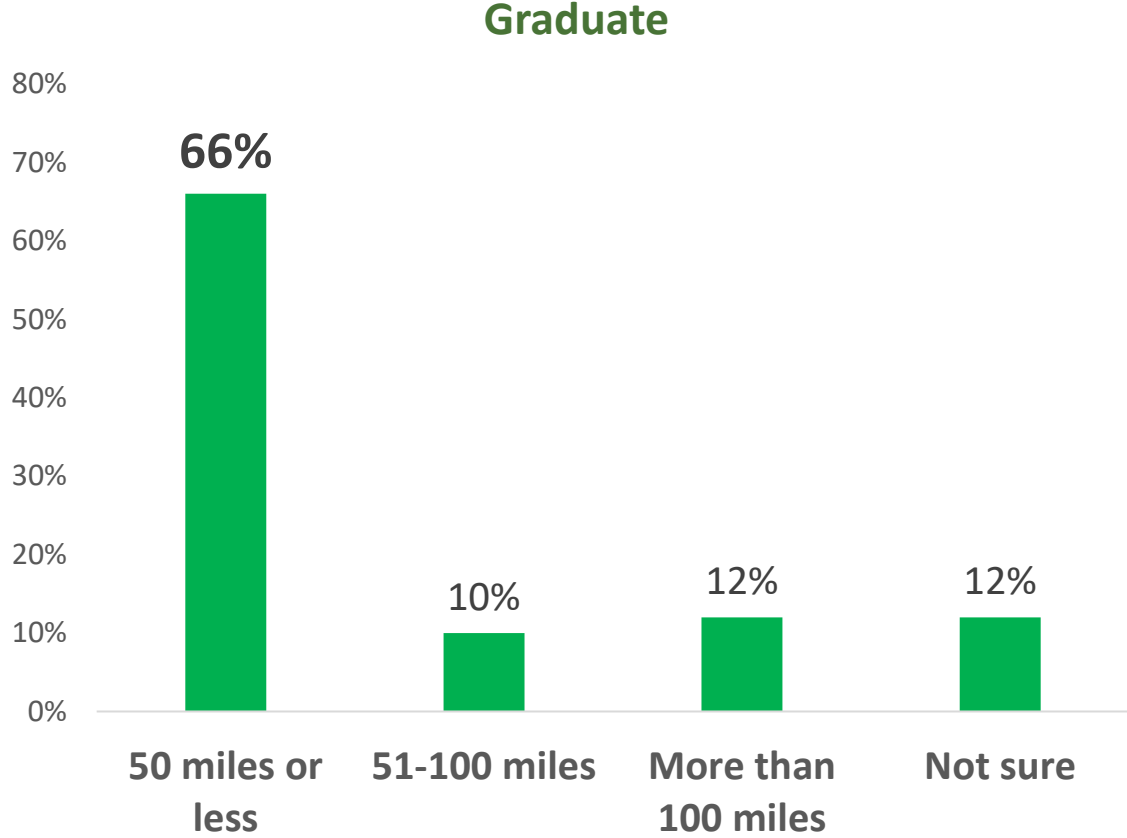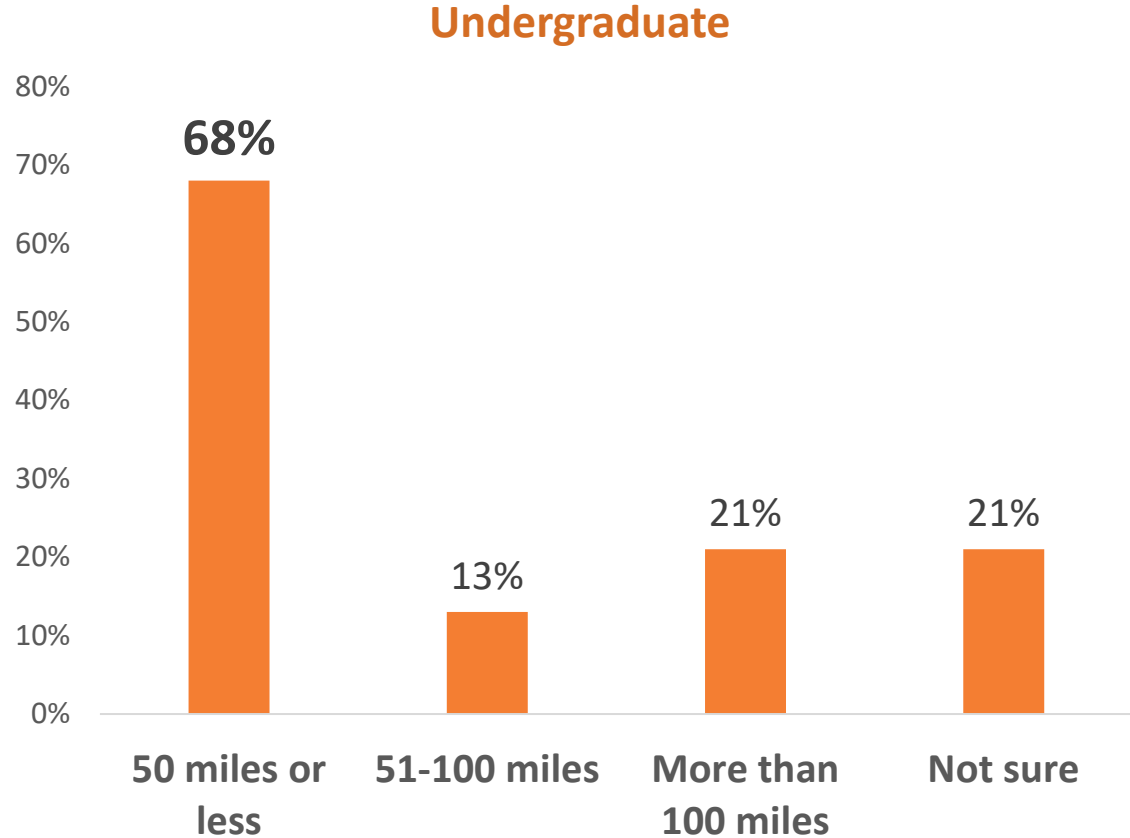
Beyond Cost, Other Decision Factors are at Play

Undergraduate	1	2	3	Total
Cost of Tuition and Fees	20%	12%	15%	46%
Availability of online programs	11%	10%	10%	31%
Length of time to complete my studies	8%	9%	10%	27%
Location where my courses are offered/available	9%	8%	10%	26%
Acceptance of previously earned credits	7%	10%	8%	24%

Graduate	1	2	3	Total
Cost of Tuition and Fees	21%	13%	17%	51%
Reputation of college or program	10%	10%	13%	33%
Length of time to complete my studies	8%	10%	10%	28%
Location where my courses are offered/available	11%	10%	9%	29%
Professional accreditation of my program	11%	10%	8%	29%

Most Important Enrollment Factors

Online

Affordability	51%
Reputation of the school/program	36%
The school awarded academic credit for my work/life experience	29%
Offered quickest path to a degree	28%
I can take both online and on-campus courses during my program	27%
Proximity to where I live or work	22%

Underserved Students

Most Important Factors in Enrollment Decision	Total
Cost of tuition and fees	28%
Availability of online programs	21%
School offers programs that match my career goals	19%
Length of time to complete my studies	19%
Reputation of the college or program	18%
Availability of flexible formats (online, hybrid, low-residence…)	17%

Source: Online College Students 2020: Comprehensive Data on Demands and Preferences

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Selecting a Degree

If the program you wanted to enroll in was not available in an online format, would you:

- **52%** / **29%** / **19%**

- ■ Find the program online at a different university
- ■ Enroll in the on-campus program at the same school
- ■ Enroll in a different program online at the same school

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Students, Streaming & Social

Cord Cutters: Use of Cable and Satellite Television

Undergraduate
- No: 32%
- Yes: 68%

Graduate
- No: 33%
- Yes: 67%
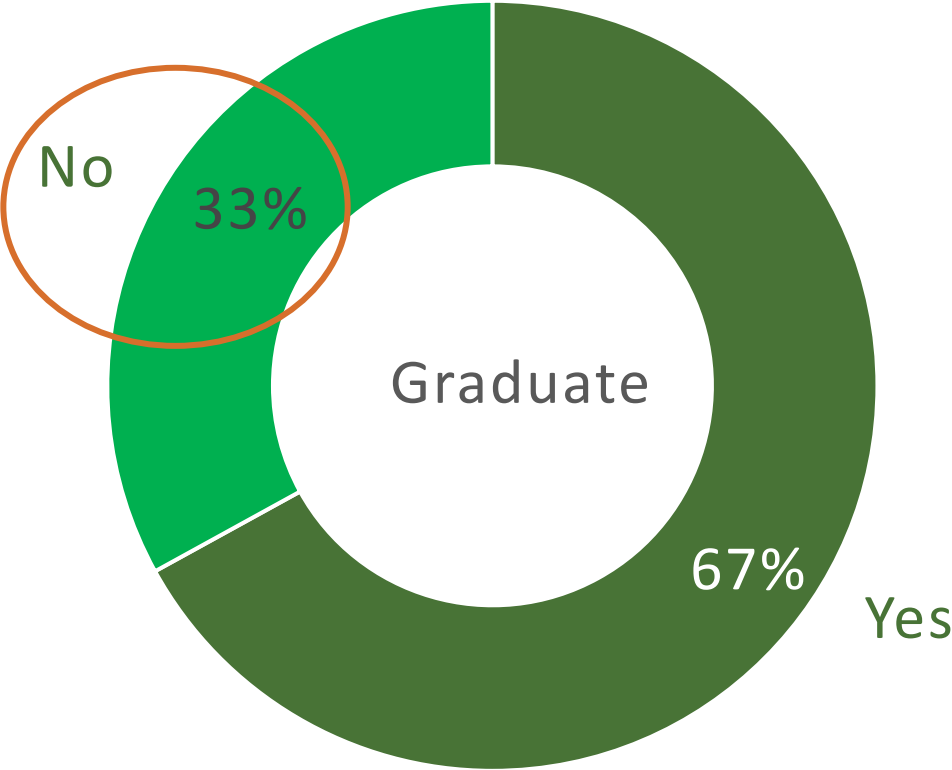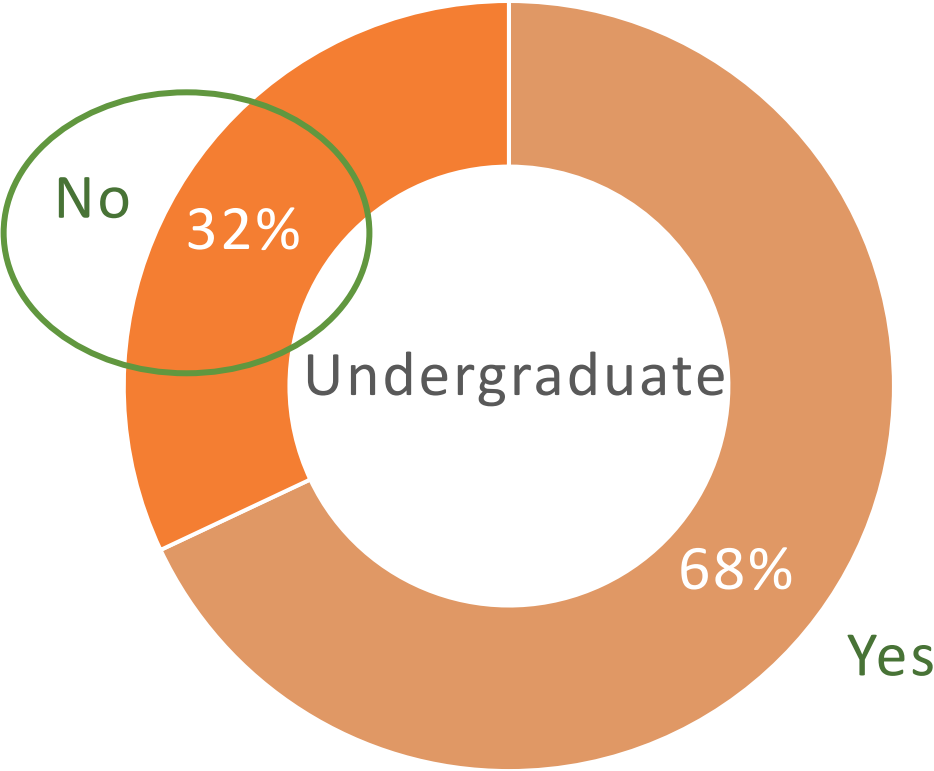
Post-Trad: Most Commonly Used Social Media Services

Undergrad Social Media Service

	Daily	Use Service
Facebook	50%	91%
Messenger	34%	87%
Instagram	34%	80%
Snapchat	22%	70%

Grad Social Media Service

	Daily	Use Service
Facebook	51%	89%
Instagram	33%	77%
Messenger	32%	81%
Twitter	24%	73%

Post-Trad: Most Commonly Used Streaming Services

Undergrad Streaming Service

	Daily	Use Service
YouTube	43%	94%
Netflix	37%	90%
hulu	21%	77%
amazon	20%	82%

Grad Streaming Service

	Daily	Use Service
YouTube	46%	94%
Netflix	33%	86%
amazon	19%	79%
hulu	19%	72%

Findings and Recommendations

Final Observations & Recommendations

Takeaways to apply today

Age Does Not Predict Learning

Location, location, location

Cost Makes a Difference

Blended and Online formats are Vital

Time to Completion

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Final Observations & Recommendations

Takeaways to apply today

Motivation: Income and Job Advancement

6-8 Week Courses Year-Round

Partnership Ties with Employers

Streamlining/Assistance with Admissions Process

Online Robust Student Services