The Future of Adult Education: Trends & Insights

Adult Recruitment & Retention Strategies

Scott Campbell
Vice President Higher Education Engagement
Adult Student Recruitment & Retention Conference
The Challenges

- Supply and Demand
  - Regional Differences
  - Drop in HS graduations
- Declining International Enrollment
- Changing Demographics
- Low Unemployment
Looking at Wisconsin

Degree-attainment rates among Wisconsin residents (ages 25-64), by population group

- White: 44.13%
- African-American: 22.73%
- Hispanic: 19.30%
- Asian/Pacific Islander: 53.53%
- Native American: 27.47%

Source: U.S. Census Bureau, 2012, 2013, and 2014 American Community Survey 1-Year Public Use Microdata Files

College enrollment among Wisconsin residents, ages 18-54

- Total: 43.2%
- Resident: 43.2%
- Non-resident: 17.4%

Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Public Use Microdata File

Wisconsin’s progress

To reach state goals, the state will not only have to maintain current rates of attainment but also significantly increase the number of people who enroll in programs and earn all types of credentials beyond high school. With the inclusion of workforce certificates (beginning in 2014), Wisconsin’s overall rate of educational attainment has increased by 10.4 percentage points since 2008.

- 2008: 39.0
- 2016: 49.4

Since 2014, workforce-related credentials have been included in the total of postsecondary credentials.

Wisconsin education levels

- High school graduate (including GED): 88.3%
- Some college but no degree: 16.4%
- Associate degree: 5.9%
- Bachelor’s degree: 12.2%
- Graduate or professional degree: 26.5%

- Less than 9th grade: 1.6%

Because of rounding, the sum of these percentages may exceed 100%.
### Table 8: Estimated Enrollment by State of Institution (Title IV, Degree-Granting Institutions)

<table>
<thead>
<tr>
<th>State</th>
<th>FALL 2017</th>
<th>% Change from Prior Year</th>
<th>FALL 2016</th>
<th>% Change from Prior Year</th>
<th>FALL 2015</th>
<th>% Change from Prior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enrollment</td>
<td>%</td>
<td>Enrollment</td>
<td>%</td>
<td>Enrollment</td>
<td>%</td>
</tr>
<tr>
<td>Illinois</td>
<td>616,520</td>
<td>-2.3%</td>
<td>634,719</td>
<td>-3.9%</td>
<td>600,808</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Indiana</td>
<td>345,410</td>
<td>-2.8%</td>
<td>358,246</td>
<td>-2.0%</td>
<td>362,456</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Michigan</td>
<td>516,291</td>
<td>-3.7%</td>
<td>536,399</td>
<td>-4.0%</td>
<td>562,230</td>
<td>-3.9%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>362,416</td>
<td>-3.4%</td>
<td>375,066</td>
<td>-2.5%</td>
<td>384,622</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>307,566</td>
<td>-2.1%</td>
<td>314,199</td>
<td>-4.0%</td>
<td>327,321</td>
<td>-2.5%</td>
</tr>
</tbody>
</table>
## Student Personas

<table>
<thead>
<tr>
<th>Traditional (53%)</th>
<th>Adult Learners (47%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspiring Academics 24%</td>
<td>Career Accelerators 21%</td>
</tr>
<tr>
<td>Coming of Age 11%</td>
<td>Industry Switchers 18%</td>
</tr>
<tr>
<td>Career Starters 18%</td>
<td>Academic Wanderers 8%</td>
</tr>
</tbody>
</table>

Source: The Parthenon Group, “The Differentiated University”
Build Your Bandwidth

• Marketing to Adults
  – How Do You Find Them vs. How Do They Find You?
• Marketing to Transfer Students
  – Call to Action
• Market Differentiation
  – Why You?
  – Show Us What You Got
Continued Innovations for Adults

- Accelerated course scheduling
- Online and Hybrid course offerings
- CBE courses/programs
- Increased opportunities for PLA
- Apprenticeships

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**Distance Education Enrollment Growth is Increasing**

<table>
<thead>
<tr>
<th>Exclusive Distance</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12.6%</td>
<td>13.1%</td>
<td>13.9%</td>
<td>14.3%</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Some Distance</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13.3%</td>
<td>14.1%</td>
<td>14.2%</td>
<td>15.4%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

**Students Taking Distance Courses by Level - 2012-2016**

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>4,559,494</td>
<td>4,706,277</td>
<td>4,833,989</td>
<td>4,999,112</td>
<td>5,253,997</td>
</tr>
<tr>
<td>Graduate</td>
<td>865,912</td>
<td>905,274</td>
<td>961,741</td>
<td>1,022,993</td>
<td>1,105,124</td>
</tr>
</tbody>
</table>

Washington Monthly
Babson Survey Research Group
State Solutions

• Free Community College Tuition
• Grants for Adult Learners (Small Debts)
• Recognition of Workplace Training
• Military Recommendations
Maine Rethinks Public Higher Education

• Orientation for every new student (expectations and resources)
• CBE for adults with some college & no degree
• Identifying barriers to collaboration ranging from transfer credit between institutions to academic collaborations across campuses
Collect & Use the **Right** Metrics

- Capture all applicants
- Tracks status from first contact through enrollment
- Track requests for PLA
- Track credits received for PLA
Top 5 Reasons Adults Enroll at a College

**4-Year Institutions**
1. Availability of program I wanted
2. Convenient time and place for classes
3. Flexible pacing for completing a program
4. Time required to complete program
5. Availability of financial assistance

**2-Year Institutions**
1. Availability of program I wanted
2. Convenient time and place for classes
3. Cost
4. Requirement for current or future job
5. Availability of financial assistance

Ruffalo Noel Levitz
One-Stop Advising for Adults

- Faculty
  - Recognize prior learning
    - Provide Assessments
  - Understanding Andragogy
  - Proactive Intervention
- Advisors
  - Academic
    - Identify quickest degree plan
  - Career (Upfront Advising)
Older enrollees are more likely than younger enrollees to consult work-based sources of advice about their major and are less likely to have received advice from their social network.

Percentage mentioning source of advice, by age of attendance

<table>
<thead>
<tr>
<th>Source of Advice</th>
<th>Ages 18-29</th>
<th>Ages 30+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal social network</td>
<td>56%</td>
<td>48%</td>
</tr>
<tr>
<td>Formal</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>Informal school-based</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Informal work-based</td>
<td>17%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Strada/Gallup September 2017
Ten Principles for Effectively Serving Adults
Scott Campbell, Vice President of Higher Education

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Resources

Military
- https://www.cael.org/vets-publication
- http://studentveterans.org/aboutus/research/sva-spotlight
- https://www.mae-kmi.com/top-schools

CBE
- https://www.cael.org/cbe-publications
- https://tinyurl.com/yakulbsv (PLA and CBE on the Competency Continuum)
- http://www.cbenetwork.org/resource-library/

Data Tracking
- https://tinyurl.com/ya38vv4w (PLA Data Tracking)

Accreditation
- https://www.cael.org/pla/publication/holding-tight-or-at-arms-length-how-higher-educational-regional-accrediting-bodies-address-pla

Equity

Advising
- https://tinyurl.com/ybga3sg3 (Major Influence: Where Students Get Valued Advice on What to Study in College)