

The Go-between: Data from Student Voices

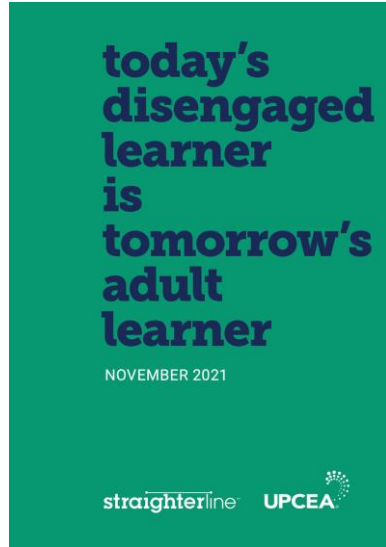


straighterline

proprietary and confidential

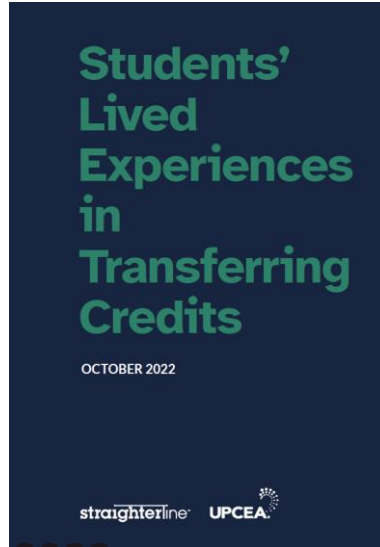
3 Years of Research on Disengaged Learners

StraighterLine & UPCEA conducted a series of research initiatives to better understand the adult learner.



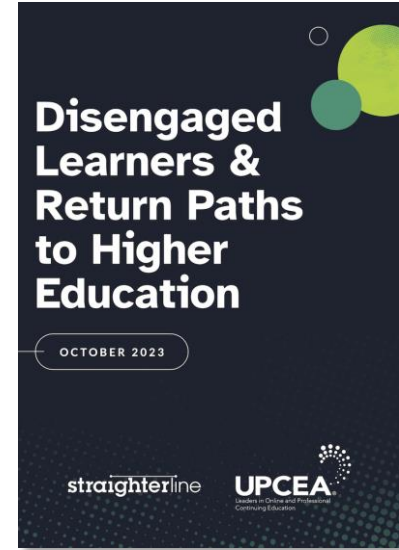
2021

Why do students leave higher ed and how do we get them back?



2022

How do students perceive the higher ed transfer process and how could implementing transfer friendliness increase enrollment?

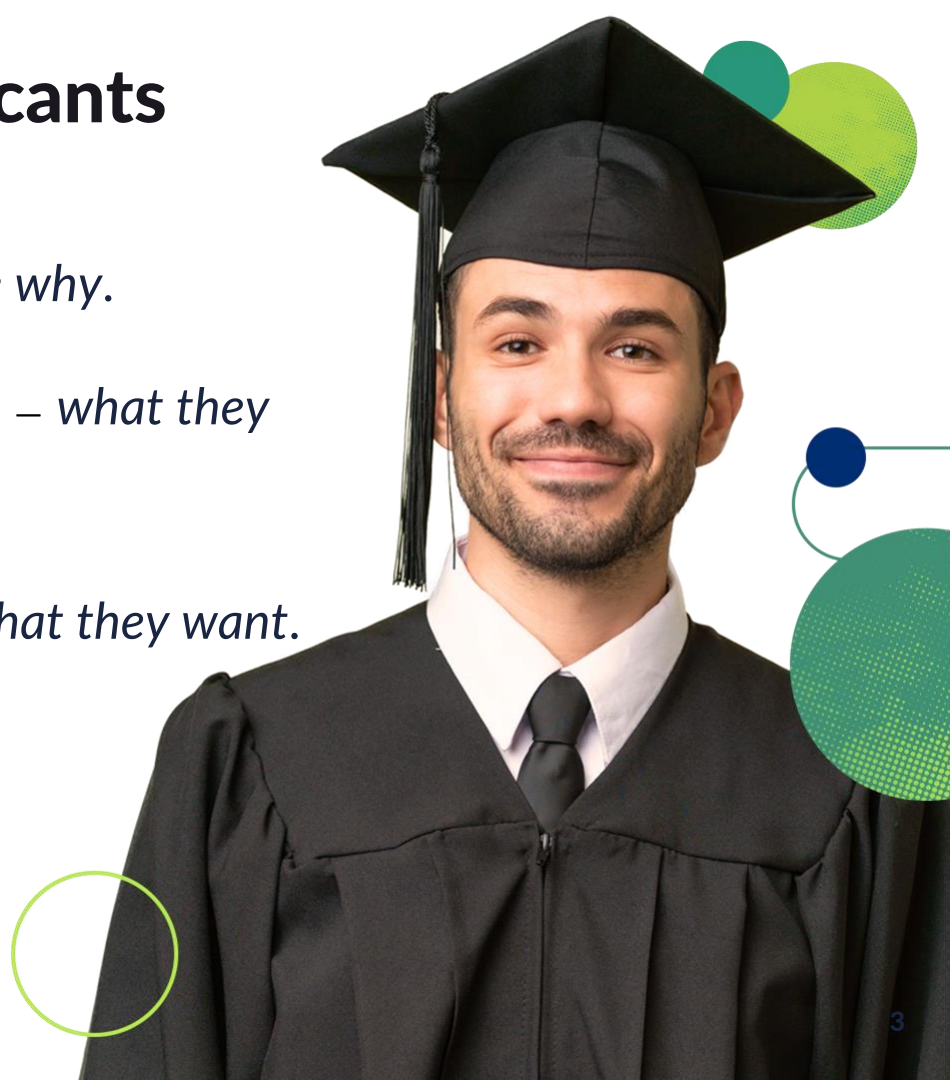


2023

What are barriers and opportunities for re-engaging the Some College, No Degree population?

Research on Learner Applicants

- Learner applicants' motivations – *the why*.
- Learner applicants' lived experiences – *what they experienced*.
- Learner applicants' expectations – *what they want*.





Learner Applicants' Motivations

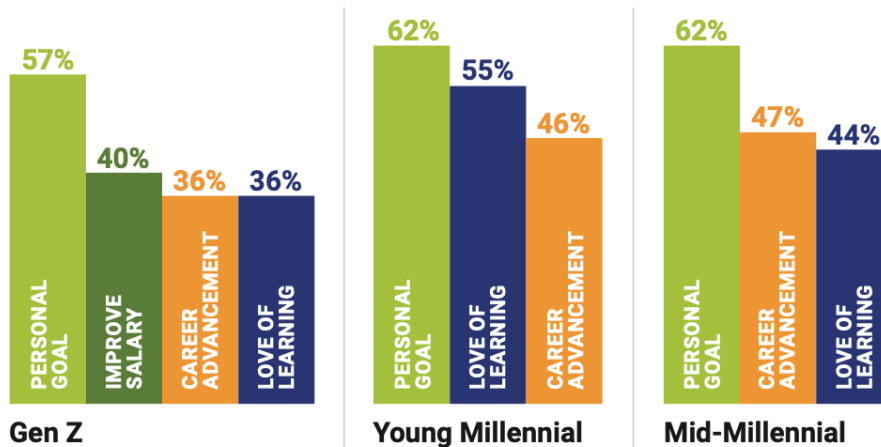
Learner Applicants' Motivations



Top 3 Overall Motivations for Enrolling



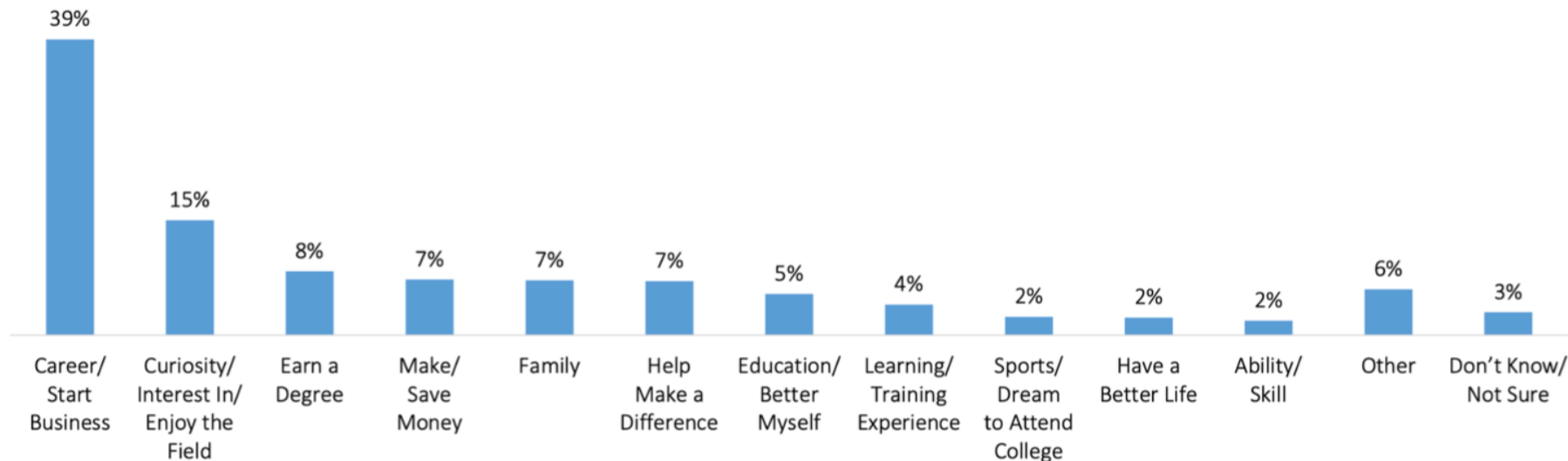
Learner's motivations to enroll





Main Motivations

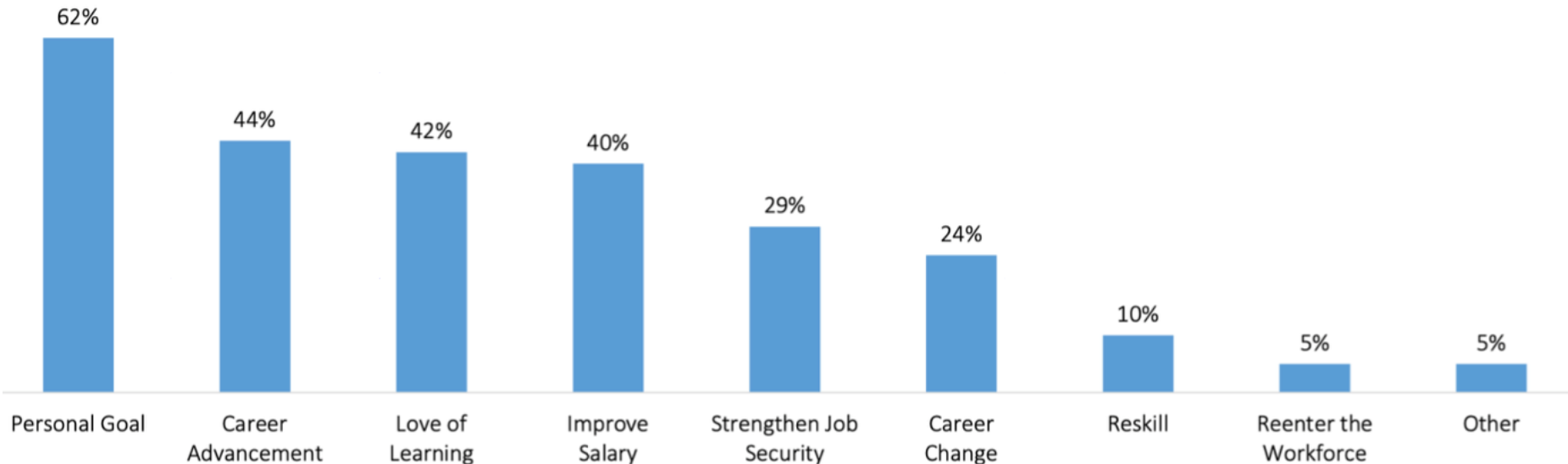
What was your main motivation for initially enrolling in your program?



Main Motivations



Which of the following were motivating factors or goals when selecting to enroll in a program?



Motivations by Generation/Age



Valentina (21)
Gen Z Female



Max (22)
Gen Z Male



Elise (24)
Young Millennial Female



Chen (25)
Young Millennial Male



Carla (28)
Mid-Millennial Female



Chris (31)
Mid-Millennial Male





Learner Applicants' Lived Experiences

Shopping Institutions and Programs

Do students shop around and explore multiple schools to determine which institution?



50%

yes



47%

no



3%

not sure

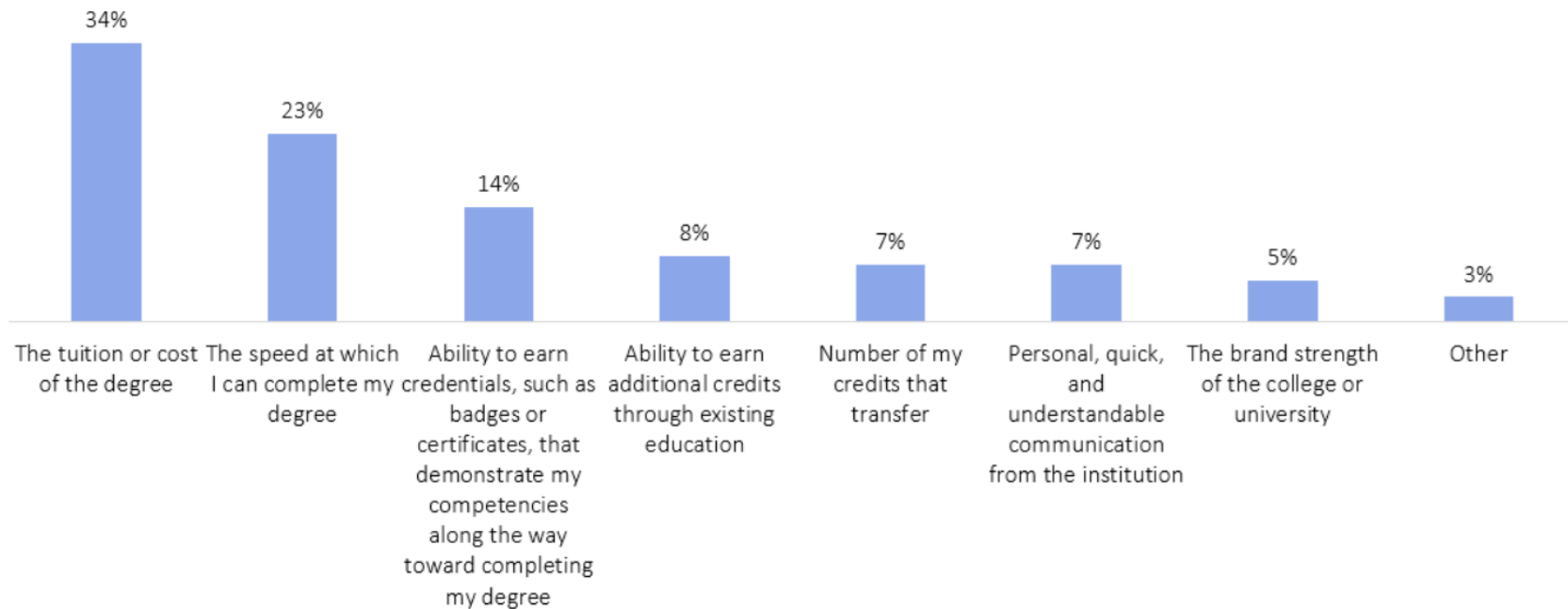
Shopping Institutions by Age Group



Younger age groups are more likely to shop around for institutions that would accept any previous college credit.



Factors in Choosing Institution or Program



Decision-making Factors

What are learners' main decision-making factors for choosing programs into which to transfer?



71%

tuition / cost
of degree



63%

number of credits
that transfer



44%

speed of
degree completion



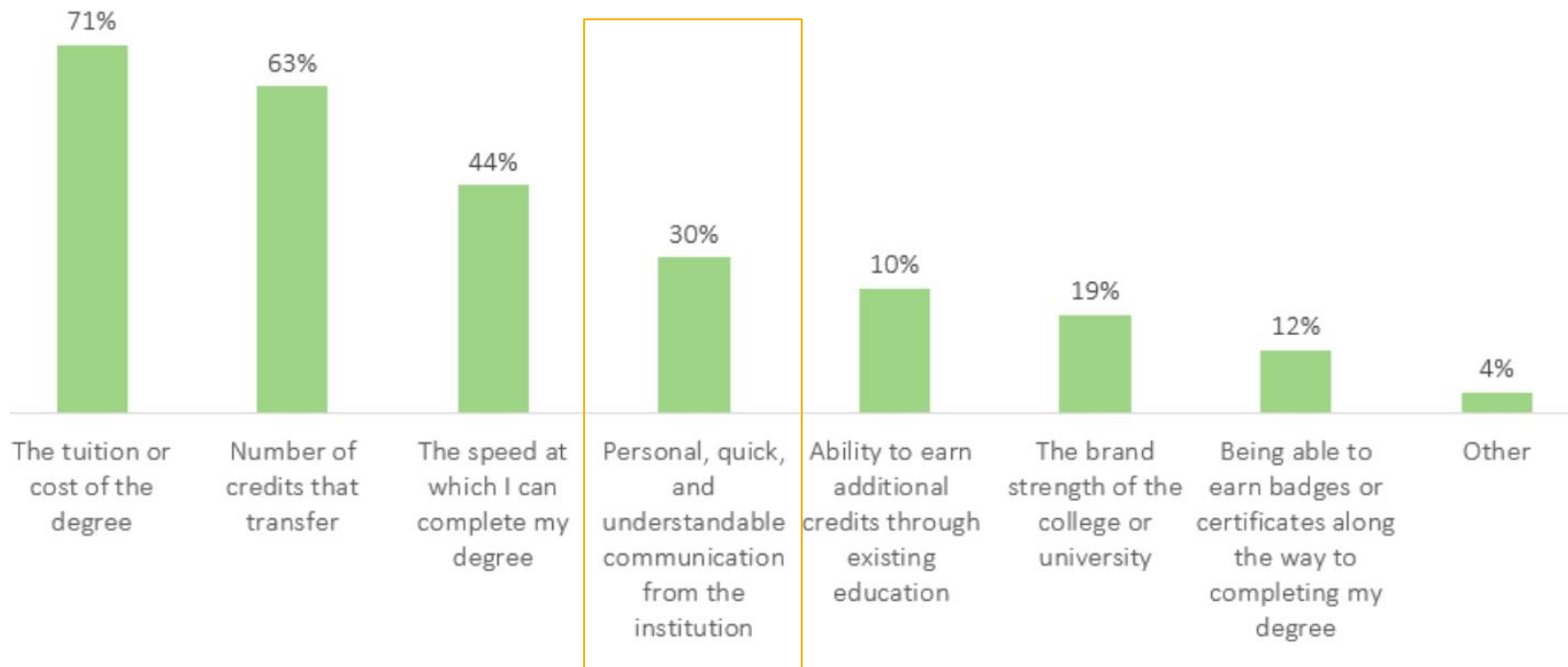
30%

personal, clear, timely
communication from school

Decision-making Factors



When transferring, which of the following would be important factors when making your decision?



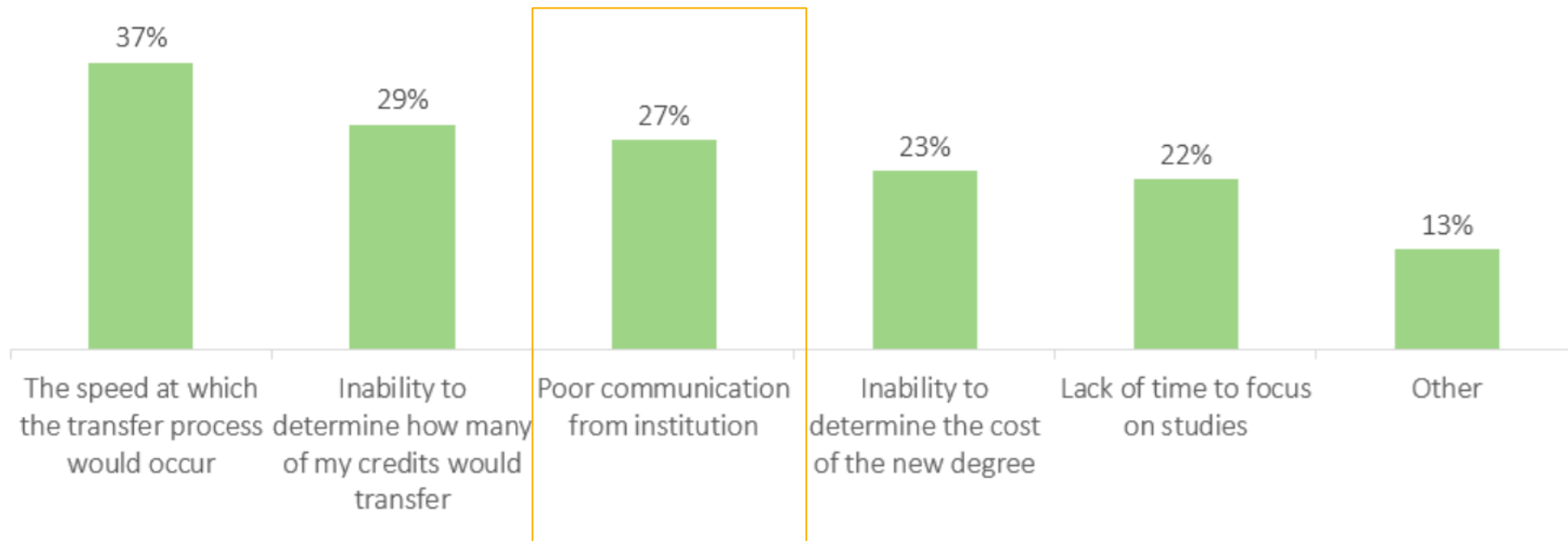


Learner Applicants' Expectations

Learner Applicants' Barriers



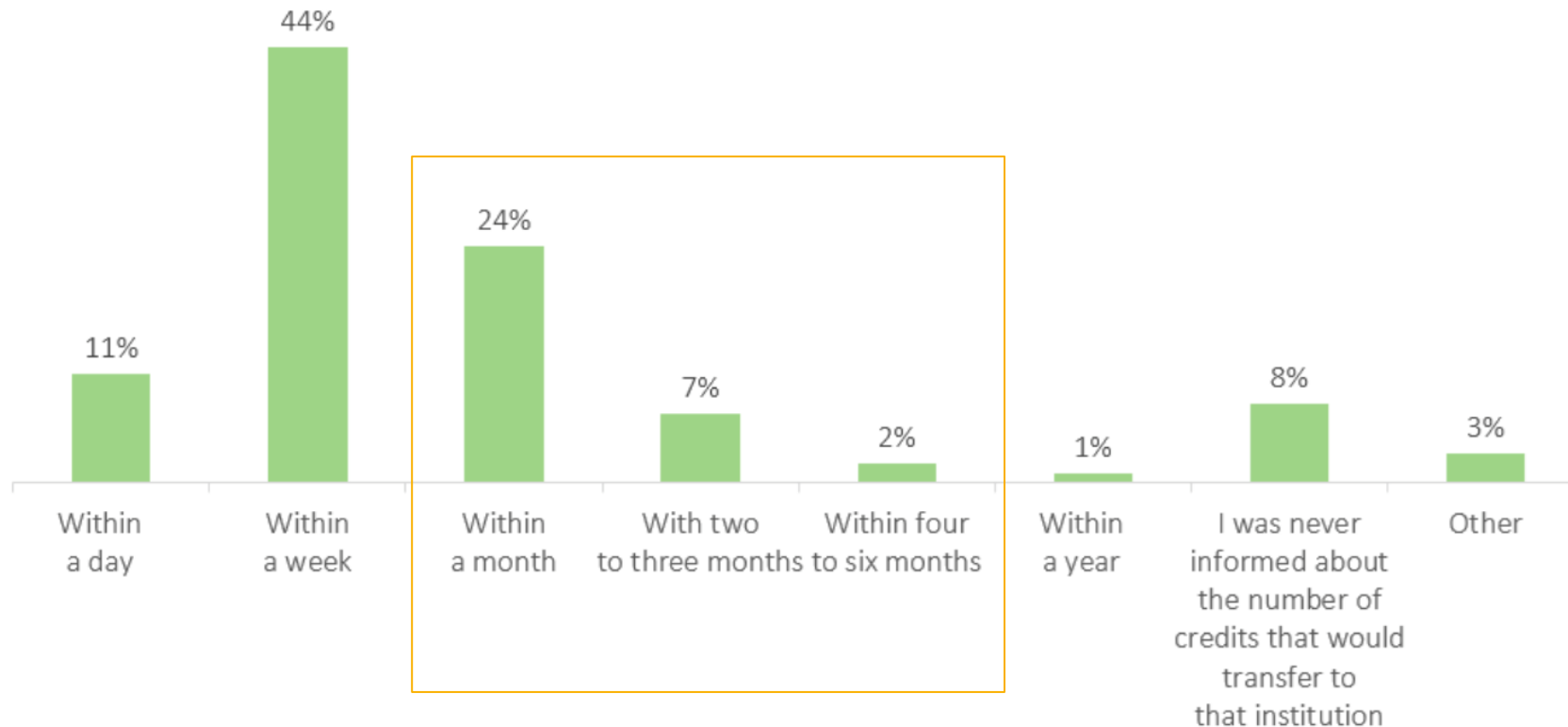
Which of the following were challenges or barriers during the transfer/application process?



Communication Response Experience



How quickly were you contacted by the institution and informed of your credit transfer and/or program status?



An Ideal World Would . . .



In an ideal world, how quickly would an institution communicate with you on credits, program, and other questions/communication?

