

# UNCOVERING DREAMS

Recruiting Opportunities in Adult Students



*Presented by:*

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# Key Objectives

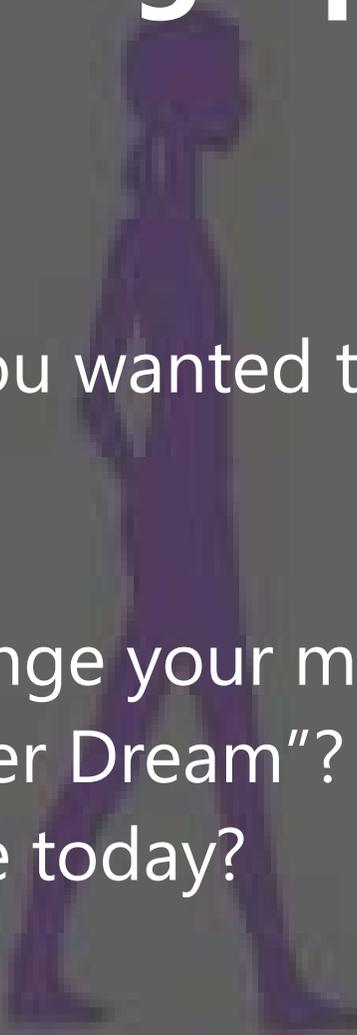
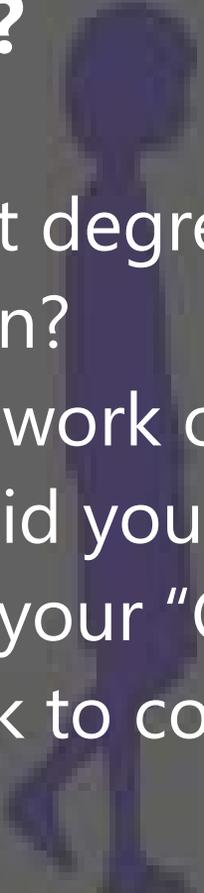
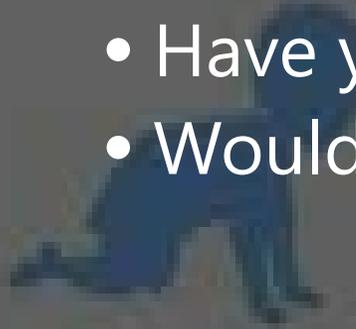


- It's all about you
- The Career "Dream"
- Facts
- Defining the "Adult Student"
- Special programs
- Best practices

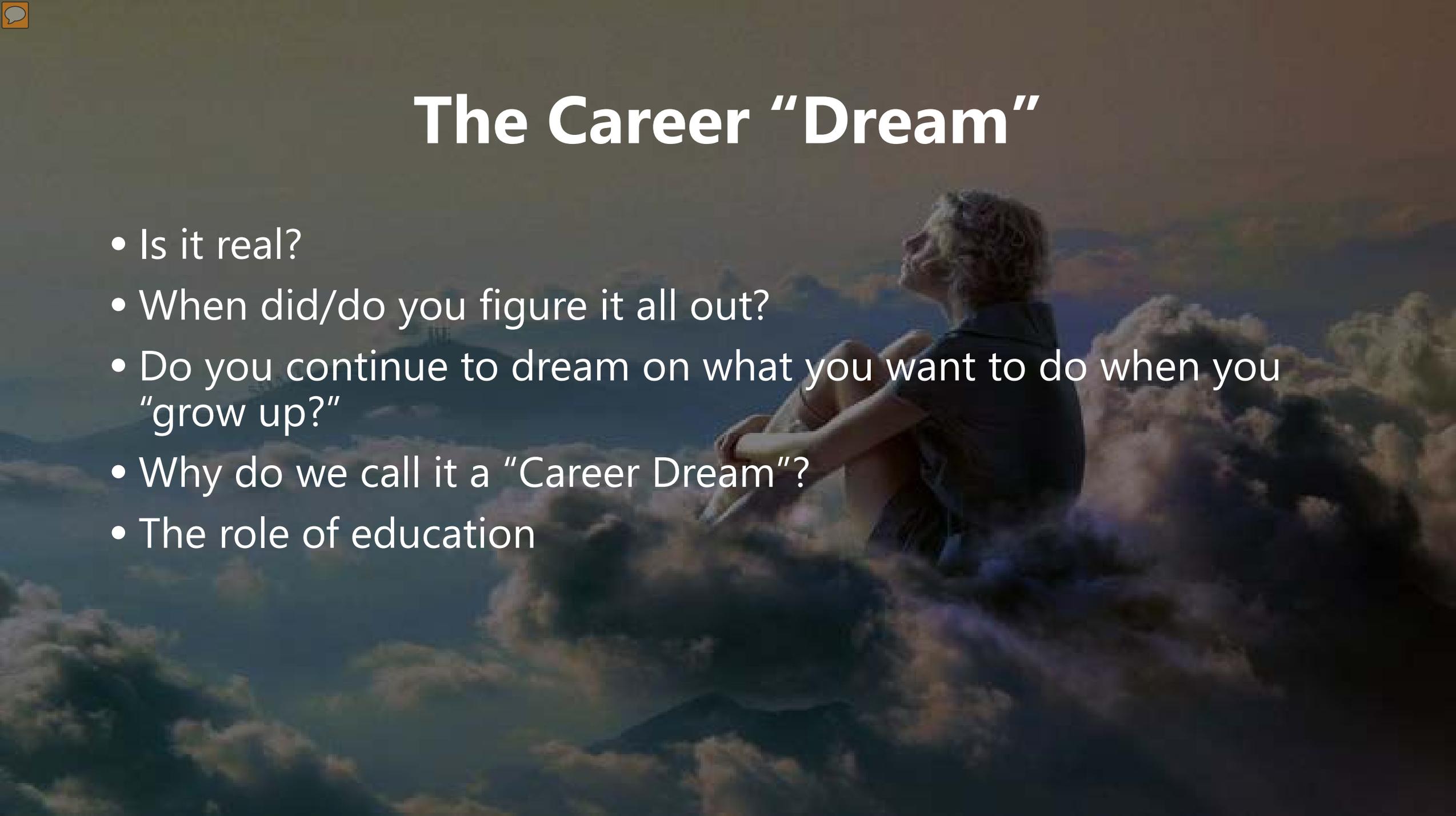
# Growing Up

## What about you?

- Did you know what degree you wanted to do?
- Did you have a plan?
- If so, did that plan work out?
- How many times did you change your major?
- Have you reached your "Career Dream"?
- Would you go back to college today?



**Activity**



# The Career “Dream”

- Is it real?
- When did/do you figure it all out?
- Do you continue to dream on what you want to do when you “grow up?”
- Why do we call it a “Career Dream”?
- The role of education

# Let's Make Some Sense

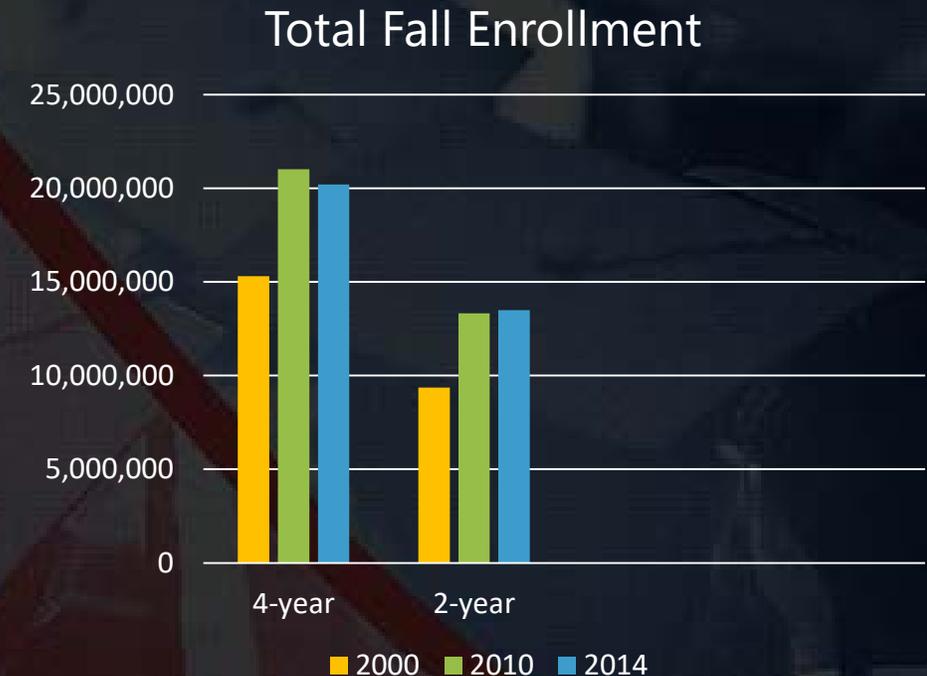
- It's a competitive market!
- "To meet labor demand, the U.S. needs to produce nearly **11 million** more college graduates by **2020**." - *Bob Hansen, President of UPCEA*
- "Adults with some college, but no credential represent one of America's greatest untapped resources." – *Pete Wheelan, CEO of InsideTrack*
- Improving economy = Good or bad?
- The need for re-training to meet the markets' needs

## References:

- *InsideTrack Launches Solutions to Help States, Systems and Colleges Re-Enroll Students with Some College, but No Degree. (July, 2017). The Business Journals*
- *Declining College Enrollment: Are Adult Students The Answer. (2018, March). The Evollution. Dr. Walter Pearson at Loyola University-Chicago*

# Some Facts

- **College enrollment in the U.S. has been falling**
- NCES reported **812,069** fewer enrollments in degree-granting postsecondary institutions from 2010 – 2014
- Peak was in 2010 with **21 million** enrollments nationwide
- **450,000** fewer students are projected beyond 2025



References:

- 1970 through 2014 Digest of Education Statistics. [nces.ed.gov](http://nces.ed.gov)
- Declining College Enrollment: Are Adult Students The Answer. (2018, March). *The Evollution*. Dr. Walter Pearson at Loyola University-Chicago

# The Adult Student Opportunity

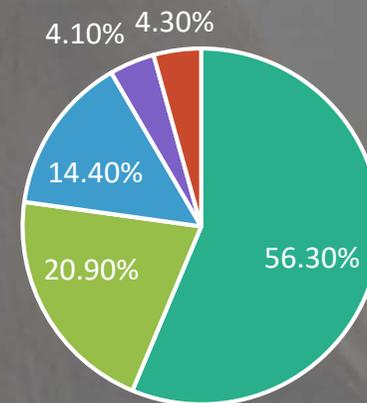
- About **80 million** people ages 25-65 have graduated from high school but currently do not have a college degree
- **15 million** have an Associate's degree but no Bachelor's degree
- **1.3 million** fewer students in solely face-to-face programs in 2016 compared to 2012
- In 2016, **673,000** more students enrolled exclusively online
- The "Adult Student Age Group" is expected to increase by **3 million** from today's enrollment by 2027 to nearly **38 million Adult Students** in total nationwide

## References:

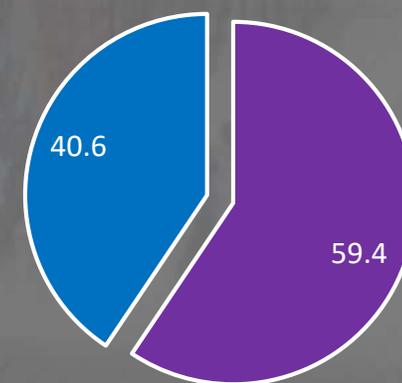
- 1970 through 2014 Digest of Education Statistics. [nces.ed.gov](https://nces.ed.gov/ipeds/data/digest/)
- Declining College Enrollment: Are Adult Students The Answer. (2018, March). *The Evollution*. Dr. Walter Pearson at Loyola University-Chicago

# Who Are The Adult Students?

- Displaced workers
- Military Veterans
- Women and men enrolling in college after decades as stay-at-home parents or in other pursuits
- Employees taking advantage of tuition assistance
- People who recently moved to the U.S. from other countries
- People in low-wage jobs for whom college never before seemed like an option
- **Typical age is 25-64 years old**
- Prime time for adult learners: **25-35**



■ White ■ Black ■ Hispanic ■ Asian ■ Other



■ Female ■ Male

# Some College, No Degree?

- Studies found that academic performance is rarely the reason
- **Most common: Family & finances**
- **3.8 million** people have completed at least 2 years of academic progress in the past 10 years
- Many fear from past experiences
- Many states are now creating special programs to help these student segments return to college and finish their degrees

# Special Programs

- California: Universities offer tuition-free classes to students over 60
- Pennsylvania State University: "Go-60" program offers tuition-free enrollment to students over 60
- Tennessee: Free tuition at community and technical colleges – "Tennessee Reconnect"
- University of Memphis: "Back on Track" campaign for students only 30 credits shy of a degree – FAILED!
  - "Finish Line Program" – 90+ hours to finish their degrees at low or no cost. Students may use experimental learning credit or through national exams.
- "Academic Fresh Start" option allows for prior F's or D's to be excluded from their GPAs

# It CAN Be Done!

**Success stories** of adult students completing their college degree dreams

- Doretha Daniels – 99
- Allen Stewart – 97 – Master's in Clinical Science
- Nola Ochs – 95 – Bachelor's in History
- Mary Fasano – 89 – Harvard University – Liberal Arts
- Carol Mobley – 67 – Bachelor's in Sociology & Master's in Social Work
- Helen White – 60 – Master's in Sports Management
- Bridgetta Cottingham – 52 – Bachelor's in Human Development Gerontology

**All it takes is a little motivation**

# How Do We Attract Them?

- Easy navigation of the Enrollment process
- Degree completion programs – Prior Learning & online options
- Services
  - Housing
  - Food and child care assistance – 1 in 4 undergraduates are parents
  - Welcoming websites catered to adult students
  - Catered application processes
  - New financial aid rules
  - Reduce confusion of degree programs – Connection with careers
- Help them define long-term goals and a plan to overcome barriers to completion

## References:

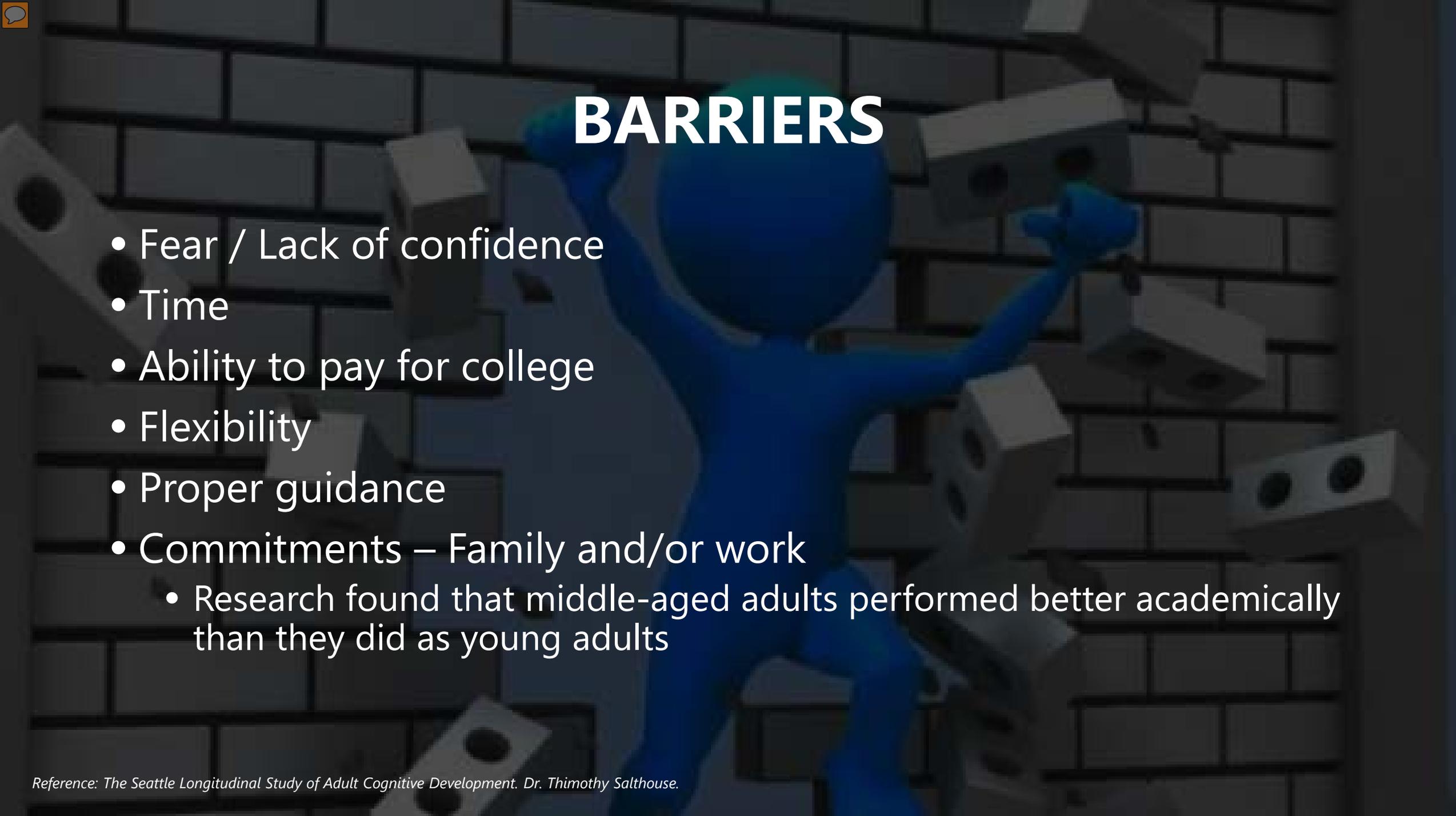
- *Declining College Enrollment: Are Adult Students The Answer.* (2018, March). *The Evollution.* Dr. Walter Pearson at Loyola University-Chicago
- *Solutions to help colleges re-enroll students – [www.insidetrack.com](http://www.insidetrack.com)*
- *Women's Policy Research*

# MOTIVATION

- A sense of accomplishment and feeling of pride
- Marketability for job prospects
- Growing intellectually
- Greater defined academic purpose
- For retirees – To stay mentally active

## References:

- *Forbes Magazine*
- *Supporting the Entry of Older Adult Students into College Classrooms. (April, 2018). Diverse Issues in Higher Education.*



# BARRIERS

- Fear / Lack of confidence
- Time
- Ability to pay for college
- Flexibility
- Proper guidance
- Commitments – Family and/or work
  - Research found that middle-aged adults performed better academically than they did as young adults



# Adult-Friendly Schools Offer...

- **Completion Concierges** – Finds the clearest, shortest, most efficient path to a degree.
- **Student Mentors** - Assists students through their first semester
- **Reconnect Ambassadors** - Advises students on college options, and in some cases assist them with resolving defaults on earlier student debt.
- **Prior Learning** - Credit earned through professional experience – At Saylor Academy faculty evaluates corporate trainings.

# Define a Plan

## Potential Barriers

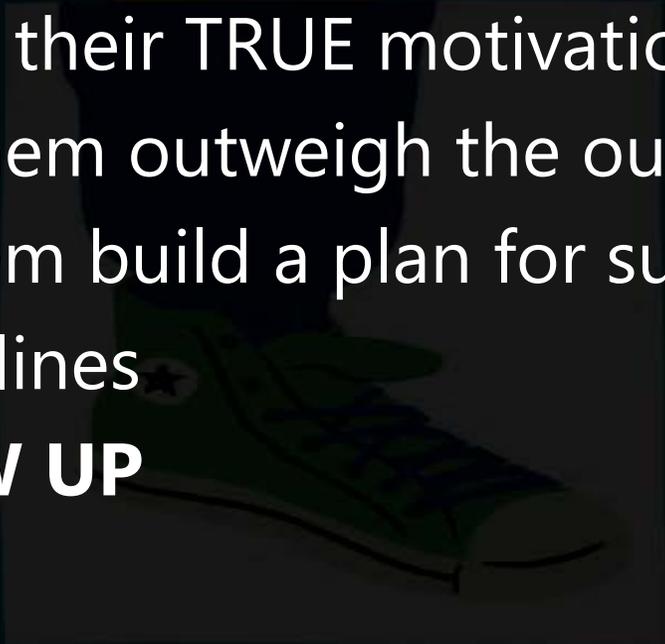
- Stressful adjustment period
- Managing household or financial obligations
- Juggling full-time schedule with course work
- Contributing to group research projects

## Communication Channels

- Voice
- Email
- Text
- Special marketing campaigns
- Networking events for middle-aged students

# Put Yourself in Their Shoes

- Be Patient
- Seek to understand
- Uncover their TRUE motivation by using discovery questions
- Guide them outweigh the outcomes
- Help them build a plan for success
- Set timelines
- **FOLLOW UP**



# The Conversation

- Seek to understand their story
  - Past
  - Present
  - Future goals
  - What's motivating them? What is their ultimate **DREAM**?
- Ask questions & take your time
- Help them build a plan that will work for THEM
- Help them identify potential obstacles and create a plan
- Ease their concerns with *Feel, Felt, Found* statements

# Get Everyone Involved

- University Leaders
  - Create strategies that treat them differently than the traditional student
- Administration
  - Create teams that focus on their success
- Community Leaders
  - Create programs to motivate employees to return to school
- Government Leaders
  - Create policies to seek to help them such as financial aid or free tuition
- University Departments
  - Create chains of collaboration to minimize the running around

**Are You Ready To Welcome Adult  
Students & Help Uncover Their  
Dreams?**

