

Adult Student Market Analysis



Adult Student Market Analysis is a comprehensive assessment of undergraduate, graduate and/or noncredit learning patterns and preferences that will help your institution ensure that you are offering the courses, programs, formats and services that are most attractive to adult students. Whether your institution is large or small, public or private, two-year or four-year, our Adult Student Market Assessment will help you move enrollment to the next level. A final report with action recommendations can be delivered in 10 – 14 weeks.

Carol Aslanian and the Market Research and Advisory Services team provide the best customized market research available which has focused on the demands and preferences of adult students for more than 25 years.

Three Core Studies

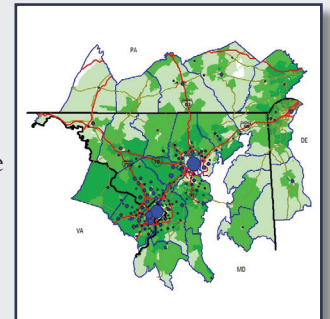
Demands and Preferences of Adult Students

Adults who are, or have recently, enrolled in courses, provide the most reliable descriptions of what current and prospective adult students want. One-on-one in-depth interviews are conducted with such individuals to learn what, when, how and why they study in the classroom and online.

A template of their preferences can then be compared with your current programs and practices to see where they match—or mismatch—the market. The result is an unparalleled set of data for decisions on how to attract, serve and retain more adult students.

Demographic Mapping

This study uses firmly established demographic characteristics of adults who are likely to enroll in courses (such as age, total family income, previous education level, etc) to estimate the likelihood that adults residing in your service area will enroll in courses. We then map your service area by census tract, graphically illustrating which areas in your region are most likely to produce adult students. Tables are also produced that prioritize all census tracts from highest to lowest likelihood of engaging in learning.



Competitor Analysis

The offerings of other colleges and universities serving significant numbers of adult student in your area are essential for your institution to understand as you plan for the future. This analysis profiles what your competitors offer, when they offer it, what course formats they offer and in what quantity, where they conduct their classes, and what they charge.

Findings and recommendations are straight-forward, clear, and direct and will guide you on the next steps your institution must take to increase adult student enrollments. In crafting our recommendations, we draw on Carol Aslanian's 25 years of experience in conducting market studies for more than 250 institutions and our ongoing national research on adult students to enrich what we recommend for your institution.

To learn more the Adult Student Market Analysis and other services, contact Carol Aslanian at: marketresearch@educationdynamics.com or 201.377.3321

Additional Studies

The following studies offer your institution additional insights among specialized populations and targets that will enhance your marketing and recruitment efforts to attract more adult students. They can be added to the core studies or conducted individually.

► **Employers**

Interviews are conducted with businesses, government agencies and professional association leadership to identify what they know about your institution and what services they want from you. Additional information is collected in regard to their tuition reimbursement policies and their forecasts of employee skills needed in the future.

► **Inquiries and Applicants Who Did Not Enroll**

Online or phone surveys are conducted with adults who inquired or applied to your institution—but did not enroll—to learn about their sources of information, the other colleges they considered, and what made them, ultimately, decide to not enroll at your institution. Study findings describe adult student college search patterns and decision-making processes as well as identify what proportion of your “no shows” are still seeking study.

► **Current Students**

Online surveys are conducted with adult students currently enrolled at your institution to seek their advice on how to attract others like them. The online survey will profile their sources of information about you, what attracted them to your college, their satisfaction with your college, and their suggestions for improving practices in serving adult students.

► **Alumni**

In-depth interviews are conducted with those who know you best – your alumni. How do they rate the experience they had at your institution? Interviews reveal their mature perspectives on your programs and practices in regard to serving adult students. Studies can be tailored to also measure their interest in conducting future professional development or continuing education with their alma mater.

► **Early Leavers**

In-depth interviews are conducted with those students who had been enrolled at your institution but who, for reasons unknown to you, have dropped or stopped out. Since keeping a current student costs less than recruiting a replacement, it is important that you understand why these students have left, if they plan to return in the near or long term, and if you can do anything to encourage them to return.

► **Faculty and Administration**

The views of faculty members and administrators are pivotal in shaping the way your institution attracts and retains adult students. These surveys will gather the views of faculty and staff with regard to (1) what policies the college ought to implement to attract, serve and retain more adult students; and (2) what practices they would be willing to personally engage in to help the college carry out those policies.

► **Institutional Audits**

An in-depth examination of your college's current practices and policies helps set a solid foundation for the direction you take in the future. We will visit your campus to assess the policies and practices relevant to attracting and serving adult students to recommend how to increase your share of the adult student market. Audits may focus on your college's recruitment and marketing strategies, advertising materials, tracking and follow-up procedures, admissions and enrollment procedures, administrative structure, and any other policies or practices you nominate.

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