

Our **Adult Student Market Analysis** is a comprehensive assessment of the demands and preferences of undergraduate, graduate and/or noncredit students residing in your region. The “hard data” gathered in the analysis will identify the courses, programs, schedules, formats, and services that today’s adult students expect from the institutions in which they enroll.

Consider the following trends we have seen in recent studies:

- Fewer than one-third of adult students prefer to enroll in classroom-based study.
- Only one-quarter of adult students prefer to enroll in traditional semester-long courses.
- Business programs account for as much as 40 percent of demand among adult students in many regions.
- Adult students are getting younger. The typical adult student is no longer a female in her late 30’s.

An Aslanian **Adult Student Market Analysis** will provide detailed demand and preference data – gathered directly from recent and current learners -- that will allow your institution to position itself as the college/university of choice for adult students in your region.

## **Methods: Three Core Studies**

### **Demands and Preferences of Adult Students**

We survey a sample of adults residing in a geographic region of your choice who are enrolled, have enrolled, or are planning to enroll soon in undergraduate, graduate, and/or noncredit study. By surveying students at all three stages (past, present, and near future) we are able to present the clearest profile of demand: one that is anchored in what students are actually doing when they enroll, rather than just what they may do some day. Our online survey technique allows us to survey hundreds of individuals active in the higher education market who reside right in your region, rather than relying on “canned” national data.

### **Demographic Mapping**

We use 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 region will enroll in courses. We then map your region by census tract, graphically illustrating which areas are most likely to produce adult students.

### **Competitor Analysis**

We profile the offerings of a set of institutions in your region that surface in our surveys as your biggest competitors in serving adult students. The offerings of these colleges and universities are essential for your institution to understand as you seek to differentiate your offerings and create compelling value propositions that will attract adult students. Our institutional profiles will describe what your competitors offer, when they offer it, what course formats they offer and in what quantity, where they conduct their classes, what services they make available, what they charge, and what they require of admitted students.

## Survey Topics

Surveys focus on the operational and policy areas most important to the client institution. Among the topics that can be selected are:

- 1. In what fields should programs for adult students be offered?**
  - In what subjects should degrees be offered?
  - Should certificates, licensure programs and individual courses be made available?
  - In what subjects should certificates, licenses and individual courses be offered?
  
- 2. How should courses and programs for adult students be structured and formatted?**
  - Over how many weeks should courses be offered?
  - At what time of the day and on what days of the week should courses be offered?
  - What instructional formats (classroom, hybrid, online) should be used to deliver courses?
  - How long should it take to complete an entire program?
  - How, and with what frequency, do adult students want to communicate with their instructors?
  
- 3. At what price should courses and programs for adult students be offered?**
  - How much are adult students currently paying when enrolled?
  - How do adult students pay for their studies?
  - What services should an institution offer to help adult students finance their studies?
  - What institutional factors would be most likely to make an adult student pay higher tuition?
  
- 4. What academic and/or student services should be made available to adult students?**
  - What services are most important to have available?
  - How do adult students want to access services (face-to-face, telephone, online)?
  - To what extent should prior learning assessment be made available?
  - How do adult students want to access academic advisors and tutors?
  
- 5. How should programs aimed at adult students be marketed?**
  - What institutional value propositions are most compelling?
  - What are the most frequent motivators and concerns of adult students?
  - What media channels are most likely to be seen by adult students?
  - How do adult students conduct their college search?
  - What outreach and follow-up methods are most effective in converting inquirers and applicants to enrolled students?

## Deliverables

The data collected in this study are presented in a report written around straightforward, non-technical tables and verbatim answers that are easy to interpret and share. A presentation of findings, built around a set of action recommendations underpinned by the data, is also prepared and presented on campus.

## Timing and Price

An Adult Student Market Analysis can be completed in approximately 10 weeks and prices range from \$25,000 - \$35,000 per population (undergraduate, graduate, noncredit) selected.