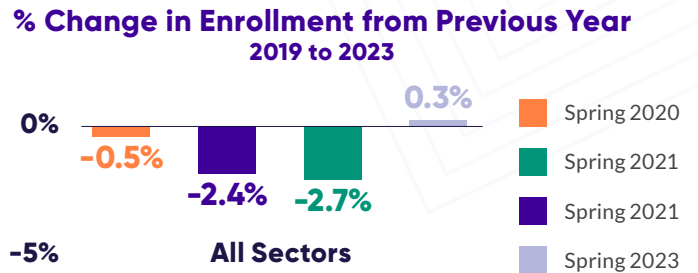




## Key Takeaways

### Higher Education continues to face enrollment

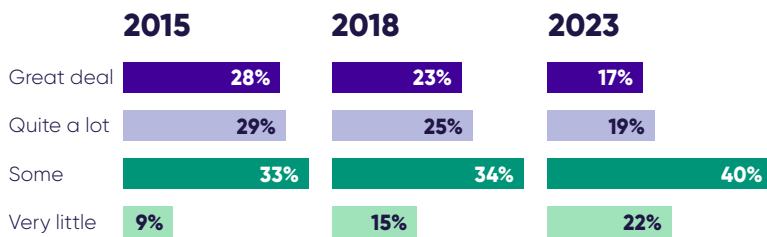
**challenges** at almost every level and remain below pre-pandemic levels. This trend is expected to continue into the foreseeable future.



Source: National Student Clearinghouse Research Center

### Americans' Confidence in Higher Education Continues to Fall

"Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some or very little."



Those with no opinion are not shown.

Source: GALLUP, Americans' Confidence in Higher Education Down Sharply

### Higher Education faces a crisis in the

**nation's perceived value of higher**

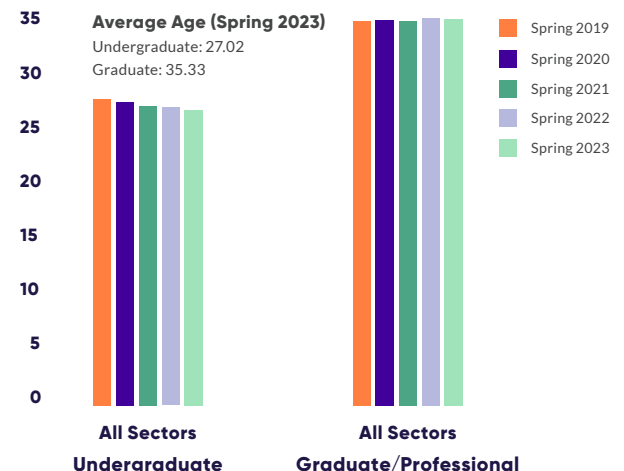
**education.** Once widely accepted, only 36% of Americans have a "Great Deal" or "Quite a lot" of confidence in higher education. This is down from 57% just 8 years ago.

Those studying part time and online continue to get younger.

No longer a pandemic-driven shift, **younger students are turning to online and part-time programs** as they balance work, home and school. Convenience, coupled with rising costs and employment opportunities, will continue to drive more students to these programs.

### The Average Age of Part-Time Students

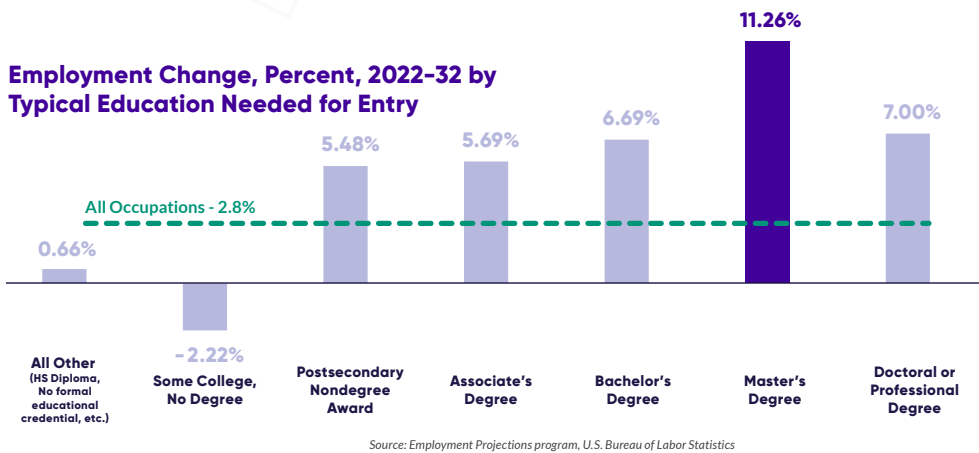
2019 to 2023



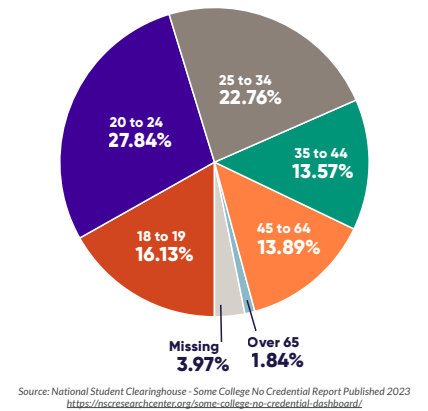
Source: National Student Clearinghouse Research Center

At the same time, **the number of Americans classified as Some College, No Credential (SCNC) continues to grow.** These individuals have invested significantly into higher education, but are largely unable to derive any value from their investments within the workplace. Those classified as SCNC are the only education level expected to experience a decline in employment in the next 10 years.

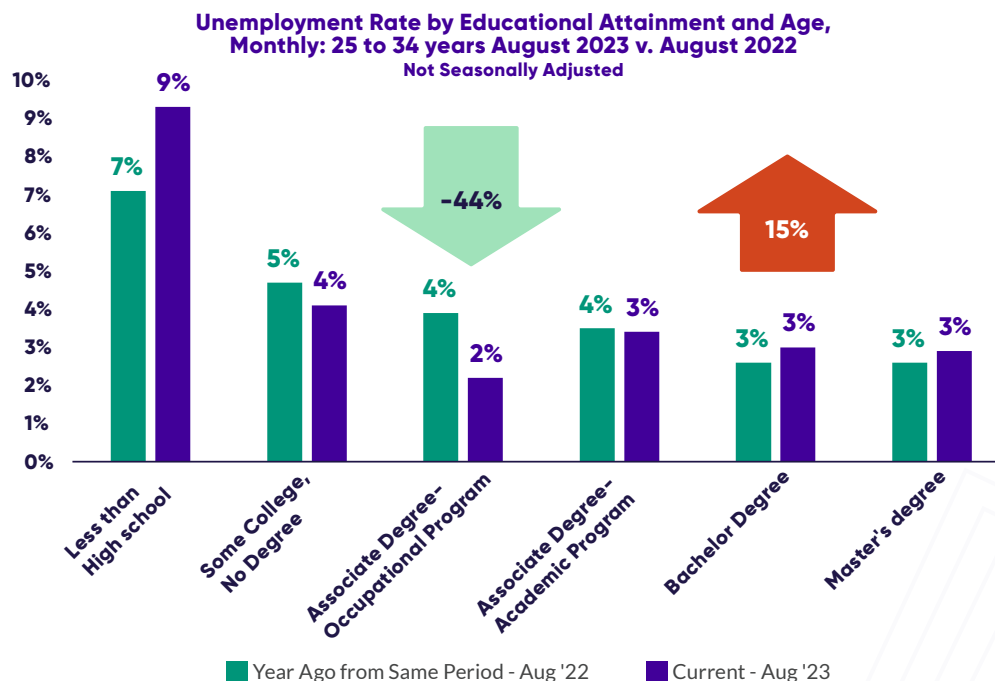
The majority of these individuals are just entering their prime of their careers with almost 65% under the age of 35.



### Age Breakdown SCNC

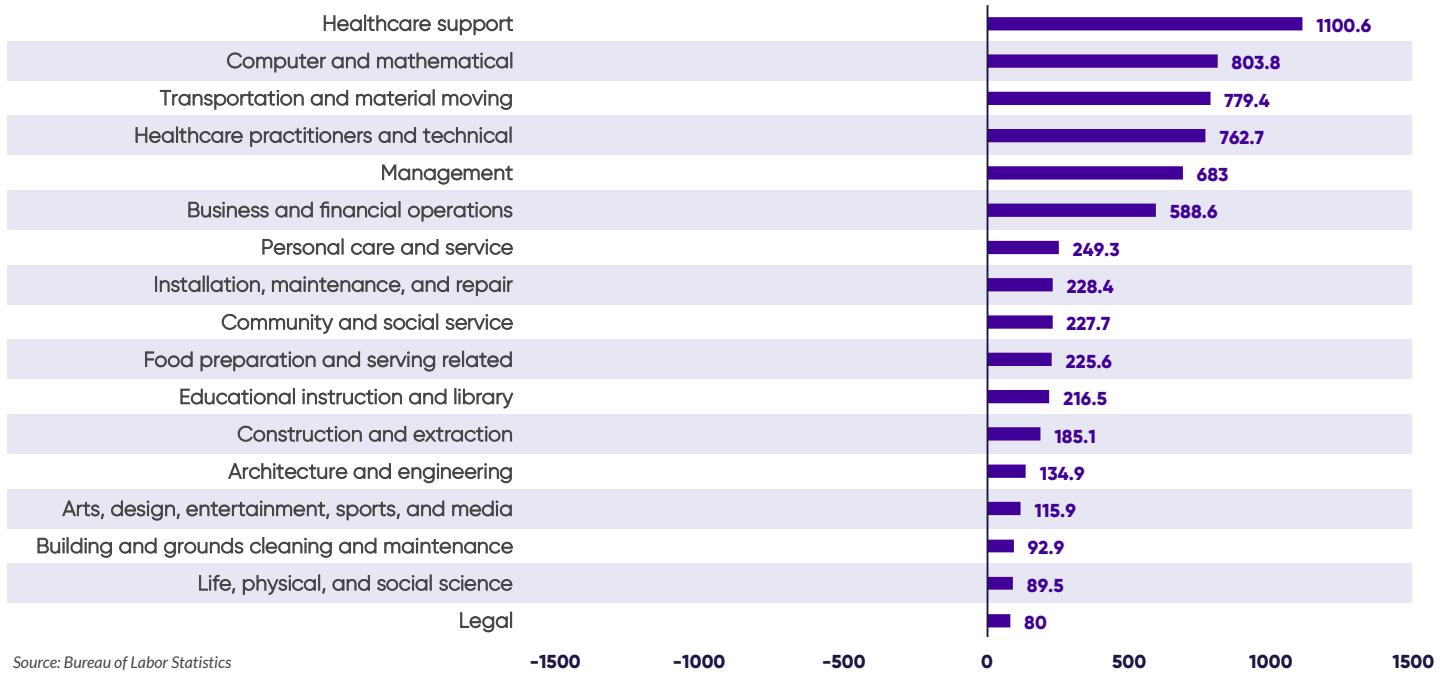


The value of a college degree or credential is clearly evident, and opportunities exist for both students and schools. Unemployment for those classified as Some College, No Degree exceeds that of those with degrees by nearly double. Those with Associate degrees saw the most significant improvement in unemployment in 2023.



**High Opportunity programs exist in the 5-year and 10-year horizon.** These are fields where job growth surpasses degree completions. Schools that fill the gaps within these fields of study are positioned to fulfill unmet demand and may see enrollment growth. Healthcare and Computer and Mathematical occupation groups are expected to experience the greatest growth.

**Employment by Major Occupational Group Projected 2032 Employment Change**  
(Number in Thousands)



Source: Bureau of Labor Statistics

# Recommendations

- /01** Focus on the SCNC audience. This means creating easier entry points with those who bring prior credits, and it also includes focusing on recently stopped-out and at-risk students within your current student population.
- /02** Be prepared to tell the value of both higher education in general AND your schools or programs.
- /03** Students must understand why they should return to school before they'll ever think about where they'll return to school. Accomplish this with outcomes-focused content aimed at building awareness and educating the audience before they enter the consideration process.
- /04** Adopt a student-centered full-funnel approach to marketing. While many schools are focused on performance marketing and inquiry generation, a modern approach requires the establishment of strong brand awareness and ends with effective nurturing and engagement throughout the decision-making and application process.
- /05** Offer flexible programs that appeal to a younger demographic, who seek opportunities to study part-time and online within a work-school-life balance.
- /06** Focus program development on career-focused outcomes that align with growing employment opportunities. Work with local employers to identify program opportunities and create programs that meet their on-job needs.