

# Adult Learners Preliminary Findings

For the Talent Team  
July 2009

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Dean, College of Business

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Director of iLabs

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Assistant Professor



# Agenda

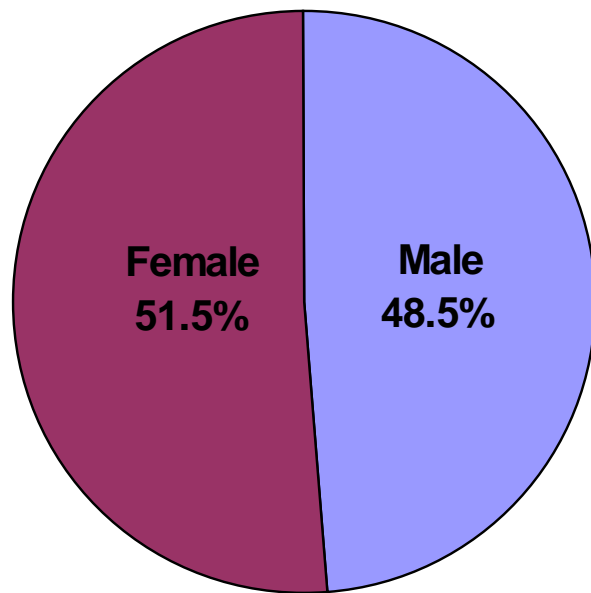
- Methodology
- Demographics – Full Sample
- Attitudes and Barriers – Total Sample
- Demographics – Stop-outs
- Attitudes and Barriers – Stop-outs
- Cluster Analysis

# Methodology for Project

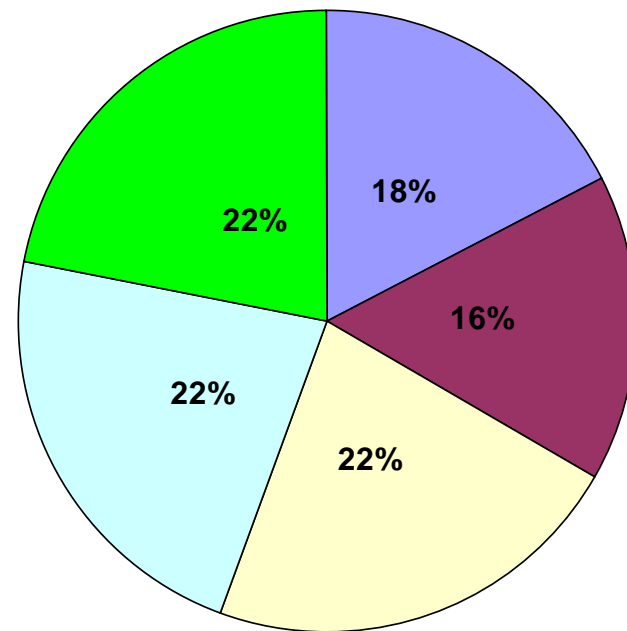
- Unique Set of Data
- Telephone Survey
  - 25-34 yrs old, previous college credits-no degree, 8 counties
  - 599 respondents – 39% Stop-outs
- Hypothesis Test for Relationship and Explanation
- Cluster Analysis for Stop-outs group

# Demographic Overview – Full Sample

**Gender**



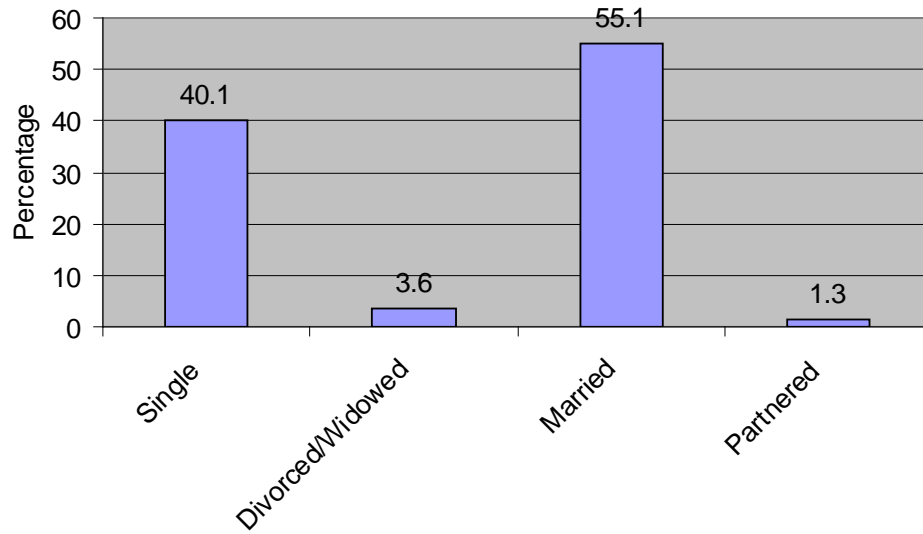
**Age (Average 29.8)**



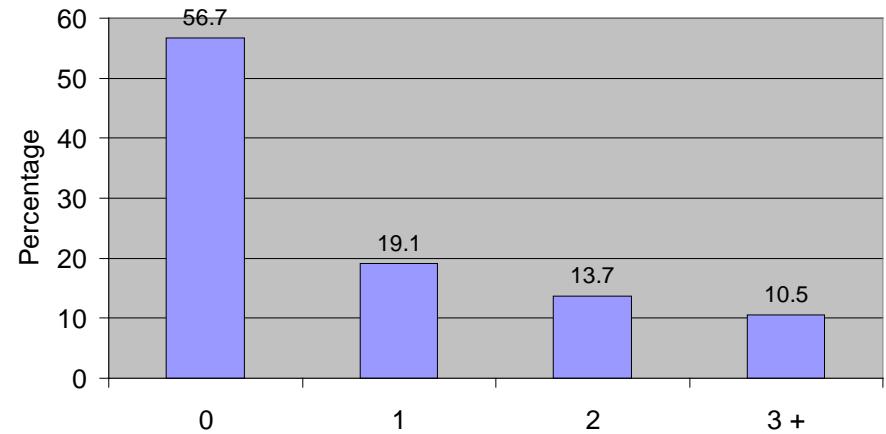
■ 25-26 ■ 27-28 ■ 29-30 ■ 31-32 ■ 33-34

# Demographic Overview – Full Sample

### Marital Status

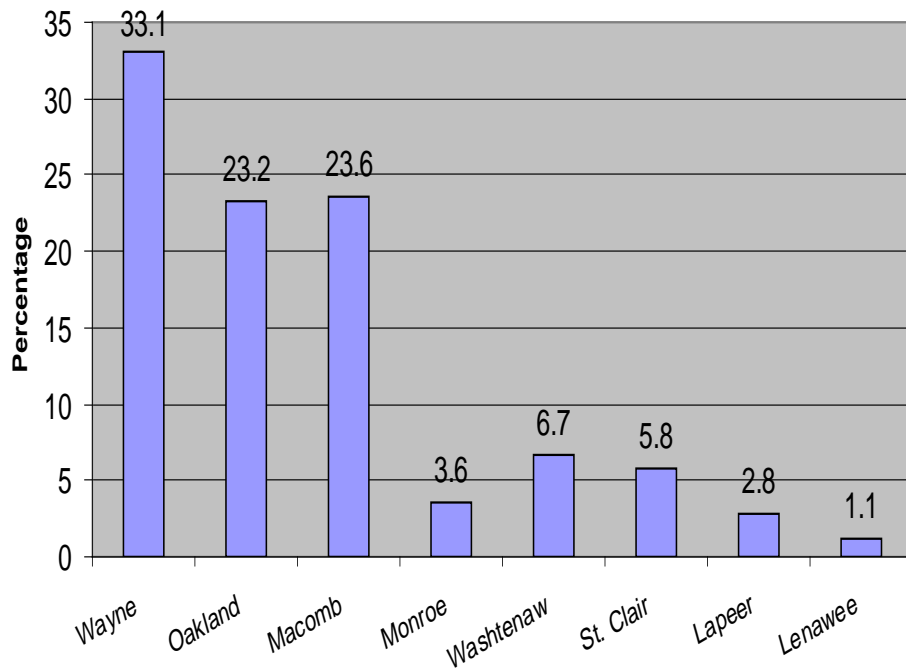


### How many children under the age of ten are you the primary caregiver for?

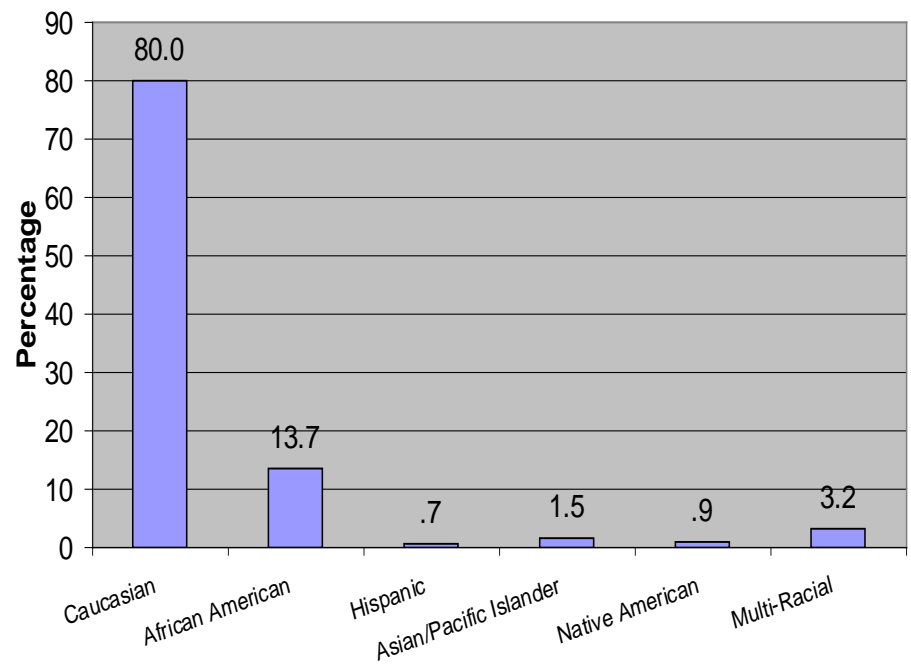


# Demographic Overview – Full Sample

## County of Residence

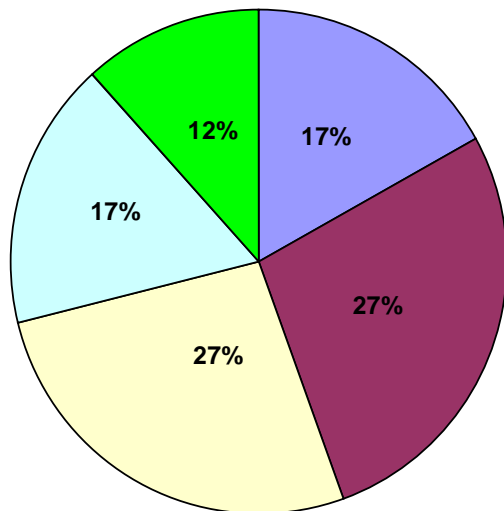


## Race and Ethnicity



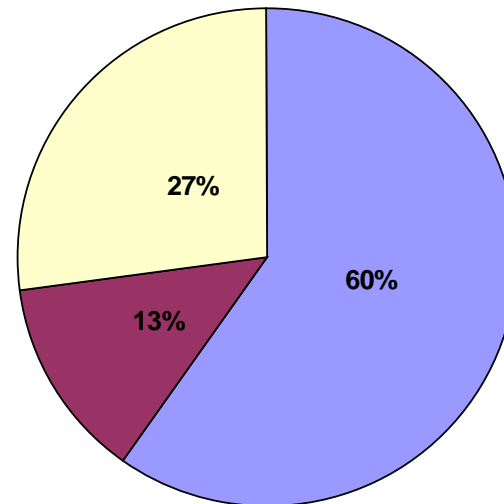
# Demographic Overview – Full Sample

## Annual Household Income



■ less than \$25,000 ■ \$25-50 ■ \$50-75K ■ \$75-100K ■ \$100K +

## You are employed:

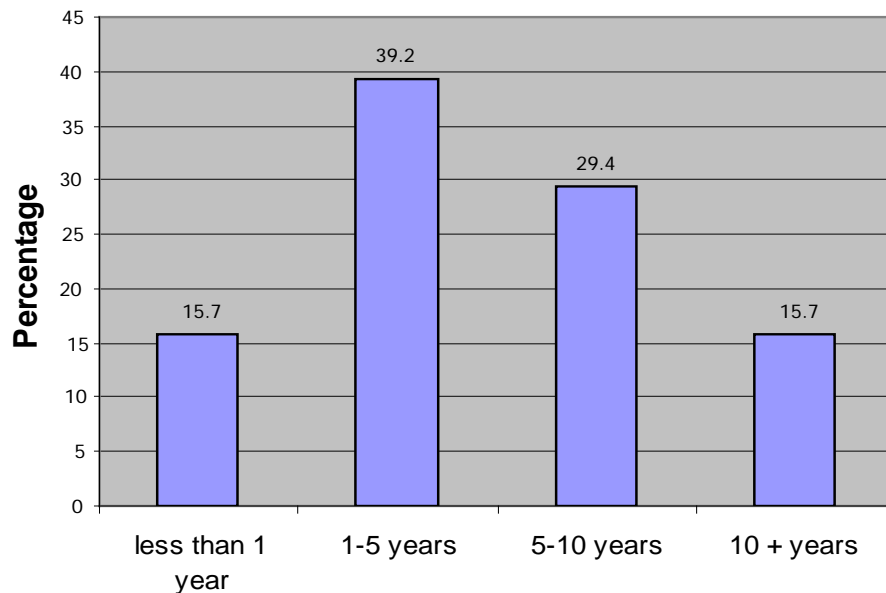


■ Full-Time ■ Part-Time ■ Not Employed

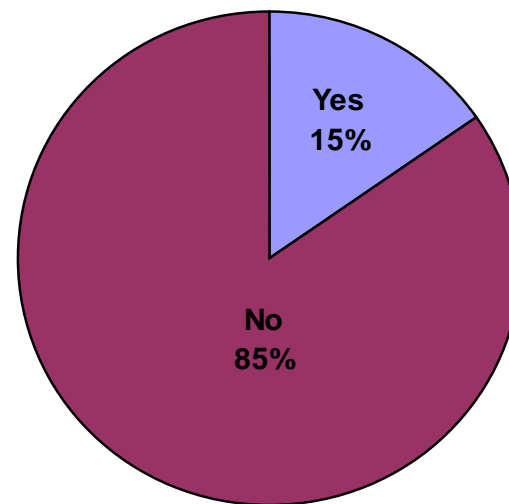
Note: Not employed is different from unemployed. Individuals may choose not to be in the workforce.

# Demographic Overview – Full Sample

**How long have you been employed by your current employer?**



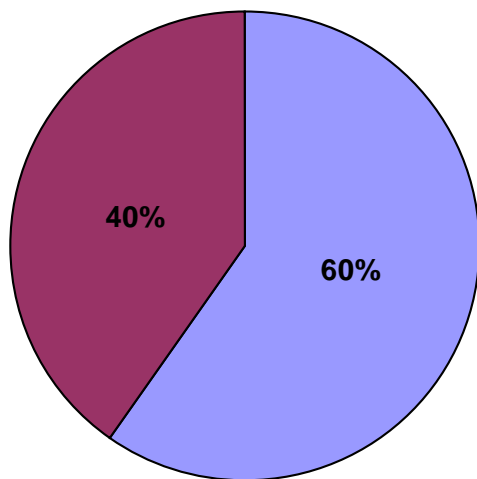
**Have you been laid off in the past two years?**







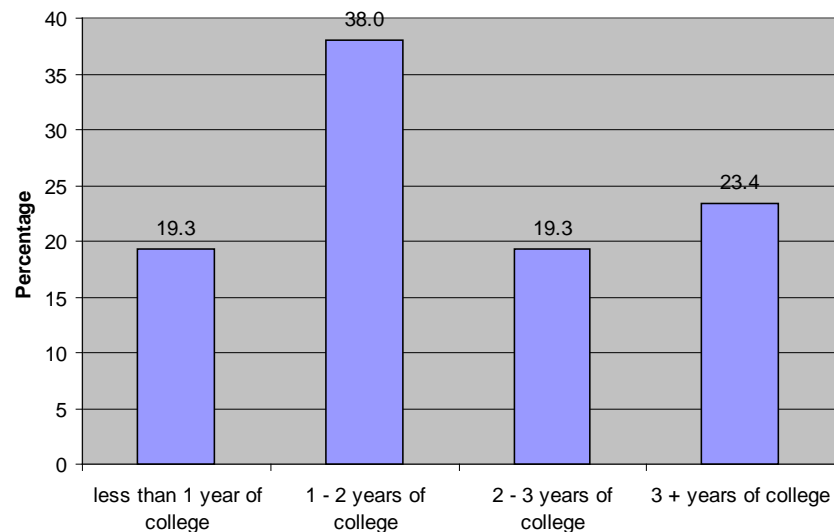
# Demographic Overview – Full Sample

You would describe the last college attended as a:

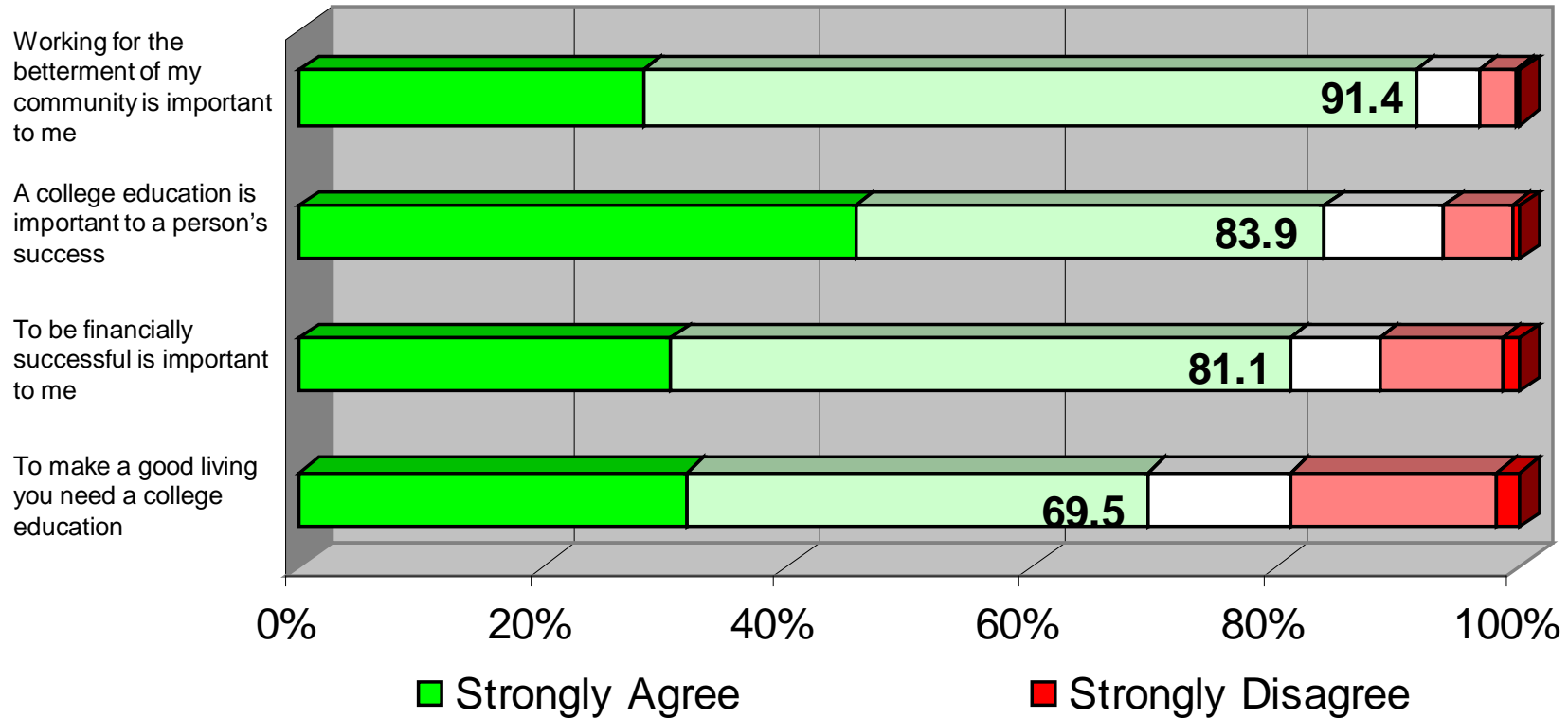


 Four-year university/college     Two-year community college

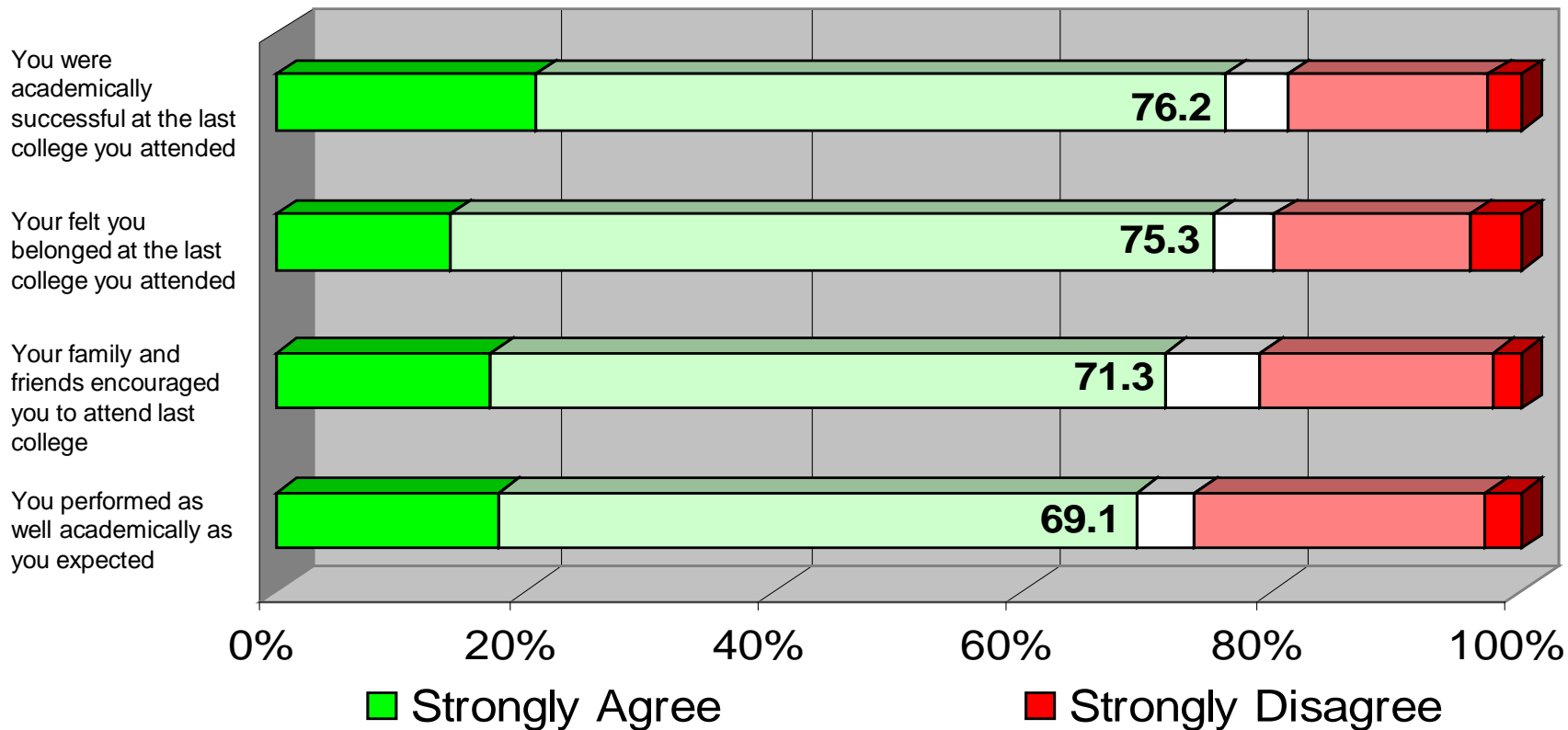
You said you have previously earned college credits, you completed:



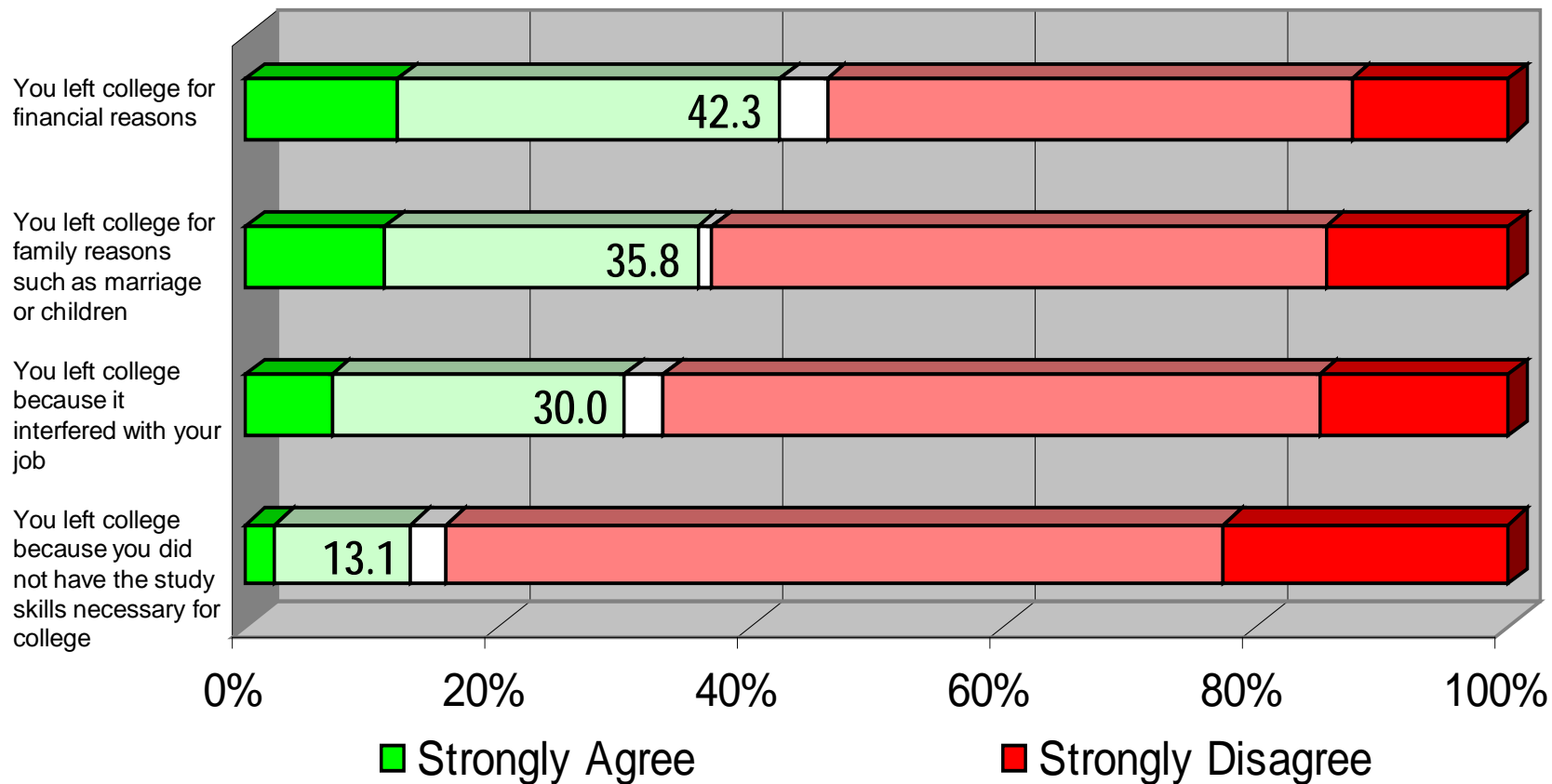
# Values and Views of Education – Full Sample



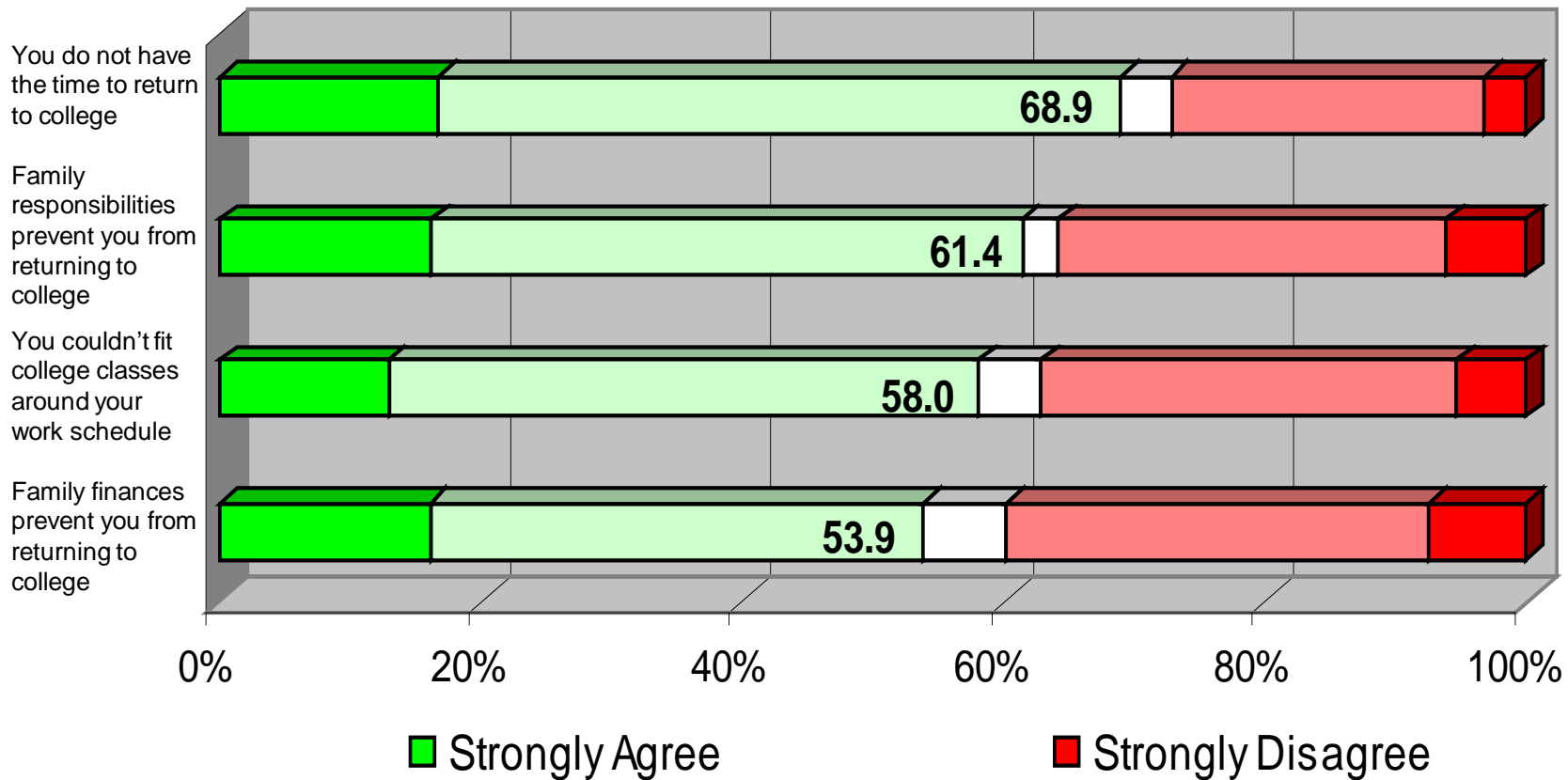
# Previous Experience – Full Sample



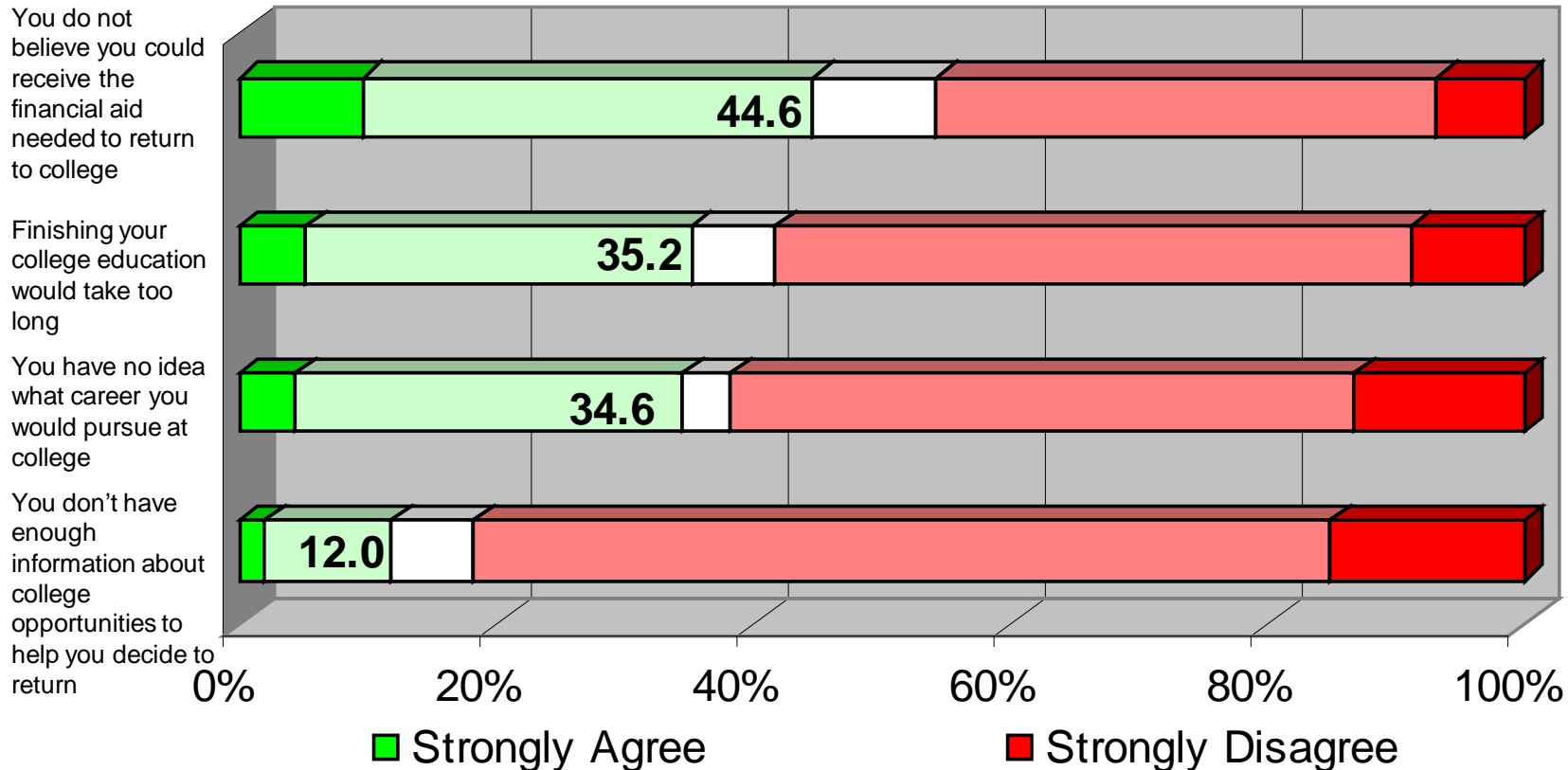
# Reasons for Leaving – Full Sample



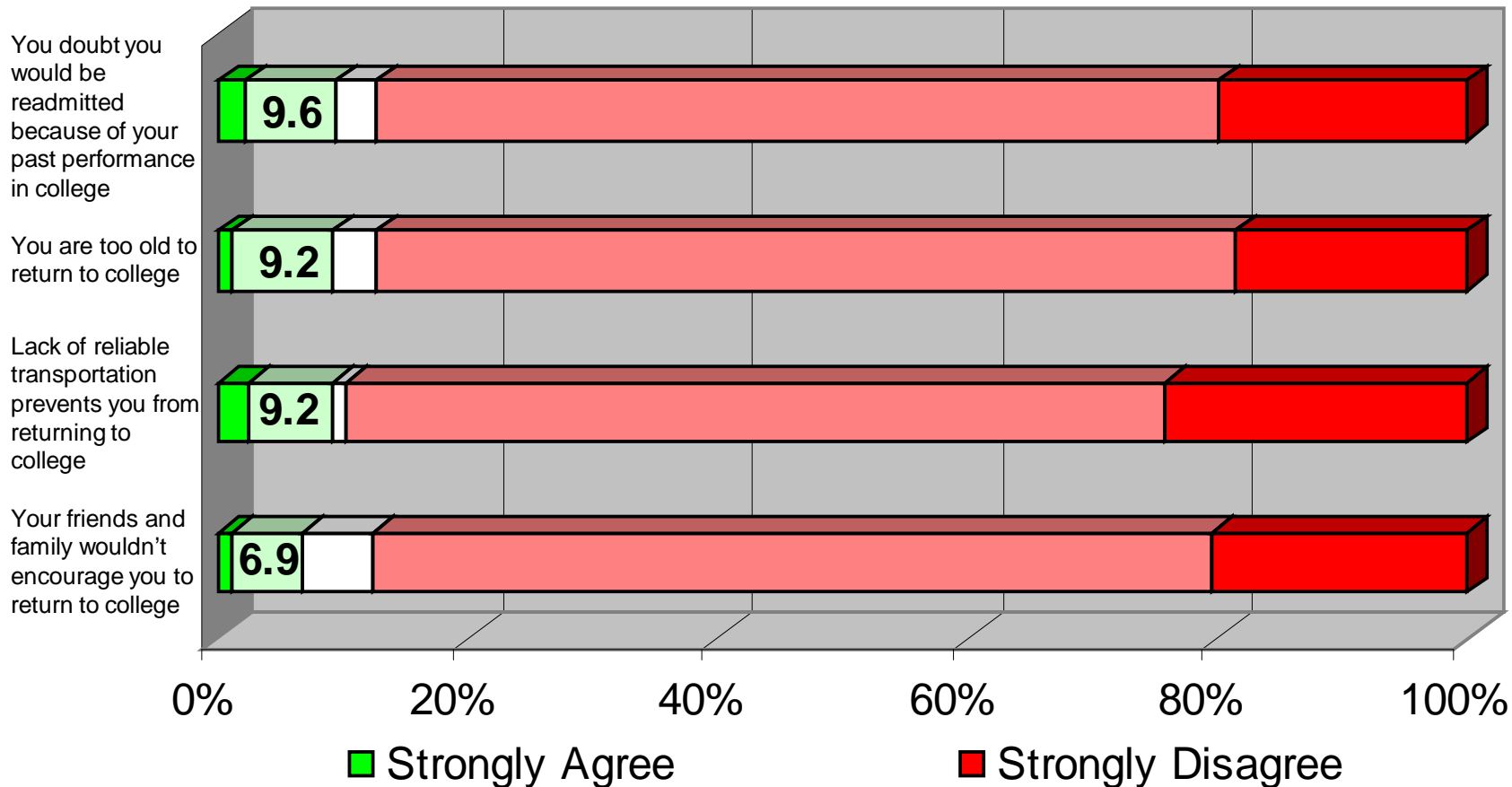
# Barriers to Return – Full Sample



# Barriers to Return – Full Sample

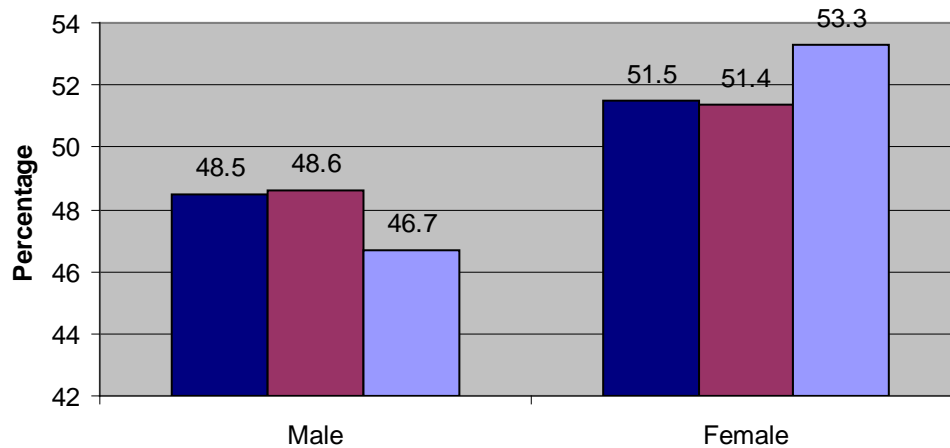


# Barriers to Return – Full Sample



# Demographic Overview – Stop-outs vs. Not Likely to Return

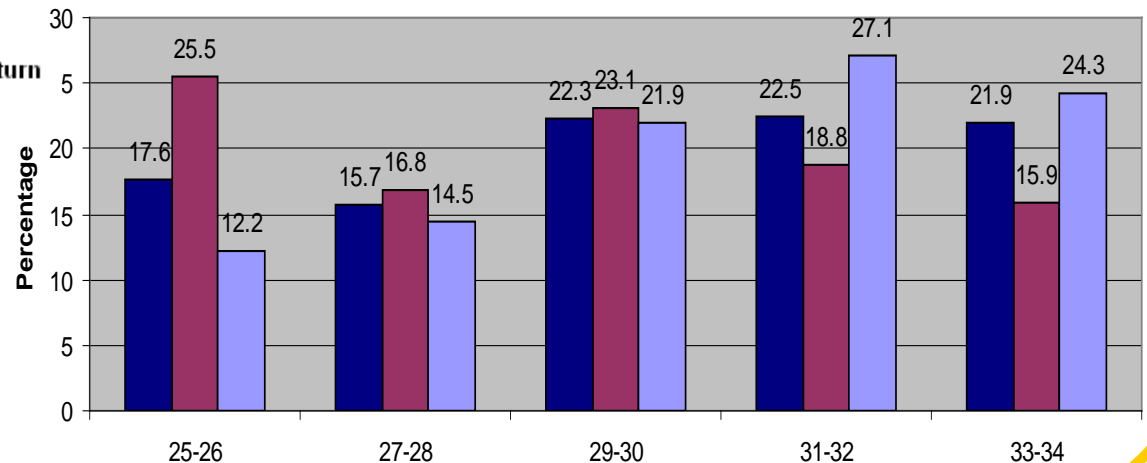
**Gender**



Note: The Stop-out group (39% of the full sample) indicate they are “likely” or “very likely” to return to college in the next few years. The Not Likely to Return group (37% of the full sample) indicate they are “unlikely” or “very unlikely” to return to college in the next few years. The remaining 24% of the full sample indicate they are “somewhat likely” to return in the next few years, but are not included in the frequencies of either subgroup.

**Age (Average of Stop-outs 29.2)  $p < .001$**

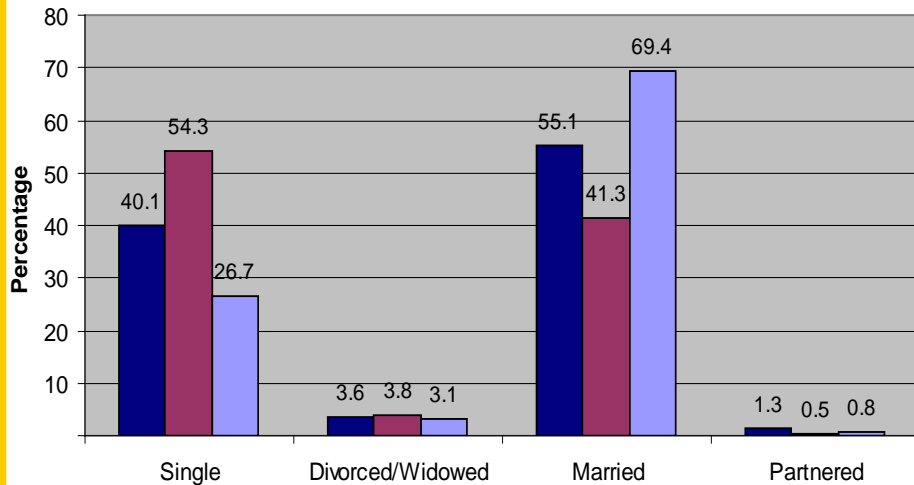
Full Sample
  Stop-outs
  Not Likely To Return



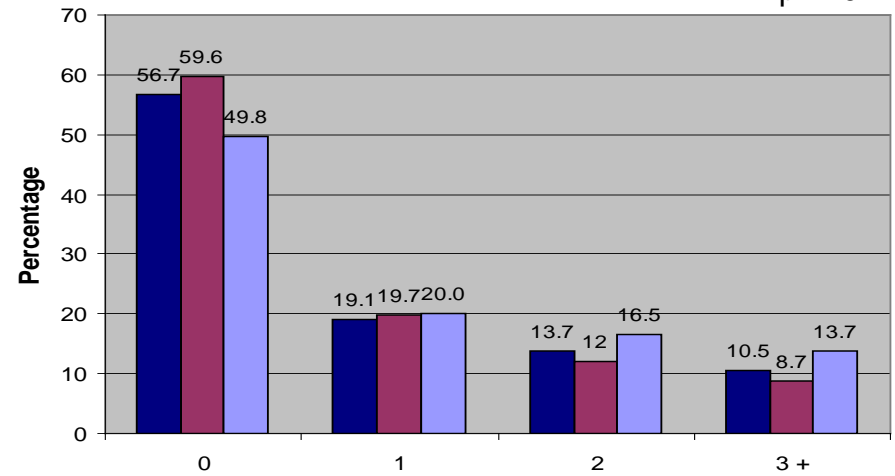


# Demographic Overview — Stop-outs vs Not Likely to Return

**Marital Status**  $p < .001$

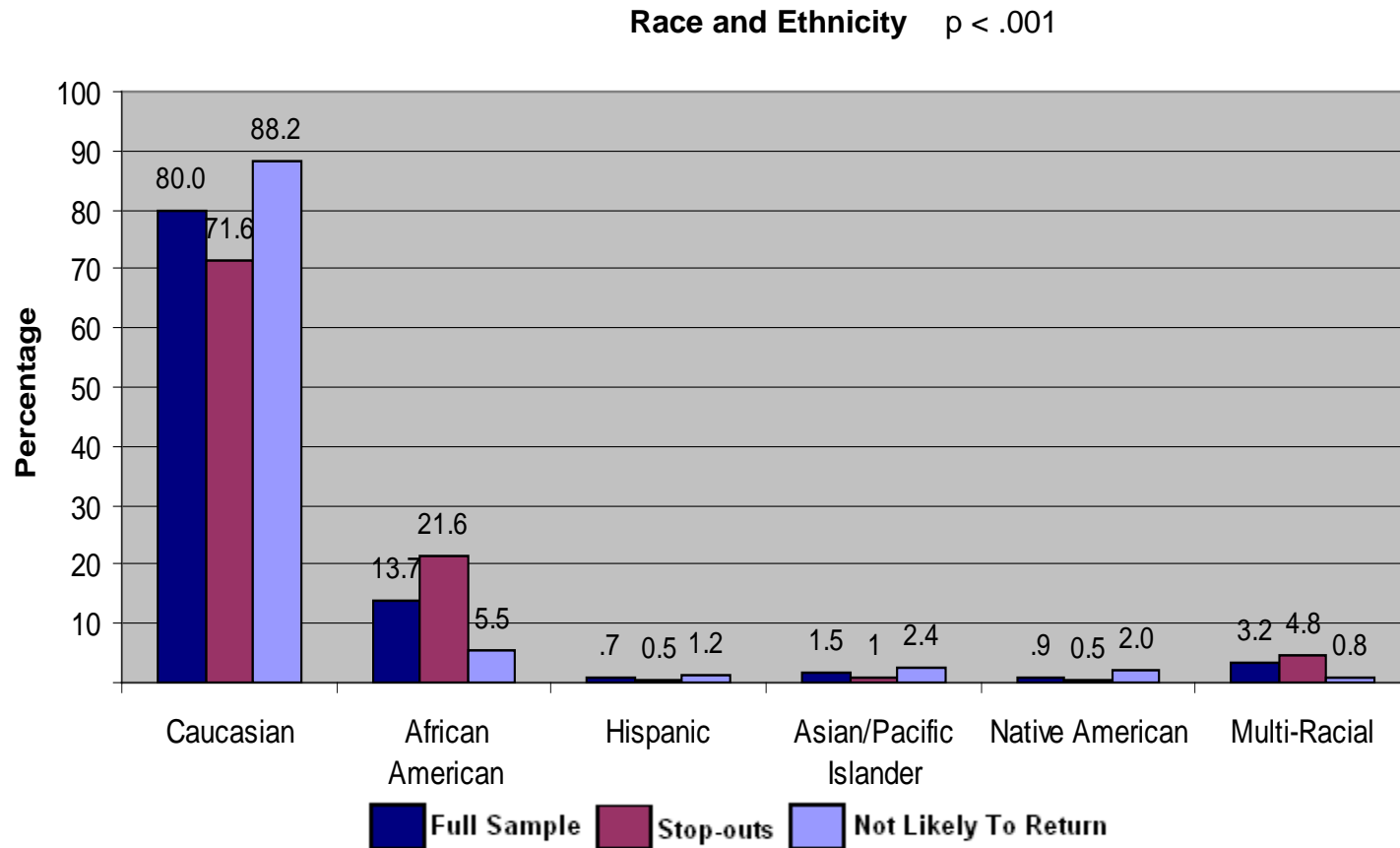


**How many children under the age of ten are you the primary caregiver for?**  $p < .01$

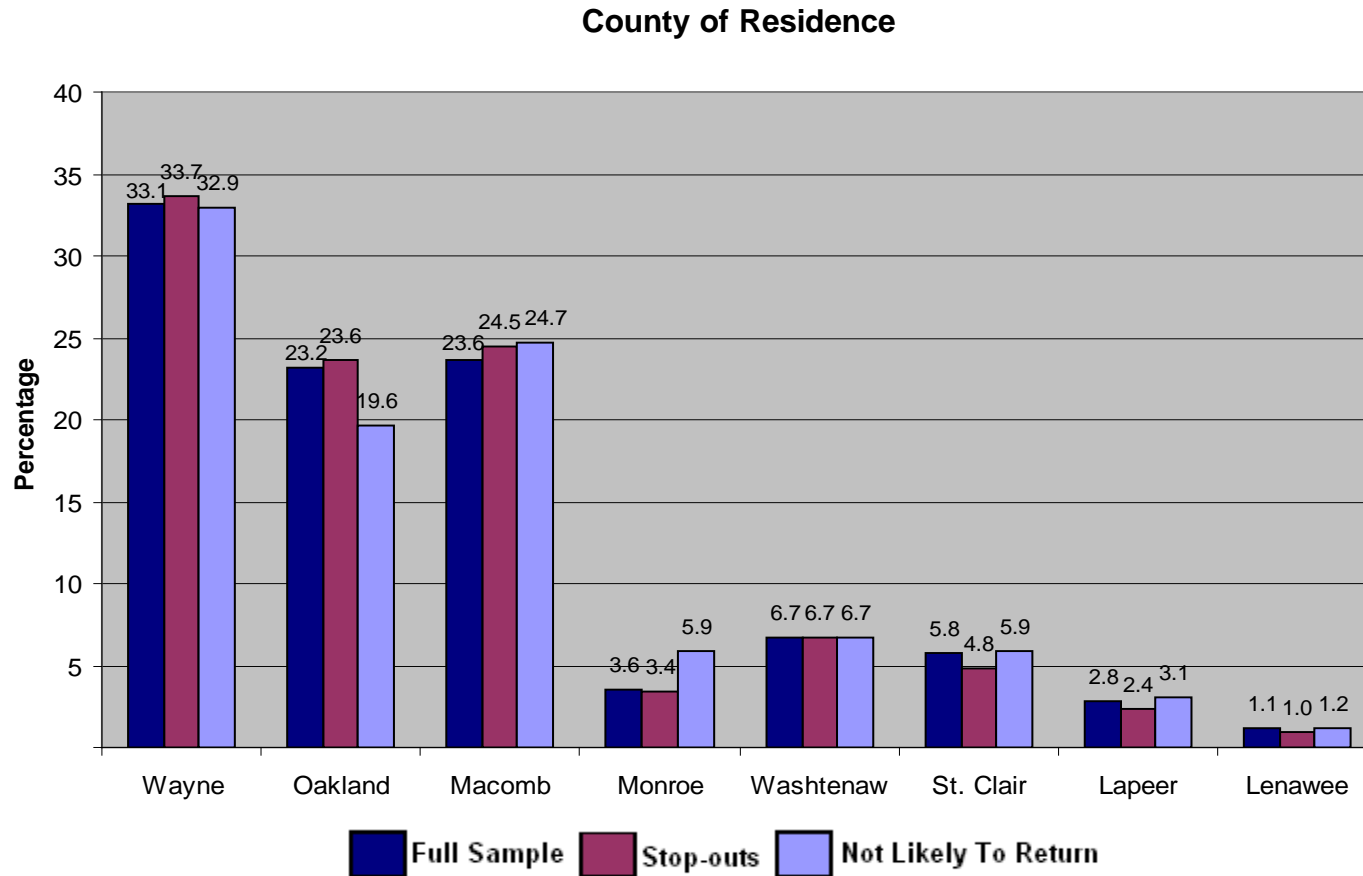


Full Sample
  Stop-outs
  Not Likely To Return

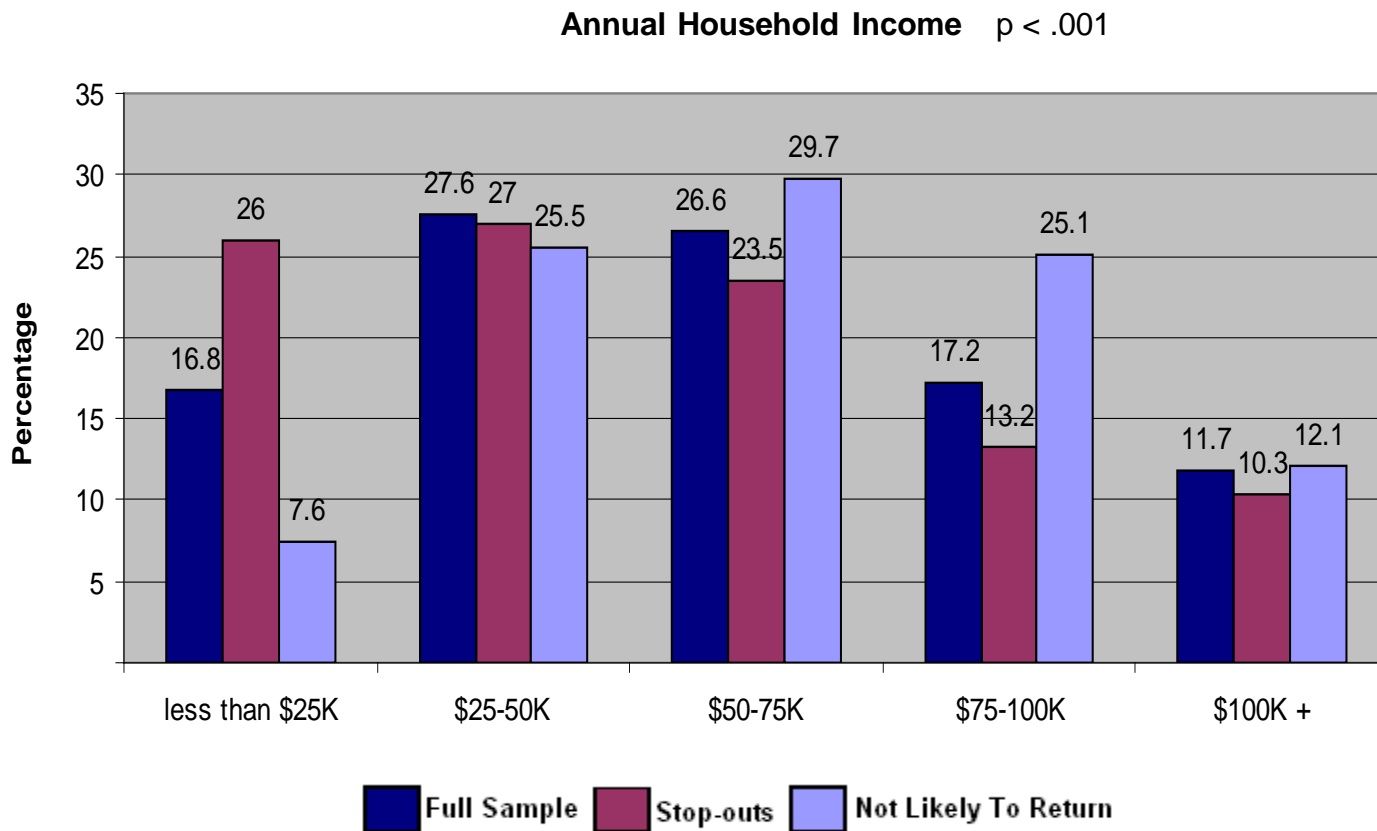
# Demographic Overview – Stop-outs vs Not Likely to Return



# Demographic Overview – Stop-outs vs Not Likely to Return

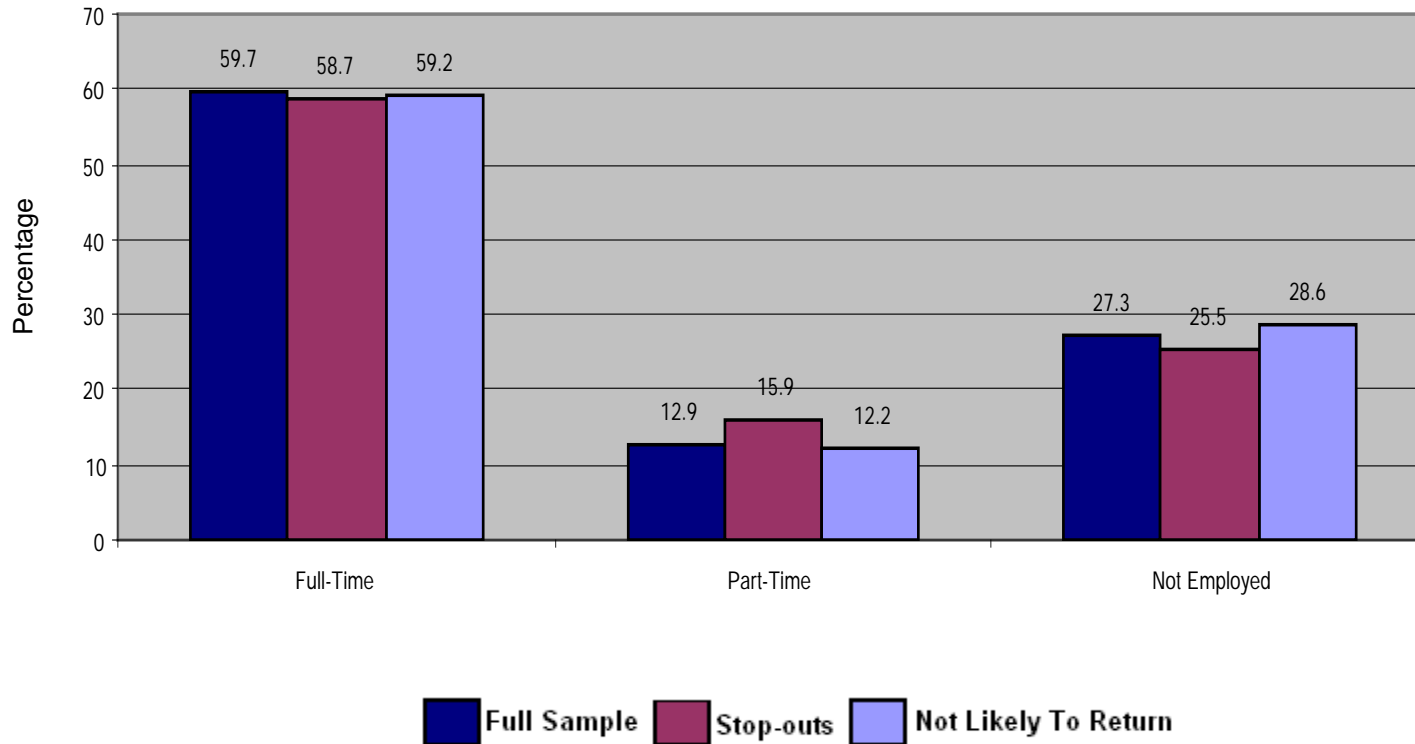


# Demographic Overview — Stop-outs vs Not Likely to Return



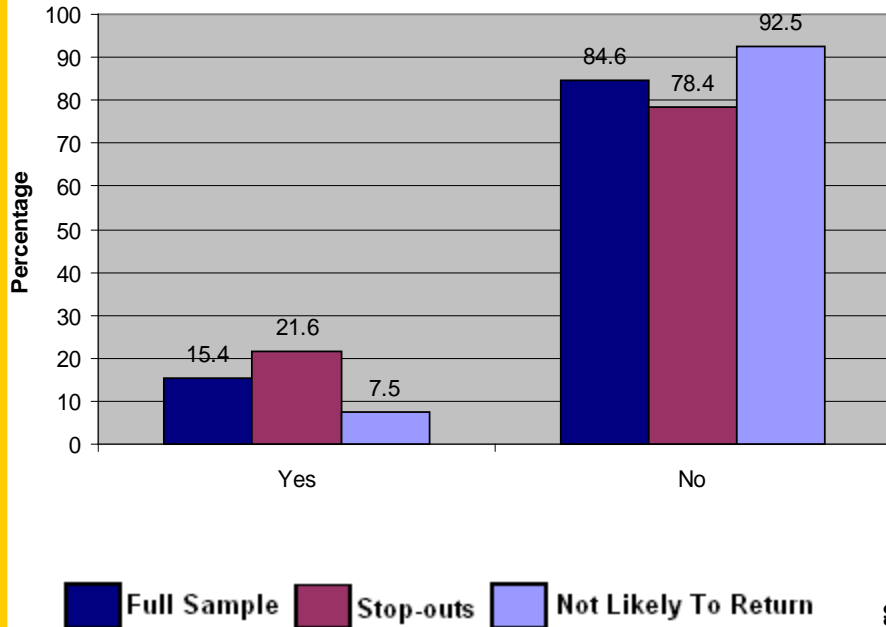
# Demographic Overview — Stop-outs vs Not Likely to Return

You are employed:

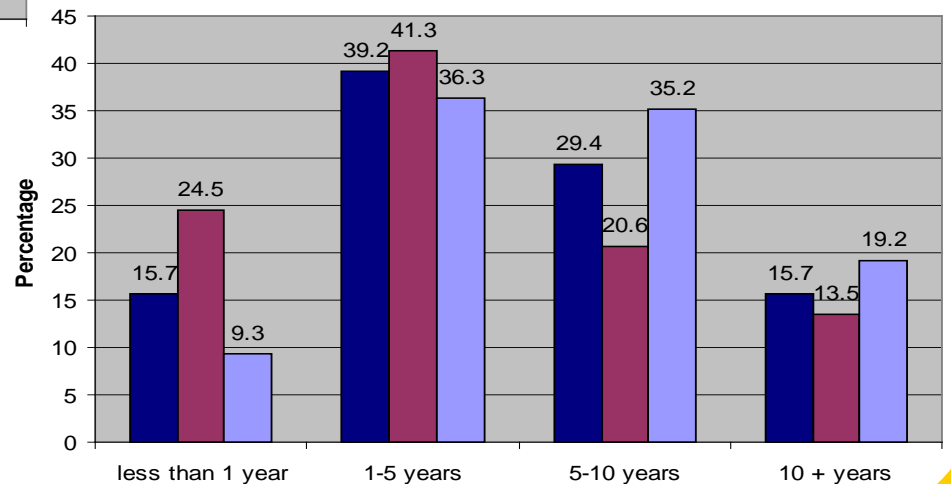


# Demographic Overview – Stop-outs vs Not Likely to Return

Have you been laid off in the past two years?  $p < .001$

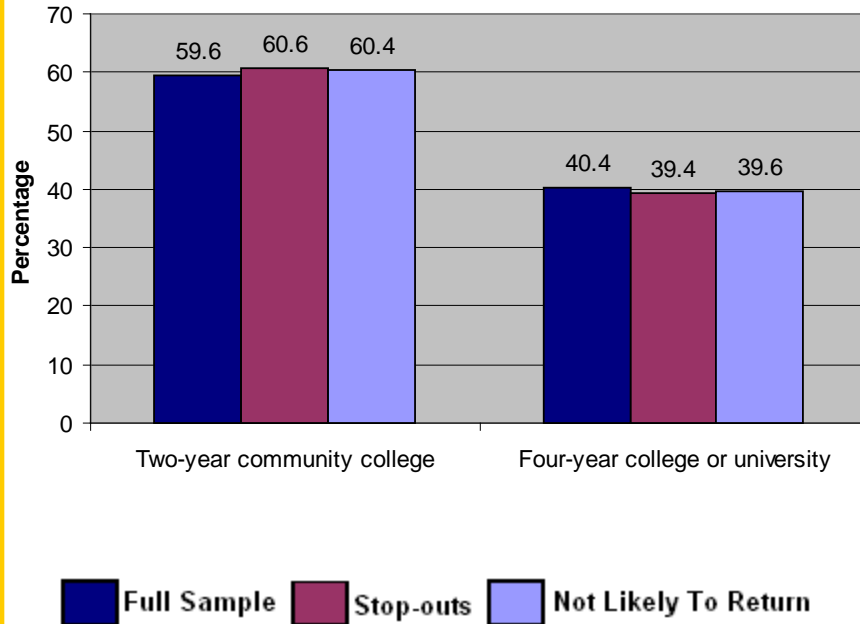


How long have you been employed by your current employer?  $p < .001$

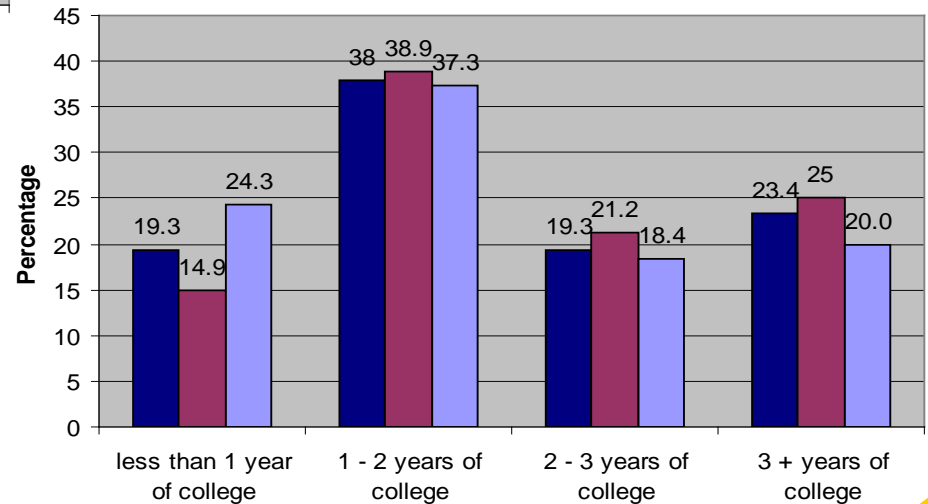


# Demographic Overview – Stop-outs vs Not Likely to Return

You would describe the last college you attended as a:

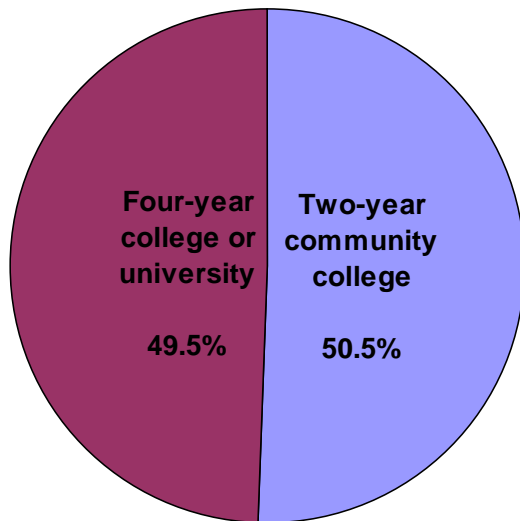


You said you have previously earned college credits, you completed:  $p < .05$

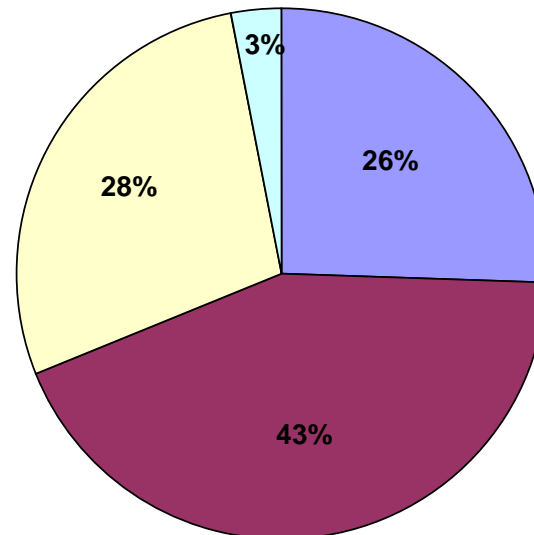


# Demographic Overview – Stop-outs Only

Within the next few years, you plan to attend a:



Your long-term educational goal is best described as completing an:

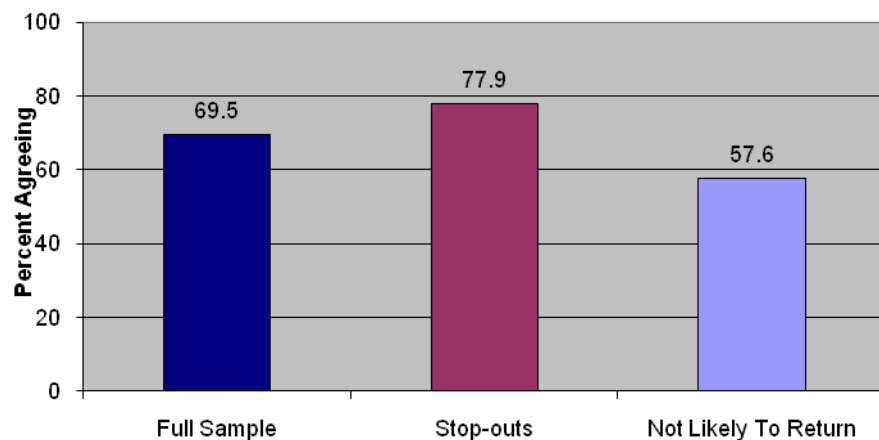


■ Associate Degree ■ Bachelor Degree ■ Masters Degree ■ Doctoral Degree

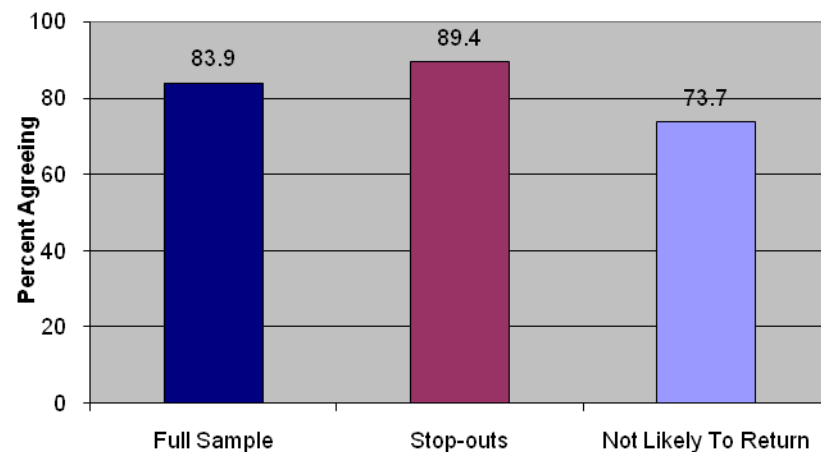


# Views of Education – Stop-outs vs Not Likely to Return

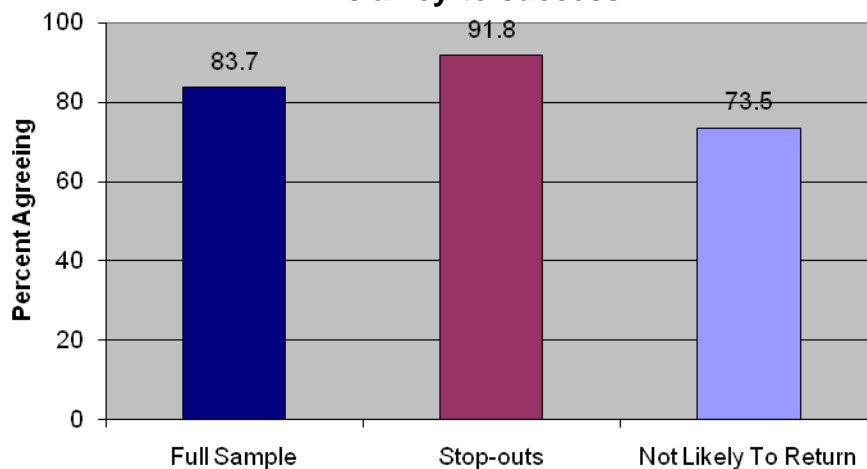
To make a good living you need a college education



A college education is important for a person's success



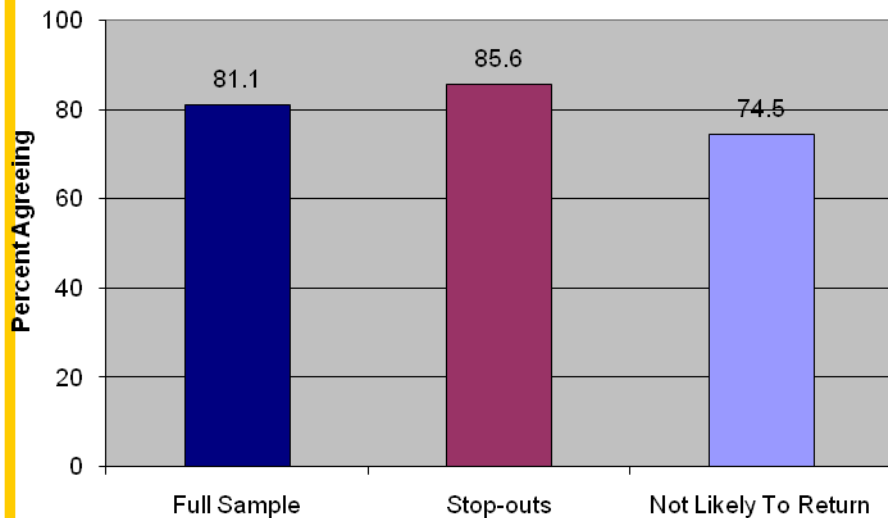
Your family and friends believe a college education is a key to success



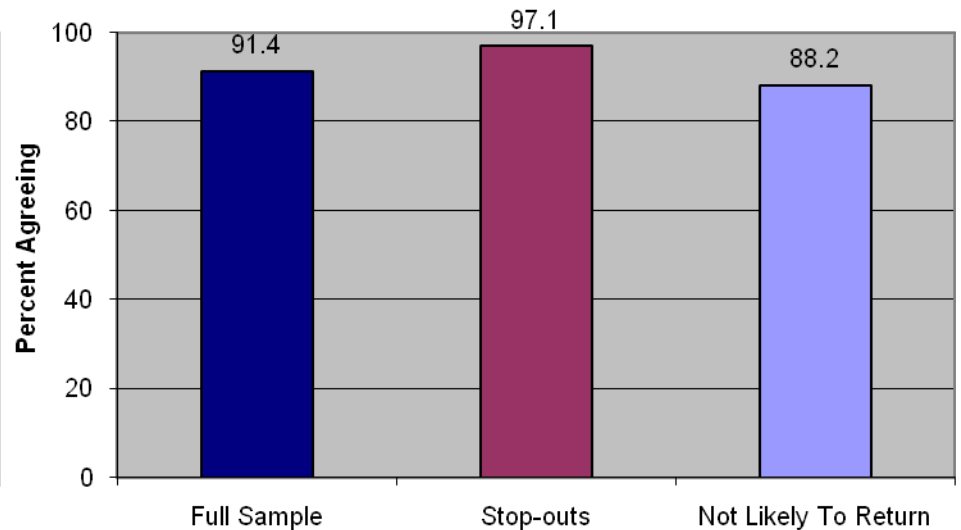
All three  
 $p < .001$

# Values – Stop-outs vs Not Likely to Return

To be financially successful is important to me



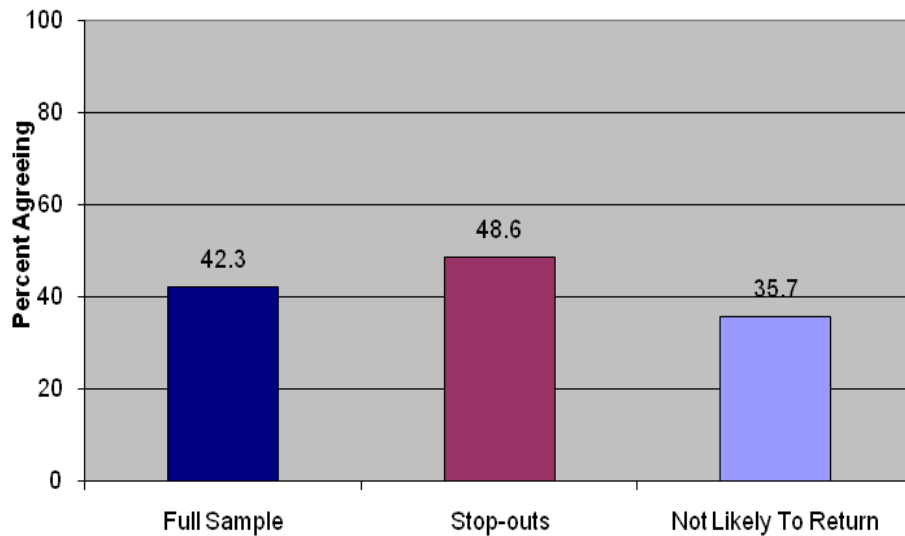
Working for the betterment of my community is important to me



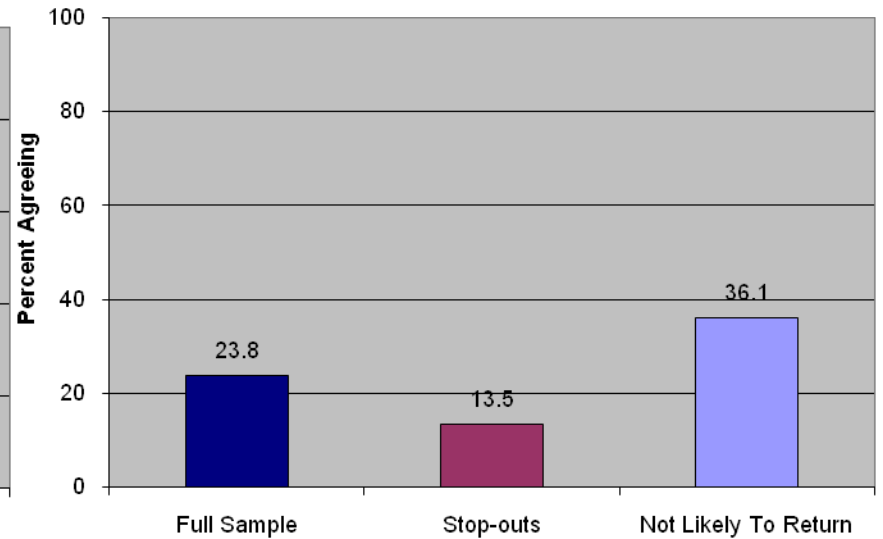
Both  
 $p < .001$

# Reasons For Leaving – Stop-outs vs Not Likely to Return

You left college for financial reasons  $p < .05$

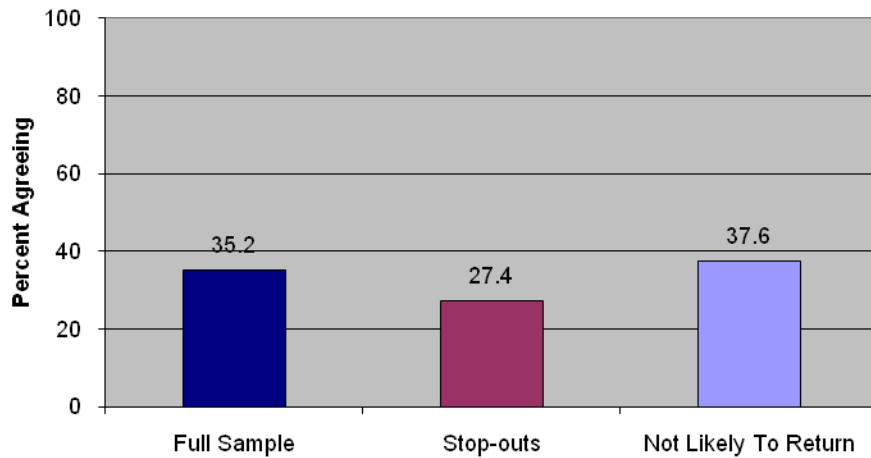


You left college because continuing wouldn't have benefited your career  $p < .001$



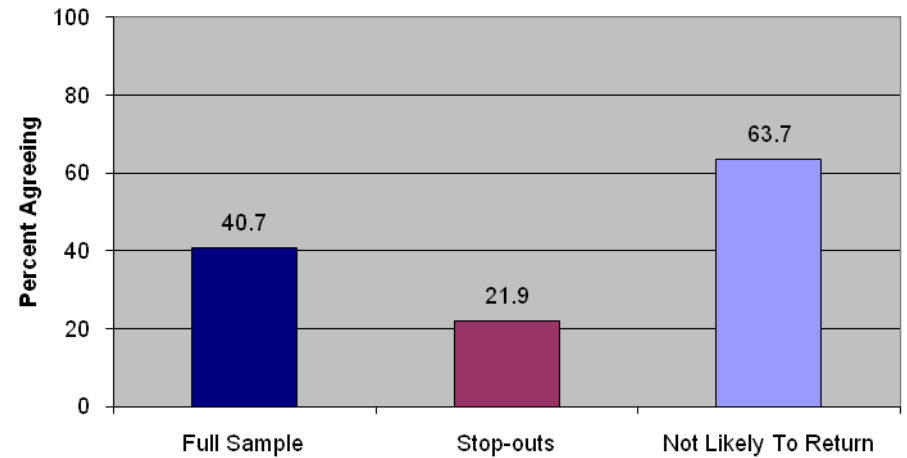
# Barriers to Return – Stop-outs vs Not Likely to Return

### Finishing your college education would take too long



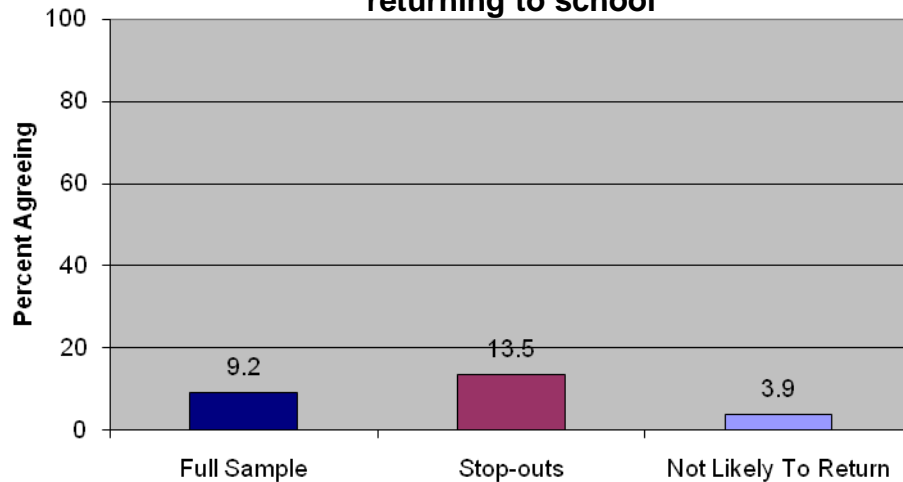
$p < .01$

### Your job doesn't require a college degree



$p < .001$

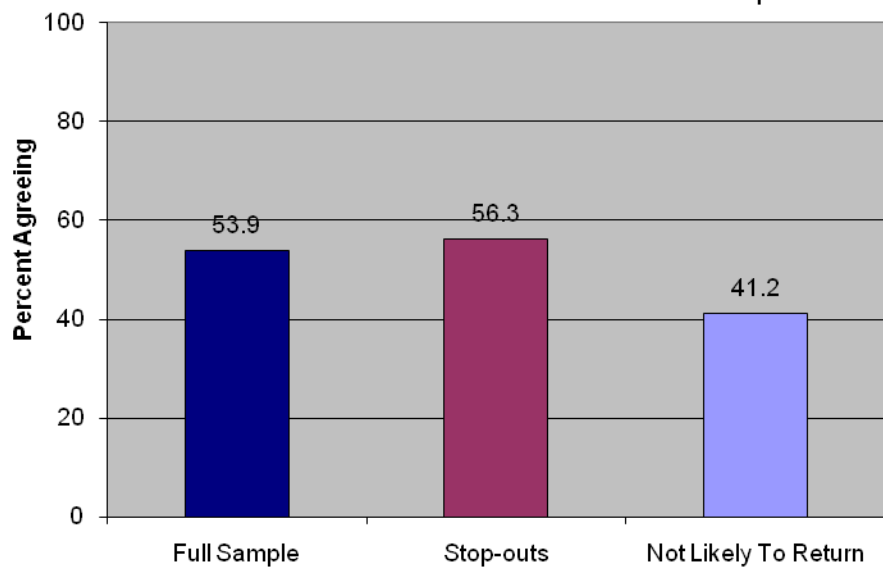
### Lack of reliable transportation prevents you from returning to school



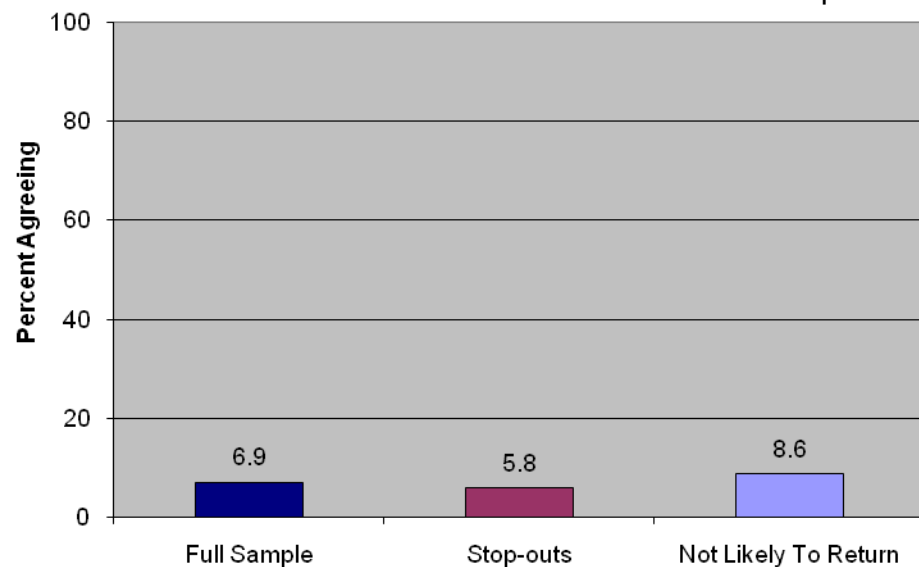
$p < .001$

# Barriers to Return – Stop-outs vs Not Likely to Return

Family finances prevent you from returning to college  $p < .01$



Your friends and family would not encourage you to return to college  $p < .01$

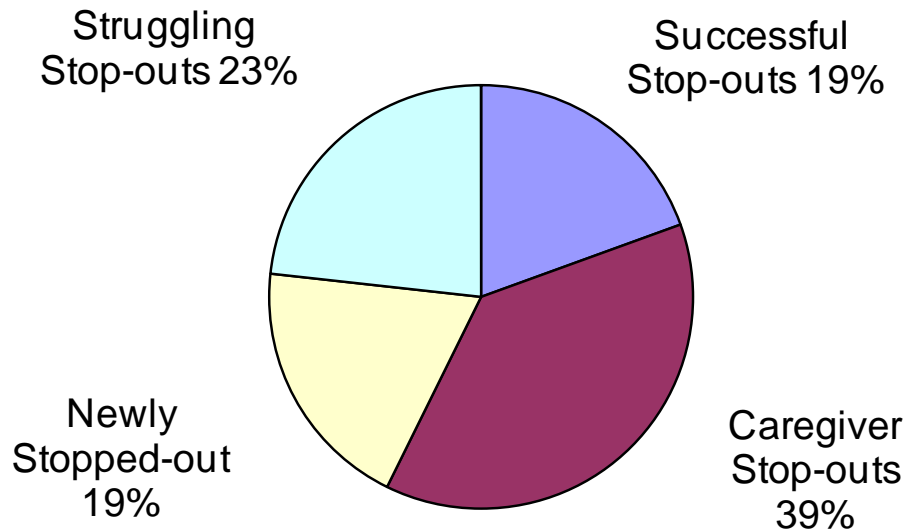


# Key Findings

- Potential Market of 50,000+
- Younger & more college experience likely to say they will return
- 43% have 2+ years of college
- Positive feelings about previous college success/experience
- Disproportionate amount of CC experience
- African Americans more likely to say they will return
- Displaced Worker more likely to say they will return
- Rational thought process
  - Recognize value
  - Concerned about time
  - Concerned about costs

# Cluster Analysis

# Cluster Distribution – Stop-outs





# Cluster 1 – Successful Stop-outs

- Represents 19% of the 'Stop-outs'
- 75% male, 30 years of age, 78% Caucasian
- 60% married/partnered
- 16% have children, 30% are primary caregiver
- 80% work full-time (More than half are primary financial support)
- Highest income (2/3 report household income of at least \$50K/year)
- 90% believe they were academically successful, Problem fitting school around work schedule.
- Have no idea what career they would pursue if they returned to college

# Cluster 2 – Caregiver Stop-outs

- Represents 39% of the 'Stop-outs'
- 67% female, 32 years of age
- 60% married/partnered
- 50% have 2 or more kids, *99% are primary caregiver*
- 50% full-time workers, 1/3 unemployed
- 66% are primary financial support
- 2<sup>nd</sup> Highest Income (More than half report household income of at least \$50K/year)
- Most likely to agree they left college for family reasons, (*slightly*) more likely to return for a 2-yr degree

# Cluster 3 – Newly Stopped-out

- Represents 19% of the 'Stop-outs'
- 55% male, 26 years of age
- 90% single, 100% no children
- 30% full-time workers, 40% unemployed
- 89% are not primary financial support
- 1/3 report household incomes of less than \$25K/year
- 1/3 feel they were not successful at previous college. They have the most college experience. Family responsibility and finances do not prevent them from returning to college.

# Cluster 4 – Struggling Stop-outs

- Represents 23% of the 'Stop-outs'
- 45% male, 26.5 years of age
- 77% single, 100% are primary caregiver
- More than half have children
- 67% full-time workers
- 84% are primary financial support
- 40% with incomes of less than \$25K/year (lowest household income)
- They left college for financial reasons. Likely to be involved in community projects. Almost all (99%) say family and friends think college is key to success

# Cluster Summary

- No Difference in previous college attendance (2-yr vs. 4-yr)
- All agree that family responsibility keeps them from returning to college except the *Newly Stopped-outs*.
- Family Finances a problem for *Struggling Stop-outs*
- *Newly Stopped-outs* report lack of reliable transportation (25%)
- *Successful Stop-outs* and *Struggling Stop-outs* report more work schedule problems
- *Caregiver Stop-outs* more likely to pursue 2-yr degree, *Newly Stopped-outs* and *Struggling Stop-outs* – Bachelors, *Successful Stop-outs* – Graduate degree.