YOUR MARKETING GUIDE TO THE 4 KINDS OF Adult Learners

By 2022, 10 million adults are projected to enroll in a higher education program. To effectively target, enroll, and retain this population, it is vital to develop recruitment strategies that address their varying behaviors, motivations, and needs.

Meet the Adult-Learner Audiences

Careful research shows that adult learners fit into one of four categories. When you create separate recruiting strategies for each market segment, you’re more likely to increase the interest, enrollment, and retention of qualified students in your programs.

Career ADVANCERS

Career advancers want to move up the corporate ladder or transition into a related field, but oftentimes need guidance on how to do so.

**CAREER ADVANCERS**

- **Motivations**
  - Degree completers want credentials as quickly and efficiently as possible to remain flexible in the workforce.
  - Career searchers seek a new career direction and value mentorship opportunities.
  - Lifelong learners value the experience of learning something new for personal or professional development.
- **Considerations**
  - Degree completers: Make it clear how simple and quick it is to transfer credits or to earn them for work/life experience. Focus your messaging on ease of completion and future potential.
  - Career searchers: Career searchers are more interested in the overall experiences your program provides than specific outcomes. To pique their interest, showcase student testimonials that point to their degree as the source of newfound success and happiness.
  - Lifelong learners: This audience is curious, and eager to learn without a particular career objective in mind. Center your messaging on the quality of education. Push compelling outcomes forward. Highlight what NEW information will be learned.
- **Program Preferences**
  - Degree completers: Look for programs that emphasize credit transfer. Emphasize ease of completion and future potential. Emphasize online programs.
  - Career searchers: Career searchers are more interested in the overall experiences your program provides than specific outcomes. To pique their interest, showcase student testimonials that point to their degree as the source of newfound success and happiness.
  - Lifelong learners: Focus on the quality of the faculty and the engagement opportunities available.

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Career searchers seek a new career direction and value mentorship opportunities.

Lifelong learners value the experience of learning something new for personal or professional development.

Capture the Adult-Learner Market Today.

Show adult learners your school is the choice for them by tailoring your messaging to speak to each unique audience. If you have questions about capturing this growing market, Wiley Education Services can help. Contact us to learn more about our higher education market strategy, marketing, recruiting, and retention services.

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