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 attract the interest, engagement, and retention of qualified students in your programs.

**Career Advancers**
- Wants the Executive Suite
- Encouraged by a Manager
- Has Tuition Reimbursement
- Seeks High-Quality Program
- Wants Immediate Relevancy
- Compares Programs Closely
- Relates to Current Field
- Engaged with Faculty & Peers
- Online, Campus, Blended

**Career Searchers**
- Wants the Executive Suite
- Encouraged by a Manager
- Has Tuition Reimbursement
- Seeks High-Quality Program
- Wants Immediate Relevancy
- Compares Programs Closely
- Relates to Current Field
- Engaged with Faculty & Peers
- Online, Campus, Blended

**Degree Completers**
- Wants a Variety of Options
- New Experiences
- Prioritizes Engagement
- Free or Low-Cost Formats
- High-Quality Experience
- Engaged with Faculty & Peers
- Online or On Campus

**Lifelong Learners**
- Wants the Executive Suite
- Encouraged by a Manager
- Has Tuition Reimbursement
- Seeks High-Quality Program
- Wants Immediate Relevancy
- Compares Programs Closely
- Relates to Current Field
- Engaged with Faculty & Peers
- Online, Campus, Blended

**Marketing Recommendations**
- Focus your messaging on the most compelling outcomes of the program. Give students proof as to how your program can drive their career forward.
- This is a very pragmatic audience. 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 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.
- 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.

Your program must provide specific outcomes, but that alone will not differentiate your program. You must also identify the motivations and needs of each segment to effectively attract and retain adult learners. 

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

**Percentage**
- 40% Career ADVANCERS
- 30% Degree Completers
- 20% Career SEARCHERS
- 10% Lifelong LEARNERS

By tailoring your messaging to speak to each unique audience, you’ll be more likely to attract, engage, and retain the tuition-reimbursing adult learners who make up a growing and essential part of the higher education market. 

**LEARN MORE**