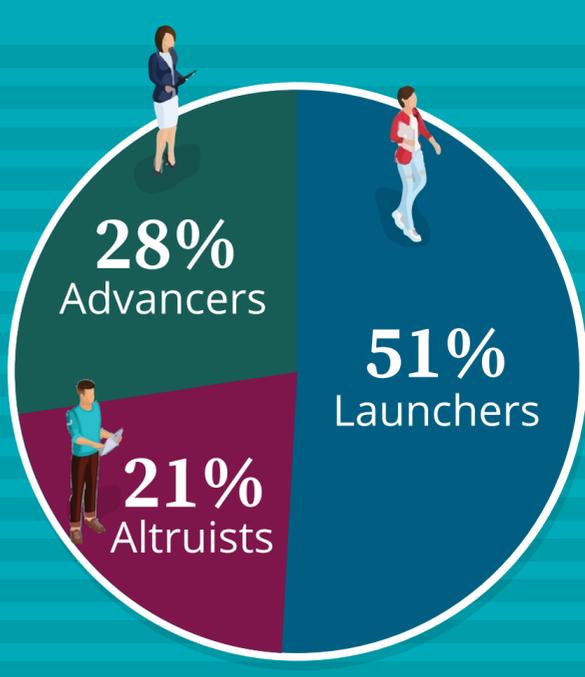


The 3 TYPES of Graduate Students

WHO THEY ARE & WHAT THEY WANT

A recent survey¹ from Wiley Education Services found that the majority of graduate students pursue a degree for three reasons: *to advance their career, to launch a new career, or to achieve a personal goal.* Learn about these types of students to better inform your marketing, enrollment, and retention efforts.



THE THREE TYPES OF GRADUATE STUDENTS

The ADVANCER

Advancers are building upon an existing work foundation to advance in their career. They seek programs that will fit into their busy schedule.

28%
of all graduate students



WON'T

pursue a graduate degree until a skills gap emerges

Key Motivations:

- Wants skills and certificates to advance their career.
- Driven by salary and promotions.
- Desires a career, not a job.

Key Program Considerations:

- **Valued by Employers:** Most interested in programs that center around management topics.
- **Flexible Format:** Desires to continue working; often looking for online or part-time programs.
- **Proven ROI:** Seeking direct benefits on salary.

MOST INTERESTED IN:

- business
- education



Top Concern:

Often finds the selection process for schools and programs stressful, leading to feeling overwhelmed and anxious.

The LAUNCHER

Launchers are prepared to invest time and effort into their studies. They look to programs that increase future earnings and connections.

51%
of all graduate students



KEENLY AWARE

of their skills gap, likely from not qualifying for a specific job.

Key Motivations:

- Eager to gain skills to establish a new, stable career – either a first career or change in career.
- Desires a more stable work schedule.
- Interested in professional development; exploring options such as certifications, boot camps, and MOOCs.

Key Program Considerations:

- **Connections:** Wants to build a network within the program.
- **Job Eligibility:** Places emphasis on learning in-demand skills; primarily drawn to STEM programs and management topics.
- **Traditional Formats:** Prefers in-person, full-time studies to maximize opportunities.

MOST INTERESTED IN:

- technology
- business
- education



Top Concern:

Hesitant to pursue an entirely online program; however, they will if it is a top-ranked program.

The ALTRUIST

Altruists are motivated by a love of learning and a desire to help people. They want programs that combine flexibility and engagement.

21%
of all graduate students



WANTS

to benefit society and help people; typically older and not motivated by career demands.

Key Motivations:

- Enjoys learning.
- Desires a change, either personal or societal.
- Likely experienced a life event triggering this need for further education.

Key Program Considerations:

- **Interest Alignment:** Wants a program that centers on public service aspirations.
- **Admissions Standards:** Researches where they are qualified to apply.
- **High Engagement:** Is format agnostic; will happily pursue online if it offers interactivity.

MOST INTERESTED IN:

- social work
- education



Top Concern:

Invigorated by evaluating potential programs, but can be indecisive due to fears around time, money, and energy.

Source: Wiley Education Services Survey, 2018

Personalize Experiences across the Student Journey

If you understand the unique motivations, attitudes, needs, and wants of your graduate students, you can provide more personalized services and experiences. If your institution needs help supporting different types of learners throughout their journey, Wiley Education Services can help.

Learn more at edservices.wiley.com

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