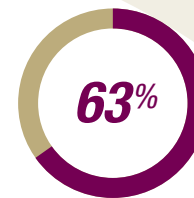
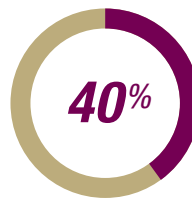


Adult learners are changing the landscape of higher education.

CONTINUE YOUR SUCCESS STORY

Today, almost as many adults as traditional students engage in formal learning.



10% LIFELONG LEARNERS
20% DEGREE SEARCHERS

30% DEGREE COMPLETERS
40% CAREER ADVANCERS³



Why professional and continuing education?

People will hold an average of **12 jobs** during their lifetimes.⁴

72% of adult learners

say they will need **additional education** to keep up with advancements in their fields in the next five years.⁵



of the workforce will be made up of **millennials** by 2020,⁶ but **less than 40%** of them feel they have the **right skills** and expect businesses to prepare them for success in today's work environment.⁷



Advances in technology and the future of work.



of today's work activities can be **automated** by adapting current technologies.⁸



of employees worry that **artificial intelligence and new technology** will replace them.⁹

72% of adult learners

believe that **advances in technology** will significantly change their jobs within five years.¹⁰



Adult learners set their sights on the future.

68% of adults

are likely to enroll in a **degree or certificate program** in the next five years.¹¹ **Certificate programs and training courses** are the most popular non-degree options for adult learners.¹²



of adult learners look for education providers that offer them **skills and knowledge** that will be useful for the future job market.¹³

¹ Digest of Education Statistics, National Center for Education Statistics, 2016 | ² Survey Conducted Oct. 13-Nov 15, 2015, Lifelong Learning and Technology, Pew Research Center | ³ Meet Today's Adult Learners: A Guide to Segmentation & Storytelling, Eduventures, 2015 | ⁴ National Longitudinal Survey, Bureau of Labor Statistics, 2017 | ^{5, 10, 11, 13} Adult Learner Motivations and Expectations in 2016, Pearson | ⁶ An Insider's Guide to Generation Z and Higher Education 2018, UPCEA | ⁷ The Deloitte Millennial Survey 2018, Deloitte | ⁸ What the Future of Work Will Mean for Jobs, Skills, and Wages, McKinsey Global Institute, 2017 | ⁹ Workplace Confidential: The Real Story Behind Stress, Skills, and Success in America, Udemy, 2017 | ¹² Demographic Shifts in Educational Demand and the Rise of Alternative Credentialing: Changes from 2016 to 2017, UPCEA