



EDUCATION
NETWORK

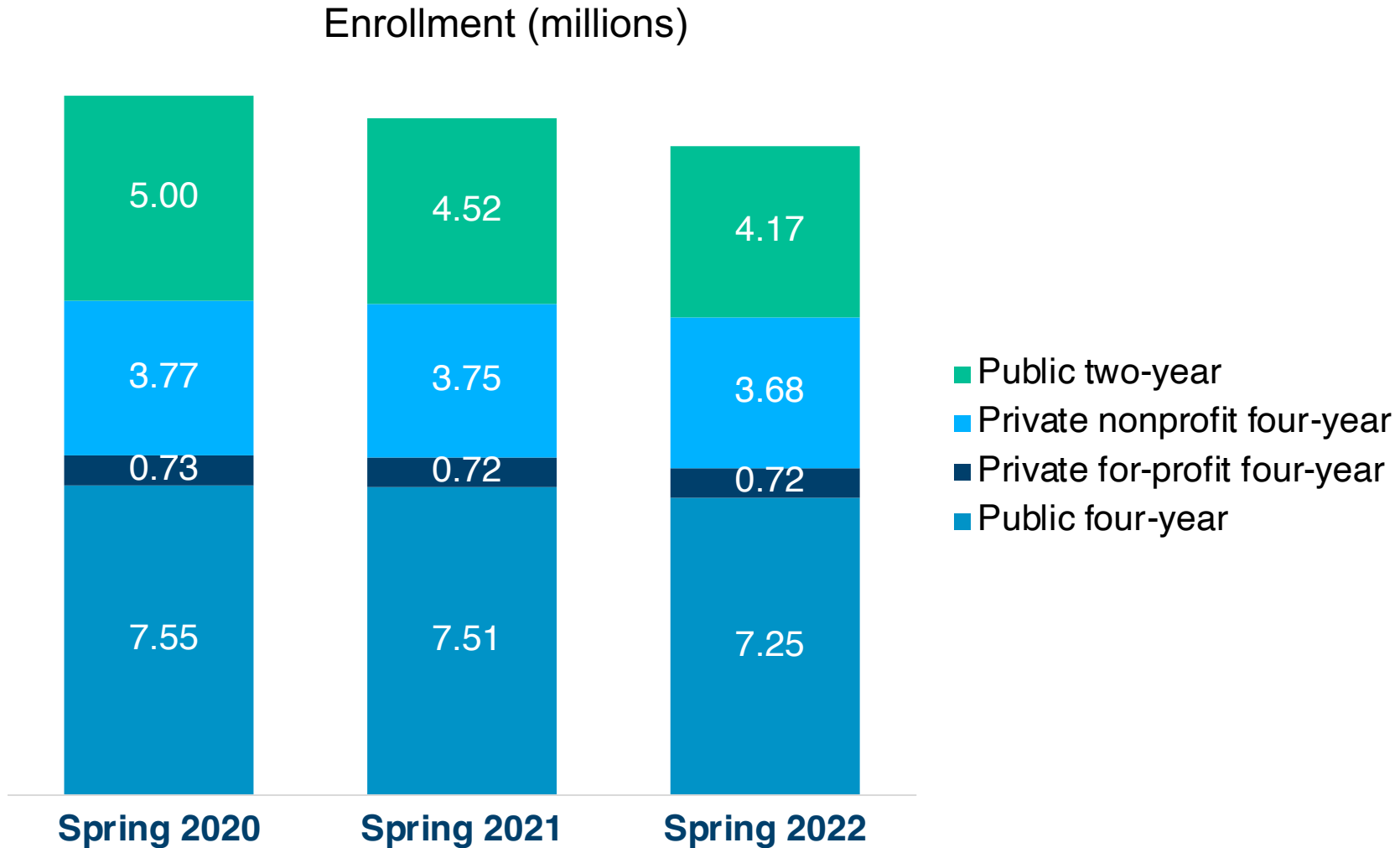
Public Viewpoint

Education Expectations: Views on the Value of College and Likelihood to Enroll

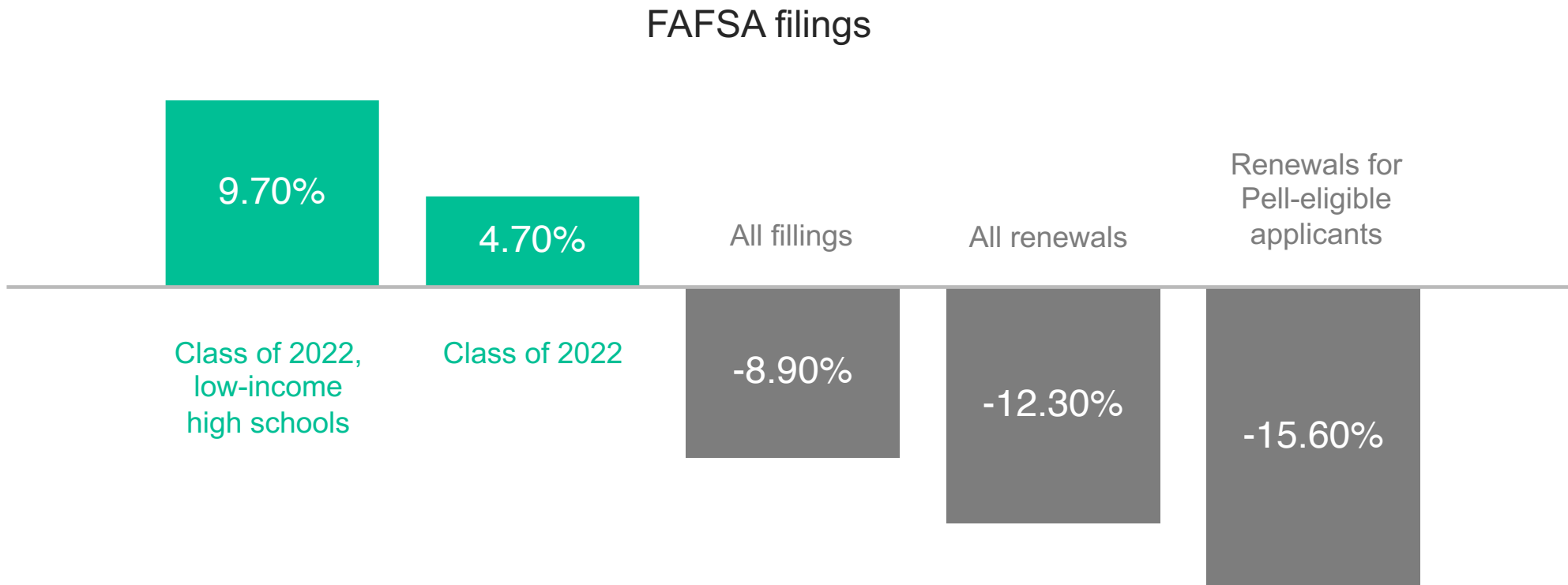
June 15, 2022

Enrollment Continues to Decline

College enrollment has fallen by more than 1 million students



FAFSA filings and renewals are down- especially for Pell-eligible students



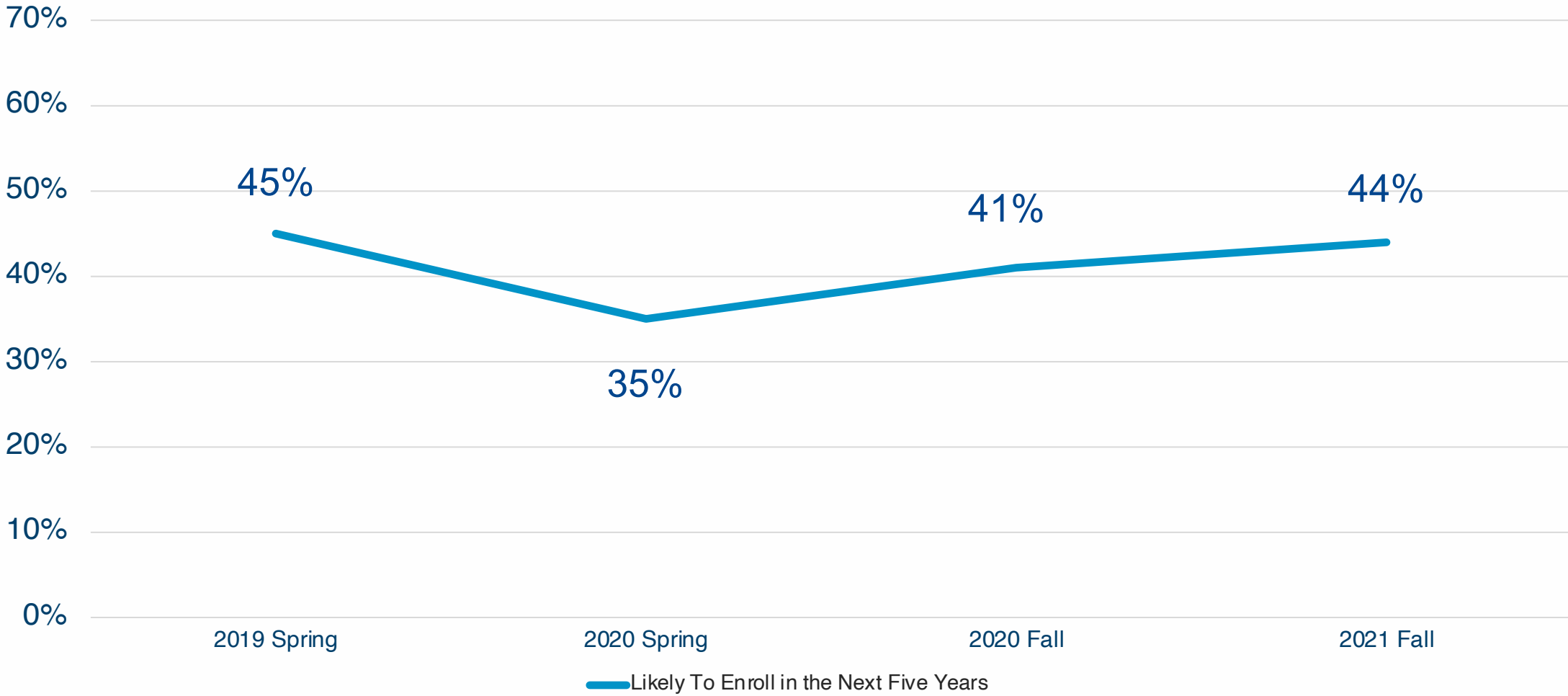
Year-Over-Year Percent Change in 2022-2023 FAFSA Completions through March 31, by Applicant Type

National College Attainment Network

4 <https://www.ncan.org/news/603472/FAFSA-Renewals-Down-12-Nearly-900000-Students-Through-March-31.htm#.YmnWgFIUQaE.twitter>

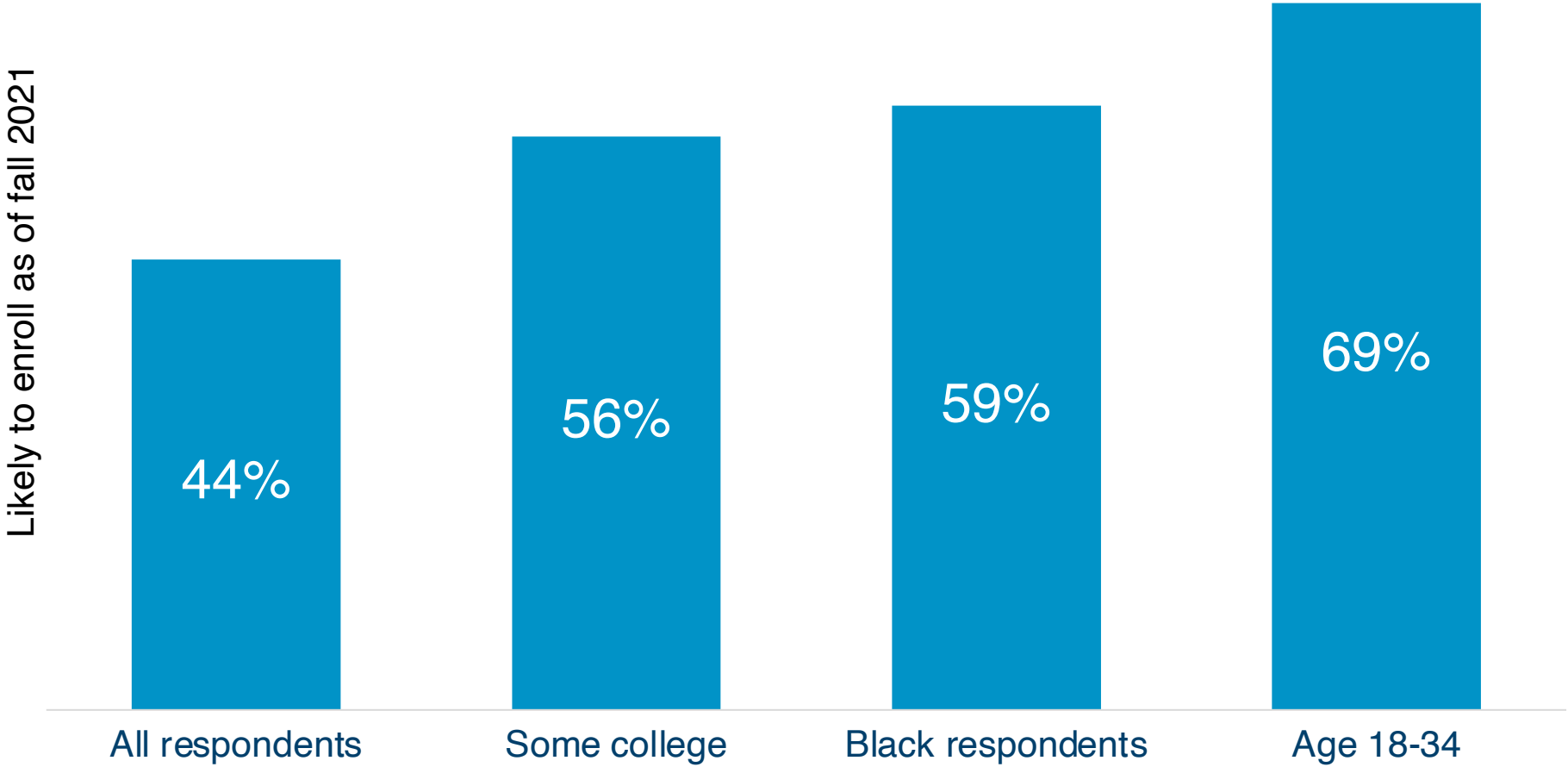
Expectations and Value Perceptions Predict Enrollment

Self-reported likelihood to enroll has rebounded



Source: Strada Education Survey 2019-2021. Base: Adults ages 18 to 65 with an associate degree or less and not currently enrolled. *Likely to enroll within five years*, n=varies from 1,054 to 4,005.

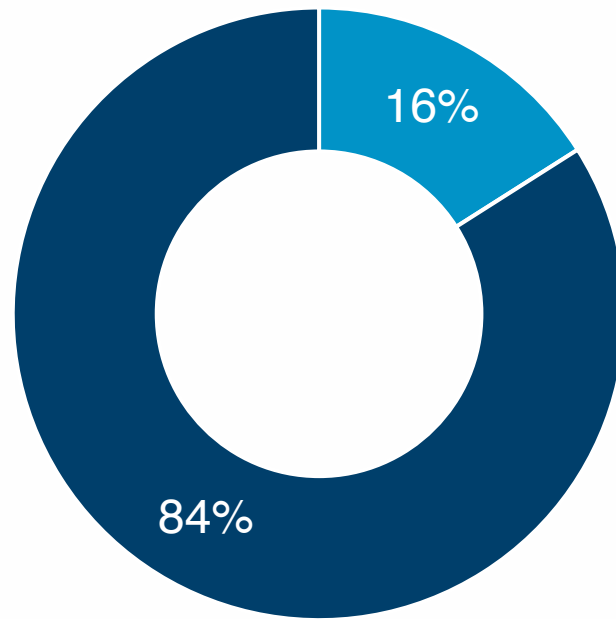
Younger people, Black respondents, and those with some college, no degree were most likely to report they will enroll



Source: Strada Education Survey 2021. Base: Adults ages 18 to 65 with an associate degree or less and not currently enrolled, n=3,074.

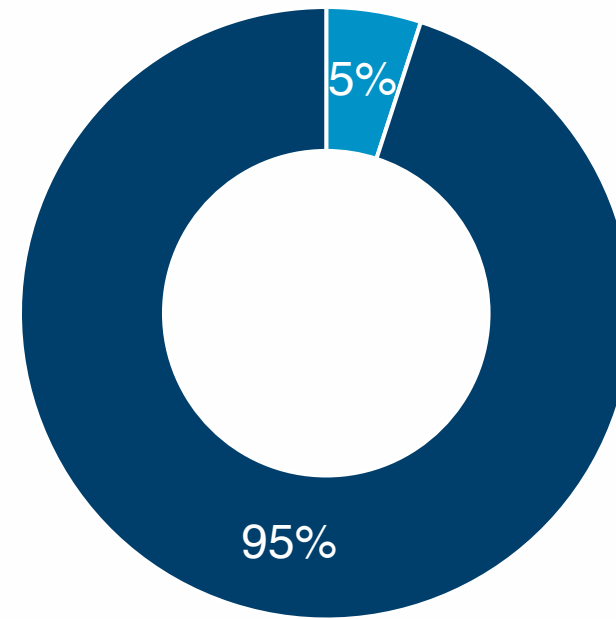
About 1 in 6 who said they were likely to enroll through prior surveys (2016-2020) had enrolled by 2021

Those who said they were likely to enroll



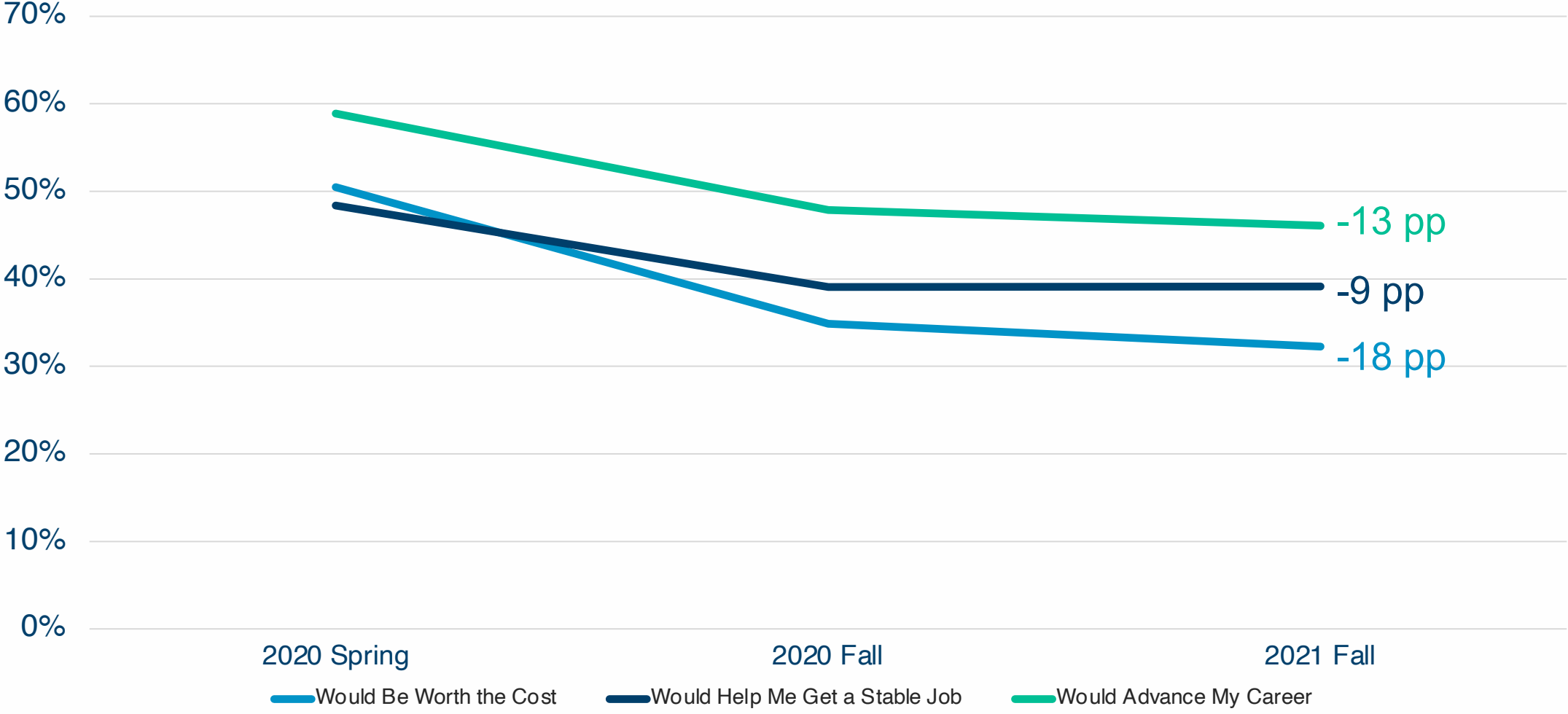
■ Enrolled ■ Did not enroll

Those who said they were not likely to enroll



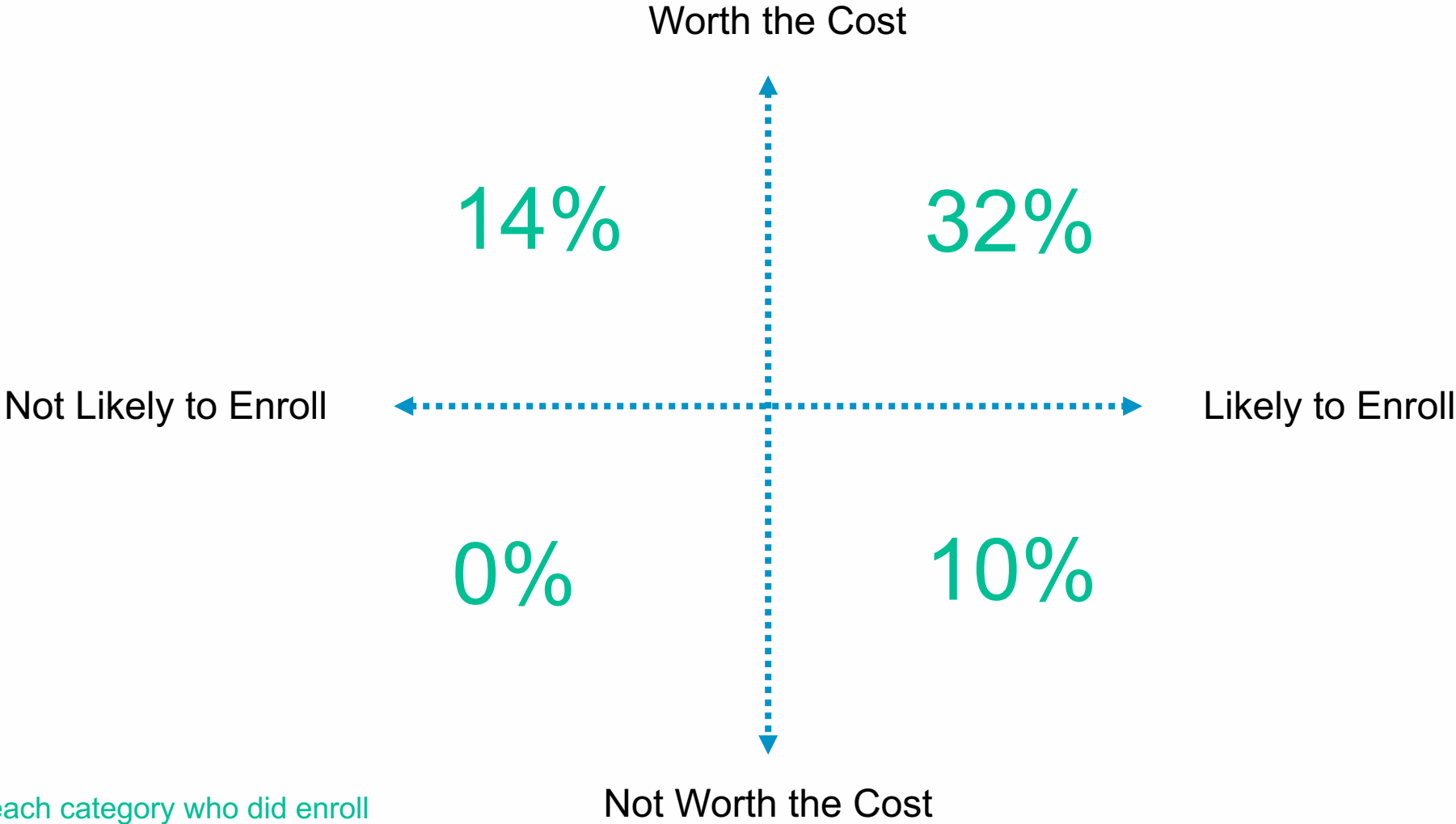
■ Enrolled ■ Did not enroll

The perceived benefits of additional education are declining



Source: Strada Education Survey 2020-2021. Base: Adults ages 18 to 65 with an associate degree or less and not currently enrolled. *Likely to enroll within 5 years*, n=varies from 1,054 to 4,005.

Expectations about the benefits of education influence enrollment

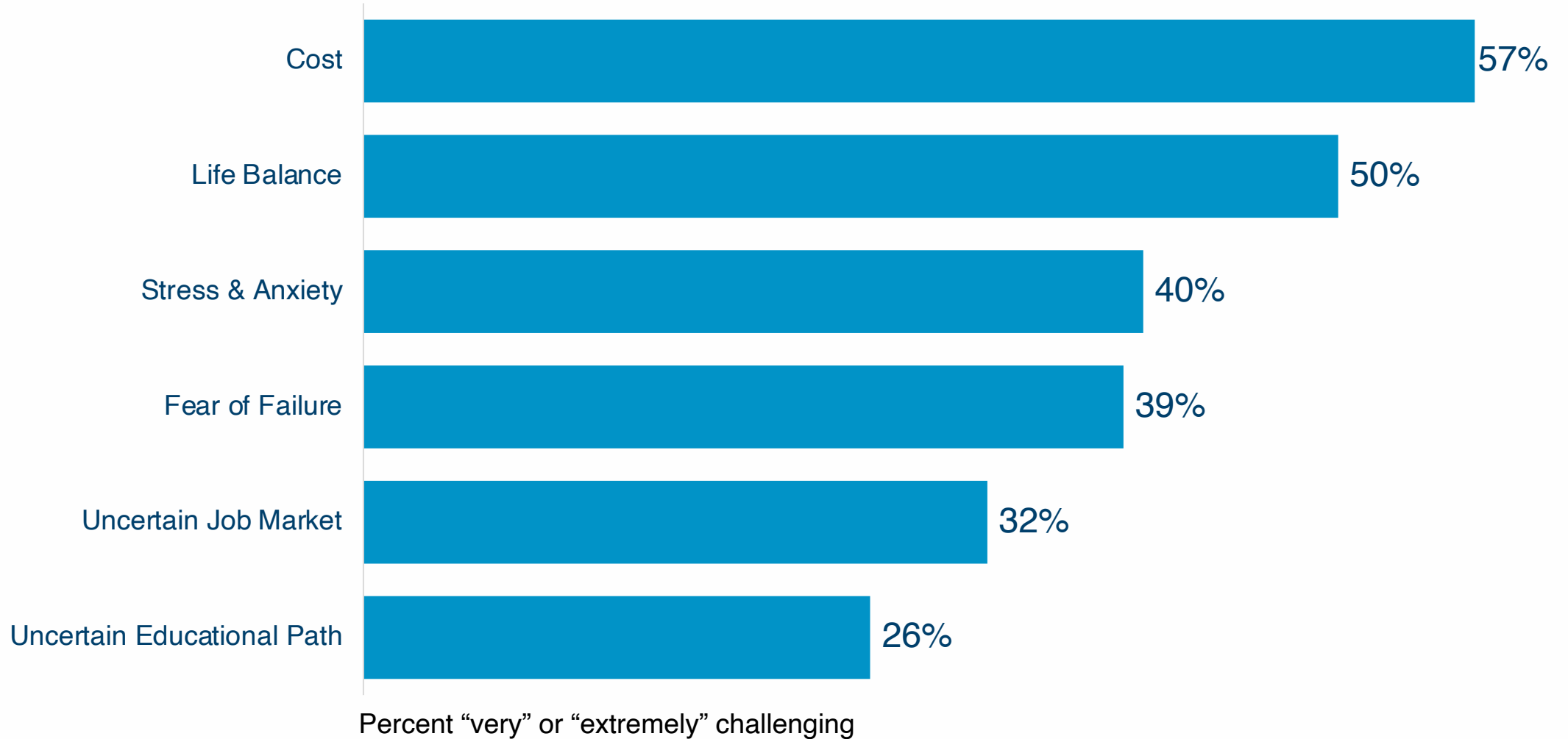


% of people in each category who did enroll

Source: Strada Recontact Survey. Base: Adults ages 18 to 65 with an associate degree or less and not currently enrolled at the time of the first survey, survey years 2019-2021, n=580 for likely to enroll question and n=289 for worth-the-cost question.

Affordability, Flexibility, and
Connections to Career Can Boost
Enrollment and Improve Outcomes

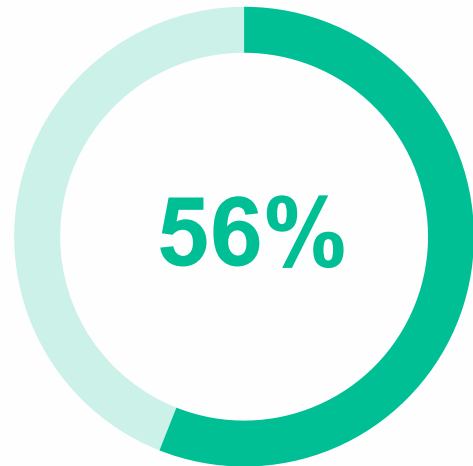
Perceived challenges to getting more education



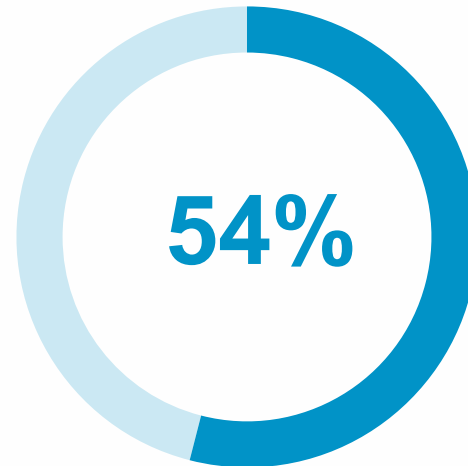
Factors most likely to increase the probability of enrollment

Percent who said the factor would make them 'extremely' or 'very' likely to enroll

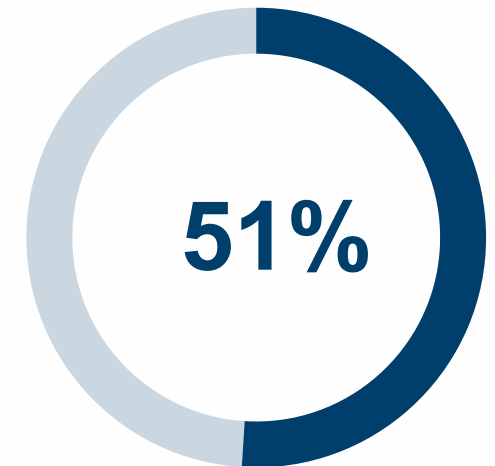
Flexible Schedule



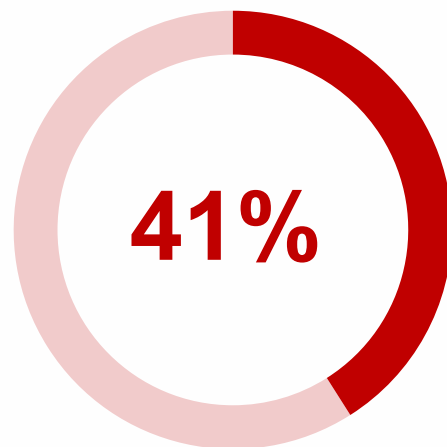
Credit for Prior Learning



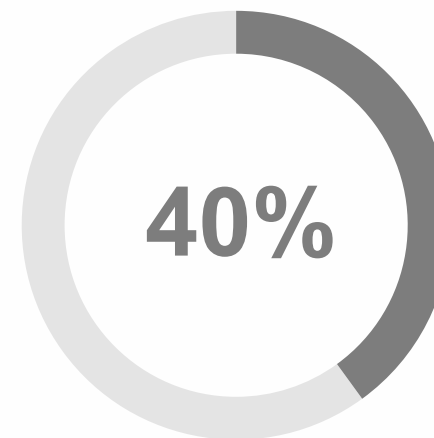
Financial Aid



Work-Based Learning



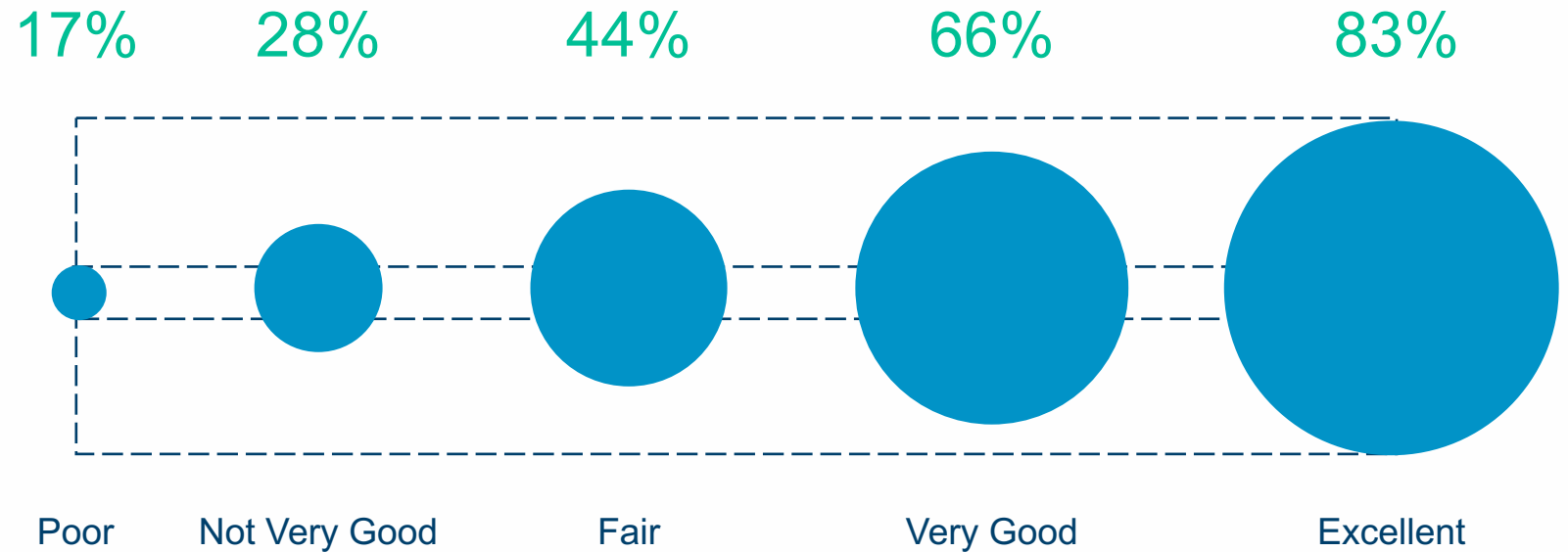
Confidence in Career Advancement



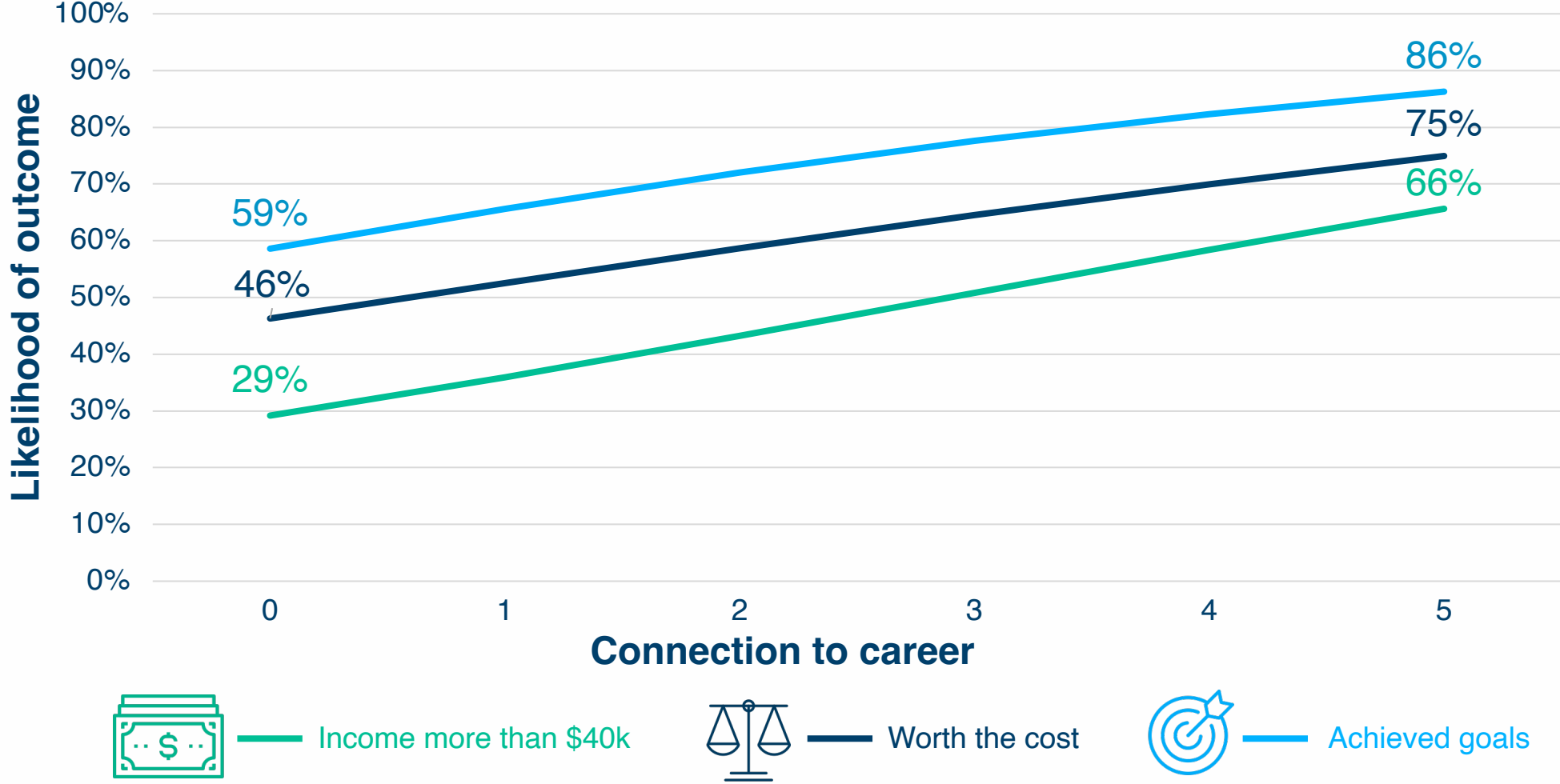
When students have the support to connect their education to a career, they are more likely to say their education will be worth the cost

Worth the Cost

Quality of Support From Institutions



Strong education-to-career connections correspond with better outcomes



Strada Outcomes Survey Spring 2021, n=3,309. Estimated using logistic regression models with the following independent variables: academics, community, career connection, race, gender, first-generation status, graduation year, student loans.

Work-based learning is associated with higher income, career satisfaction, and value perceptions

Bachelor's degree recipients

Annual personal income

+\$13,859

Career Satisfaction

+7

percentage points

Education was worth the cost

+11

percentage points

Education helped me to
achieve my goals

+7

percentage points

Key Findings

1. Over the past two years, confidence in the value of education has been declining.
2. Young people, Black respondents, and those who have attended some college but have not completed a bachelor's or associate degree are most likely to say they will enroll within the next five years.
3. Expectations about future enrollment and perceptions about the value of education both predict students' actual enrollment behavior.
4. Potential students identify functional factors — flexible scheduling, credit for prior learning, financial aid — as the most likely means to increase the probability they would enroll in additional education and training.
5. Connections between education and career — supports that help students bridge the two as well as direct work-based learning experiences — are significantly linked to student and alumni confidence in the value of their education and their post-graduation outcomes.

Learn more at
stradaeducation.org/research

Data Sources

Strada-Gallup Education Survey (2020-2021)

- Nationally representative survey of adults ages 18 to 65, n=23,047.

Strada-Gallup Recontact Survey (Spring 2022)

- Recontact survey for respondents to Strada Education Survey ages 18 to 65, n=4,502.

Strada Outcomes Survey (Spring 2021)

- Nationally representative survey of bachelor's degree recipients, n=3,309.

Strada-College Pulse Survey (September 2020)

- Nationally representative survey of current college students at four-year institutions, n=3,837.