

HIGHER ED IS ADAPTING TO **NON-TRADITIONAL** STUDENTS

To meet the needs of the 70% of Americans* who qualify as non-traditional students, higher education institutions are adapting by implementing:



DIGITAL RECRUITMENT STRATEGIES

Non-traditional prospects access Facebook, LinkedIn, and Twitter more frequently than traditional students making digital marketing and social media ideal for recruitment.



NANO-DEGREES

Degrees that are shorter and focus on quick, intense and precise delivery of skills and knowledge intended to drop students directly into a specific profession.



FLEXIBLE/ONLINE PROGRAMS

Institutions are becoming more flexible in their course catalog and class schedules while offering programs that teach job skills that are in demand with today's economy.

7 Characteristics of **Non-Traditional** Learners

1. Delays postsecondary enrollment beyond a year of high school completion
2. Longer postsecondary part-time enrollment
3. Employed full-time while enrolled
4. Classified as financial independent for financial aid purposes
5. Financially supporting dependents other than spouse
6. Single parent status
7. Lacks a traditional high school diploma (earned GED)