



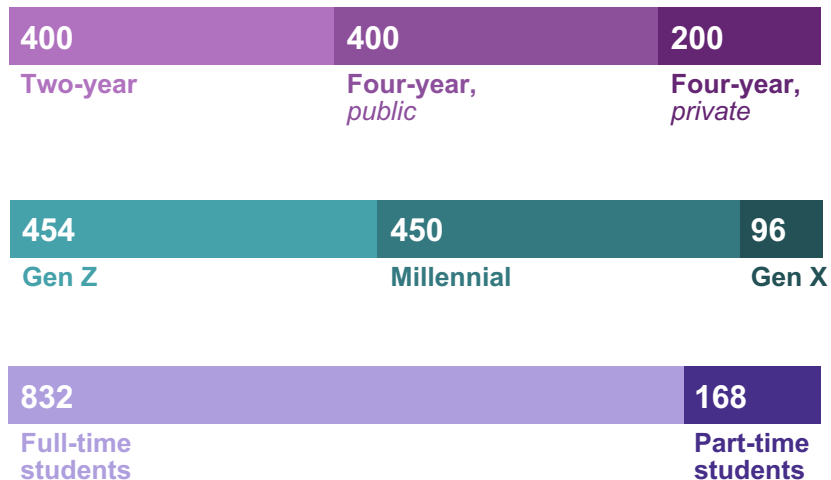
Course correction: Helping students find and follow a path to success

A SURVEY OF U.S. STUDENTS



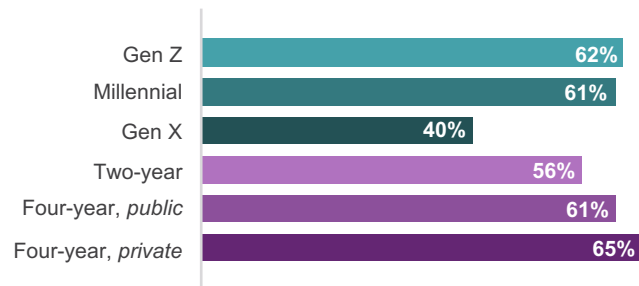
Methodology and demographics

1,000 Students

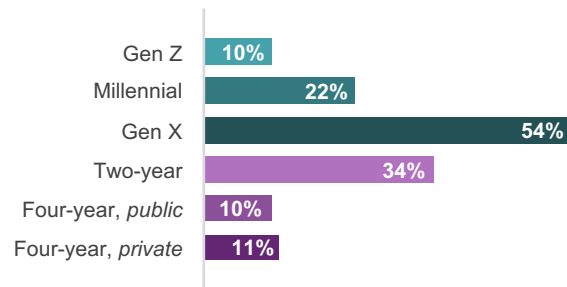


The survey fielding was managed by Market Connections via email invitation and online survey among U.S. students between July 22 and August 9, 2019. The margin of error for results is +/- 3.1 at a 95% confidence level.

60% of respondents work part- or full-time



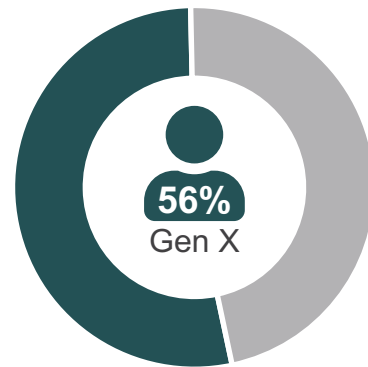
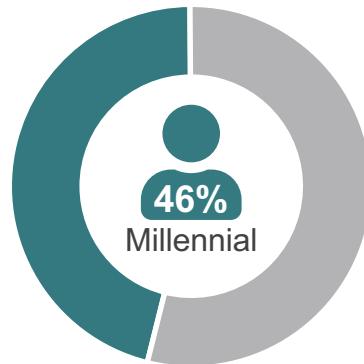
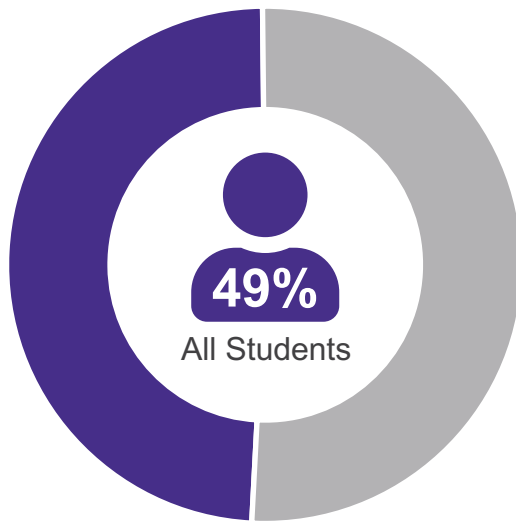
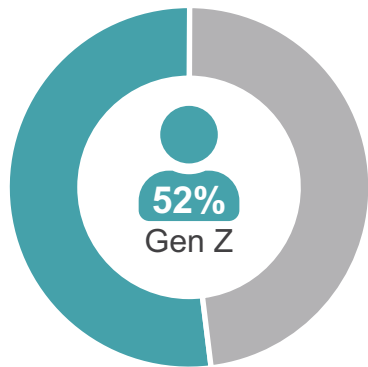
20% of respondents care for children, aging parents, or other dependents



Today's college students struggle with choosing a career path and major, increasing the time and cost associated with obtaining a degree.



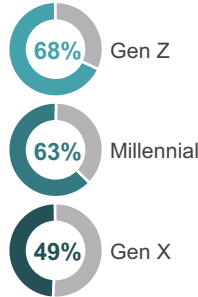
Just under half of all students are confident in their career path when they enroll in college



Students, especially younger learners, express angst over choosing a major

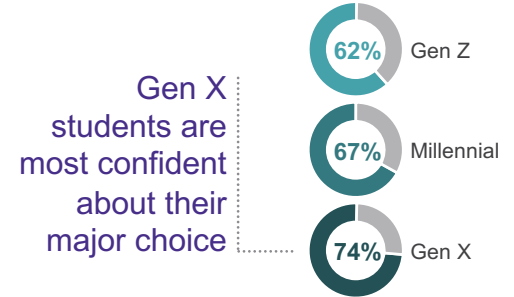
Almost two-thirds

of students feel overwhelmed by the process of selecting a major



1 in 3 students

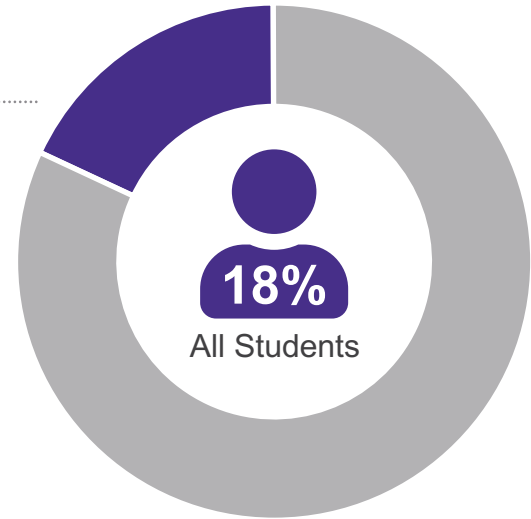
is unsure which major aligns with his/her chosen career path



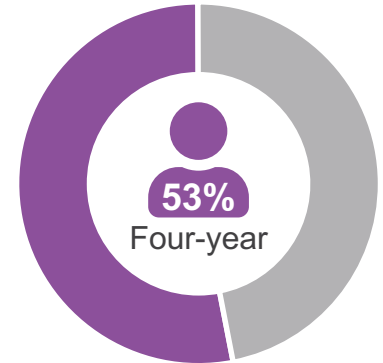
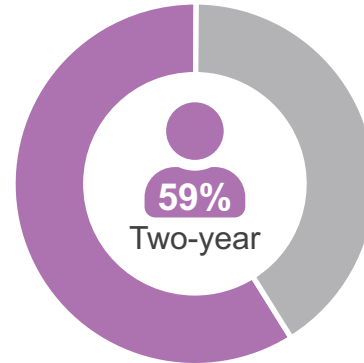
Gen X students are most confident about their major choice

Some students need extra guidance

Students said their schools were less than moderately helpful in providing guidance on majors



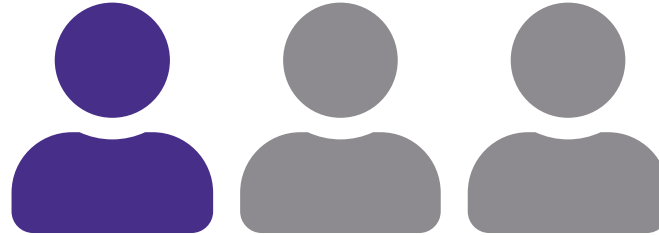
Community college students are more likely to give their institutions high marks for helping them choose a major that aligned with their career path



Students need more clarity around courses and prerequisites

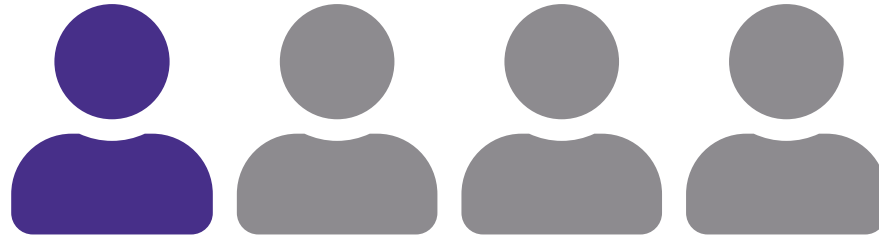
1 in 3 students

say major/degree course requirements are unclear



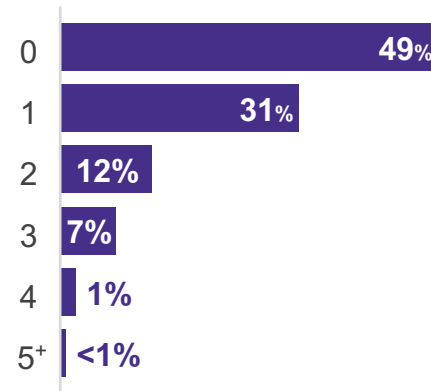
1 in 4 students

says prerequisites are unclear

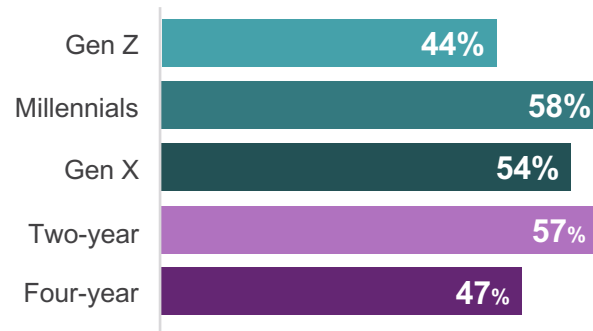


More than half
of students
change their
major at least
once...

Number of major changes for all students

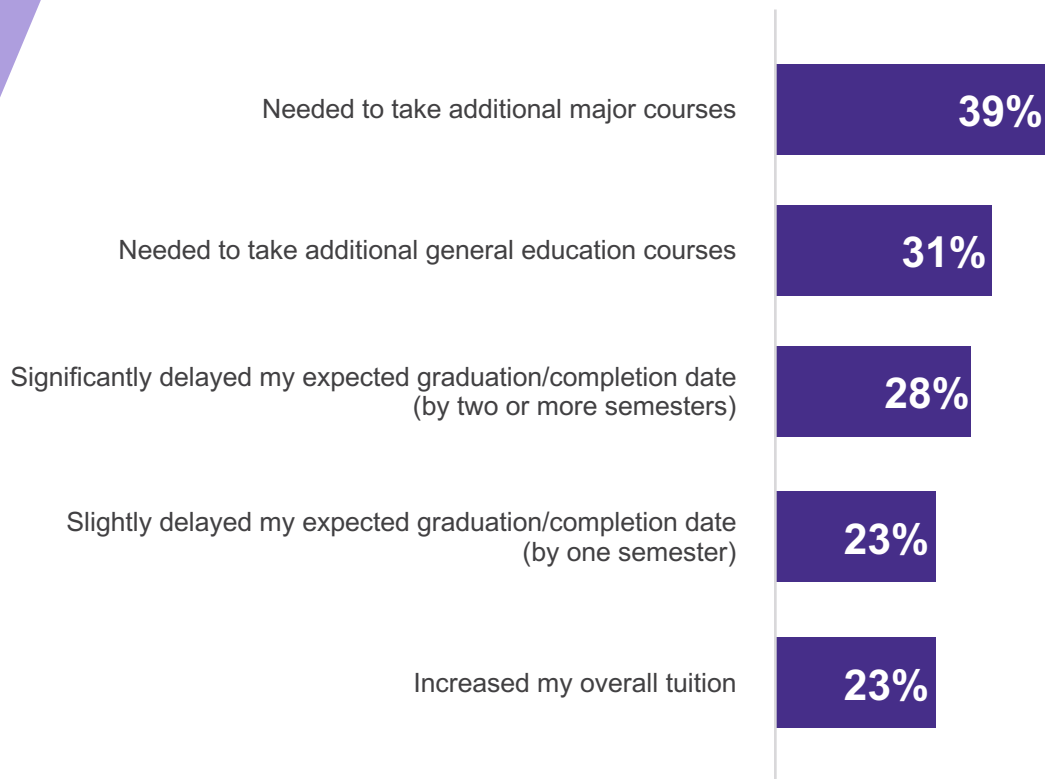


Students changing majors at least once



...resulting
in delayed
completion
dates and
increased
costs

Effects of major changes

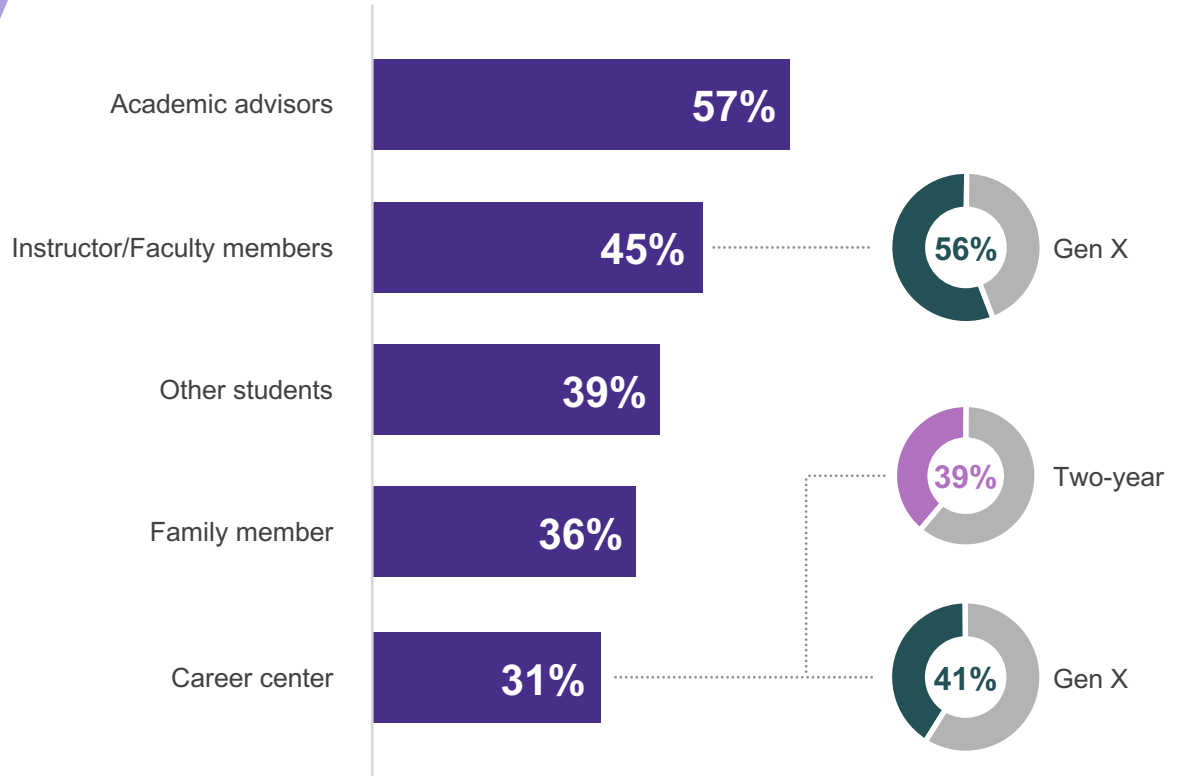


Students
rely on support
from advisors during
registration, and they
need more attention
when transferring.



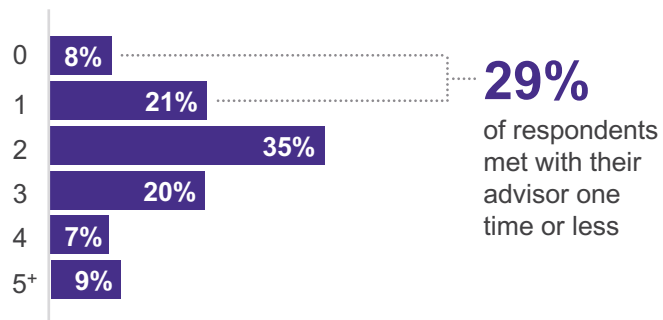
Students turn to their advisors first when they have registration questions

Students get helpful advice from:

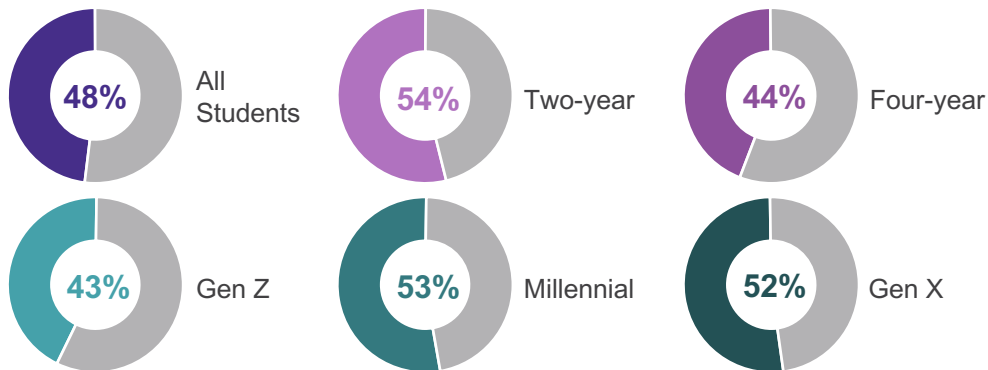


However, the average student only met with an advisor twice during the most recent academic year

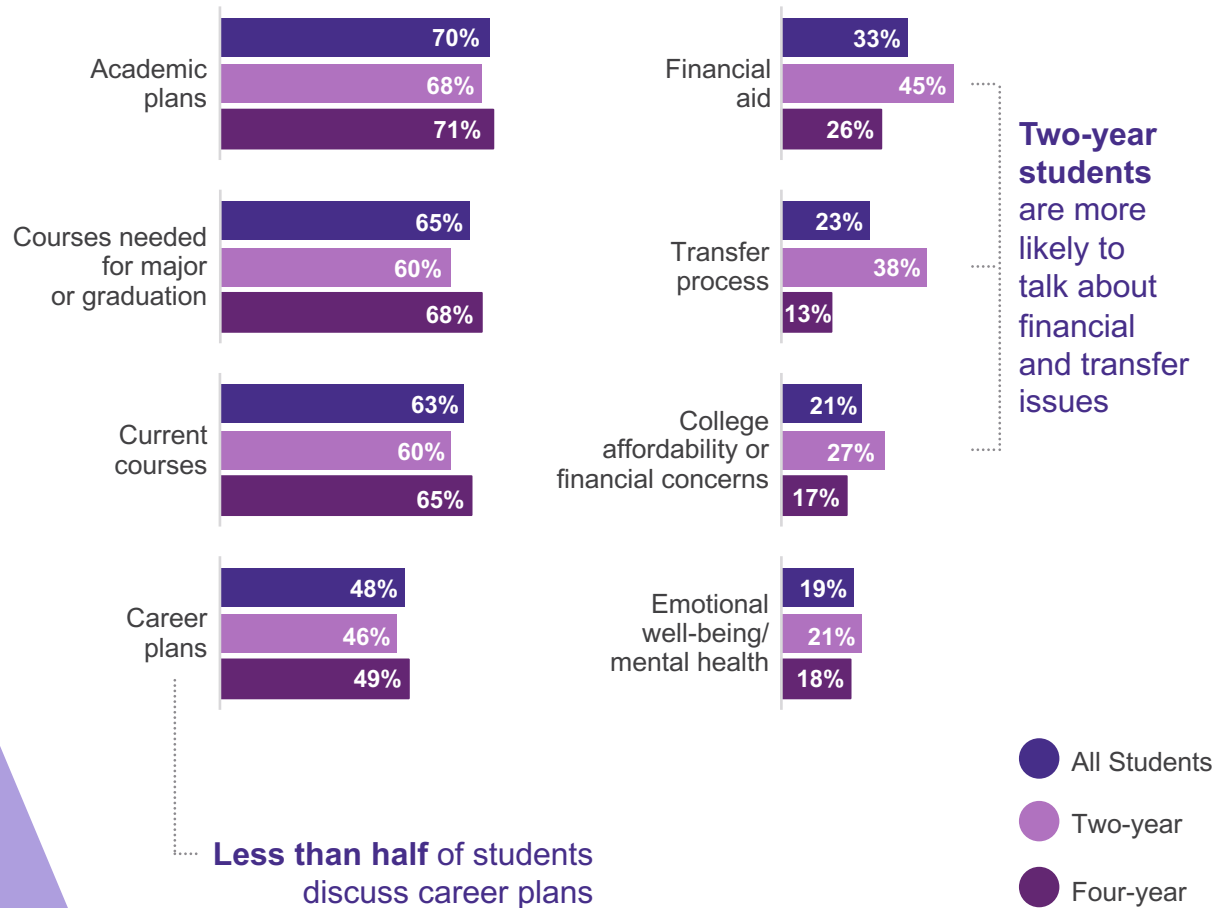
Number of advisor meetings



...and nearly half of those meetings were initiated solely by the student

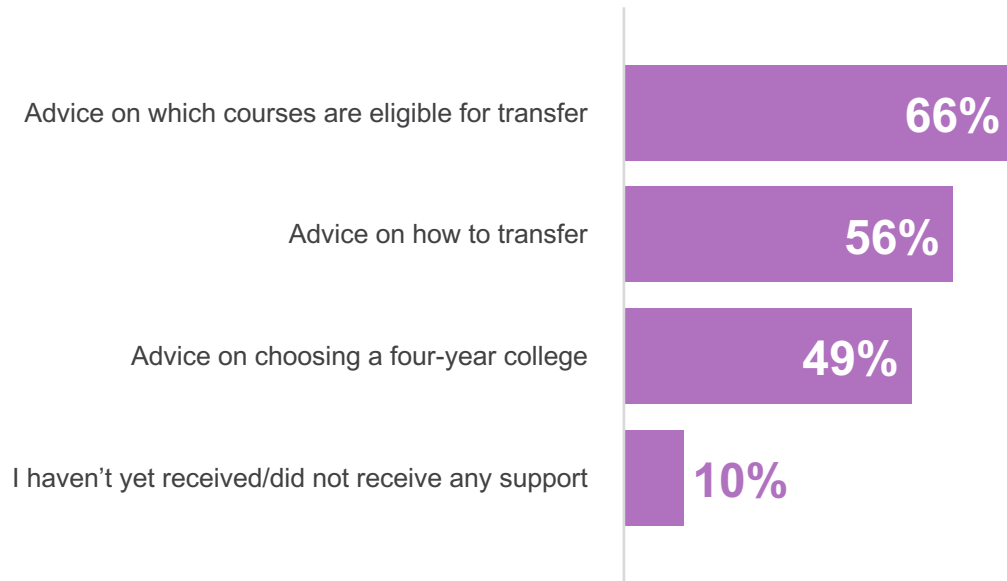


Academic plans, required courses, and current courses are the top topics of meetings with advisors



Community college students need more guidance on the transfer process

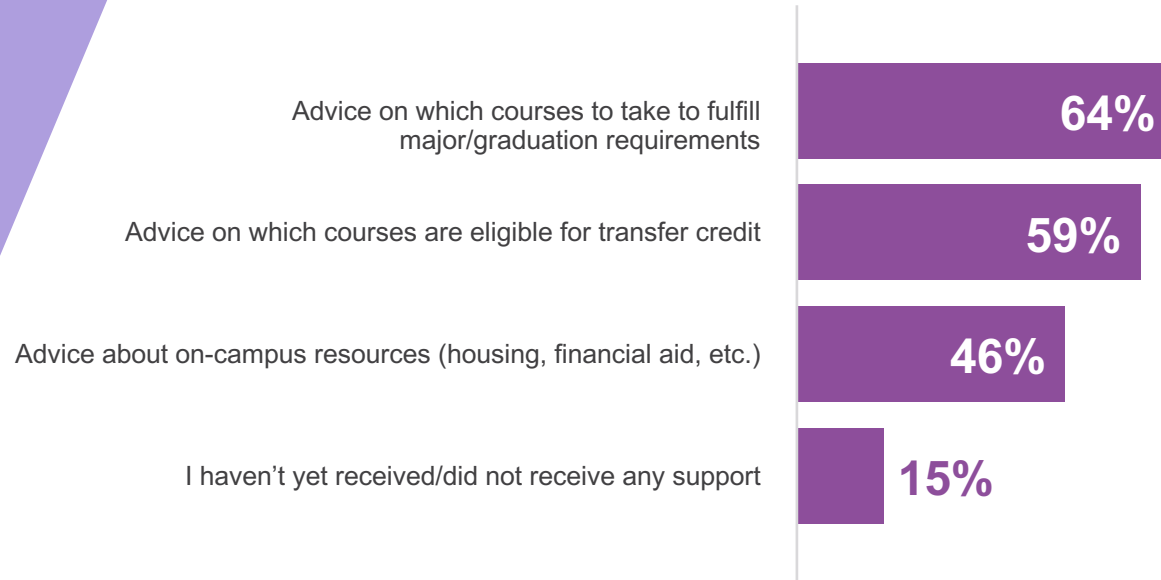
Support from the two-year institution



One in three students **did not** receive advice from their two-year college on what courses were eligible for transfer

Transfer students need more support acclimating to a four-year campus

Support from the four-year institution

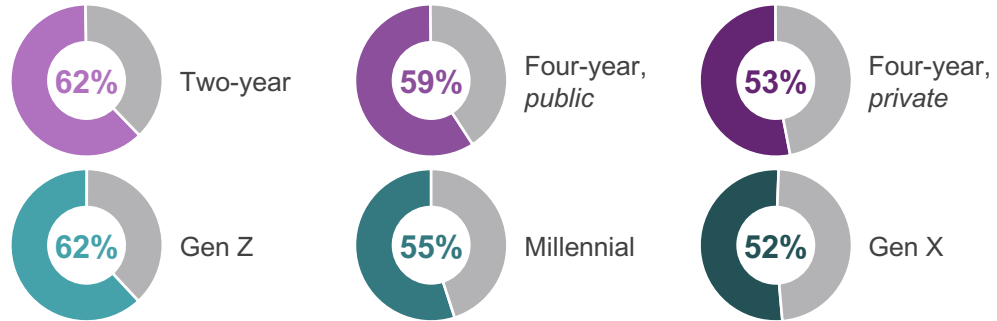


More than half of transfer students **did not** get advice about on-campus resources from their four-year institutions

Students value
**personalized,
pathways-aligned
approaches and
technologies**

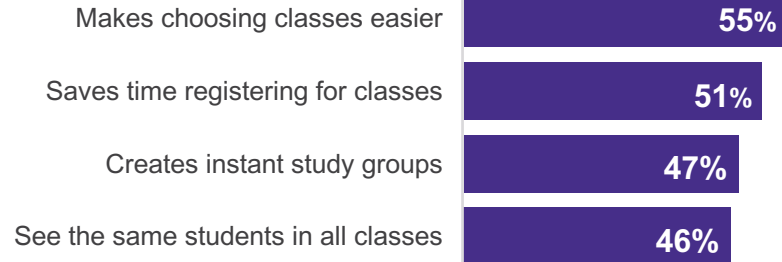


59% of respondents say group (meta) majors are helping students



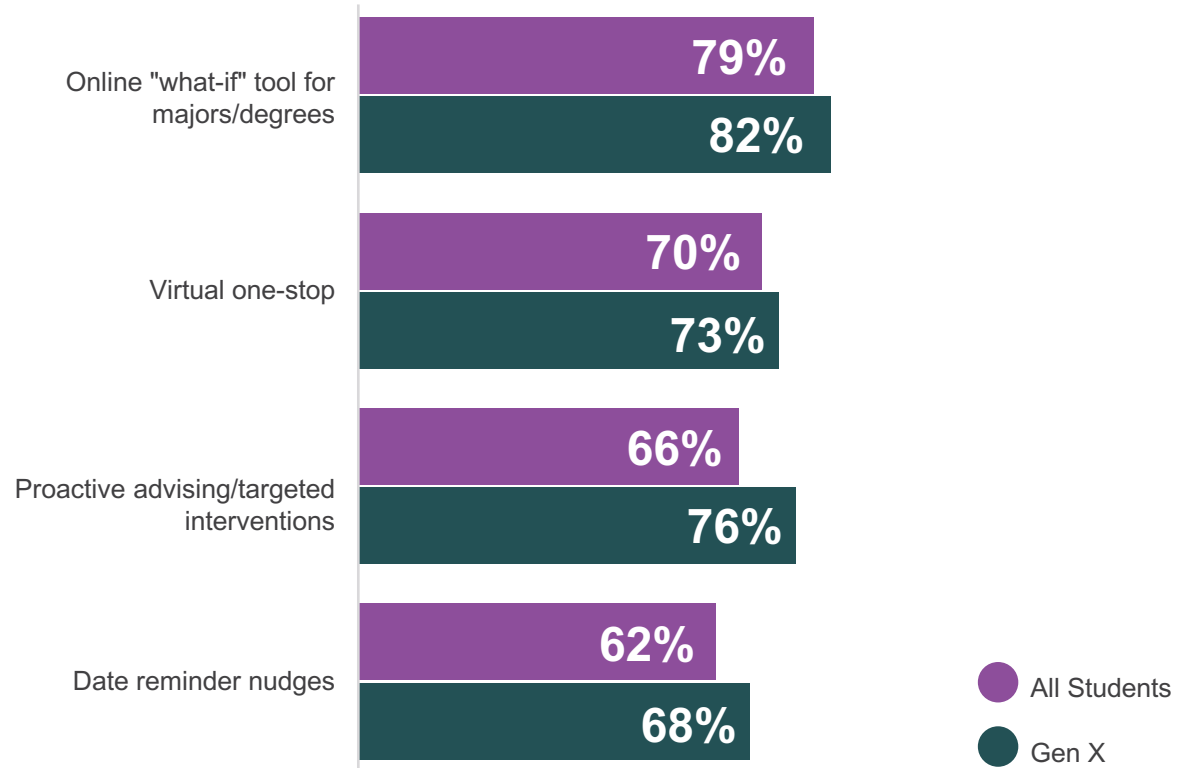
Students benefit from guided pathway components

71% of students find value in learning communities/block scheduling



Students want technology solutions that help them stay on track

Technology that students find very or extremely helpful



Implementing technology to scale student-advisor relationships

It's clear that students are finding value in the components of guided pathways and are looking to technology to help them along the way. Strong advisor support and intervention can help students get—and stay—on the right path to success.

The big question for institutions is how to scale the advisor relationship to drive more individualized conversations with students that will help them set their goals and stay on track.

The careful implementation of technology can help bring institutions into the digital future and extend human interaction to better support students along all points of their path. Forward-thinking institutions are scaling the advising function by augmenting human interactions with technology like voice assist, chatbots, and predictive analytics—as well as enabling personalized conversations and data that can help advisors serve students better.



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