Six Major Student Segments

**ASPIRING ACADEMICS (ACHIEVING)**
- **Characteristics & Motivations**
  - Professional focus
  - Grad student is on the horizon
  - Targeted (although lofty) goals for the future
  - Budget for tuition
- **Use of the Student**
  - Campus career centers are major factors in their endeavors.
  - Career opportunities for recent graduates.
- **Field**
  - Graduate school

**COMING OF AGE (TRANSITIONING)**
- **Characteristics & Motivations**
  - Continuing education of some sort
  - Remaining in their current industry or finding a higher-paying job
  - Improvement chances of obtaining a higher paying job
- **Use of the Student**
  - Skills and knowledge are necessary for future endeavors.
  - Starting a new career as quickly as possible.
- **Field**
  - Job market

**CAREER ACCELERATORS (ADVANCING)**
- **Characteristics & Motivations**
  - Completely focused on advancing their position
- **Use of the Student**
  - Cost-conscious;
  - Will open doors
- **Field**
  - Academic or work experience

**INDUSTRY SWITCHERS (CHANGING CAREER)**
- **Characteristics & Motivations**
  - Currently unemployed
  - More unfocused course selection
  - Even switching of majors
- **Use of the Student**
  - Campus career centers enable them to do
  - Help them figure out what's next
- **Field**
  - Job market

**ACADEMIC WANDERERS (SEEKING DEGREE)**
- **Characteristics & Motivations**
  - Seeking degree
  - Want to take advantage of everything college has to offer.
- **Use of the Student**
  - Offer convenient online courses.
  - Award credit for previous academic or work experience
- **Field**
  - Job market

**SIZE OF THE SEGMENT**

- **TRADITIONAL STUDENTS**
- **INDUSTRY SWITCHERS**
- **CAREER ACCELERATORS**
- **ACADEMIC WANDERERS**
- **COMING OF AGE**
- **CAREER STARTERS**

**THE DIFFERENTIATED UNIVERSITY**

- **Traditional Students**
  - Higher-income families
  - Top of High School class
  - Better attract the right kind of student and serve them in the right way.

- **Industry Switchers**
  - Adults wanting a practical career change
  - Adults wanting to upskill

- **Career Accelerators**
  - Make up 18% of the student market.
  - Focused and career-driven students
  - Made up of mostly working adults

- **Academic Wanderers**
  - Only 11% of the student market.
  - Students that are coming of age may not have a clearly defined career path.

- **Comming of Age**
  - Second largest group of the market at 21%.
  - Likely to be unemployed
  - This segment is one of the smallest percentages

- **Career Starters**
  - Largest of all segments
  - Eight percent of the student market
  - Career starters think practically

**RANGE OF ACADEMIC EXPERIENCES**

- **Traditional Students**
  - Higher income families
  - Top of High School class
  - Offer advanced academic experiences

- **Industry Switchers**
  - Adults wanting to upskill
  - Make up 11% of the student market

- **Career Accelerators**
  - Make up 18% of the student market
  - Focus is on advancing their position

- **Academic Wanderers**
  - Only 11% of the student market
  - Students that are coming of age may not have a clearly defined career path

**RESEARCH FACULTY**

- **Traditional Students**
  - Research faculty
  - Grades are important
  - Interests in internship opportunities

- **Industry Switchers**
  - Research faculty
  - Grades are important

- **Career Accelerators**
  - Research faculty
  - Grades are important

- **Academic Wanderers**
  - Research faculty
  - Grades are important