

The background of the slide features a large, faint, circular seal of the State of Indiana. The seal contains the text "SEAL OF THE STATE OF INDIANA" around the top and "1816" at the bottom. In the center of the seal is a landscape with a bison, a plow, and a sheaf of wheat.

Higher Education in Indiana: Perceptions and Realities

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CURRENT CHALLENGES FACING HIGHER EDUCATION

- ▶ Indiana currently ranks **31st** in the college-going rate for young adults
 - ▶ 53% college-going rate for the class of 2021
- ▶ Indiana currently ranks **21st** in first-time undergraduate enrollment of adults
- ▶ Nearly **75%** of all jobs will require more than a high school diploma (Georgetown University's Center on Education and the Workforce)
- ▶ Indiana currently ranks **39th** in attainment among working-age adults with an associate degree or higher
 - ▶ **5th** in sub-associate degree attainment
 - ▶ **28th** in total educational attainment beyond a high school diploma

QUESTIONING THE VALUE OF HIGHER EDUCATION

- ▶ Consumers have been questioning the value of education and training beyond high school
- ▶ **56%** of Americans think earning a 4-year degree is a bad bet (Wall Street Journal-NORC poll, 2023)
- ▶ **4 in 10** American adults say that a college degree is worth the time and money (Association of American Colleges and Universities and Bipartisan Policy Center, 2021)
- ▶ **46%** of parents would prefer not to send their children to a four-year college after high school, even if there were no obstacles, financial or otherwise (Gallup, 2021)

BUT INDIANA HAS A GOOD STORY TO TELL

INDIANA IS TOP 10 IN...

1st IN THE MIDWEST

in need-based financial aid.



5th IN THE NATION

in certificate and certification attainment
(below an associate degree).



5th IN THE NATION

in need-based financial aid.



6th IN THE NATION

in tuition holding
(lowest average increase in tuition and mandatory fees).



9th BEST IN

attracting students to our higher education institutions.



HIGHER EDUCATION IN INDIANA: PERCEPTIONS AND REALITIES

FUNDING SOURCE & RESEARCH FIRM



INDIANA COMMISSION *for*
HIGHER EDUCATION

FUNDING SOURCE

- ▶ July 2023: CHE was invited by the Lilly Endowment to submit a funding proposal for this research
- ▶ September 2023: CHE was notified that the Lilly Endowment has awarded a **\$1 million grant**
- ▶ Total grant is dedicated to research



Lilly Endowment Inc.

A private foundation since 1937

REQUEST FOR PROPOSALS PROCESS

- ▶ November 6, 2023: RFP was posted to CHE website
- ▶ November 27, 2023: CHE responded to 39 questions from vendors
- ▶ December 15, 2023: Proposals due
 - ▶ CHE received 6 proposals from vendors around the country
- ▶ January 3, 2024: Heart+Mind Strategies were selected
- ▶ *Proposals were reviewed and scored by a team of six CHE staff members*

HEART+MIND STRATEGIES BACKGROUND INFO

- ▶ Headquartered in Washington DC, and founded in 2008
- ▶ Leadership team has been awarded 11 David Ogilvy Awards
 - ▶ The market research industry's highest award for market research that leads to game-changing campaigns
- ▶ Previous work with Strada Education Network
 - ▶ Research into the personally relevant decision drivers surrounding education choices
 - ▶ Supporting Strada's Public Viewpoint through quantitative research



HIGHER EDUCATION IN INDIANA: PERCEPTIONS AND REALITIES

RESEARCH OVERVIEW

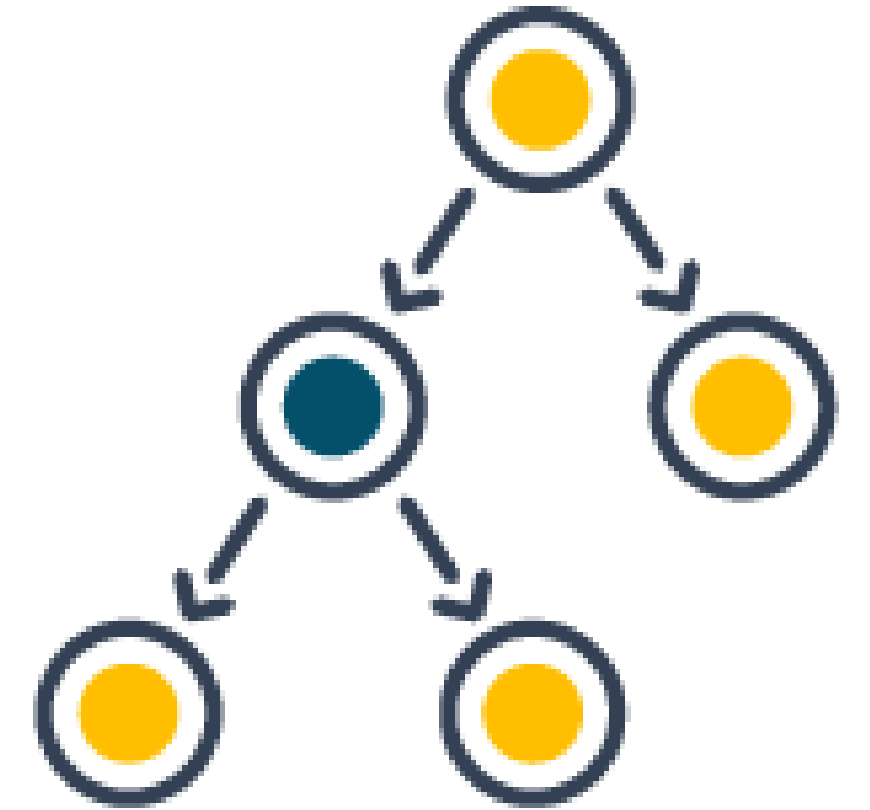


INDIANA COMMISSION *for*
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AUDIENCES

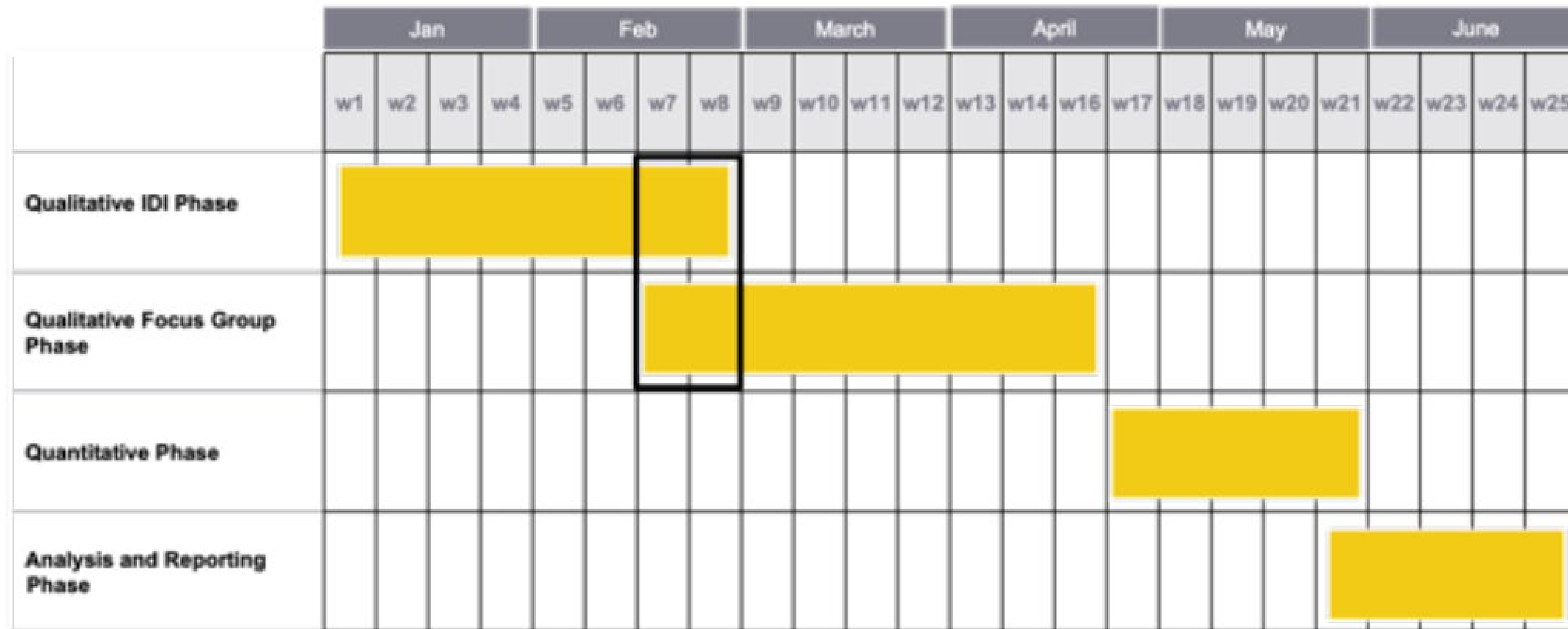
- ▶ High school students
- ▶ Young adult students
- ▶ Adult students
- ▶ General population
- ▶ Parents and family members of high school students
- ▶ Parents and family members of adult students
- ▶ High school teachers, school counselors, and additional school personnel
- ▶ Youth-serving community-based organizations
- ▶ Indiana employers
- ▶ Representatives from Indiana's higher education institutions

- Students
- Student Influencers
- System Influencers



HEART+MIND STRATEGIES TIMELINE

Estimated Project Timeline



Note: Milestones and deadlines dependent on approval, date contract is received, and timely response on input/feedback.

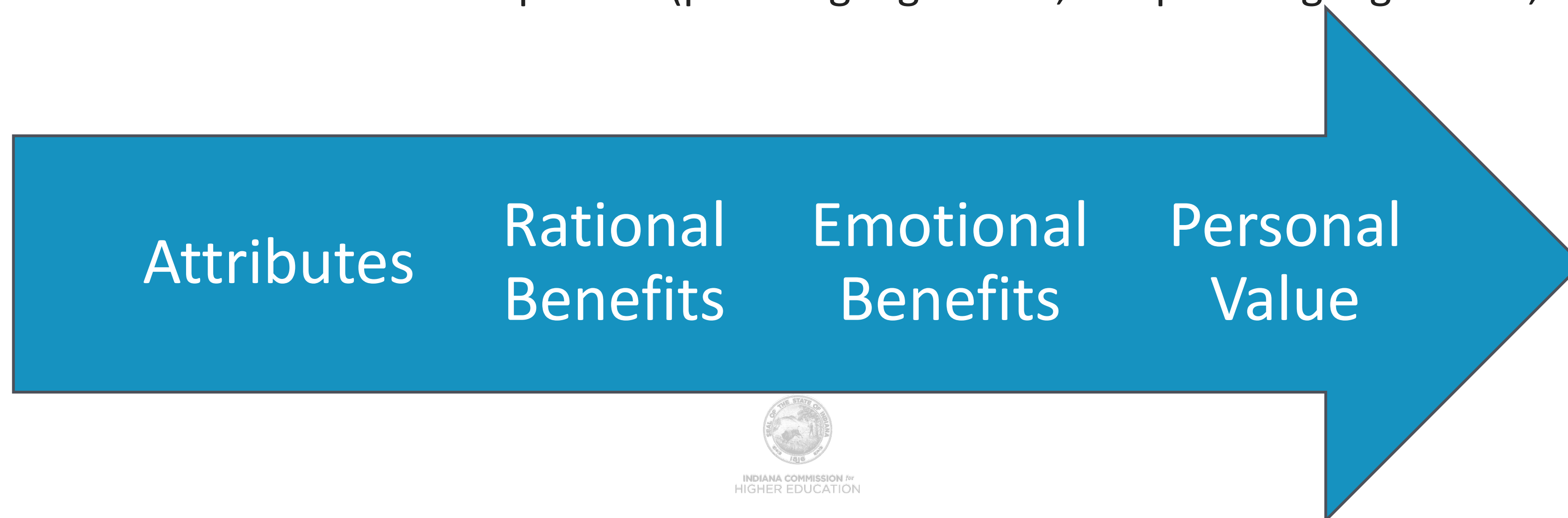
Overlap in analysis and recruiting phases.

PARTICIPANT BREAKDOWN

- ▶ In-Depth Interviews
 - ▶ 100 total, 10 qualified respondents within each of the 10 audience groups
- ▶ Group Discussions
 - ▶ 10 group discussions, 10 qualified respondents within each of the 10 audience groups
 - ▶ Spanish option for general population, and parents and family members focus groups
- ▶ Survey
 - ▶ 1,500 total respondents: 500 high school students, 500 young adult students, 500 adult students
 - ▶ Available in English, Spanish, and Burmese

IN-DEPTH INTERVIEWS

- ▶ 45-60 minute 1:1 interviews (100 total)
- ▶ Utilized a tactic called “values laddering” to uncover motivating factors
 - ▶ Ladder up from the potential decision to pursue education and training beyond high school while understanding the rational and emotional elements of the decision process
 - ▶ Used different ladders for different opinions (pursuing higher ed., not pursuing higher ed., unsure)



IN-DEPTH INTERVIEWS: EXAMPLES OF QUESTIONS

When you think about your perception right now of whether to pursue training or education beyond high school, who were the people, groups, experiences, or events, that were most influential in shaping that perception?

Imagine yourself five years from now. If you decide to enroll in any type of training or education beyond high school, what specific positive changes or outcomes do you envision in your life?

Now, consider the alternative scenario. If you choose not to enroll in training or education beyond high school, how do you foresee your life unfolding in five years? What potential challenges or missed opportunities do you anticipate?





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