

Education + Training Decision Making

Factors that impact Hoosiers' decisions to pursue education and training after high school.



INDIANA COMMISSION *for*
HIGHER EDUCATION

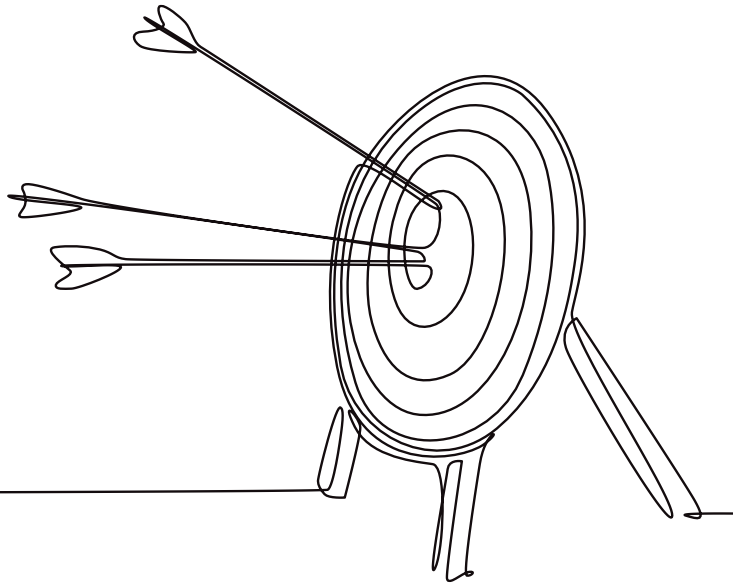




53%

Areas Explored

Across Audiences, Race/Ethnicity,
Income and more



Importance of Training
and Education

Motivations to Enroll
in Training and
Education

Priorities for
Messages that
Motivate

Barriers that Stand
in the Way

Information Needed
to Solve Barriers

Determining Factors
for Choosing Training +
Education

Mentoring + Advising

Beliefs About Cost and Aid

Awareness and Reaction to
CHE Programs + Initiatives

Role of Influencers

Message Preference
+ Markup

Motivating Facts

A Variety of Voices + Community Partner Support

21st Century SCHOLARS INDIANA

Indiana 21st Century Scholars Outreach Coordinator Regions

1	Northwest Region Vacant Schools@che.in.gov 888-528-4719
2	Northwest Region Dr. Verdash Jones Senior Outreach Coordinator VJones@che.in.gov 317-617-0217
3	West Region Vacant Schools@che.in.gov 888-528-4719
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6	Central Region Berenice Tenorio Outreach Coordinator BTenorio@che.in.gov 317-617-0318
7	Southwest Region Zachary Culum Senior Outreach Coordinator ZCulum@che.in.gov 317-617-0317
8	Southeast Region Heather Cooper Outreach Coordinator HCooper@che.in.gov 317-617-0329

Questions about 21st Century Scholars@che.in.gov
Questions about Financial Aid Awards@che.in.gov
General Inquiries@che.in.gov

Scholars.IN.gov

INDIANA COMMISSION FOR HIGHER EDUCATION

01-17-2024

To ensure collection of a diverse set of perspectives, our recruiting methodology targeted a mixture of individuals from across Indiana.

Demographics Considered:

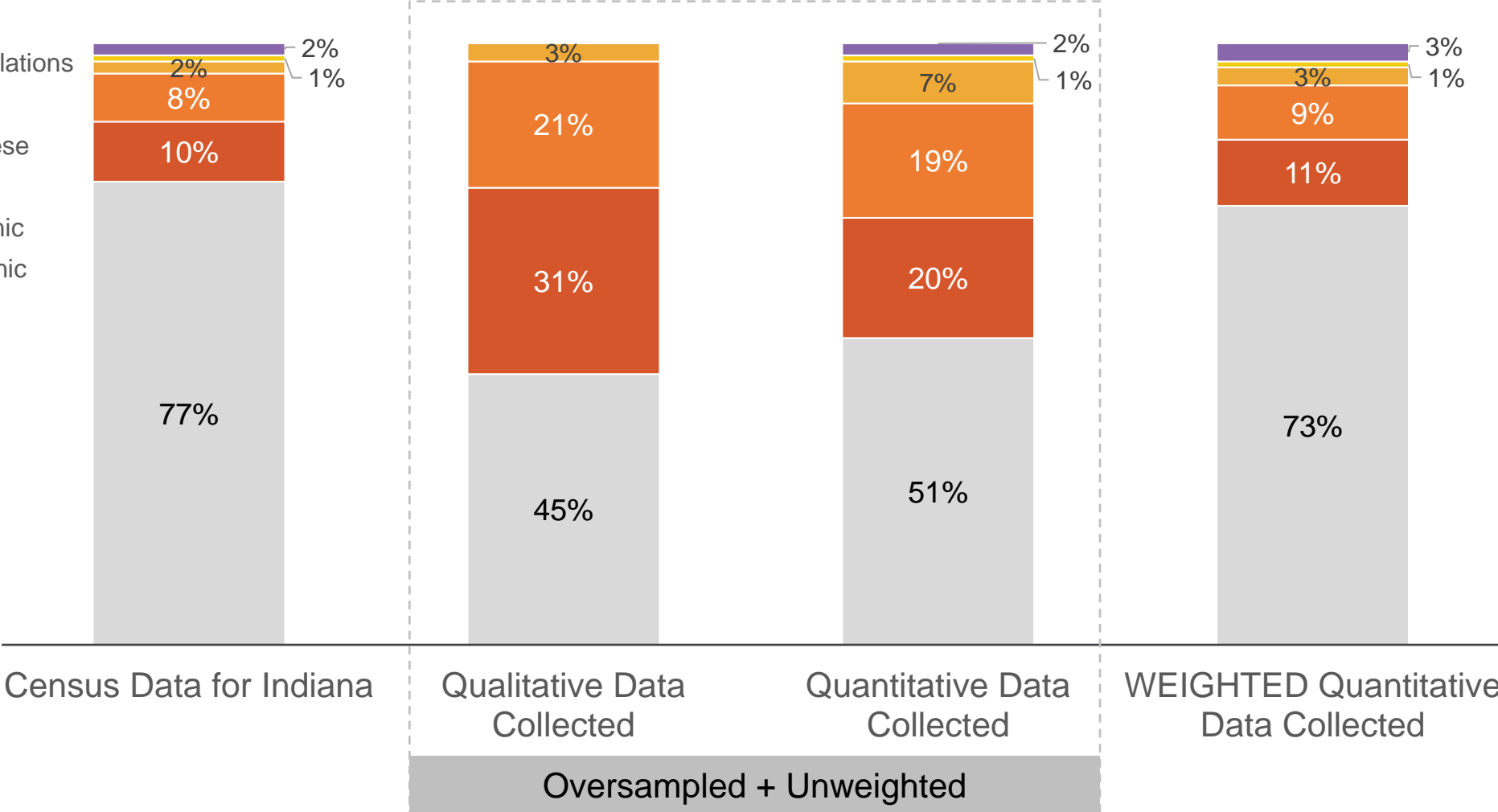
- Gender
- Age
- Ethnicity*
- Income
- Region
- Urban/Suburban/Rural
- Employment
- Education Level
- Diploma Track
- Future Education Expectations
- 1st Generation Student Status
- School Type
- School Performance

*over-recruited underserved populations


CLD
CHIN COMMUNITY OF INDIANA
INDIANA LATINO INSTITUTE ILI
foster success
shepherd community center
MLK CENTER INDY 50TH CELEBRATION
CAFE COMMUNITY ALLIANCE OF THE FAR EASTSIDE
IBE INDIANA BLACK EXPO
FIREFLY Children & Family Alliance
INDIANA YOUTH GROUP


Oversampling underserved populations

- Other, small populations
- Burmese
- Asian, non-Burmese
- Hispanic
- Black, non-Hispanic
- White, non-Hispanic



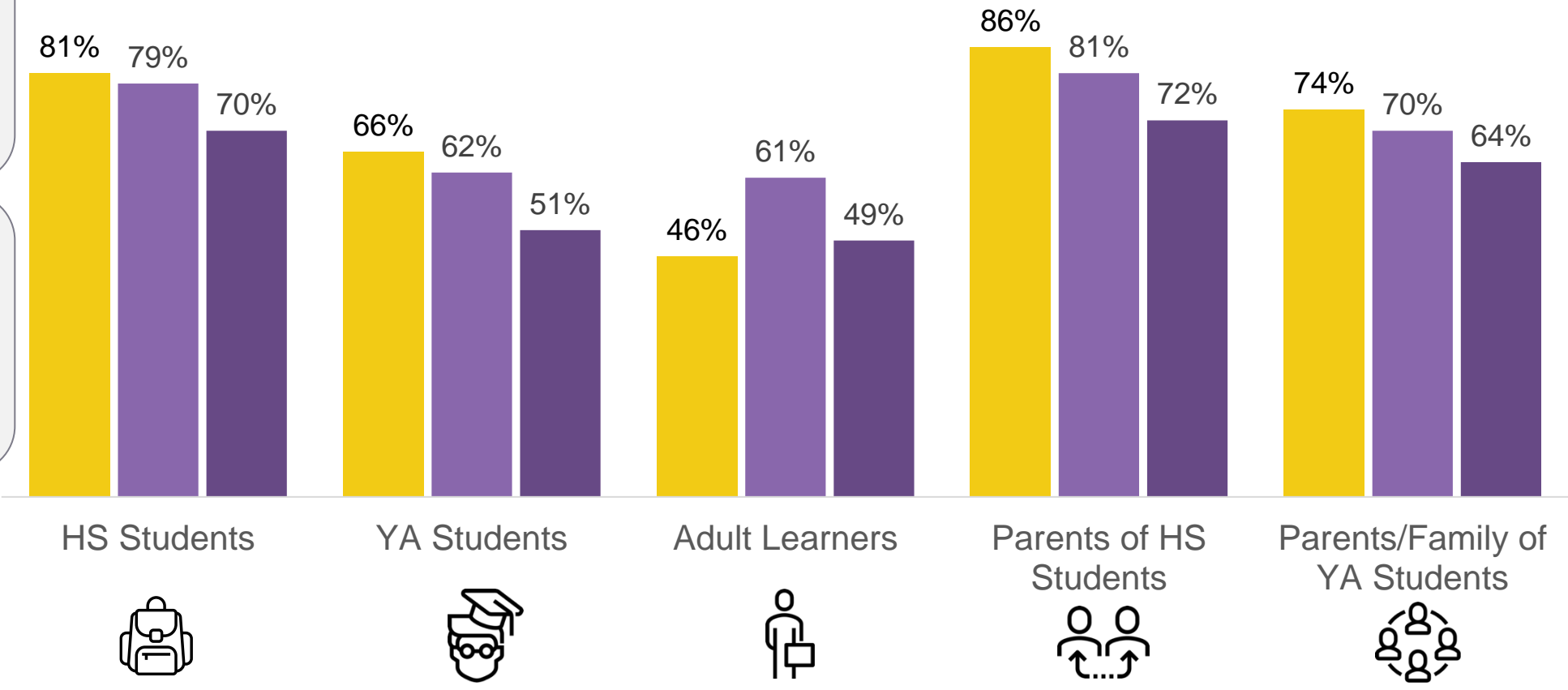
Hoosiers across audiences believe education beyond HS is important and worth the investment, 'cost' changes this


 White LESS likely than other populations to say that training + education beyond HS is important


 White LESS likely to report that TE is worth the cost

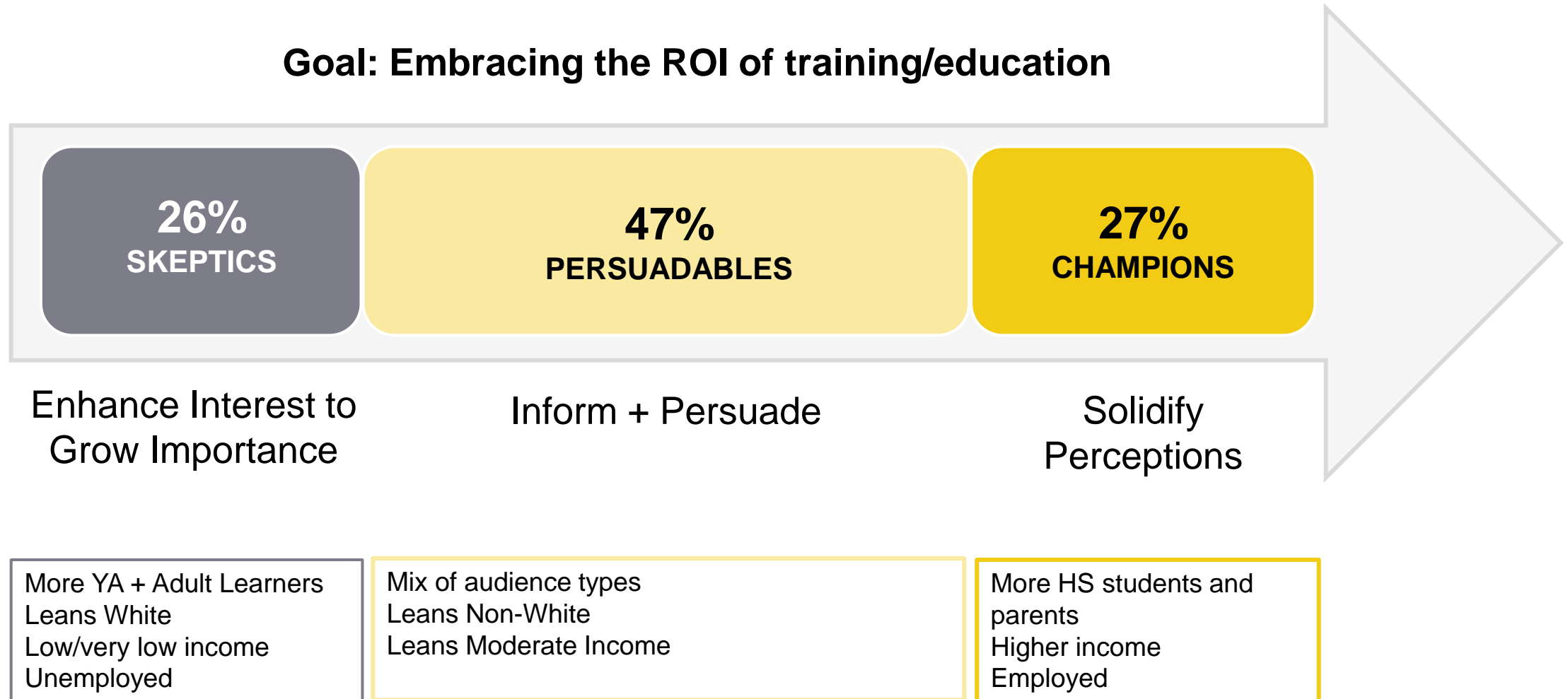
Continuing Education Beyond HS is...

■ Important ■ Worth the Investment ■ Worth the Cost



Variation in belief of the ROI of training and education provides a way to focus/target

Goal: Embracing the ROI of training/education



Values-Based Research

motivate by
emotion



Connect emotionally
by tapping into
individual values.

Personal Values

Stable, enduring,
personal goals

Emotional Benefits

Emotional or psychosocial
consequences derived from
the functional consequences

Rational Benefits

Functional consequences
derived from attributes

Attributes

Tangible features and
attributes

persuade by
reason



Values
research
ensures that
your “Brand” is anchored
upon the **core values**
of key stakeholders.



Students’ and Parents’ Post-Secondary Training and Education Values Ladder

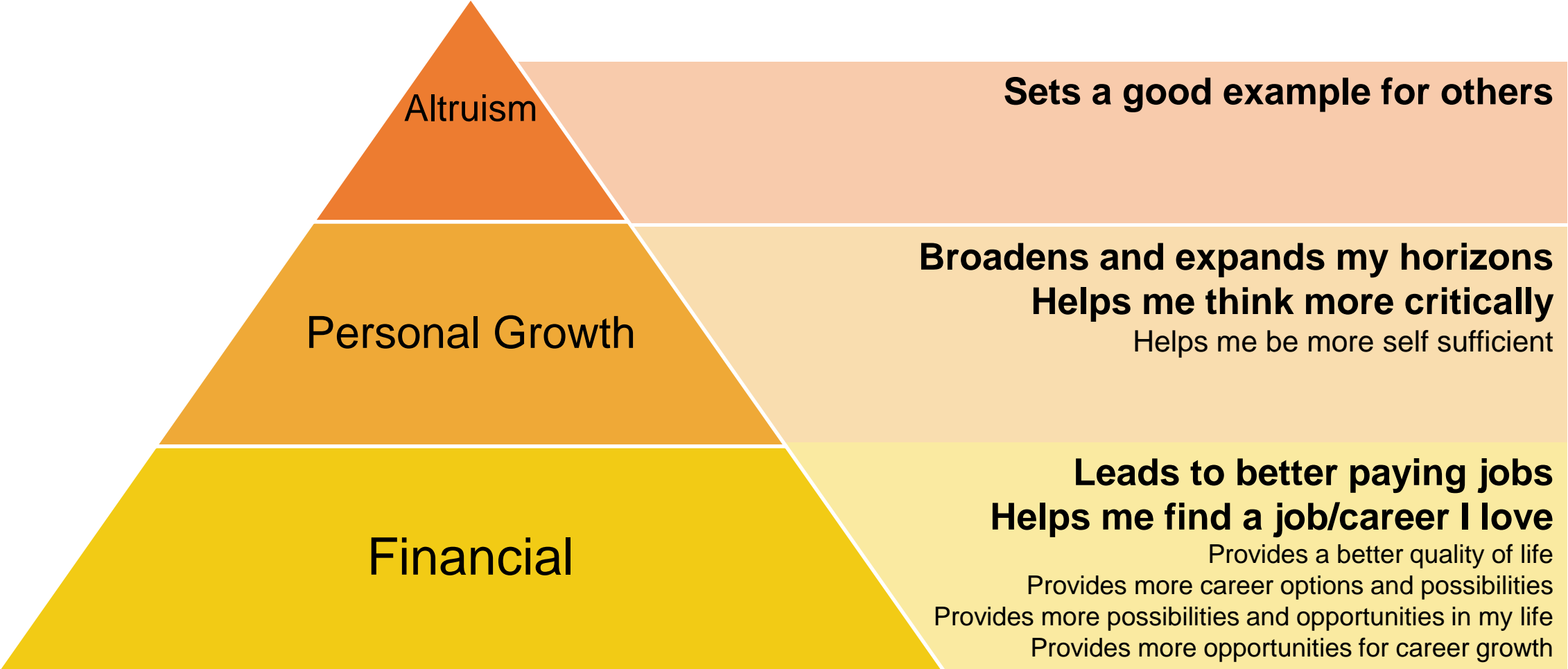
When you feel this way, what does it give you a sense of?

When you see or experience this most important benefit, how does it make you feel personally?

Which of these benefits of training and education is most important to you?

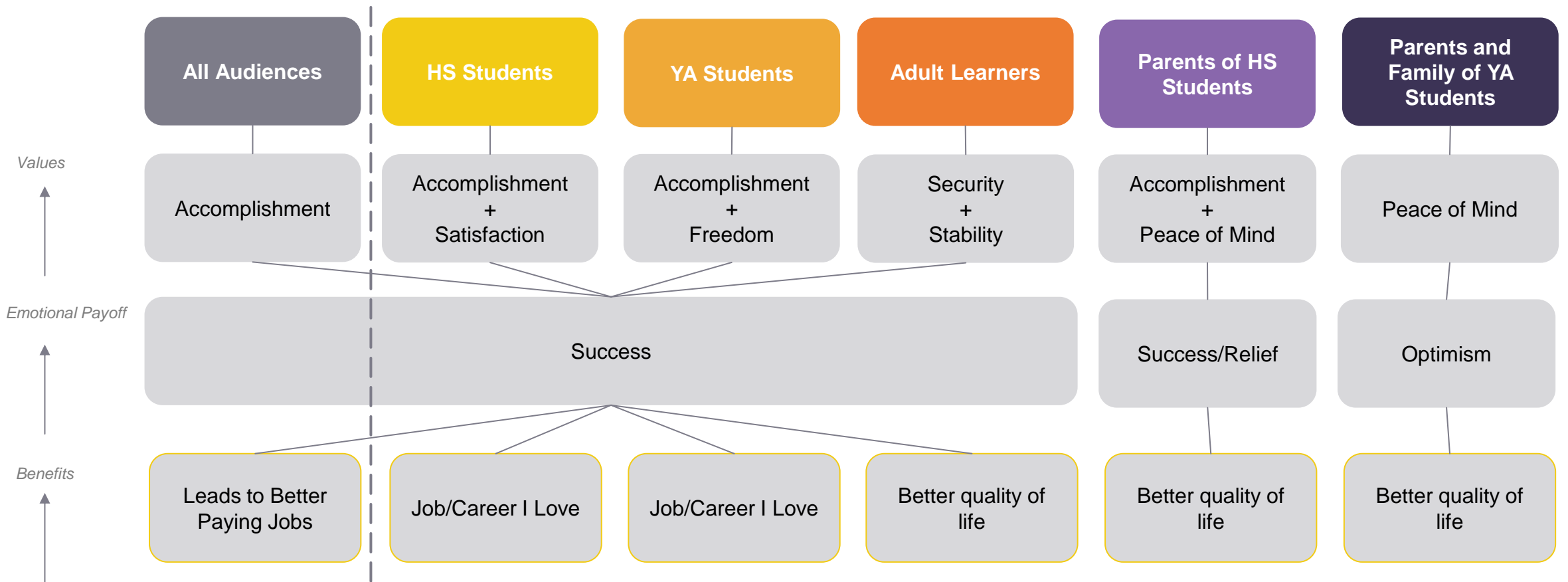
Here is a list of aspects or elements of training and education that may contribute to the most important benefit. Which of the following is most important to you?

Orientations validate qualitative learnings, with some important nuances by audience



Feeling successful is derived from a career one loves, better pay and enhanced quality of life

Success taps into desired feelings of Accomplishment, Freedom, Security and Peace of Mind.

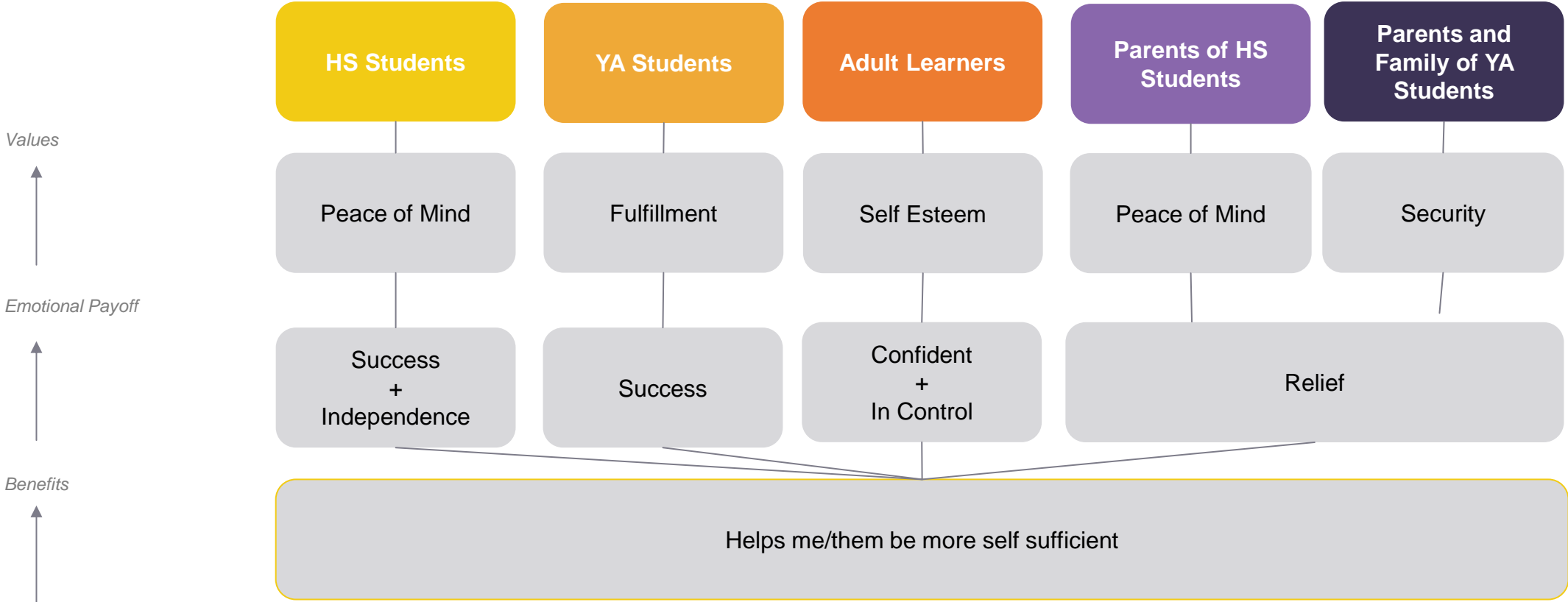


Pursuit of training and education allows...

Financial

Enhanced self-sufficiency is the core element of the Personal Growth orientation

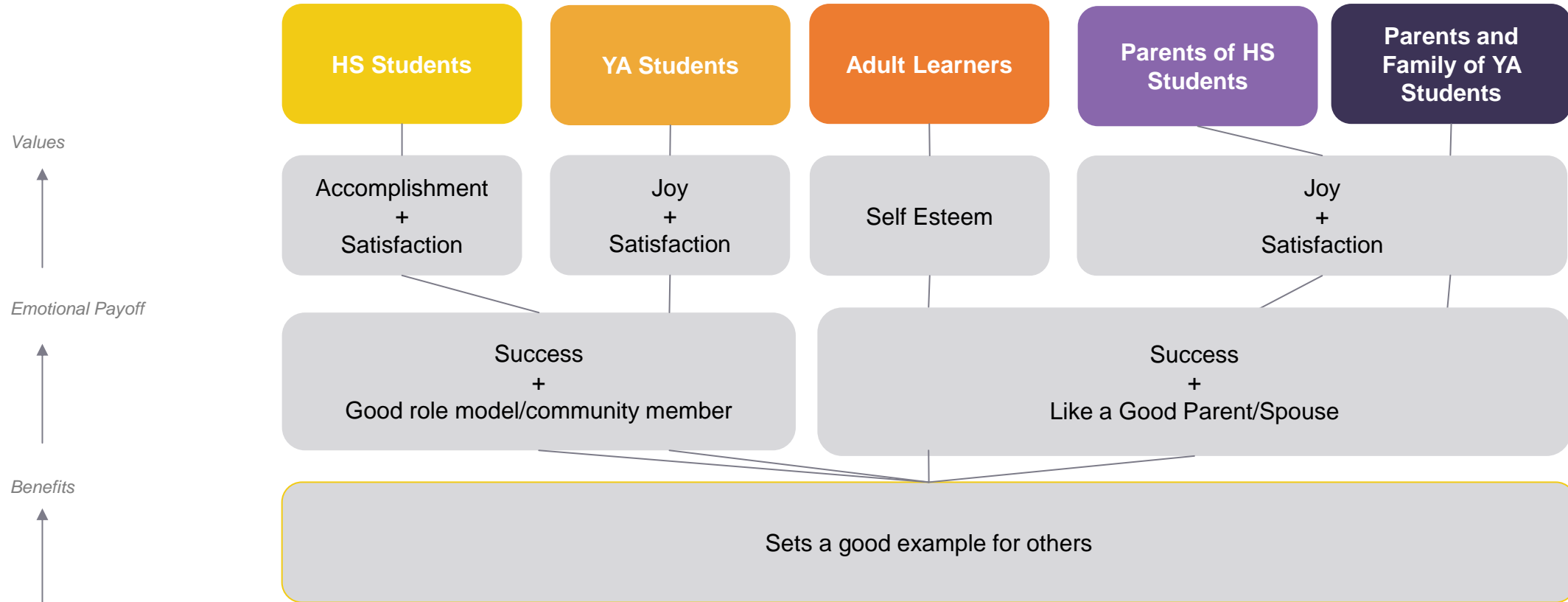
The importance of self-sufficiency triggers different values by audience.



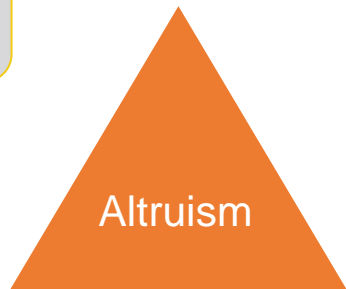
Personal Growth

Being a role model for others helps contribute to feelings of success







This orientation is more important to underserved populations, but very niche-focused.



Pursuit of training and education allows...



Cost leads but is not the full barrier story







	 HS Student	 YA Student	 Adult Learners	 Parent of HS Student	 Parents and Family of YA Students
 Most Impactful	COST of tuition, books, other expenses	COST of tuition, books, other expenses	COST of tuition, books, other expenses	COST of tuition, books, other expenses	COST of tuition, books, other expenses
2 nd Most Impactful	Knowing what career path to pursue	COST of housing	Time away from work /Earning less	Knowing what career path to pursue	Knowing what career path to pursue
3 rd Most Impactful	Personal anxiety or fears	Knowing what career path to pursue	Personal anxiety or fears	Personal anxiety or fears	Personal anxiety or fears

Base: All Respondents

Weighted: HS Students (n=817); YA Students (n=497); Adult Learners (n=301); Parents of HS (n=798); Parents and Family of YA (n=298)

Q505. Which of the following do you think will be the biggest barrier for you in pursuing additional training and education beyond a high school diploma?

If costs are excluded, a trend of uncertainty and anxiety emerges

	 HS Student	 YA Student	 Adult Learners	 Parent of HS Student	 Parents and Family of YA Students
 Most Impactful	Knowing what career path to pursue	Knowing what career path to pursue	Time away from work /Earning less	Knowing what career path to pursue	Knowing what career path to pursue
2 nd Most Impactful	Personal anxiety or fears	Personal anxiety or fears	Personal anxiety or fears	Personal anxiety or fears	Personal anxiety or fears
3 rd Most Impactful	Time away from work /Earning less	Time away from work /Earning less	Knowing what career path to pursue	Lack of interest	Time away from work /Earning less

Underserved populations face specific challenges to a greater degree than Whites:

- Schedules/Course Timing
- Transportation Availability
- Caregiving Responsibilities
- Personal Health Concerns

Base: All Respondents

Weighted: HS Students (n=817); YA Students (n=497); Adult Learners (n=301); Parents of HS (n=798); Parents and Family of YA (n=298)

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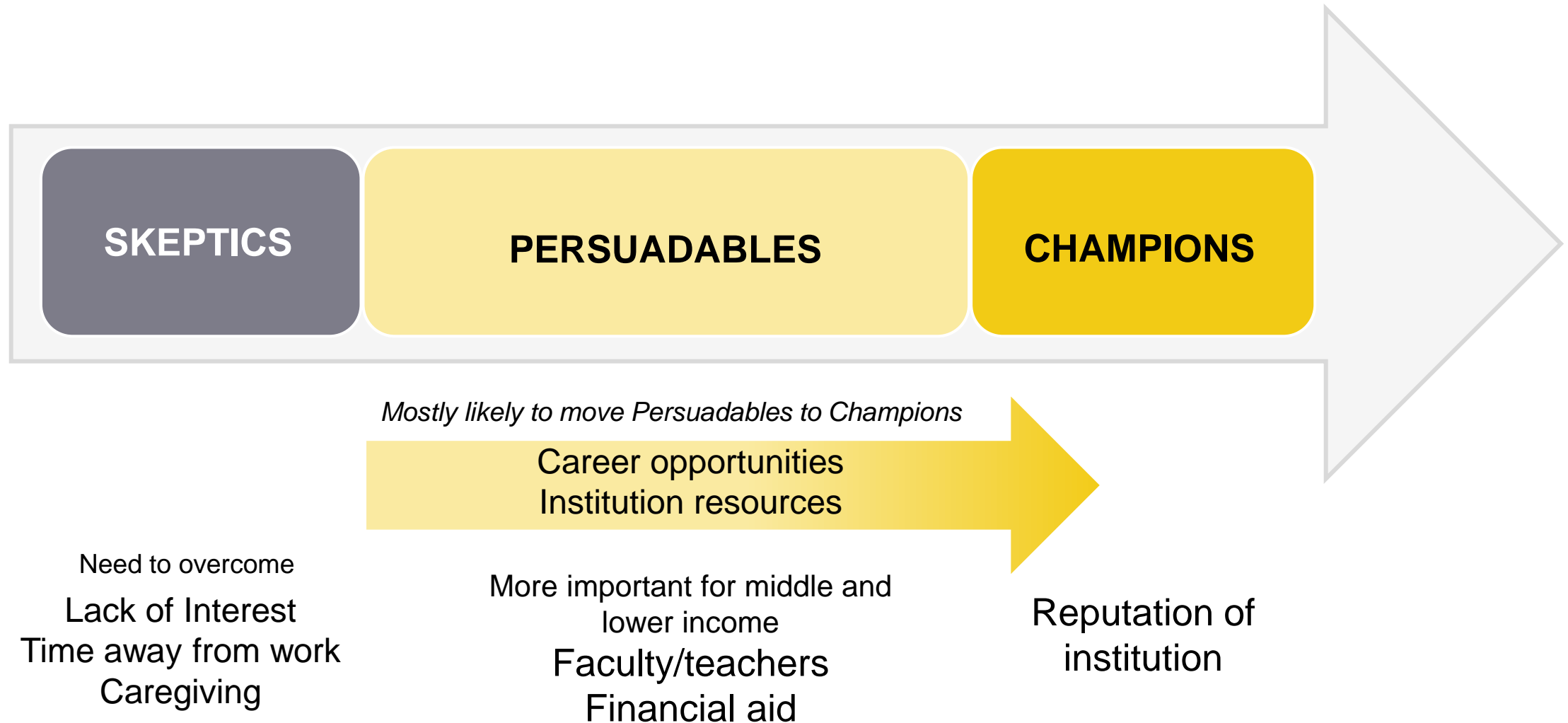
Information needed to overcome key challenges goes far beyond financial



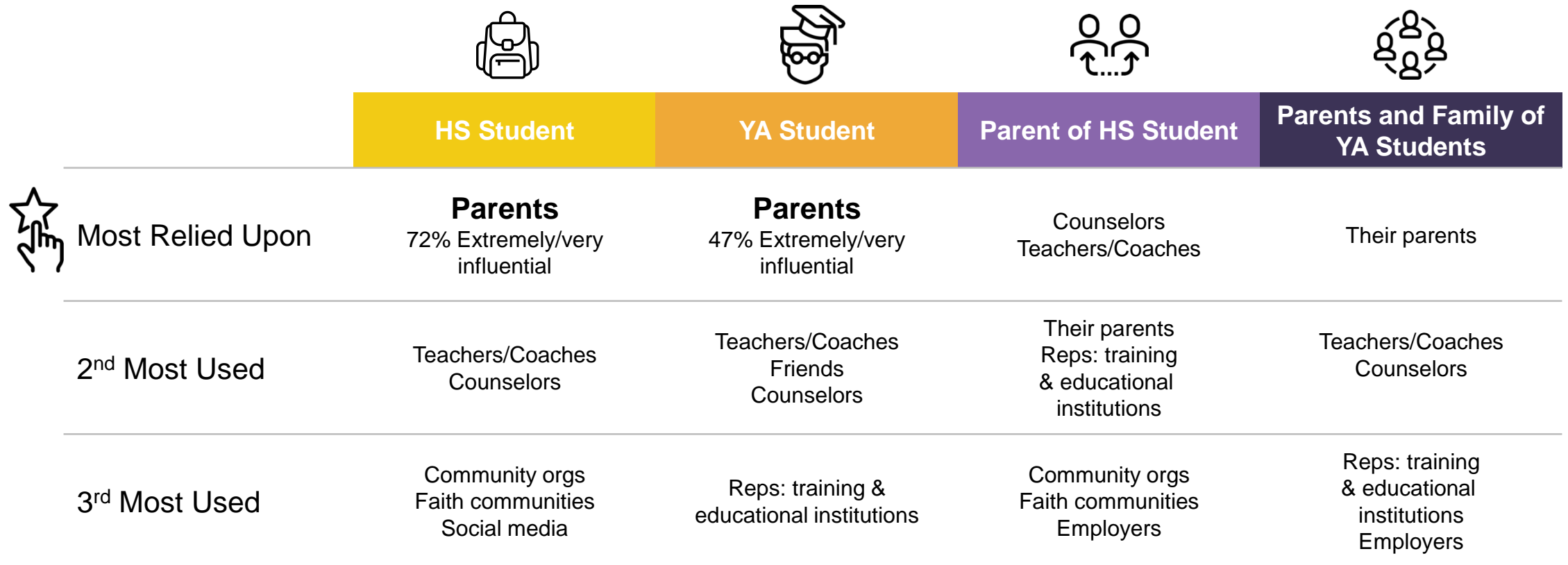
Knowing My Path	Financial	Accessibility + Accommodations	Behavioral Health
<ul style="list-style-type: none"> • Support choosing an education focus • On-the-job experience • Supportive faculty • How do I find a job I love? • Availability/placement • Pros and cons of career path • Mentoring/advising opportunities 	<ul style="list-style-type: none"> • Monetary support and knowledge building • Financial counseling • Financial aid options • Grants • Affordable housing support • Continued availability of financial aid 	<ul style="list-style-type: none"> • Flexible classes • Online courses availability • Accommodations for special needs • Childcare support • Transportation accessibility 	<ul style="list-style-type: none"> • Encouragement and confidence building • Balancing work/life • Managing stress • Motivation and focus • Time management

Professional audiences are aligned with these as solutions to barriers but worry some may be adverse to government delivering (some audiences may not perceive as trustworthy).

Some factors and challenges cluster within each worthiness segment



Parents dominate student circles of influence, and they rely on educational expert support



Base: All Respondents

Weighted: HS Students (n=817); YA Students (n=497); Adult Learners (n=301); Parents of HS (n=798); Parents and Family of YA (n=298)

Q705. How often do you rely upon the following people and institutions when it comes to providing guidance and advise about additional training and education beyond a high school diploma? [Always, Sometimes, Never]

Q710. How influential are your parents/guardians in your decision of your chosen path and direction after high school? [Extremely, Very, Somewhat, Not Very, Not at All]

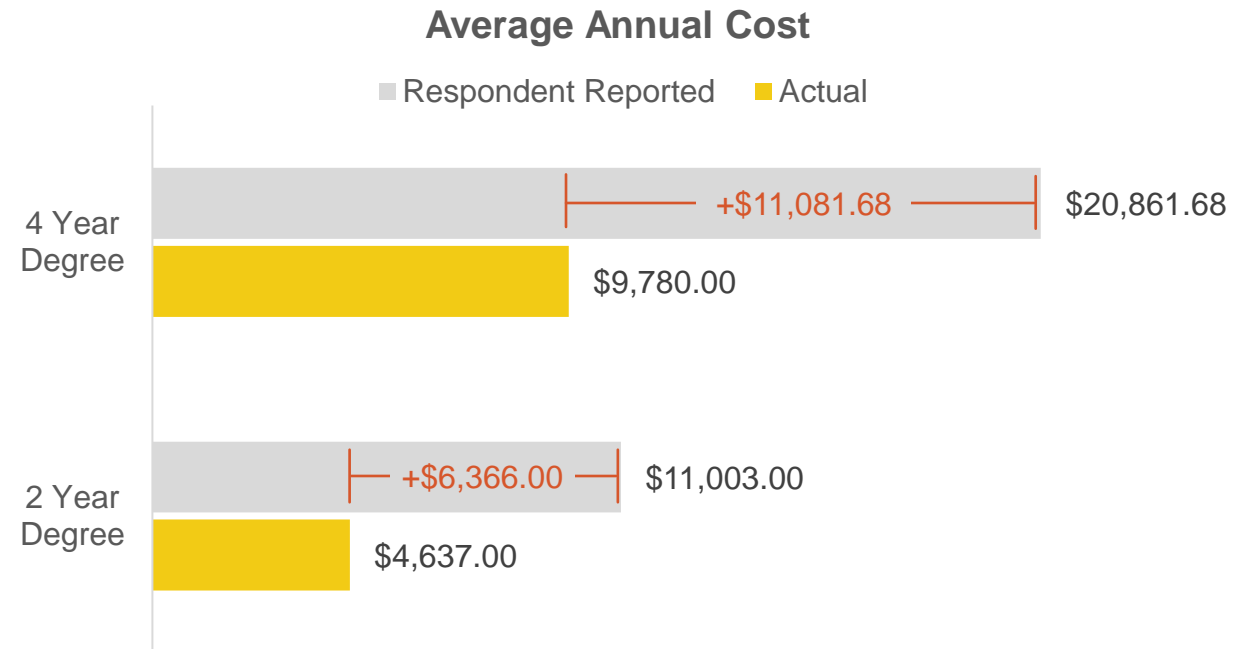
In-state tuition costs are over inflated

Actual costs viewed with skepticism

About 1 in 3 people surveyed do not believe reported In-state tuition numbers.



While all tend to over inflate the cost of annual in-state tuition.



Base: All Respondents

Weighted: HS Students (n=817); YA Students (n=497); Adult Learners (n=301); Parents of HS (n=798); Parents and Family of YA (n=298)

Q805A/B. Indiana has both public and private colleges and universities. What do you believe the annual cost of tuition and fees for in-state residents at an Indiana college or university is? This is the cost that someone who does not receive any financial aid would pay. Do not include books or room and board in your response.

Base: Believe Cost Is Barrier

Weighted: HS Students (n=320); YA Students (n=151); Adult Learners (n=71); Parents of HS (n=307); Parents and Family of YA (n=84)

Q810_A. How believable is this information to you? "As of 2021-22, the average annual cost of in-state tuition to a 4-year public college or university in Indiana was \$9,780. During the same year, it was \$4,637 at a public 2-year institution. This is the cost that someone who does not receive any financial aid would pay."

When presented with actual tuition costs, most believe they can find a way to pay



Over 80% of **HS Students and their parents** believe that they could find a way to pay for their/their student's choice of training and education.



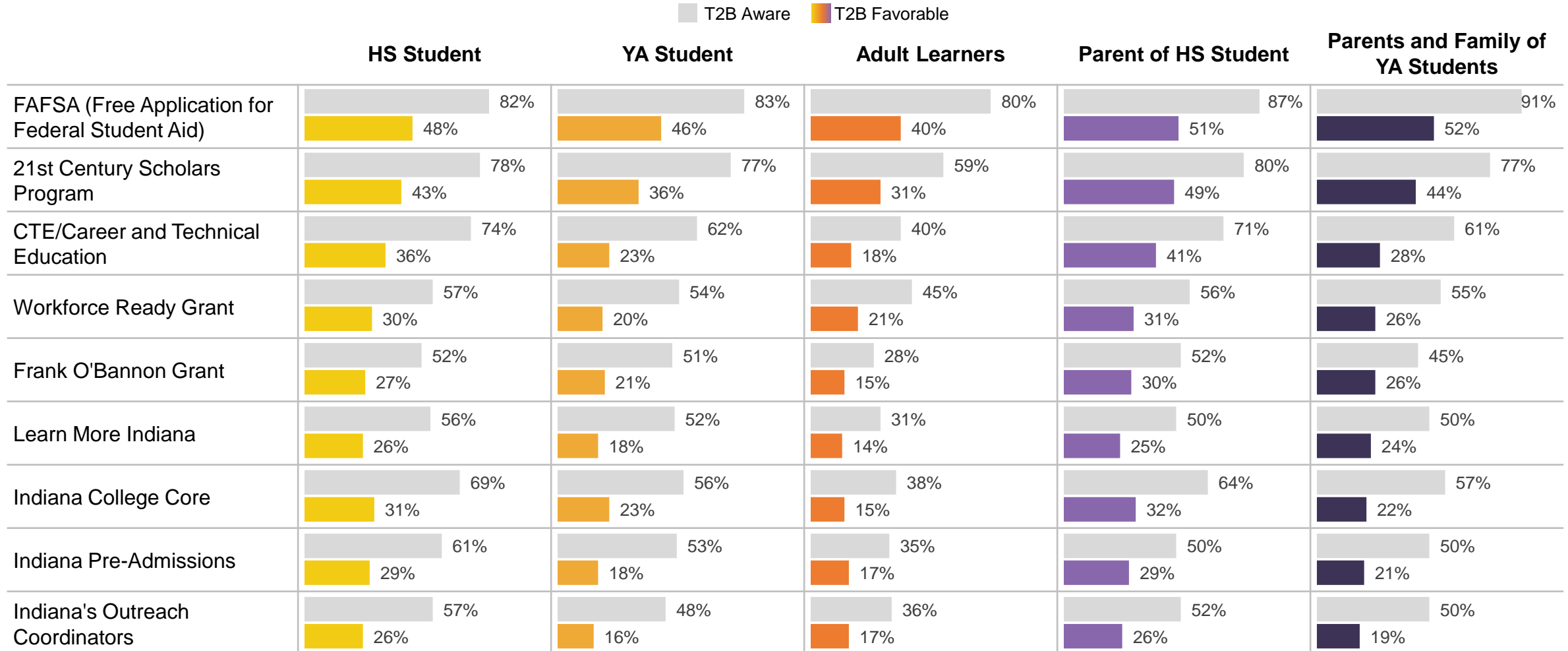
Dropping to about 70% of **YA Students and their parents** believe that they could find a way to pay for their/their student's choice of training and education.



Dropping further to under 60% for **adult learners**.

Opportunity to enhance awareness and utility of CHE initiatives

Awareness vs. Favorability of IN Programs That Support Additional TE



Base: All Respondents
 Weighted: HS Students (n=817); YA Students (n=497); Adult Learners (n=301); Parents of HS (n=798); Parents and Family of YA (n=298)
 Q715. How favorable are you toward each of the following?

Imperatives and Opportunities



THE FOUNDATION

(exists but lacks broad awareness;
needs to grow & cross-pollinate)

Existing Programs

Financial Aid
Scholarships
Counseling
Community
Faith Based
Employer

THE MISSING MIDDLE

(need to cross the chasm)

Awareness of possibilities

+

Exposure to relevant opportunities

+

Belief and Support so I Can Thrive

THE MESSAGING

(where we're headed)

Motivational and relevant messages on how to achieve what matters to me

(will only be credible and received if coupled with the belief of what is possible and "I can get needed support")

Messaging Imperatives



Demonstrate the 'fit' between future employment and the most appropriate training and education pathway.



Normalize different pathways in pursuit of training and education and that they do not have to be linear.



Target messaging to tap into critical emotional drivers of decision making of each audience.



Amplify and target parents as they have an outsized influence on choices and decisions of their children coupled with near universal wants and needs for them to be happy, self-sufficient and lead a better, more fulfilling life.



Intentionally connect the 'why' and the 'how': connect the importance of training and education with the pathway and the specifics of what is available to Hoosiers to support and facilitate achievement, whether they are (or will be) high school graduates, are considering pursuing training and education after work/break, or at an important transition point.

Messages that Motivate

HS Students	YA Students	HS Parents
<p>Find what you love, love what you do.</p> <p>Ever wondered how your choices today could empower your tomorrow? Here's how continuing learning after high school helps:</p> <ul style="list-style-type: none">✓ Build confidence to make your own decisions✓ Set yourself up to stand on your own by boosting your talents✓ Gain skills to handle life's future challenges✓ Live life your way, not someone else's <p>It's not just about finding a job or making money. It's about creating an independent life AND doing something you love.</p> <p>Short training courses that build a specific skill, trade or professional certifications, 2- or 4-year college - whatever fits your plan. Each step builds your skills and gives you more control over your future.</p> <p>Remember: What you learn now empowers you to do your own thing later.</p>	<p>Build the life you want.</p> <p>Continued education and training is the key to a more financially stable and independent future.</p> <p>Here's why it matters:</p> <ul style="list-style-type: none">✓ New skills can lead to better job and career opportunities that match your passions✓ Each step in learning increases your earning potential and enhances your stability✓ It's all about creating a future built on options✓ Trade and professional certificates and short courses, not just degrees, make a difference <p>Whether you're working, balancing family responsibilities, or tried additional/more education before, there are flexible options to fit your life.</p> <p>It's not just about the money. It's about building a career that provides more security while pursuing meaningful work.</p> <p>Your skills are your greatest asset. Keep investing in yourself.</p>	<p>Encourage your child's future.</p> <p>As a parent, one of your greatest rewards is seeing your child grow into an independent adult. Encouraging training and education after high school is a powerful way to help them amplify their talents and become truly self-sufficient. Here's how:</p> <ul style="list-style-type: none">✓ Practical skills: Further training and education equips them with tools to navigate adult challenges.✓ Career readiness: Training provides the experience and connections to employers that fuels passion for a career.✓ Decision-making abilities: Learning builds confidence to make informed choices without having to rely on someone else.✓ Financial stability: Advanced skills lead to better job prospects and economic security. <p>By encouraging post-high school learning - whether through training in a skilled trade, professional certifications, or college degrees - you're empowering their ability to stand on their own.</p> <p>Start the conversation with your child about their educational options and help set the foundation for a lifetime of independence and success.</p>

Engage Professionals for Greater Traction

This group holds a lackluster view of the state of education in Indiana, yet see multiple dimensions...

POSITIVES (leverage)

- ✓ Quantity of education and training alternatives and options available
- ✓ Those representing HS and higher education cite financial aid and scholarship funding
- ✓ Employers talk about programs that link training and education with workforce needs
- ✓ Youth serving organizations appreciate CTE programs

NEGATIVES (address)

- X Actual cost of college
- X Lack of understanding of cost
- X Lack of understanding of financial aid availability
- X Timeline for developing plans for future (*“Senior year is too late”*)
- X Education-job mismatch among employers (*“pushes 4-year degree where trade may be better option”*)
- X Perceived lack of support and resources for students and families
- X Parental/student lack of awareness and understanding of resources
- X Pressure and expectations on counsellors (vs. parents as moral support)
- X Overwhelming logistics load and ratio of students to counselors

Talking About the Cost of Training and Education

- **Remember the context:** media narrative, personal experience and 'cost to me'
- **Explain the numbers:** Don't just use a single number without explanation; include and explain 'gross' and 'net'
- **Consider all costs:** Remember that, for many, tuition and fees are just part of the equation. Books, supplies, housing, transportation, food and other living expenses, as well as lost wages, are critical for many.
- **Resources to understand information:** Link to resources that can help make this information more understandable and accessible (e.g., tuition calculators and other in-person support).
- **Resources to navigate barriers:** Link to support and resources that can help navigate other cost-related barriers.
- **Dissemination:** Create mechanisms for sharing with professional audiences.





THE FOUNDATION

(exists but lacks broad awareness;
needs to grow & cross-pollinate)

Existing Programs

Financial Aid
Scholarships
Counseling
Community
Faith Based
Employer

Ways to Strengthen + Broaden Foundation

- Broaden access to career direction/path
- Parents as a target AND advocate
- Career coaching as important as academic
- Arm the sphere of influence

THE MISSING MIDDLE

(need to cross the chasm)

Awareness of possibilities
+
Exposure to relevant opportunities
+
Belief and Support so I Can Thrive

THE MESSAGING

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HOPE

Hoosier Opportunities and Possibilities
through Education



Agenda



Thank
You