

Factors that Impact Hoosiers' Decisions to Pursue Education and Training after High School

The Who, What, Where, How, How Many Pre-Read

Research study conducted by Heart+Mind Strategies for Indiana Commission for Higher Education

Overarching Study Objectives + Purpose

Conduct Qualitative and Quantitative research into the factors that impact Hoosiers' decisions to pursue education and training after high school, and potential solutions to address barriers to enrollment and completion.

Findings will guide the development of the Commission's strategic objectives and initiatives around policy, communications and resource allocations.

Research Approach			
PHASE 1	PHASE 2	PHASE 3	PHASE 4
Jan-Mar	Apr-Jun	Jul-Aug	Aug-Sep
Value of Higher	Decision Pathway Validation	Message Fine Tuning	Synthesis, Production,
Education + Training	+ Message Prioritization		Final Recommendations
Understand perceptions, landscape and ecosystem of the value of training and education after high school, barriers to enrollment and sphere of influence. In-Depth Interviews* (n=136) Values Maps with pathways of decision making Messaging inputs and workshop Strategic summary report AUDIENCE (20) HS Students (18) YA Students (12) Adult Students (10) Gen Population (23) Parents of HS Students (11) Parents of Adult Students (10) HS Staff (10) Youth Serving ORgs (12) Reps from Higher Ed (136) TOTAL INTERVIEVVS 	 Determine drivers and barriers to enrollment. Identify most persuasive messages and target audiences. Full report with implications and recommendations for engaging prospective youth and adult students. Survey* (online, CATI, intercept) (n=2,711) Decision pathway validation Segmentation and advanced analytics, messaging impact and sub-group targeting Comprehensive presentation AUDIENCE (817) HS Students (301) Adult Learners (798) Parents of HS Students (298) Parents of Adult Students (2,711) TOTAL COMPLETES *English, Spanish, Hakha Chin, Burmese official language	Diagnoses of messaging, programs and key information by audiences and how to optimize for peak resonance. 4 In-person focus groups (n=26) 6 BrightBoard sessions* (n=137) 1-on-1 video interviews (n=21) AUDIENCE (63) HS Students (29) YA Students (73) Parents of HS Students (10) Employers (9) HS Staff + Youth Serving Organizations (184) TOTAL PARTICIPANTS	 Integration of findings and materials for broader socialization and action planning. Recommendations for messaging strategy, language, policy Video montage to tell the story One page infographic for legislators



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Audience Definitions

STUDENTS

HS Students: Students currently enrolled in a high school in Indiana

YA Adult Students: Individuals between the ages of 19-24 who are either enrolled in college, enrolled in but withdrew from college, or never enrolled in college

Adult Students: Individuals between the ages of 25-65 who either have some college experience but no degree or certificate, considered enrolling in college but never did, or are actively considering enrolling in college

General Population: Individuals between the ages of 25-65 who never planned to pursue college

STUDENT INFLUENCERS

Parents of HS Students: Individuals who are currently parenting high school student(s)

Family of Adult Students: Immediate relatives of adult students

HS Staff: High school teachers, school counselors and additional school personnel who are employed at Indianabased organizations that prepare Hoosier youth to enroll in and be successful at college

Youth Serving Organizations: Faith and community-based organizations that serve individuals under the age of 18 and/ or young adults

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SYSTEM INFLUENCERS

Higher Education Staff: Representatives from Indiana's higher education institutions

Employers: Employers based in Indiana

Oversampling and Weighting Data

Oversampling underserved populations allows for deep subgroup analysis, while weighting the data to match census population data for the state of Indiana allows for statewide representation.

