

Serve a growing population of adult learners?  
Want to maximize the retention of working learners?

## Collaborate in our study of adult learner college retention!



The University of Phoenix Research Institute is seeking higher education institutions interested in participating in a national study of adult learner college retention. We plan to survey 10,000 – 15,000 adult students to discover:

- How do personal and psychological issues influence the retention of adult learners?
- How does generational membership influence the retention of adult learners?
- How does generational membership influence the sources of support adult learners find most effective?

While adult student enrollment is projected to increase up to 20% by 2016, **adult student retention is still very low**: only 28% of full-time students and 5% of part-time students earn an associates or bachelor's degree after six years of study. Adult learner retention is one of the least-understood but most important issues in higher education today.

**Two sets of factors** that may influence the retention of adult students have been ignored or studied only sporadically.

- **Psychosocial Issues** – Issues related to identity and social relationships
- **Generational Membership** - Most research treats all learners over the age of 22 as if they are exactly the same, even though Baby Boomers, Gen Xers, and Millennials are very different.

### Intriguing Pilot Study Results:

- Generational cohort makes a difference in FREQUENCY and INTENSITY of psychosocial issues
- Contrary to most literature, SCHOOL sources of support were more effective than PERSONAL sources of support

**Find out how your educational institution can help further understanding of the growing population of adult college students!**

### Opportunities for Your Institution to Collaborate:

- Post information about the study on the collaborating organization's website to encourage participation in the study
- Send email invitations to the collaborating organization's membership or constituents to encourage participation in the study

### Potential Benefits

- Improved understanding of the unique psychological and generational needs of adult learners representing different walks of life
- Identification of strategies and resources that can be used by institutions to increase retention and degree completion of adult learners enrolled in college

**Interested in learning more  
and/or participating?**

Send an email to  
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