

No Board endorsement of any
person or entity

non-traditional college students discussion **Of**
their needs and pathways to
success.

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KARL MCDONNELL | CEO
STRAYER EDUCATION



understanding
the non-traditional
**college
student.**

understanding the non-traditional college student.

- Over 8 million students, or roughly 40% of total¹
Expected to grow faster than traditional students for balance of debt
- Predominately part-time
Convenience + Flexibility
Online Preference
Achievement Challenges
- Shorter window to earn return on education investment

¹NCES enrollment stats <http://nces.ed.gov/fastfacts/display.asp?id=372>

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financial barriers
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- Majority have existing outstanding consuming debt
- Many don't qualify for grants or scholarships
- Affordability issues when unemployed or working less
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- More than two-thirds of cohort attrition happens in the first year
- Level of effort single biggest predictor of success
- Student engagement drives effort

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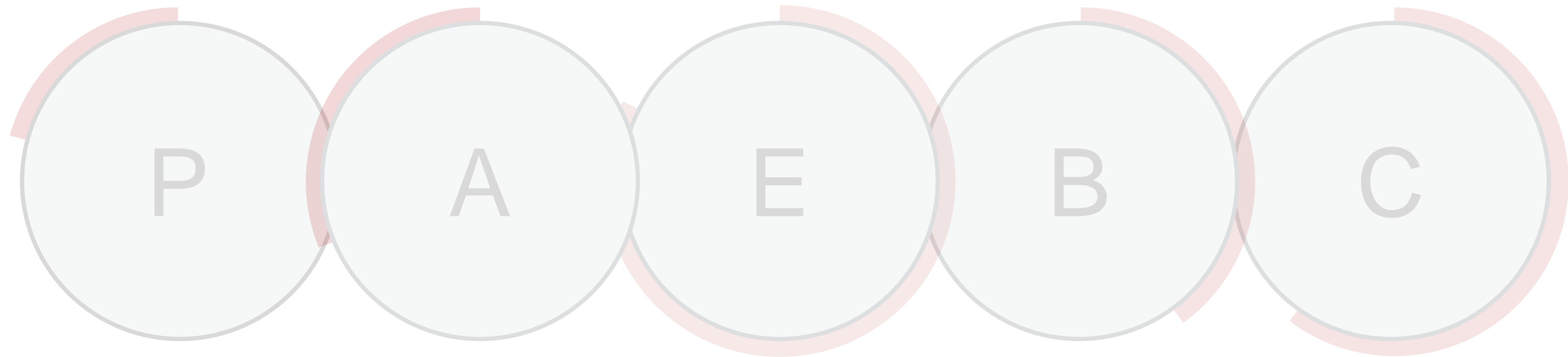
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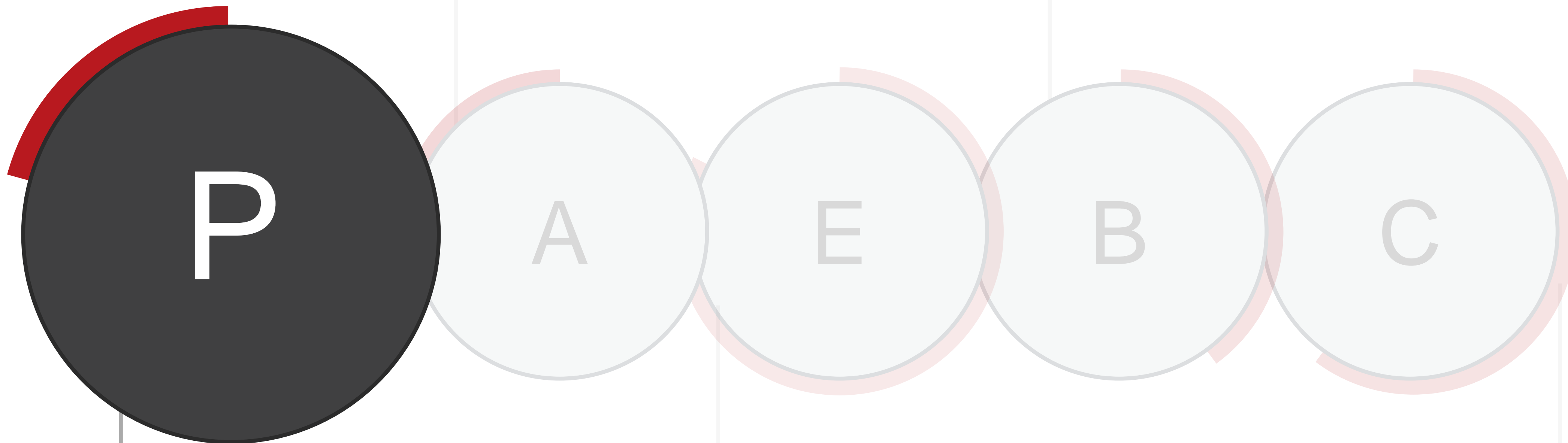
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strategies for improving
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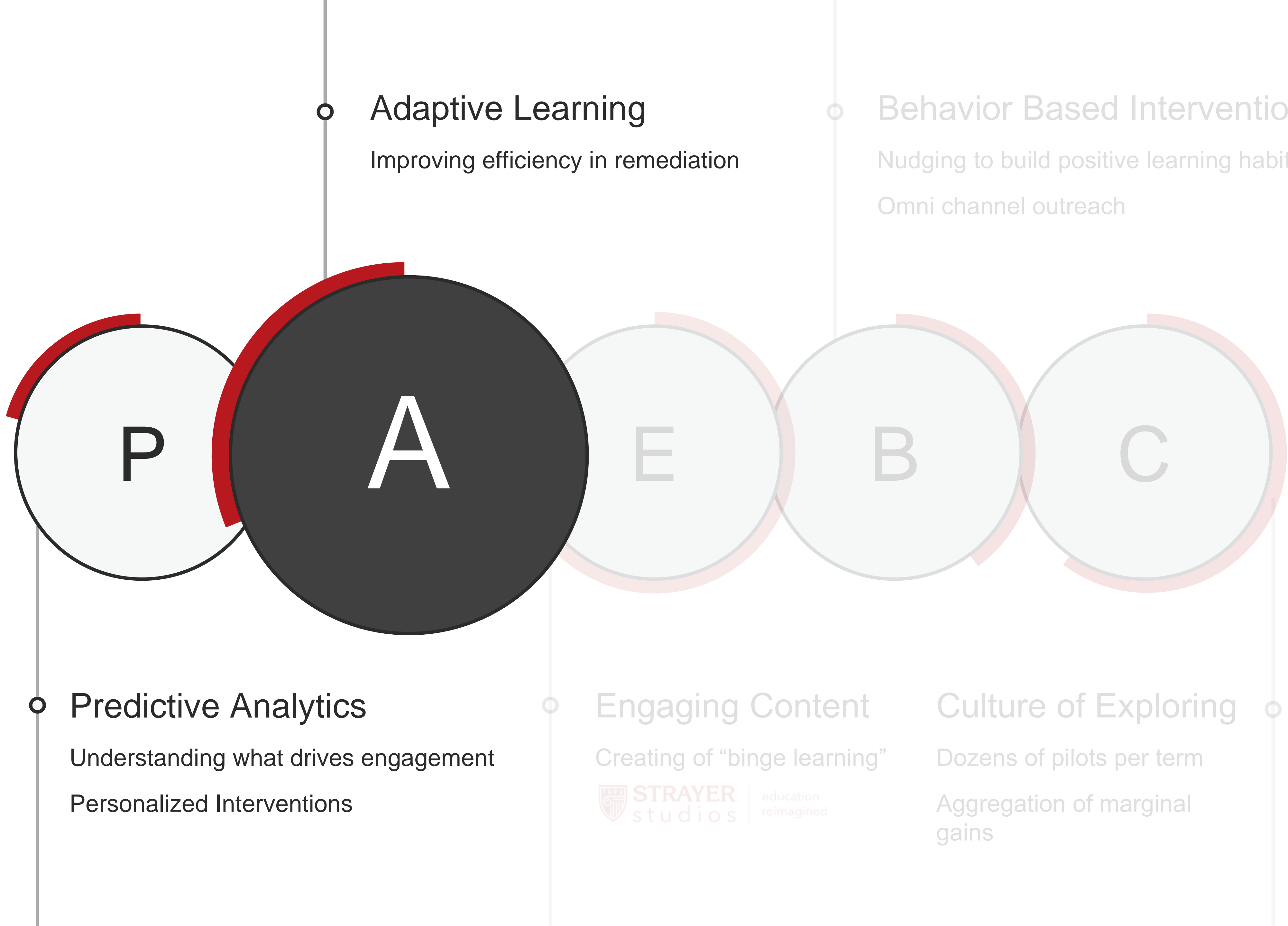
○ Adaptive Learning
Improving efficiency in remediation

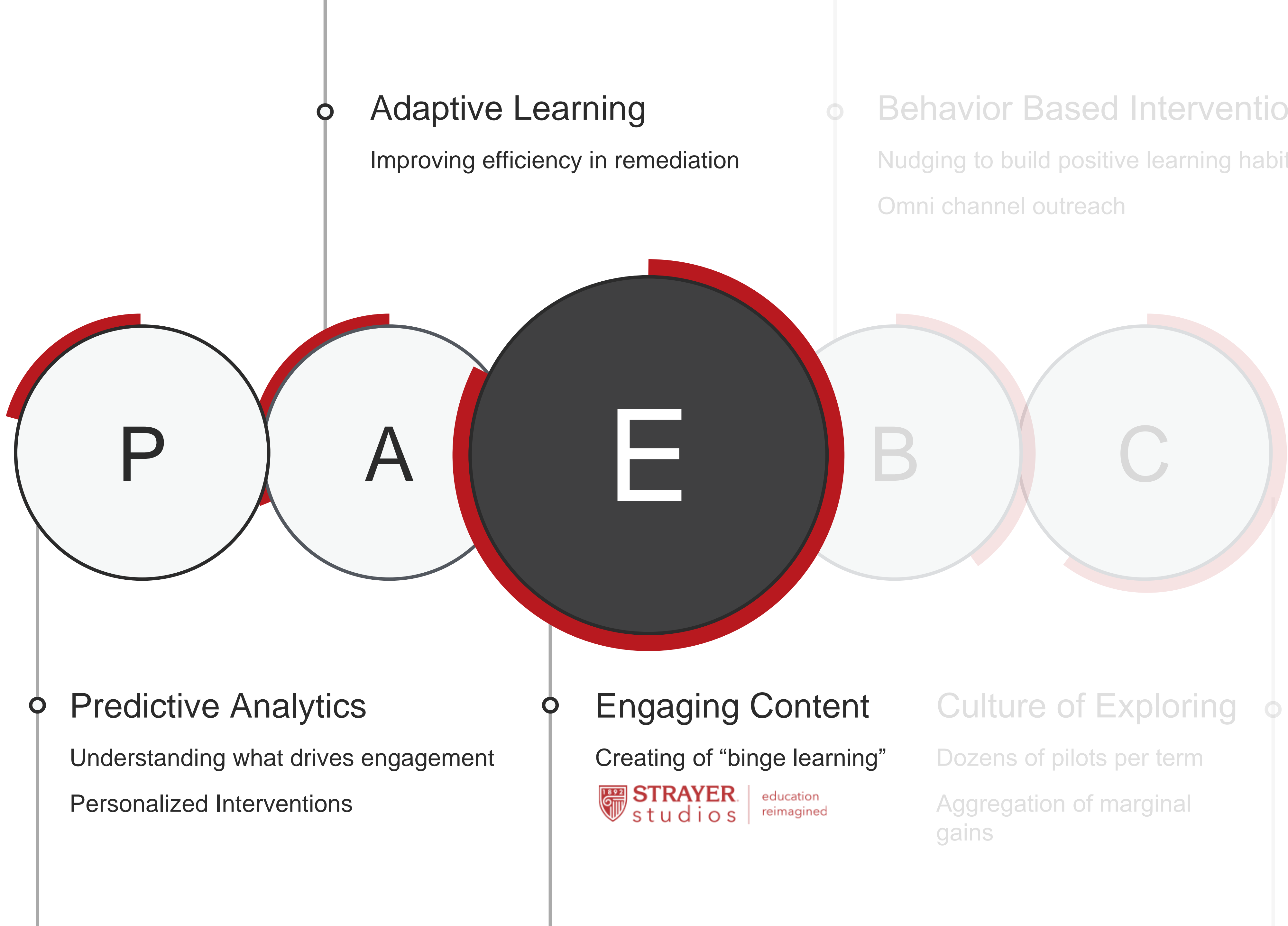
○ Behavior Based Interventions
Nudging to build positive learning habits
Omni channel outreach

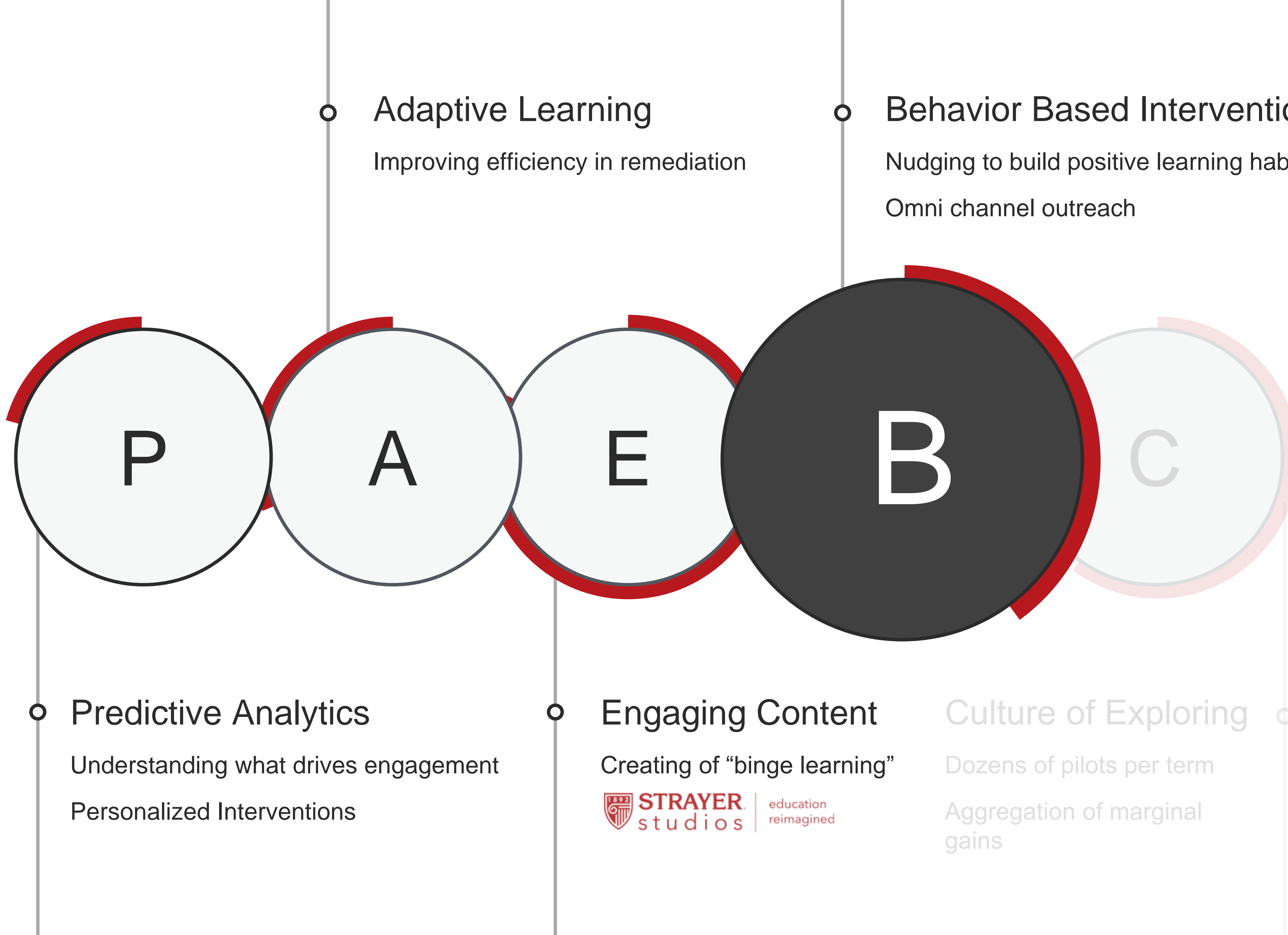
○ Predictive Analytics
Understanding what drives engagement
Personalized Interventions

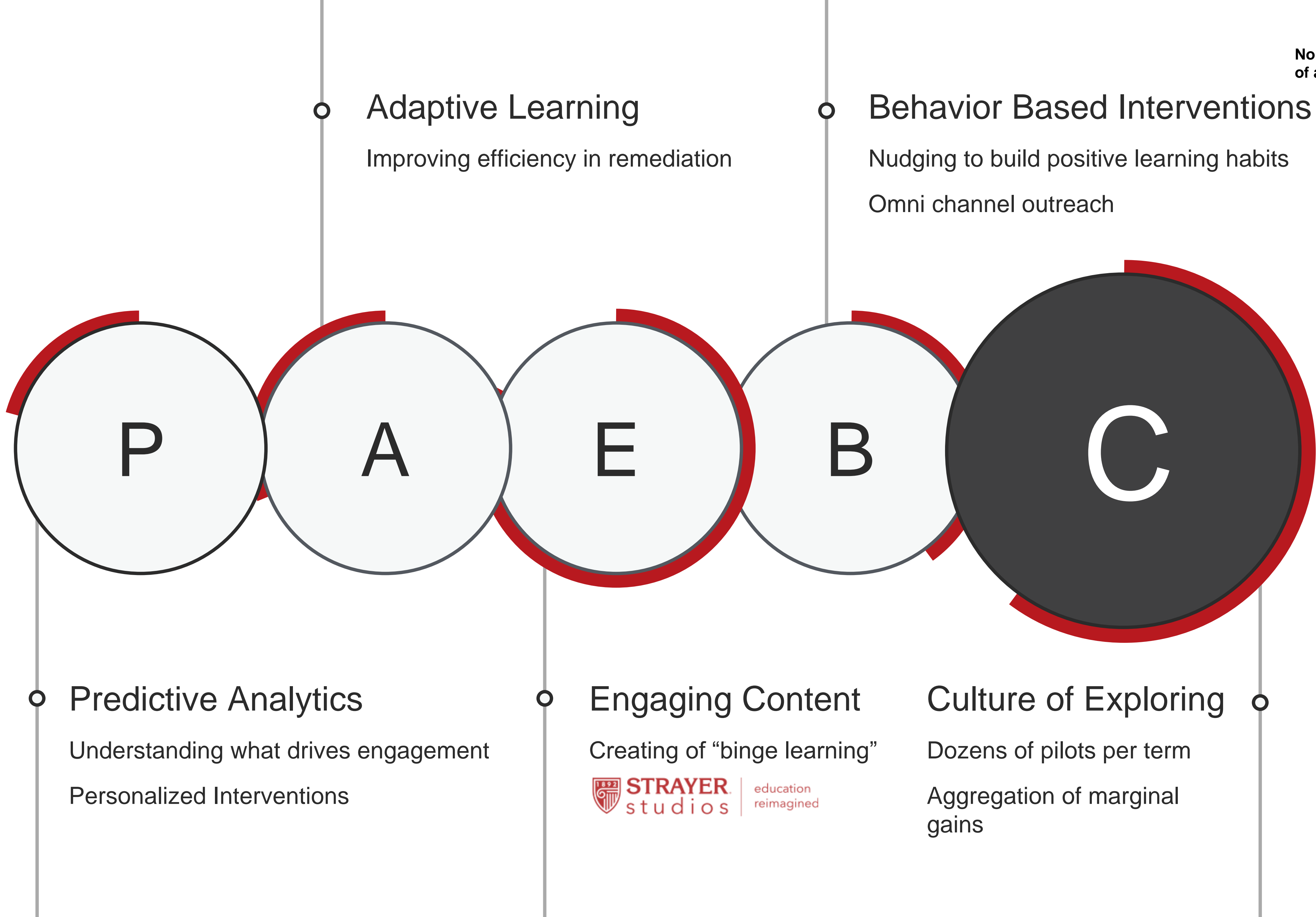
○ Engaging Content
Creating of “binge learning”
 education reimagined

○ Culture of Exploring
Dozens of pilots per term
Aggregation of marginal gains

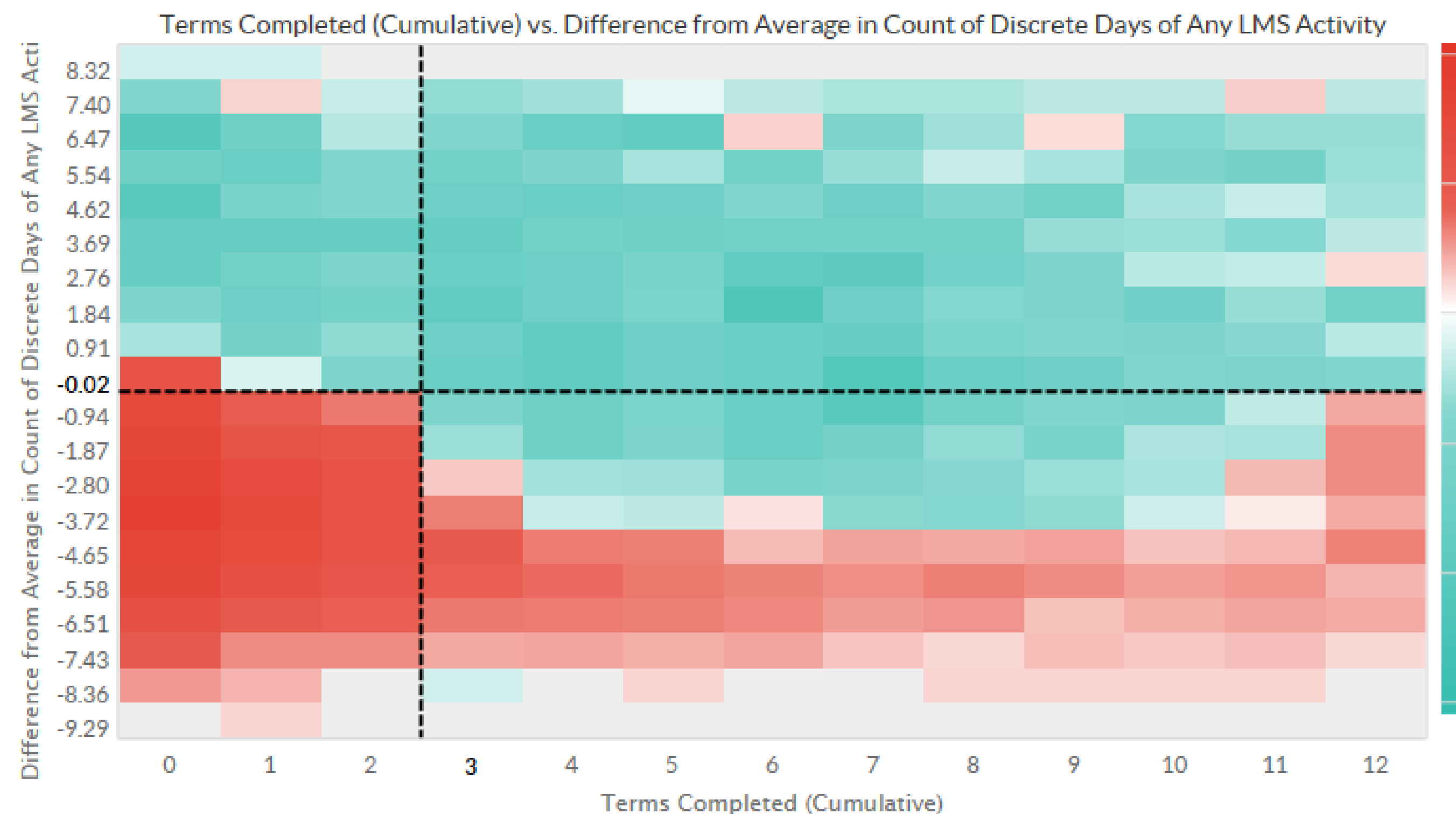








predictive analytics
example:
relative differences
in lms activity are
more predictive than
**even terms
completed.**



most intra-term persistence
prediction changes are
engagement based, enabling
near real-time

targeted outreach.

