

**Council on Postsecondary Education
November 5, 2007**

Adults With Some College Survey

The Council on Postsecondary Education contracted with Stamats, Inc., a higher education marketing research firm, earlier this year to conduct a quantitative research project to identify market segments of adult Kentuckians who would be receptive to reenrolling to complete a bachelor's degree over the next few years. Targeting these adults with some college will be a critical strategy in meeting Kentucky's goal to double the number of college graduates by the year 2020.

Survey objectives identified the following:

- The composition, traits, and behaviors of Kentuckians who have not completed a bachelor's degree.
- Barriers potential students face in continuing their education.
- Motivations for seeking higher education.
- Expectations about the perceived benefits of earning a degree.
- Desired programs and delivery formats.
- Perceptions regarding higher education options.
- Need for support services among this audience (i.e., on-campus child care, financial aid, personalized advising, etc.).
- Gauge awareness of the Kentucky Virtual Campus and GoHigherKy.org Web sites.

The results of the survey will help guide the discussions toward the development of adult-friendly programs and services and an outreach effort called Project Graduate. The first phase of Project Graduate will target the 11,000 Kentuckians with 90 or more credit hours and will kick off this winter.