

DEFINING THE MODERN LEARNER

PERSONAS



68% of undergraduates **WORKED WHILE ENROLLED**, and **50% OF THOSE WHO DID NOT HAD ACTIVELY LOOKED FOR WORK IN THE PREVIOUS MONTH WEEK.****

52%

of undergraduates were **FIRST-GENERATION STUDENTS.****

42%

of undergraduates agreed or strongly agreed it is **IMPORTANT THEY SUPPORT THEIR FAMILY FINANCIALLY WHILE THEY ARE IN COLLEGE.****



34%

of undergraduates who worked while enrolled considered themselves to be **WORKERS GOING TO SCHOOL RATHER THAN STUDENTS WHO WORK.****



17%

of undergraduates were **CAREGIVERS TO CHILDREN OR OTHER DEPENDENTS.****

JOB-CLASS CONFLICT

A quarter (21%) of undergraduates who worked while enrolled missed at least one day of classes due to conflicts with their job.**

CHILDCARE-CLASS CONFLICT

Nearly a quarter (20%) of undergraduates with children missed at least one day of classes due to lack of childcare.**



TRANSPORTATION BARRIERS

20% of undergraduates had missed at least one day of classes due to lack of reliable transportation.**



ENROLLMENT



61%

of high school graduates in 2023 **ENROLLED IN A HIGHER EDUCATION INSTITUTION IMMEDIATELY AFTER GRADUATION.***

In fall 2024, **30%** of undergraduates attended public two-year colleges, **46%** enrolled at public four-year universities, **17%** at private four-year institutions, and **7%** at proprietary schools.*

FINANCES

THE AVERAGE PELL GRANT RECEIVED BY A STUDENT AT A PUBLIC FOUR-YEAR INSTITUTION COVERED JUST 19% OF THE TOTAL COST OF ATTENDANCE FOR THE YEAR, AND JUST 17% AT A PUBLIC TWO-YEAR INSTITUTION.*



COST OF ATTENDANCE AY 2024-2025-TWO-YEAR

At public two-year institutions, the average annual cost of attendance was **\$26,319**, with **tuition and fees** accounting for just **18%**. The majority (**76%**) went toward **food, housing, and other living expenses**, while **6%** covered **books and supplies.***

COST OF ATTENDANCE AY 2024-2025-FOUR-YEAR

At public four-year institutions, the average cost was **\$31,446**, with **34%** going to **tuition and fees**, **62%** to **food, housing, and other expenses**, and **4%** to **books and supplies.***

MINIMUM WAGE BURDEN

To cover the cost of two semesters at a public college through minimum wage work alone, students would **need to work 89 hours per week at four-year institutions and 74 hours per week at two-year institutions.***

EMERGENCY PREPAREDNESS

54% of undergraduates would have **trouble getting \$500 in cash or credit** in order to meet an unexpected need in the next month.**

RISKY CREDIT USE

23% of respondents **used Buy Now, Pay Later services in 2025**, and **10%** had borrowed either a **payday loan or an auto title loan.****

PERCEPTIONS



Undergraduates generally view their institutions positively—

37%

WOULD RECOMMEND THEIR SCHOOL TO PROSPECTIVE STUDENTS, resulting in a Net Promoter Score (NPS) of **14.44.****



75%

of undergraduates **AGREE THAT THE COST OF COLLEGE IS A GOOD INVESTMENT IN THEIR FINANCIAL FUTURE.****

84%

of undergraduates **BELIEVE THAT EARNING A COLLEGE DEGREE WILL LEAD TO A HIGHER QUALITY OF LIFE.****

