

DEFINING THE MODERN LEARNER IN TEXAS

PERSONAS



63% of Texas undergraduates **WORKED WHILE ENROLLED**, and **52% OF THOSE WHO DID NOT HAD ACTIVELY LOOKED FOR WORK IN THE PREVIOUS MONTH.****

57%

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

45%

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

35%

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



17%

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

JOB-CLASS CONFLICT

A quarter (24%) of Texas undergraduates who worked while enrolled missed at least one day of classes due to conflicts with their job.**

CHILDCARE-CLASS CONFLICT

Nearly a quarter (21%) of Texas undergraduates with children missed at least one day of classes due to lack of childcare.**



TRANSPORTATION BARRIERS

22% of Texas undergraduates had missed at least one day of classes due to lack of reliable transportation.**



ENROLLMENT



48% of Texas high school graduates in 2024 **ENROLLED IN A HIGHER EDUCATION INSTITUTION IMMEDIATELY AFTER GRADUATION.***

In fall 2024, **50%** of Texas undergraduates attended public two-year colleges, **38%** enrolled at public four-year universities, **7%** at private four-year institutions, and **5%** at proprietary schools.*

FINANCES

THE AVERAGE PELL GRANT RECEIVED BY A STUDENT AT A PUBLIC FOUR-YEAR INSTITUTION COVERED JUST 20% OF THE TOTAL COST OF ATTENDANCE FOR THE YEAR, AND JUST 19% AT A PUBLIC TWO-YEAR INSTITUTION.*



COST OF ATTENDANCE AY 2024-2025 - TWO-YEAR

At Texas public two-year institutions, the average annual cost of attendance was **\$24,806**, with **tuition and fees** accounting for just **21%**. The majority (**73%**) went toward **food, housing, and other living expenses**, while **6%** covered **books and supplies.***

COST OF ATTENDANCE AY 2024-2025 - FOUR-YEAR

At Texas public four-year institutions, the average cost was **\$29,373**, with **37%** going to **tuition and fees**, **59%** to **food, housing, and other expenses**, and **4%** to **books and supplies.***

MINIMUM WAGE BURDEN

To cover the cost of two semesters at a Texas public college through minimum wage work alone, students would **need to work 83 hours per week at four-year institutions and 70 hours per week at two-year institutions.***

EMERGENCY PREPAREDNESS

58% of Texas undergraduates would have **trouble getting \$500 in cash or credit** in order to meet an unexpected need in the next month.**

RISKY CREDIT USE

26% of Texas undergraduates **used Buy Now, Pay Later services in 2025**, and **10%** had borrowed either a **payday loan or an auto title loan.****

PERCEPTIONS



Texas undergraduates generally view their institutions positively—

38%

WOULD RECOMMEND THEIR SCHOOL TO PROSPECTIVE STUDENTS, resulting in a Net Promoter Score (NPS) of **15.45.****



76%

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

85%

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

