



Extended Education Market Research

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Why is this Study Important?

- Applications and admissions, especially at Washington State Community Colleges and from the transfer market are in decline for the second year.
- The need for new self-sustaining enrollment markets is a driver for expansion of Extended Education and Summer School, especially in light of declining state support for public higher education.
- The Evergreen State College initiated this study to assess interest in a new Extended Education Program and to identify new markets for the existing Summer Program.

How Was the Study Conducted?

- Random digit dial sample of Thurston Co. households, supplemented with listed sample of households in :
 - Centralia
 - Chehalis
 - Shelton
 - Tacoma
- Telephone survey of 642 respondents
- Average length of survey was 10.5 minutes
- 45% response rate
- +/- 3.9% margin of error

How Many People Qualified?

- To qualify, had to be:
 - 25 years of age or older
 - Not currently enrolled in a higher education degree program
 - Had participated in the last 5 years in training for work, to get a job, or for personal enrichment outside of a degree program
- 54% met qualification criteria

The Respondent Demographics

- **Gender**
 - Male 34.7%
 - Female 65.3%
- **Age**
 - 25-35 18.5%
 - 36-45 24.8%
 - 46-55 31.5%
 - 56-65 21.7%
 - 66 & older 3.6%

The Respondent Demographics

Income

- Under \$20,000 - 5.9%
- \$20,000 to less than \$35,000 - 7.6%
- \$35,000 to less than \$50,000 - 15.4%
- \$50,000 to less than \$75,000 - 22.7%
- \$75,000 to less than \$100,000 - 18.8%
- \$100,000 to less than \$125,000 - 9.3%
- \$125,000 to less than \$150,000 - 3.2%
- \$150,000 or more - 5.6%
- Refused - 11.4%

Education

- Less than high school degree - 0.5%
- High school diploma or GED - 15.7%
- Associate or 2 year college or technical school degree - 25.9%
- Bachelors or 4 year college degree - 32.8%
- Masters degree - 21.9%
- Doctorate - 2.5%
- Refused - 0.8%

The Influence of Employers

- Almost 2/3rds (62%) have taken training in the last year; 81% in the last 2 years
- About half (49%) work for employers that require continuing education
- More than half (56%) have employers who pay for all or part of their courses

<i>Reason for taking the training</i>	
Personal Enrichment	81%
Training for future job/personal professional goals	57%
Employer encouraged	47%
Employer required	39%

What Classes Are of Interest?

<i>Non-degree Courses of Interest</i>					
First Choice (n=536)		Second Choice (n=446)		Third Choice (n=307)	
Computers	8.0%	Art	7.6%	Art	10.3%
Art	7.4%	Foreign language	5.6%	Exercise	5.3%
Foreign languages	6.6%	Computers	4.8%	Business management	4.8%
Business management	4.7%	Supervisor/management	4.4%	Writing	4.5%
Medical/nursing	4.6%	Medical/nursing	4.3%	Finance	3.9%
Supervisor/management	4.0%	Science	3.4%	Computers	3.3%

Is There Preferred Scheduling?

- Preferred class format
 - One 2-hr class per week for 5 weeks – 45%
 - One half-day class – 39%
 - Combination of online and in-class for several weeks – 36%
 - One 2-hr class per week for 10 weeks – 30%
 - One full-day class – 30%
 - 2-3 consecutive full days – 25%
- Preferred days & times
 - Weekday evenings – 61%
 - Weekend morning – 31%
 - Weekday mornings – 26%
 - Weekday afternoons – 22%
 - Weekend afternoons – 22%
 - Weekend evenings – 22%
- Willing to take online class
 - Yes – 56%
 - Maybe – 15%
 - No – 27%

What Are People Willing to Pay?

- Less than \$35 – 11%
- \$35-\$50 – 11%
- \$51-\$75 – 9%
- \$76-\$100 – 17%
- \$101-\$125 – 14%
- \$126-\$150 – 38%

Are There Any Market Clusters?

- Segment 1 (19%) – Online limited, hesitant to take online courses. Most likely to be from Shelton, and most interested in art, computer and medical/nursing classes.
- Segment 2 (41%) – Online connected, course limited, but willing to take online courses. Most likely to be from all four geographic areas and most interested in art, computer and business management classes.
- Segment 3 (26%) – Online connected, experienced and enthusiastic to take online courses. Most likely to be from Thurston County, Centralia/Chehalis and Tacoma areas. Most interested in foreign language, art and computer classes.
- Segment 4 (14%) – Online connected, course limited, but hesitant to take online courses. Most likely to come from Thurston County, Centralia/Chehalis and Tacoma areas. Most interested in art, supervisor/management and computer classes.

Interest in Being Contacted

- Permission to contact about programs:
 - Yes – 64%
 - No – 36%
- Preferred contact method:
 - Mail – 64%
 - E-mail – 36%



Questions?