Non-traditional Recruitment
Key Elements and Strategies
June 18, 2013

Presented by Todd White
Senior Consultant

Noel-Levitz®
Today’s objectives

1. Lumina Foundation – A Stronger Nation through Higher Education
2. Non-Traditional Recruitment Strategies
3. Recruitment Message
1 Lumina Foundation – A Stronger Nation through Higher Education
Job loss during the recession – between Dec 2007 and Jan 2010

- 5.6 million jobs for Americans with a high school education or less
- 1.75 million requiring an associate degree or some college
- Jobs for Americans with a bachelor’s degree or above actually grew by 187,000
Job growth since the end of the recession

• Jobs requiring an associate degree or some college have grown by 1.6 million – nearly back to pre-recession levels

• Jobs for bachelor’s degree holders have accelerated adding 2 million new jobs during the recovery
The essential skills for success in today’s economy are:

- Critical thinking skills
- Abstract reasoning
- Problem solving
- Communication
- Teamwork
Maine - Attainment

• 40% of the states 725,000 working-age adults (25-64 years old) hold a two or four-year degree – up from last year’s rate of 38.8%

• Attainment rates of ages 25-34 is 39.5% - lower than that of the adult population as a whole and below the national rate of 40.1%

• At the current rate of degree production continues, 48.5% of the adult population will hold a college degree in 2025 – far short of the 60% goal
Maine – Jobs and Education

- Current data for jobs in Maine project that 59% of all Maine jobs will require a postsecondary education by 2018
- In 2011 nearly 155,000 Maine adults – 21.3% of the adult population – had gone to college but lacked either a two- or four-year degree.
- In 2011 nearly 234,000 adults had a high school degree (or equivalency) – 32.2% of the adult population
Maine – Opportunity

- 388,000 adults in Maine have a high school degree or some college with no degree – 53.5% of adults
- There are an additional 72,000 adults with an associates degree – 10% of adults
- With 56% of the population centered in and around Portland there are approximately 260,000 adults in the region who would be excellent candidates for non-traditional programming
Non-Traditional Recruitment Strategies
Non-Traditional Recruitment Strategies

- Discuss cost payment plans at the beginning – non-traditional students vary in their methods of payment: out-of-pocket, financial aid, grants or scholarships, GI Bill, etc.
- Ease transfer credit process – and make information concerning credits easily accessible
- Offer credit for prior learning – many degree completion programs emphasize the different ways that student can earn course credit
Offer evening, weekend, and online courses – the non-traditional student is (data from 2002 NCES survey):

- 57% are married
- 53% support more than one dependent
- 29% are single parents between the age of 30-40
- 39% work full-time
Non-Traditional Recruitment Strategies

• Connect faculty and curriculum to the workplace – creating environments that allow adult learners to share their experiences and apply what they learn to their work and daily lives help to drive the learning process.

• Offer career counseling services – one of the main reasons people go back to school or begin postsecondary degree programs in career advancement – connect them early to the career advancement center.
Non-Traditional Recruitment Strategies

• Offer orientation and community building – non-traditional students have apprehension about going back to school – creating a sense of community within this population can boost retention rates

• Adopt flexible leave policies – non-traditional students represent a broad range of age and experiences, some additional flexibility without penalty helps students with the unexpected life events
Non-Traditional Recruitment Strategies

• Schedule regular advising sessions – establishing personal contact will make students feel secure and welcome at your institution and helps to create a sense of belonging
• Recruit in Businesses and Community – engage local business leaders, organizations, and participate/drive community events – bring visibility to your programs
• Include nontraditional students in the University Mission
Non-Traditional Recruitment Strategies

• Professional and continuing education – strengthen landing page and clarify message
• Degree completion programs – develop a clear, flexible, and student centered approach to degree completion
• Certificate programs – are there focused areas such accounting, finance, writing, early childhood education which would target a new population of non-traditional students
Non-Traditional Recruitment Strategies

Non-traditional students fall into each category of recruitment – undergraduate, graduate, transfer, degree completion, professional development, and certificate programs.

Can we centralize this diverse collection of programs?

Could a micro site focused on non-traditional recruitment be developed to help with recruitment?
Recruitment Message

• By 2018 59% of jobs in Maine will require a postsecondary education – begin to prepare for your future by…
• 53.5% of Maine adults between the age of 25-64 have no college degree – ensure your future by beginning or completing your degree today
“Brain drain” appears to be a particular challenge for Maine

• Your future, Maine’s future…Our future is built on your success. Begin or continue your college career today.

• Work collaboratively with local companies to create incentives for employees to complete degrees and/or certificates and stay in Maine
Marketing to local companies and organizations for degree completion

• Your future, Maine’s future…Our future is built on your employees success. Begin or continue your college career today.
Questions?