Who is your digital learner?

The needs and desires of today’s learners are more diverse than ever before. Students are changing, and so should the ways institutions think about meeting their needs. To better tailor your offerings, your institution needs to more broadly adopt a personalized approach. And to personalize, you need to learn about the types of digital learners on your campus.

Meet your students

Learn what each type of student thinks about the learning experience, discover what motivates them, and uncover opportunities to engage them more deeply.

The Traditional Learner

Seeks the brick & mortar college experience
These 18-24 year-olds are your prototypical, top-notch students with a passion for learning new things in a conventional environment.

The Hobby Learner

Learns for the sake of learning
These are a diverse set of older learners who view education as a journey of learning about new things rather than a route to professional advancement.

The Career Learner

Highly values education
Similar to the Traditional Learner in their love for college and ability to excel, this multigenerational segment mostly views education as a means to an end: jobs and careers.

The Reluctant Learner

Learns out of necessity, not choice
Identified as academically average, these learners have little passion for learning. They include those currently in college (36%), degree holders (25%), and those without a degree (39%).

The Skeptical Learner

Unsure that school is for them
Somewhat older and feel like they’ve gotten by just fine without a degree. In fact, 68% of this segment have not enrolled or never earned a degree.

The Hobby Learner

Interested in boot camps
Provides research and internships, improve face-to-face professor interactions, and added services like boot camps.

The Career Learner

Interested in shorter programs
Provides shorter, more flexible programs, and bachelor’s degrees that can translate what has been learned to potential employers.

The Reluctant Learner

Interested in a degree
Add career services into curriculum, build co-ops, and incorporate portfolio-style learning that can translate what has been learned to potential employers.

The Skeptical Learner

Interested in low-cost pathways
Meet them where they are. Provide multiple mix-and-match options with anytime learning, at their own pace. Addressing pricing as an incentive for degree completion may also engage these learners a bit more.

For a more in-depth look at these personas, check out Jeff Selingo’s The Future Learners: An Innovative Approach To Understanding The Higher Education Market And Building A Student-Centered University.

Go.Pearson.Com/InstitutionalLeaders

Today’s increasingly competitive landscape requires a strategic approach to successfully reach more of your students where they are. Partnering with Pearson can help you engage, retain, and build connections with your student body, increasing overall student and institutional success.