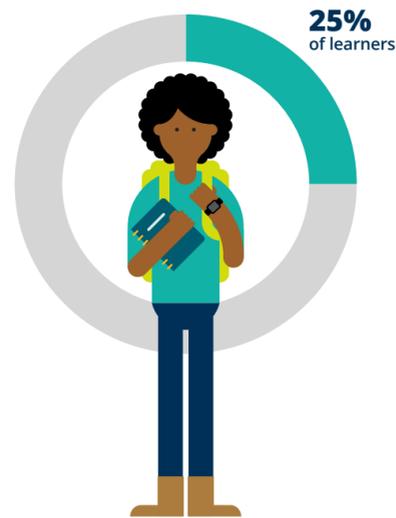
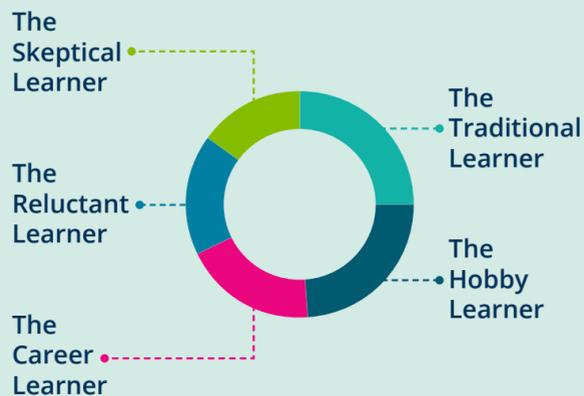


# Who is your digital learner?

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

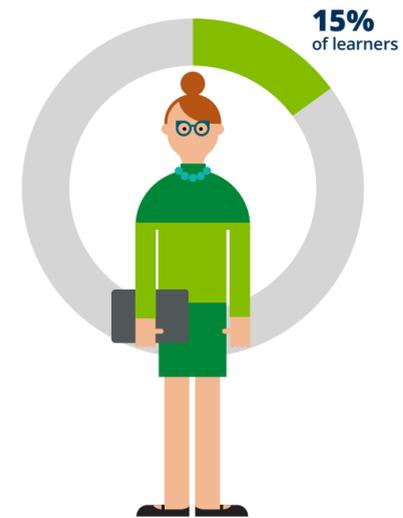
Similar to the Traditional Learner in their love for college and ability to excel, this multigenerational segment mostly views education as a means to an end: jobs and careers.



### 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.

#### How they want to learn

In-person interactions with classmates and professors, prefer reading and listening over group study and videos

Self-directed learners who prefer a hybrid method, including digital, books, in-person instruction, and the engagement of a high-touch environment

Understand the need for soft skills like teamwork and collaboration, but prefer learning through digital platforms

Online or on campus, in a high-touch, face-to-face environment when possible

They would prefer it to be digital to minimize inconvenience

#### Motivators

They strive to get a better job

They highly value education, but money is a barrier

Job placement and career advancement are their goals

They need flexibility as to when and how they learn

They enjoy the engagement/social aspect of education, but not the academic pursuit

#### Top fields

Engineering, health professions, business

Information technology, biology, psychology

Business, computer science, health professions

Business, engineering, history

Business, pre-med, criminal justice

#### Key details

62% currently enrolled in higher ed  
Express the least concern about their ability to pay for a degree

60% are not enrolled in college, never earned a degree, and don't need one for their job  
66% have major concerns about paying for a degree

60% currently enrolled in higher ed  
Love everything about college

44% have major concerns about their ability to pay for college  
Place a low value on higher ed

53% see little or no value in a college education  
60% have major concerns about their ability to pay for college

#### Opportunities

Provide research and internships, improve face-to-face professor interactions, and added services like boot camps

Provide shorter, more flexible programs, create alternative credentials, and adopt digital tools at a lower cost

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

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

Create low-price pathway programs, replicate a social setting by redesigning online learning, and offer low-residency campus options and credit for work experience

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.

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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](#).