

Market Analysis Services

Adult Student Demand Analysis is a comprehensive market assessment of adult learning that helps shape adult student recruitment, programs, and services for all types of institutions—large and small, public and private, two-year and four-year.

Findings and recommendations can be delivered in as little as 10 weeks and are straight-forward, clear, and direct in regard to next steps your institution must take to increase adult student enrollments. We understand fully that you are seeking action advice—not a "research report." We draw on our 25 years of experience in conducting market studies to enrich what we recommend for your college.

The three core studies of adult student demand for higher education include:

Study 1: The Geography of Adult Demand

Analysis of demographic data in your service area to pinpoint where prospective adult students reside.

The demographic characteristics of adults who are likely to take courses have been firmly established by research. This study uses those characteristics to estimate the likelihood that adults in various locations in your service area will take courses. It maps those locations by census tract, indicating the probability that each tract will produce adult students. Knowing where potential adult students live is essential for recruiting.

Study 2: The Demands of Adult Students

Interviews with recent and current adult undergraduate, graduate and/or noncredit students in your community about their learning patterns and preferences.

This study systematically screens thousands of households to find current, recent and prospective undergraduate, graduate and/or noncredit adult learners because, as recent "buyers", those adults can give the most accurate description of what adult students want now and in the near future. Studies are priced with regard to the total number of these three populations that the institution is interested in having analyzed.

Adults who are already in the learning market can give the most realistic and reliable descriptions of what adult students want. Interviewing a cross-section of such adults produces a template of their preferences that your institution can lay over its current programs and practices to see where they match—or mismatch—the market. The result is an unparalleled set of data for decisions about how to attract, serve, and retain more adult students.

Study 3: Analysis of Competitor Institutions

Profiles of what other area institutions offer for adult students and how these data could influence your college's policies and marketing.

What other colleges and universities offer adult students could influence your college's policies and marketing. Aslanian Group examine the programs of the institutions that have the largest shares of the adult student market in your region and develop a profile of what they offer, when they schedule courses, where they conduct their classes, what they charge, and much more that is essential for you to know as you plan for the future.

Adult Student Demand Analysis

Pricing Structure

The three core studies of Aslanian Group's Adult Student Demand Analysis include:

Study 1: The Geography of Adult Demand

Analysis of demographic data in your service area to pinpoint where prospective adult students reside.

Study 2: The Demands of Adult Students

Interviews with current and recent adult undergraduate, graduate and/or noncredit students in your service area about their learning patterns and preferences. The price of the analysis is determined by the number of the three populations that the contracting institution wants analyzed.

Study 3: Analysis of Competitor Institutions

Profiles of what other area institutions offer for adult students and how these data could influence your college's policies and marketing.

Pricing:

Three studies with one population surveyed in Study 2:	\$25,000
Three studies with two populations surveyed in Study 2:	\$40,000
Three studies with three populations surveyed in Study 2:	\$55,000

The three studies can be completed in 10 weeks from the receipt of a signed contract and the completion of a planning conference call.

Please visit www.aslaniangroup.com/services to learn more.

Call us at (212) 588-1202