



Who Needs College Anymore?

The Urgency of Alternative Credentialing

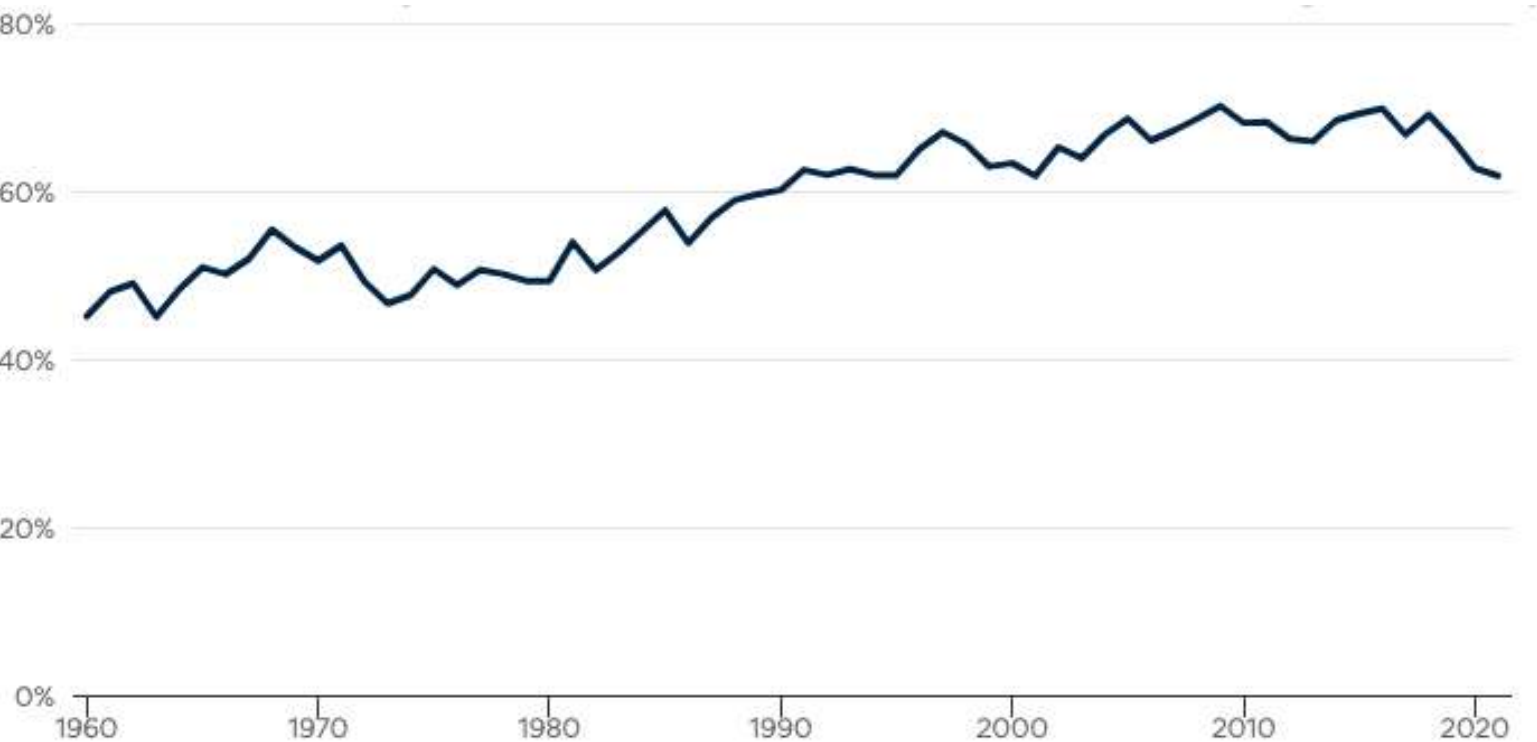
Yes...And

- Degrees are important
- But they only serve a portion of the market
- Institutions should think of themselves as an umbrella provider of multiple “products” and services

We'll Start With 3 Questions

1. Are we misjudging the learner market?
2. What are “customers” asking for?
3. Can we deliver alternatives in the current degree model context?

Most Americans Never Got (or Get) a Four-Year Degree

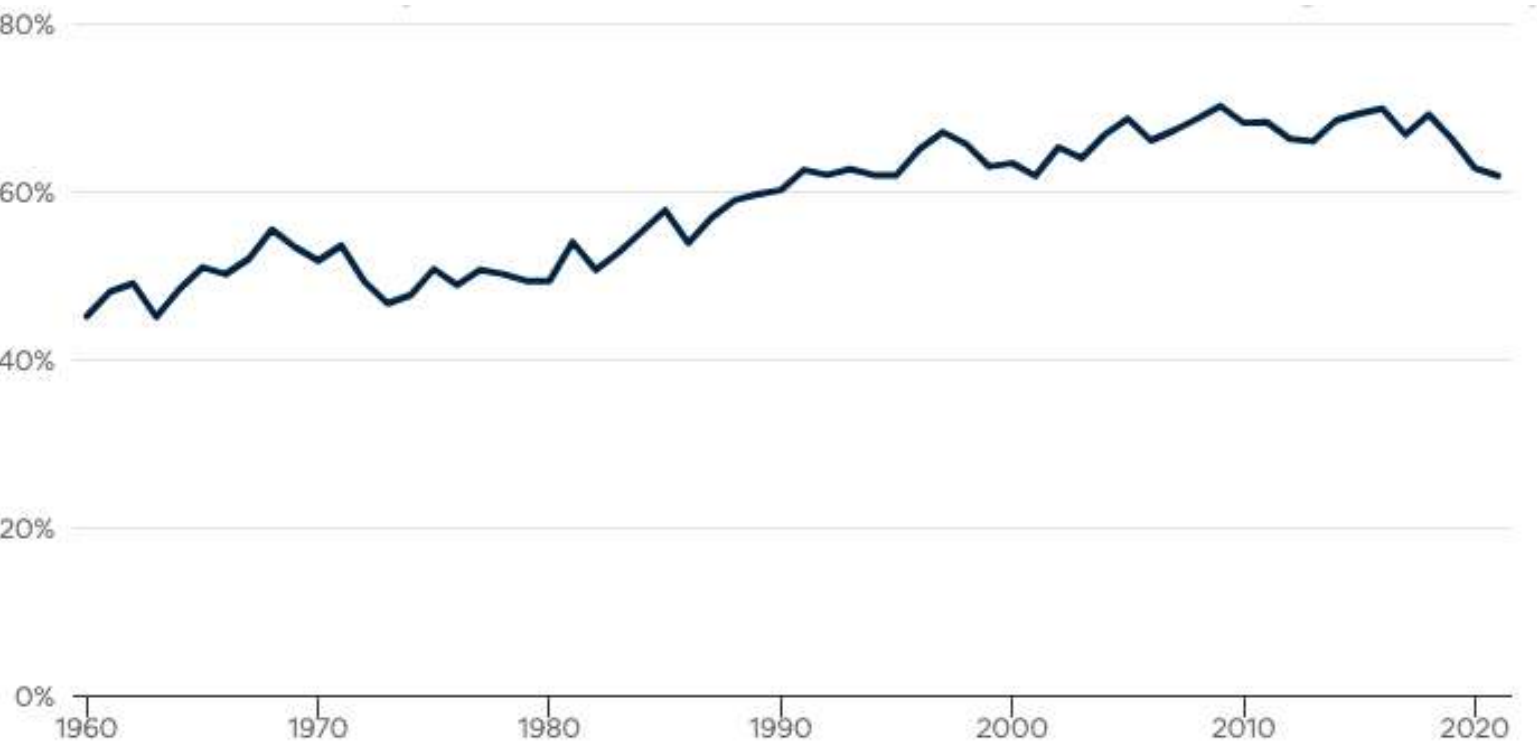


61%
First Time Freshmen

37%
Finish a Bachelors

Source: NCES^[2]

New Majority Learners Not Served by Current Degree Culture



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New Majority Learners: Framing the “Needs” Market

New Majority Learners are:

“All students for whom college was not designed.”

If you have to
work, commute, study online

If you are
Black, Latino or Hispanic, Asian

If you are
lower income, first in family
to attend college

If you are
neuro-divergent,
have a disability, are parenting

If you are
older than 24



GMU Graduation

Market Opportunity: Meeting Learners Where They (Think They) Are

Learners want:

- Shorter form learning and training
- Clear ROI
- Get more than what they could teach themselves online
- Distinguish themselves in a broken hiring system

Naarai: Very Concerned About Debt

Insurance company
apprentice intercepted
in high school

Promoted to
underwriter by 21

Able to buy a house



Patrick: Job-Ready From HS, DIY Mentality

Intercepted at high school graduation to work for AWS

Certifications he earned through his High School's "CTE for all" approach

- A+, and Network+ certifications
- CISCO certification



Employers: "We don't want all the baggage"

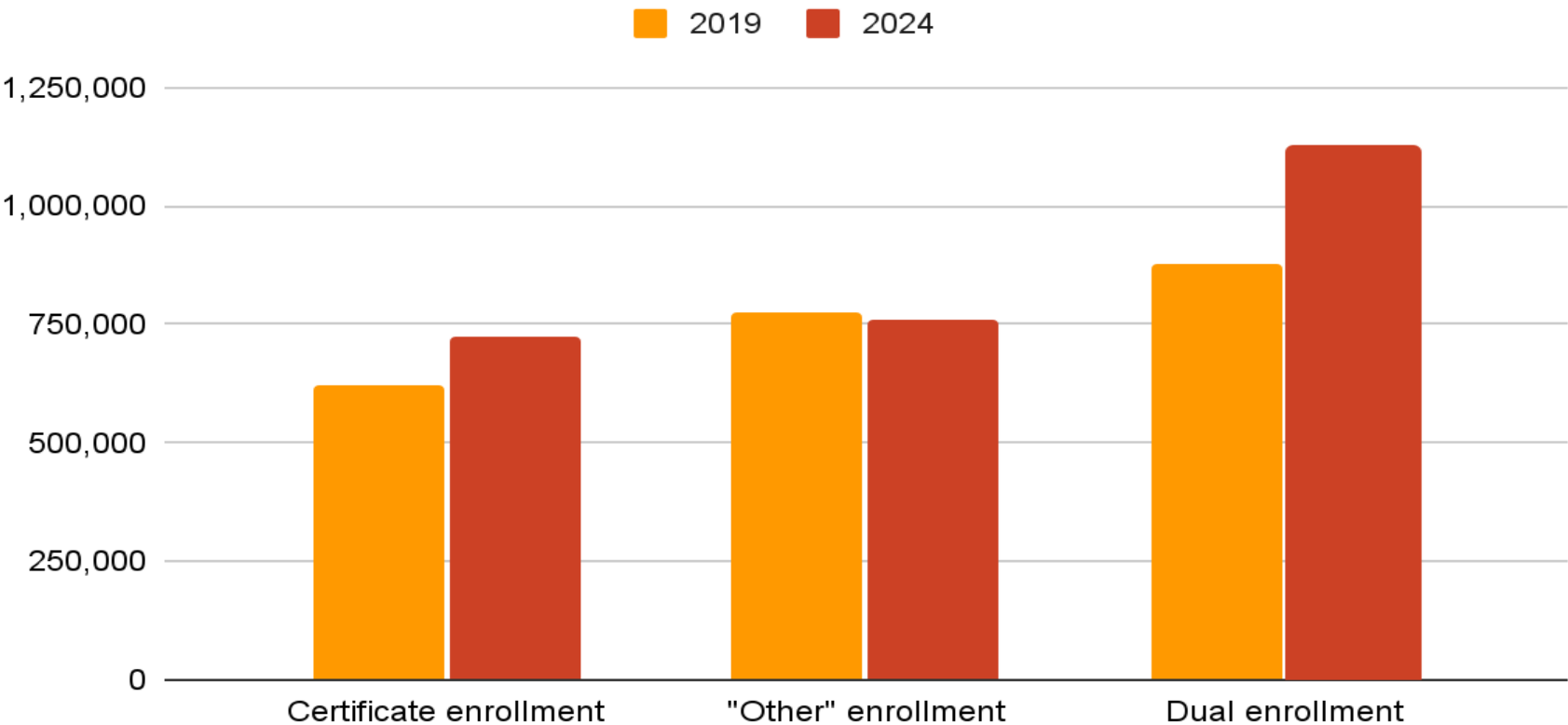


***"If I see one more applicant
with a communications degree,
I'm gonna **tear my hair out.**"***

Lovey Hammel,
CEO Employment Enterprises

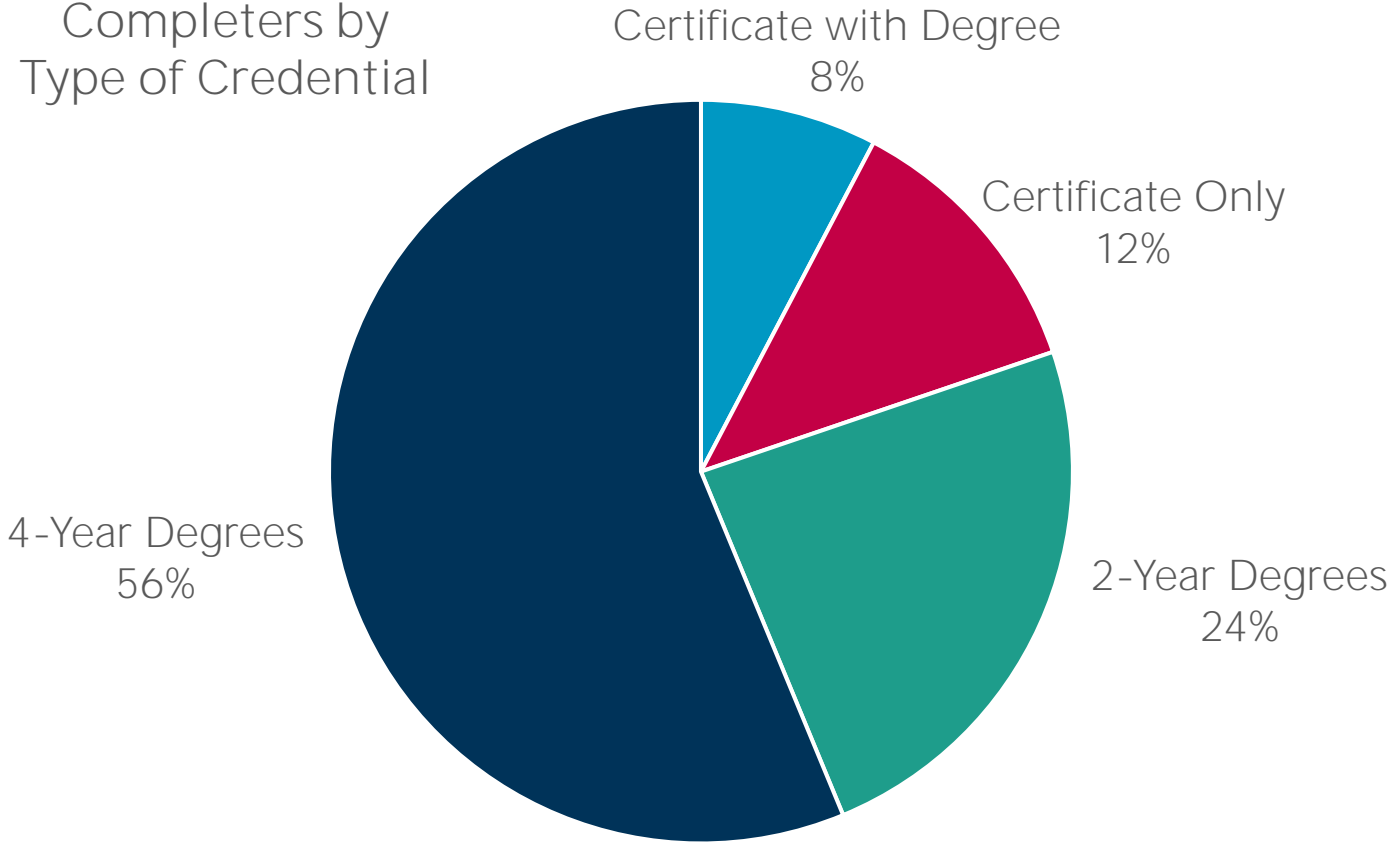
Some Colleges Are Adapting to the Change in Consumer and Employer Demand

Non-degree enrollment change in community colleges

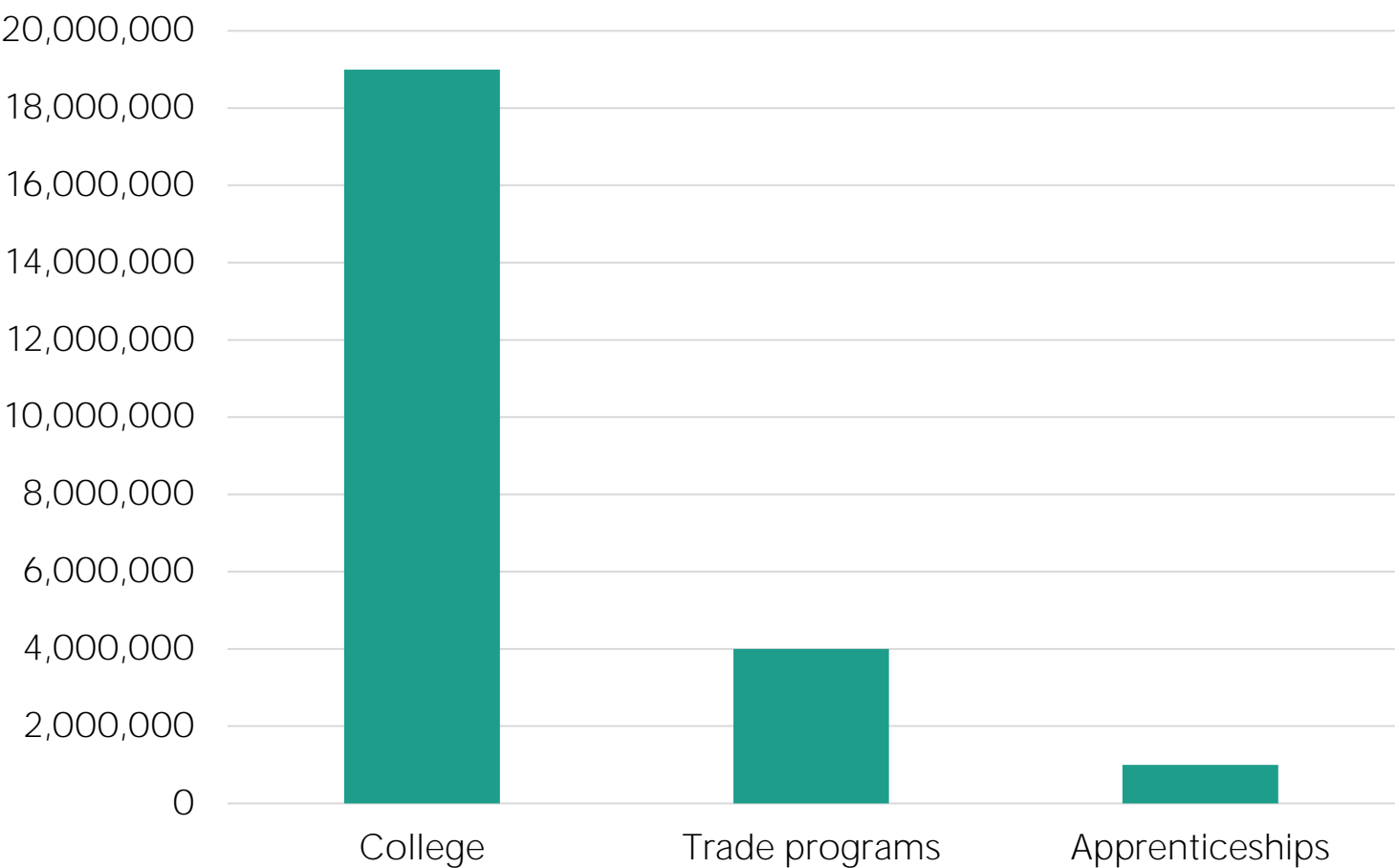


Some Colleges Are Adapting to the Change in Consumer and Employer Demand

Completers by
Type of Credential



Alternatives to Degree Are Stifled...For Now



Source: DOL, Validated Insights

How Is the Landscape Changing?

1. Employers are more willing to hire without degrees, but it's early days
2. AI is already creating a challenging environment for new graduate hiring
3. Many high schools are moving beyond the "college for all" mantra

Colleges Are Moving/Will Move to Stepladder Approach

1. Micro-pathways
2. Short-term credentials
3. Built in work experiences
4. Three-year degrees