

K-12 Professional Development Trends by Education Level

December 2012

- **Project Overview**
- **Key Findings**
- **Research Findings**

Project Overview

- In order to better understand the professional development preferences of education professionals who have obtained varying levels of education, Eduventures has segmented its 2011 Consumer Preferences data set, which analyzes professional development trends in K-12 education.
- This additional segmentation will allow clients to compare educators who currently work in K-12 education occupations with a bachelor's degree or higher. The data is segmented by the following education levels:
 - Master's degree (n=998)
 - Bachelor's degree (n=652)
 - Some graduate-level courses (n=444)
 - Post-baccalaureate/graduate certificates (n=109)

About the 2011 Consumer Preferences Study

- A total of 52 CPE-LC and OHE-LC member institutions (58% public, 36% private, and 6% for-profit) participated in this research study by administering the Web-based survey via e-mail invitation to their currently enrolled and prospective students. Over a 14-day period in November 2010, participating members delivered approximately 400,000 e-mail invitations to current and prospective student populations.
 - The survey yielded a total of 22,721 responses, for an estimated aggregate response rate of 5.7% of the gross number of e-mail invitations delivered. A total of 20,435 individuals qualified to complete the full survey; 14,728 current students (72%) and 5,707 prospective students (28%).

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The Following Slides Present Frequency Results From Select Multiple Choice Questions From the 2011 Consumer Preferences Study Segmented by Educational Attainment. *Notable key findings include:*

Segmented Respondent Demographics:

- Master's degree holders are significantly older, on average, than other respondents.
- All segmented respondents are currently employed, and most are employed full-time with a salary.

Past Professional Development/Non-Credit Experience:

- The vast majority of segmented respondents across all educational attainment levels have participated in education and training provided by their employer.
 - However, master's degree earners and those with some graduate-level course experience are more likely than bachelor's degree earners to have participated in this training.
- In addition, master's earners are more likely than other respondents to participate in training provided by professional associations

Experience with Online Courses:

- A similar proportion of respondents across all levels of educational attainment (over one-half) have taken at least one online course from a college or university.
- When asked about the location of the provider of an online course, segmented respondents across all educational attainment levels, particularly master's degree earners, are most likely to "select the best college/university available – regardless of location."
- Segmented respondents are similarly likely to feel that the value of an online versus a campus-based program depends on the individual online or campus-based degree/certificate/course.

Enrollment Drivers:

- All groups **prefer evenings over other times** for attending classes; post-baccalaureate/graduate certificate earners are most likely to **want to complete their program in the shortest time possible.**
- Important elements for all segmented **respondents when evaluating** a program include **cost, quality** and **scheduling.**
 - Bachelor's degree earners identified more criteria as important than master's degree earners, including class size, student services, ease of payment, career services and faculty availability.

Motivations and Likelihood to Enroll:

- **Improving job performance** and **current pay** is one of the primary motivations for respondents across all educational attainment levels.
 - Earning CEUs is more of a primary driver for master's degree holders than those who hold a bachelor's degree or have taken some graduate-level courses.
- The majority of segmented respondents at every educational attainment level rate themselves as likely to **enroll in a summer session with shorter but more intensive courses,** or in a **course/program that is conducted 100% online** in an asynchronous format.

Delivery Mode Preference

- **100% online program delivery is most-preferred by respondents** with a bachelor's degree or some graduate-level coursework, and less preferred by master's degree and post-baccalaureate/graduate certificate earners.
 - Master's degree earners show **greater preference for a hybrid/blended delivery** mode than other respondents and those with a **post baccalaureate/graduate certificate are more likely to favor a traditional classroom** setting on campus during the day, evening, or weekend.

Degree Type Preference:

- Most respondents who have yet to attain a master's degree are interested in pursuing one through a current or desired program.
 - However, bachelor's earners and those with some graduate-level experience show greater preference for a master's than post-baccalaureate/graduate certificate earners.
- Master's degree earners show significantly more interest than other respondents in pursuing an Ed.D.

Discipline of Interest:

- Segmented respondents across all educational attainment levels are most interested in pursuing degrees in education.
- K-12 professional development appears to be a favored specialization among all respondents, but post-baccalaureate/graduate certificate earners, compared to other levels of education, show the greatest interest in this field.
- Master's degree earners are more interested in pursuing a specialization in administration/leadership than other respondents.
- Respondents with a bachelor's degree or some graduate-level coursework are more likely to pursue an education specialization in K-12 licensure than other respondents.

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Which of the following course or program type best characterize your current/preferred enrollment status? Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Non-credit course or certificates (i.e., not for academic credit)	4%	2%	1%	2%
Individual credit courses, but not seeking a degree or certificate	26%	6%	7%	24%
Individual credit courses to be applied toward a degree or certificate	16%	10%	11%	11%
Undergraduate certificate	0%	0%	0%	0%
Associate degree	0%	0%	0%	0%
Bachelor's degree	0%	3%	1%	0%
Post-baccalaureate certificate	1%	3%	1%	1%
Graduate certificate	8%	4%	4%	2%
Master's degree (MA, MS, M.B.A.)	12%	68%	70%	52%
PhD	5%	0%	0%	0%
EdD	17%	0%	1%	3%
Other doctoral or professional degree (e.g. DBA, PsyD, MD, JD)	1%	0%	0%	0%
Custom corporate program delivered at your site of employment by a college/university	1%	0%	0%	0%
None of the above	9%	2%	3%	6%

Which of the following disciplines best describes the focus of your current/preferred course or program? Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Agriculture	0%	0%	0%	0%
Architecture and related (including surveying)	0%	0%	0%	0%
Ethnic, cultural, global and gender studies	0%	0%	0%	0%
Arts (e.g., design, visual arts, performing arts)	1%	1%	2%	1%
Biological and biomedical sciences	0%	0%	0%	0%
Business administration and management (general)	0%	2%	0%	0%
Business/management – marketing	0%	0%	0%	0%
Business/management – finance	0%	0%	0%	1%
Business/management – accounting	0%	0%	0%	0%
Business/management – information technology/systems	0%	0%	0%	0%
Business/management – supply chain/operations	0%	0%	0%	0%
Communications (including journalism and public relations)	0%	1%	0%	0%

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Computer sciences/Information technology	2%	1%	2%	2%
Culinary arts and sciences (including nutrition)	0%	0%	0%	0%
Education (general)	8%	17%	12%	12%
Education (early childhood)	2%	4%	3%	3%
Education (K-12 licensure)	8%	18%	14%	7%
Education (K-12 professional development)	28%	18%	23%	44%
Education (higher education)	4%	5%	5%	5%
Education (administration/leadership)	27%	10%	16%	9%
Engineering and engineering technologies (including electronics and manufacturing)	0%	0%	0%	0%
English language and literature (including American literature)	1%	1%	2%	2%
Environmental science	0%	0%	0%	0%
Family and consumer sciences (including childcare and housing)	0%	0%	0%	0%

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Foreign languages, literatures and linguistics	1%	1%	1%	0%
Health professions (e.g. public health, medicine, pharmacy, dentistry)	0%	1%	0%	0%
Health support (e.g. medical assisting, clinical lab support, medical records)	0%	0%	0%	0%
Humanities/Liberal arts (i.e. range of courses across a number of fields)	0%	1%	1%	0%
Law and legal studies	1%	0%	0%	0%
Library science	2%	1%	2%	0%
Mathematics and statistics	2%	0%	1%	0%
Nursing	0%	0%	0%	0%
Philosophy and religious studies	0%	0%	0%	0%
Physical sciences (e.g. physics, chemistry, geology)	1%	0%	0%	0%
Psychology	1%	1%	1%	1%
Public administration and social services (e.g. social work)	0%	0%	0%	0%

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Security and protective services (e.g. criminal justice)	0%	0%	0%	0%
Social sciences and history (e.g., economics, sociology, anthropology)	1%	1%	0%	2%
Sports sciences	1%	1%	1%	0%
Sustainability (green-related)	0%	0%	0%	0%
Theological studies	1%	0%	0%	0%
Other vocational/technical fields (e.g., electronics, repair and maintenance, medical coding/billing)	0%	0%	0%	0%
Unsure/Don't know	0%	0%	1%	0%
Other	9%	12%	10%	12%

Over the past year, have you participated in education and training provided by any of the following?
Please select all that apply.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Employer	87%	80%	90%	84%
Professional association	49%	30%	40%	36%
Religious organization	10%	10%	12%	8%
Community group	6%	4%	5%	7%
IT training company	8%	3%	6%	9%
Language training company	2%	2%	2%	2%
Arts and crafts organizations	5%	4%	5%	8%
Sports organizations	7%	6%	10%	4%
Remedial education (e.g. fundamentals of reading, writing)	2%	1%	3%	2%
GED	0%	0%	0%	0%
Free instructional courses/videos online	23%	16%	20%	20%
No; I have not participated in learning outside of a college/university	5%	11%	5%	6%
Other	4%	3%	4%	5%

Which of the following statements describe your experience with online education to date? "Online education" or "totally online" is defined as any formal educational experience where the course/program is undertaken more-or-less totally online via the Internet. Please select all that apply.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
I have never taken any course, certificate or degree program online from a college or university, or any other source	20%	25%	18%	24%
I have taken one or more courses online from a college or university	59%	56%	61%	55%
I have taken one or more courses/certificates online from a corporate learning provider, or at work (e.g., as part of workplace training, or to get an industry certification)	15%	9%	14%	14%
I have taken one or more online courses/certificates from a high school	0%	1%	1%	1%
I have enrolled in a totally online certificate program from a college or university	6%	3%	6%	9%
I have enrolled in a totally online degree program from a college or university	13%	20%	24%	9%
Other	2%	1%	1%	2%

If you were to take a totally online course/certificate/degree, what would be your preference for the location of the college/university? This question is asking whether, even for a totally online course/program, you might still prefer to be able to visit the college/university if you needed or wanted to. Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
The college/university offering the online course/certificate/degree would at least need to have a branch campus/center within 20 miles of where I work/live	22%	27%	23%	28%
The college/university offering the online course/certificate/degree would at least need to have a major campus or headquarters within 20 miles of where I work/live	4%	6%	5%	5%
The college/university offering the online course/certificate/degree would at least need to have a branch campus/center in my home state	7%	9%	11%	4%
The college/university offering the online course/certificate/degree would at least need to have a major campus or headquarters in my home state	6%	10%	6%	6%
I would select the best college/university available-regardless of location	53%	43%	45%	46%
I would never consider a totally online course/certificate/degree	9%	6%	10%	11%

In your view, how do totally online courses/certificates/degrees compare to campus based courses/certificates/degrees? Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
In general, the quality of online education is equal to that of campus-based education	16%	21%	18%	21%
In general, the quality of online education is inferior to (worse than) that of campus-based education	15%	16%	17%	19%
In general, the quality of online education is superior to (better than) that of campus-based education	4%	3%	2%	4%
It depends on the individual online or campus-based degree/certificate/course	54%	48%	54%	46%
Don't know/not sure	12%	12%	9%	10%

Which of the following best describes your current/preferred course or program's delivery mode?
Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Traditional classroom format at a college campus or branch learning center during the day, in the evening, or on weekend	23%	27%	29%	35%
Traditional classroom format, at your workplace	4%	3%	2%	5%
100% online	31%	44%	39%	28%
Hybrid/blended (combination of online and traditional classroom format)	31%	23%	26%	21%
Correspondence	9%	2%	2%	8%
Other	2%	2%	2%	3%

When selecting a college/university, how important are the following? Please select one.
(Percentages reflect responses of "Important" and "Very important")

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
I can complete my course/certificate/degree in as short a time as possible	75%	77%	73%	88%
I can study at my own pace	77%	80%	77%	79%
I can maximize transfer of prior credit	71%	70%	75%	80%
I can get credit for work/life experience	61%	70%	65%	72%
I can take classes during the day	17%	22%	17%	20%
I can take classes in the evenings	83%	83%	84%	86%
I can take classes on the weekends	75%	68%	72%	72%
I can mix class times (e.g. day, evening, weekend) to suit my schedule	78%	77%	76%	79%
I can mix class locations (e.g. campus, online) to suit my schedule	73%	70%	70%	72%
I am able to access course content through flexible technologies (PDAs, cell phones, etc.)	57%	59%	59%	65%

How likely are you to enroll in a course, certificate, or degree program of the following types within the next 3 years? Please select one response for each enrollment factor.
(Percentages reflect responses of "Likely" and "Very likely")

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
An accelerated program that can be completed in a shorter amount of time compared to a traditional program	47%	51%	51%	54%
A summer session with shorter but more intensive courses	63%	63%	69%	74%
Course/program conducted 100% online in an asynchronous format (i.e. content delivered anytime/at my convenience)	62%	59%	61%	60%
Course/program conducted 100% online in a synchronous format (i.e. content delivered at a scheduled time)	27%	34%	32%	23%
Non-credit course or certificate	25%	18%	17%	24%
Hybrid program that mixes online and face-to-face instruction	41%	37%	38%	37%
Degree program that can be completed entirely on the weekends on-campus	28%	24%	25%	30%

Of the following choices, please select your primary motivation for enrolling in a continuing or adult education course, certificate or degree program.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Adding skills to find a job/make myself more marketable	23%	23%	20%	19%
Changing careers	5%	7%	3%	5%
Completing a degree or credential begun in years past	3%	4%	8%	6%
Earning Continuing Education Units (CEUs) that are required in my field	17%	10%	9%	20%
Earning licensing, a credential, or certification required in my field	18%	23%	24%	16%
Interacting with classmates, and networking	1%	0%	1%	0%
Looking to improve my performance or pay in my current job or field	24%	24%	27%	28%
Preparing for my first real job	0%	1%	0%	0%
Seeking personal interest/seeking personal enrichment	7%	6%	6%	4%
Taking advantage of tuition assistance/company reimbursement	2%	2%	2%	2%

Please indicate the degree to which you would consider enrolling in or would prefer to enroll in the following types of colleges or universities. Please select one response for each institutional type. *(Percentages reflect responses of "Somewhat prefer" and "Strongly prefer")*

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Community college/public two-year college	14%	15%	11%	14%
Small liberal arts college	24%	26%	31%	30%
Top tier private college/university	39%	31%	37%	39%
Other private college/university	35%	33%	33%	37%
State "flagship" university	43%	34%	43%	39%
Other public/state 4-year college/university	56%	63%	61%	61%
Specialized institution (e.g. art college, theological college)	16%	17%	20%	16%
For-profit college/university	8%	8%	9%	6%
Online university (accredited institution without a physical campus)	31%	33%	26%	31%

How important is each of the following elements when evaluating a course, certificate, or degree program? Please select one response for each element.

(Percentages reflect responses of "Important" and "Very Important")

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Accelerated course/program format	65%	65%	69%	68%
Affiliation with a professional organization	56%	59%	57%	57%
Career services	38%	48%	39%	42%
College/university's mission	30%	38%	34%	26%
College athletics	7%	7%	7%	11%
Convenient location near home	64%	60%	68%	63%
Convenient location near public transportation	17%	17%	12%	16%
Convenient location near work	47%	46%	43%	47%
Cost	92%	95%	94%	91%
Course/program available online	74%	73%	76%	73%
Course/program does not require attendance on campus	67%	67%	67%	61%
Course/program quality	95%	95%	97%	94%

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Course/program scheduling (e.g., nights, weekends)	89%	91%	94%	85%
Credit for prior learning	64%	68%	73%	74%
Ease of credit transfer	67%	74%	78%	78%
Faculty availability	71%	78%	75%	68%
Faculty practical or theoretical expertise in their field	85%	83%	85%	74%
Faculty teaching abilities	89%	91%	92%	81%
Institutional accreditation	88%	90%	90%	83%
Networking opportunities with other students	37%	44%	40%	39%
Networking opportunities with alumni	21%	23%	20%	21%
Payment deferral/payment plan	51%	63%	59%	53%

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Reputation of school in your field of study	87%	89%	87%	80%
Reputation of school overall	87%	87%	88%	75%
Size of institution	26%	32%	27%	28%
Size of classes	44%	52%	48%	48%
Specialized/professional accreditation of the school or program	74%	76%	75%	73%
Student services	37%	50%	44%	43%

What is your age? Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
18-24	1%	10%	5%	4%
25-34	25%	45%	42%	37%
35-44	30%	23%	23%	21%
45-54	28%	20%	21%	29%
55-64	16%	3%	9%	9%
65+	1%	0%	0%	0%

Which of the following best characterizes your current work status? Please select one.

	Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Full-time employed (salaried)	93%	82%	90%	94%
Full-time employed (hourly)	2%	13%	5%	6%
Part-time employed (not currently a student)	5%	5%	5%	1%

How many non-credit courses do you typically take at one time and over the course of one year?
Please select one answer choice for each question.

		Master's degree	Bachelor's degree	Some graduate-level courses	Post-baccalaureate/graduate certificates
Number of courses typically taken at one time	0	5%	6%	0%	0%
	1	81%	81%	100%	50%
	2	10%	6%	0%	50%
	3	0%	6%	0%	0%
	4	0%	0%	0%	0%
	5 or more	5%	0%	0%	0%
Number of courses typically taken over the course of a year	0	5%	13%	0%	0%
	1	19%	25%	100%	0%
	2	29%	19%	0%	100%
	3	21%	38%	0%	0%
	4	19%	0%	0%	0%
	5 or more	7%	6%	0%	0%