Higher Education: Students Sentiment Pulse. Questionnaire.

Screener

BASE: TOTAL RESPONDENTS
AGE YEAR / MONTH

What is your date of birth (year and month)?

Select Year [Single Punch Dropdown PREQUAL]

Dropdown:
_1910   1910
…
_2015   2015

Select Month [Single Punch Dropdown PREQUAL]

Dropdown:
_1   January
_2   February
_3   March
_4   April
_5   May
_6   June
_7   July
_8   August
_9   September
_10   October
_11   November
_12   December

[TERMINATE IF <18]

HIDDEN VARIABLE
RESP_AGE

[TERMINATE 55+]

HIDDEN VARIABLE
QUOTAGERANGE
18-24
25-34
35-44
45-54

BASE: TOTAL RESPONDENTS
GENDER
What gender do you identify with?

Male

Female
Nonbinary
Other
Prefer not to answer

QMktSize_US. Please insert your zipcode:

      INSERT SINGLE-LINE TEXT BOX FOR 5-DIGIT ZIP CODE

HCAL_STDREGION_4CODES_Label_US. Hidden Question: Census Region
      (1) Northeast
      (2) Midwest
      (3) South
      (4) West

EMPLOY_STATUS
What is your current employment status? MULTI-SELECT

1	Employed full-time
2	Employed part-time
3	Self employed/Sole Proprietorship
4	Furloughed
5	Unemployed but looking for a job
6	Unemployed and not looking for a job/Long-term sick or disabled
7	Full-time parent, homemaker
8	Retired
9	Student/Pupil
10	Military
11	Prefer not to answer

[ASK IF EMPLOY_STATUS= 1 OR 2 OR 3]
[SHOW THE FOLLOWING ERROR MESSAGE IF SELECTING BOTH PUNCH 1 OR 2 AND 5 OR 6; RESPONDENTS CANNOT SELECT BOTH 'EMPLOYED' AND 'UNEMPLOYED'] You selected both 'employed' and 'unemployed' options, please review your response and select only your CURRENT employment status.

EMPLOY_STATUS_1
Which of the following best describes the field in which you are currently employed?
[SINGLE SELECT]

1	Business Services
2	Legal Services
4	Education
5	Marketing
6	Financial Services or Insurance
7	Nursing and Healthcare
8	Science or Engineering
9	Journalism and Publishing

10	Human Resources
11	Software development
13	Sales
14	Data Science and Analytics
15	Real Estate
16	Marketing
17	Other, please specify: [ANCHOR]

STATUS_EDU
Are you currently enrolled or do you plan to enroll in any educational programs (i.e. degree programs or online short courses)?

1.   Yes
2.   No

STATUS_UNDER
[SKIP IF STATUS_EDU = 2]
Which of the following best describes your educational status for an undergraduate degree program (i.e. Associate's or Bachelor's)?

[SINGLE SELECT]

1	I am currently enrolled in online learning
2	I am currently enrolled in a mix of online and in-person learning
3	I am currently enrolled and learning fully in-person, no online
4	I am not currently enrolled, but I am currently researching/considering programs
5	None of these apply [EXCLUSIVE]

STATUS_POST
[SKIP IF STATUS_EDU = 2]
Which of the following best describes your educational status for a postgraduate degree program (i.e. Master's, Doctoral, Professional degree such as law or medical, etc.)?
[SINGLE SELECT]

1	I am currently enrolled in online learning
2	I am currently enrolled in a mix of online and in-person learning
3	I am currently enrolled and learning fully in-person, no online
4	I am not currently enrolled, but I am currently researching/considering programs
5	None of these apply [EXCLUSIVE]

STATUS_CERT
[SINGLE SELECT]
[SKIP IF STATUS_EDU = 2]

Which of the following best describes your educational status for a non-degree, online short course or certificate program (i.e. online short course certificate program (self-paced ~8 weeks), supplemental online short course without a certificate of completion)?

    1   I am currently enrolled in online learning
    2   I am currently enrolled in a mix of online and in-person learning
    3   I am currently enrolled and learning fully in-person, no online
    4   I am not currently enrolled, but I am currently researching/considering programs
    5   None of these apply [EXCLUSIVE]

STATUS_BOOT
[SINGLE SELECT]
[SKIP IF STATUS_EDU = 2]
Which of the following best describes your educational status for a non-degree, online bootcamp course (i.e. intensive ~14 week programs)?

    1   I am currently enrolled in online learning
    2   I am currently enrolled in a mix of online and in-person learning
    3   I am currently enrolled and learning fully in-person, no online
    4   I am not currently enrolled, but I am currently researching/considering programs
    5   None of these apply [EXCLUSIVE]

[IF STATUS_UNDER AND STATUS_POST AND STATUS_CERT AND STATUS_BOOT = PUNCH 5, TERMINATE]

HIDDEN_STATUS   "[HIDDEN] - HIDDEN_STATUS"

1	CURRENT UNDERGRAD DEGREE - IF STATUS_UNDER=1, 2 OR 3 AND GROUP 1 OR IF STATUS_UNDER=1, 2 OR 3 AND GROUP 4
2	CURRENT POSTGRAD DEGREE - IF STATUS_POST=1, 2, OR 3 AND GROUP 2 OR IF STATUS_POST=1, 2 OR 3 AND GROUP 4
3	CURRENT CERTIFICATE - IF STATUS_CERT=1, 2 OR 3 AND GROUP 2
4	CURRENT BOOTCAMP - IF STATUS_BOOT=1, 2 OR 3 AND GROUP 2
5	PROSPECTIVE UNDERGRAD DEGREE - IF STATUS_UNDER=4 AND GROUP 2
6	PROSPECTIVE POSTGRADUATE DEGREE - IF STATUS_POST =4 AND GROUP 2
7	PROSPECTIVE CERTIFICATE - IF STATUS_CERT=4 AND GROUP 2 OR STATUS_CERT=4 AND GROUP 4
8	PROSPECTIVE BOOTCAMP - IF STATUS_BOOT=4 AND GROUP 2 OR STATUS_BOOT=4 AND GROUP 4
9	ALL CURRENT - (IF STATUS_UNDER=1, 2 OR 3 AND GROUP 1) OR (IF STATUS_POST OR STATUS_CERT OR STATUS_BOOT=1, 2, OR 3 AND GROUP 2)
10	CURRENT DEGREES - (IF STATUS_UNDER=1, 2 OR 3 AND GROUP 1) OR (IF STATUS_POST=1, 2, OR 3 AND GROUP 2)
11	CURRENT SHORT COURSES - STATUS_CERT OR STATUS_BOOT=1, 2, OR 3 AND GROUP 2
12	ALL PROSPECTIVE - IF STATUS_UNDER OR STATUS_POST OR STATUS_CERT OR STATUS_BOOT=4 AND GROUP 2
13	PROSPECTIVE DEGREES - IF STATUS_UNDER OR STATUS_POST=4 AND GROUP 2
14	PROSPECTIVE SHORT COURSES - IF STATUS_CERT OR STATUS_BOOT=4 AND GROUP 2

[IF GROUPCODE 0001, ONLY ELIGIBLE FOR PUNCH 1, 9 AND 10 IF STATUS_UNDER =1-3]

[IF GROUPCODE 0002,ELIGIBLE FOR ANY PUNCH EXCEPT PUNCH 1. THEY CAN ONLY QUALIFY FOR 9 & 10 ALL CURRENT AND CURRENT DEGREES BY QUALIFYING THROUGH CURRENT POSTGRAD, CERTIFICATE, OR BOOTCAMP.]

QUALIFICATION MARKER
HIDDEN_STATUS_2 (For Qualification)

1	CURRENT UNDERGRAD DEGREE IF STATUS_UNDER=1, 2 OR 3 AND GROUP 1
2	CURRENT POSTGRAD DEGREE IF STATUS_POST=1, 2, OR 3 AND GROUP 2
3	CURRENT CERTIFICATE IF STATUS_CERT=1, 2 OR 3 AND GROUP 2
4	CURRENT BOOTCAMP IF STATUS_BOOT=1, 2 OR 3 AND GROUP 2
5	PROSPECTIVE UNDERGRAD DEGREE IF STATUS_UNDER=4 AND GROUP 2
6	PROSPECTIVE POSTGRADUATE DEGREE IF STATUS_POST =4 AND GROUP 2
7	PROSPECTIVE CERTIFICATE IF STATUS_CERT=4 AND GROUP 2
8	PROSPECTIVE BOOTCAMP IF STATUS_BOOT=4 AND GROUP 2

[FOR GROUPCODE 0002, ASSIGN RESPONDENTS TO HIDDEN_STATUS_2 BASED ON LEAST FILLED; ONLY QUALIFYING RESPONDENTS FOR ONE STATUS]

[IF GROUP 1, RESPONDENTS CAN ONLY QUALIFY AS PUNCH 1 (CURRENT UNDERGRAD); IF GROUP 2, RESPONDENTS CAN ONLY QUALIFY FOR PUNCH 2-8 (ANY PUNCH BESIDES CURRENT UNDERGRAD)]

[IF GROUPCODE 0001 HIDDEN_STATUS_2 ≠ /PUNCH 1, TERMINATE]
[IF GROUPCODE 0002 HIDDEN_STATUS_2 ≠ PUNCH 2-8, TERMINATE]
[IF GROUPCODE 0003 TERMINATE]

HIDDEN_MARKER_1

1	GROUP 1: CURRENT UNDERGRAD HIDDEN_STATUS_2=1 (CURRENT UNDERGRAD DEGREE)
2	GROUP 2: ALL OTHER (NET) HIDDEN_STATUS_2=2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8
3	PROSPECTIVE UNDERGRAD HIDDEN_STATUS_2 = 5
4	POSTGRAD DEGREE HIDDEN_STATUS_2 = 2 OR 6
5	SHORT COURSE CERTIFICATE HIDDEN_STATUS_2 = 3 OR 7
6	SHORT COURSE BOOTCAMP HIDDEN_STATUS_2 = 4 OR 8

STATUS_SCREEN_1a
Do you have college credits and are looking to transfer schools/programs?
1   Yes
2   No

STATUS_SCREEN_1b
[ASK ALL]

Do you currently have a degree?

5   I have some college credits, but have not completed a degree
4   I have an Associate's degree
1   I have a Bachelor's degree
2   I have a Master's degree
6   I have a PhD or Professional degree
3   No, I don't have any college credits [EXCLUSIVE] [TERMINATE IF SELECTING STUB 1 AT STATUS_SCREEN1a AND SELECTING STUB 3 AT STATUS_SCREEN_1b]

MQB
MILITARY.
Did you consider military service instead of or in addition to higher education?
[SINGLE SELECT]
1. Yes, instead of higher education
2. Yes, in addition to higher education
3. No, I never considered the military

[ASK IF MILITARY = 1 OR 2]
MILINFOSOURCE.

What sources inspired/informed your decision? Select all that apply.
1. Google Search
2. YouTube
3. Military branch website
4. Military recruiter
5. Friends, family, colleagues, etc.
98. Other, please specify

INVESTMENT2_new.

[INSERT "education expenses" IF HIDDEN_STATUS_2 = 9 TO 12]
[INSERT "A degree program" IF STATUS_UNDER=1, 2 OR 3 OR 4 OR IF STATUS_POST=1, 2 OR 3 OR 4;
INSERT "A short course or bootcamp" IF STATUS_CERT=1, 2 OR 3 OR 4 OR IF STATUS_BOOT=1, 2 OR 3 OR 4] [IF STATUS_UNDER=1, 2, 3 OR 4 OR IF STATUS_POST=1, 2, 3 OR 4 AND STATUS_CERT=1, 2, 3 OR 4 OR IF STATUS_BOOT=1, 2, 3 OR 4 INSERT "a degree program, short course or bootcamp".]

 Given we are currently in an election year, have your plans to invest in [INSERT] changed from the beginning of the year?

[SINGLE SELECT]

1   Yes, it has increased in importance
2   No, it has stayed the same

3   Yes, it has decreased in importance
4   I am not planning to invest in education this year [SHOW IF HIDDEN_STATUS_2=9 TO 12]

   A.   IF (STATUS_UNDER = 1,2,3 OR 4) OR (STATUS_POST = 1,2,3 OR 4), INSERT "degree" .
   B.   IF (STATUS_CERT = 1,2,3, OR 4) OR (STATUS_BOOT =1,2,3, OR 4), INSERT "online short course/ bootcamp"
   C.   IF both A and B, INSERT instead "online short course/bootcamp or degree"

INTEREST2. By completing your [INSERT], are you looking to change your current career or industry?
[SKIP IF HIDDEN_STATUS_2 = 9 TO 12]
[SELECT ONE]
   1   Yes, I plan to change my career/industry
   2   No, I do not plan to change my career/industry

[ASK IF SELECTING STUB 1, YES, AT INTEREST2]

INTEREST3. You indicated that you are interested in changing your current career or industry after completing your [INSERT]. Which of the following industries are you looking to switch to? Select all that apply.
[SKIP IF HIDDEN_STATUS_2 = 9 TO 12]
[MULTI-SELECT]][RANDOMIZE][DO NOT SHOW OPTION SELECTED AT EMPLOY_STATUS_1]

   1   Business Services
   2   Legal Services
   3   Human Resources
   4   Education
   6   Financial Services or Insurance
   7   Nursing & Healthcare
   8   Science or Engineering
   9   Manufacturing
   10   Software Development
   11   Sales
   13   Data Science & Analytics
   14   Real Estate
   15   Journalism or Publishing
   16   Marketing
   17   Other, please specify: [ANCHOR]

39c. Which of the following [FOR ALL CURRENT, HIDDEN_STATUS_2=1, 2, 3, OR 4 OR 9 OR 10 OR 11 OR 12 INSERT "were"; FOR ALL PROSPECTIVE STUDENTS HIDDEN_STATUS_2=5, 6, 7, OR 8 INSERT "are"] the most important factors in selecting a particular degree or program provider? Please select up to three.

[FOR HIDDEN_STATUS_2=9 to 12~~62~~ REPLACE "selecting" WITH "considering"]
[MULTI-SELECT UP TO 3]

[RANDOMIZE; KEEP 18 AND 19 TOGETHER]
  1   Brand name or school prestige (top tier institution)
  2   Specific program or degree offered
  3   Quality of education offered
  4   Professors and mentors it offers
  5   Campus location and facilities
  7   The social and professional network it offers
  8   Job placement and career services offered
  10   Cost/affordability
  11   Online offering
  12   Shorter completion time
  13   Diversity of student base/faculty
  14   My employer accepts the school/course through tuition assistance/ reimbursement
  15   In-person collaborative environment offered
  16   Is a not-for-profit institution
  17   The schools ranking (US News, Niche, etc.)
  18   Credits for previous professional experience
  19   Credits for previous academic experience
  98   Other, please specify: [ANCHOR]

[ASK IF 39c=11]
ONLINEOFFERING. You mentioned online offering is an important factor in selecting a particular degree or program provider. Which aspect of online offering is most important to you?

[SINGLE SELECT]

  1. Having the option to complete the entire program online
  2. Having the option to take some classes online
  3. Having the option to switch from in-person to online at any point

Section 2: Current/Prospective Students - General
ASK ALL
HIDDEN_STATUS_2=1, 2, 3, OR 4 "ALL CURRENT" >> Currently enrolled
HIDDEN_STATUS_2=5, 6, 7, 8 "ALL PROSPECTIVE" >> Planning to enroll

Thinking about the program you are [INSERT currently enrolled/planning to enroll] in, please answer the next few questions.

1. Are you [INSERT currently enrolled/planning to enroll] full-time or part-time?
[SINGLE SELECT]
  1   Full time

   2   Part-time

2. Which type of university, college, or online course provider are you [INSERT currently enrolled/planning to enroll] in?
[MULTI SELECT; RANDOMIZE]

- 1   Public university
- 2   Private university
- 3   Community College
- 4   Trade/Vocational School
- 5   Online short course or certificate program (self-paced ~8 weeks)
- 6   Bootcamp provider (intensive ~14 weeks)

3. Which degree are you [INSERT currently enrolled/planning to enroll] in?
 [IF Q2 = 1 OR 2 OR 3 OR 4 ASK Q3, IF NOT, SKIP]
[SINGLE SELECT]

- 1   Bachelor's
- 2   Master's
- 3   Doctoral (Ph.D.) or Professional (M.D)
- 4   Associate's
- 5   None of the above [ANCHOR; EXCLUSIVE]

4. Which major/minor/subject are you [INSERT currently enrolled/planning to enroll] in?
[MULTI SELECT]

- 1   Architecture
- 2   Visual Arts & Design
- 3   Business [MONITOR]
- 4   Economics
- 5   Education / Teaching [MONITOR]
- 6   Engineering
- 7   Healthcare / Nursing [MONITOR]
- 8   Computer Science
- 9   Humanities
- 10   Information Technology [MONITOR]
- 11   Law
- 12   Psychology
- 13   Medicine
- 14   Natural Sciences
- 15   Other, please specify:

MAJOR_WHY

You mentioned you are [INSERT currently enrolled/planning to enroll] in [INSERT SELECTION AT Q4, IF MULTIPLE SELECTIONS, SEPARATE WITH COMMAS, AND A SPACE PIPE-IN OTHER SPECIFY IF SELECTED AT Q4] classes, why are you pursuing the subject(s)?
Please select all that apply.
[MULTI-SELECT][RANDOMIZE]

1. Good job stability/security
2. Potential for substantial compensation/salary increase
3. Personal interest / I want to
4. To enter into an industry I am passionate about
5. To build onto skills I already possess
6. Career longevity (I see this field withstanding the test of time)
7. Good prospects for employment
8. Other, specify [OE TEXTBOX][ANCHOR]

5. When did you enroll in or start your course?
[ASK IF HIDDEN_STATUS_2=1, 2, 3, OR 4 "CURRENT DEGREE OR CURRENT SHORT COURSE"[SKIP IF ANY OTHER HIDDEN_STATUS_2]
[SINGLE SELECT]

[INSERT DROP DOWN BOXES]

Month [DROP DOWN JAN - DEC]   Year [DROP DOWN 2010-2024]

[ONLY ALLOW RESPONSES UP August 2024] [IF CHOOSING DATE BEYOND August 2024, SHOW THE FOLLOWING ERROR MESSAGE: You entered a future date that has not happened yet, please review your answer closely and choose the correct date for when you started your course, overall.]

5a. When do you plan to enroll or start your [INSERT] course?
[ASK IF HIDDEN_STATUS_2=5, 6, 7, OR 8 "PROSPECTIVE DEGREE OR PROSPECTIVE SHORT COURSE" OR IF HIDDEN_STATUS_2=9, 10, 11, 12]

[INSERT DROP DOWN BOXES]

Month [DROP DOWN JAN - DEC]   Year [DROP DOWN 2025]

98. Not interested [EXCLUSIVE; ANCHOR][SHOW IF HIDDEN_STATUS_2=9 TO 12]
99. Unsure [EXCLUSIVE; ANCHOR][SHOW IF HIDDEN_STATUS_2=9 TO 12]

[ONLY ALLOW RESPONSES AFTER August 2024: IF CHOOSING DATE BEFORE August 2024, SHOW THE FOLLOWING ERROR MESSAGE: You entered a date that has happened in the past, please review your answer closely and choose the correct date for when you will start your course, overall.]

IF HIDDEN_STATUS_2=1, 2, 3, OR 4 INSERT1 "are you spending", IF HIDDEN_STATUS_2=5, 6, 7, OR 8 OR 9 OR 10 OR 11 OR 12"do you think you will spend"
[DO NOT SHOW IF 5a = 98]
5b. Approximately how much [INSERT1] annually on total tuition for the program you are [INSERT currently enrolled/planning to enroll] in?
[SINGLE SELECT]

  1   Less than $2,000
  2      $2,000-$4,999
  3      $5,000- $9,999
  4      $10,000-$14,999
  5      $15,000-$25,999
  6      $26,000-$49,999
  7      $50,000+
  98   Unsure [ANCHOR; EXCLUSIVE] [ONLY SHOW IF 5a = 99]

6. Which of the following tuition financial support programs are you aware of?
[MULTI SELECT; RANDOMIZE]

  1   My work/company's tuition reimbursement program
  2   Federal Government Financial Aid (Pell Grant)
  3   Scholarships
  4   Grants
  5   Work-Study
  6   Aid Military Personnel/Families
  11   Federal Student Loan
  13₂   Private student loan
  98   Other, please specify [OS TEXTBOX] [ANCHOR]
  99   None of the above [ANCHOR; EXCLUSIVE]

6a.
IF HIDDEN_STATUS_2=1, 2, 3, OR 4 INSERT1 "are you paying", IF HIDDEN_STATUS_2=5, 6, 7, OR 8 OR 9 OR 10 OR 11 OR 12"will you pay"
[DO NOT SHOW IF 5 or 5a = 98]
How [INSERT] for tuition? Please select all that apply.

[DISPLAY ONLY THE ANSWER OPTIONS SELECTED AT Q6, IN ADDITION TO CODES 7,8 AND 12]
[MULTI SELECT; SHOW IN ORDER SHOWN AT 6]
[PN: 6a_12 should always appear after 6a_8]

  1   My work/company's tuition reimbursement program
  2   Federal Government Financial Aid (e.g. Pell Grant)
  3   Scholarships
  4   Grants
  5   Work-Study

6   Aid Military Personnel/Families
7   Out of my own pocket
8   My parents
12   Other family members
11   Federal Student Loan
13   Private student loan
98   Other [ANCHOR]
99   None of the above [ANCHOR; EXCLUSIVE]

IF CURRENT OR PROSPECTIVE CERTIFICATE IF STATUS_CERT=1, 2 OR 3 OR STATUS_CERT=4
OR IF HIDDEN_STATUS_2 = 11INSERT "online short courses or certificate programs (self-paced ~8
weeks)"
 CURRENT OR PROSPECTIVE BOOTCAMP IF STATUS_BOOT=1, 2 OR 3 OR STATUS_BOOT=4 OR IF
HIDDEN_STATUS_2 = 12 INSERT "bootcamp providers (intensive ~14 weeks)" IF ANY OTHER OR BOTH
INSERT "online short courses or certificate programs (self-paced ~8 weeks) or bootcamp provider
(intensive ~14 weeks)"
[DO NOT SHOW IF 5a = 98]
[SKIP IF NOT (STATUS_CERT=1-4) OR (STATUS_BOOT=1-4) OR (HIDDEN_STATUS_2 = 11 OR 12)]

7b. Which of the following factors are important to you when evaluating the quality of [INSERT]? Please
select all that apply.
[MULTI SELECT; RANDOMIZE]
1   I am able to use the course to transfer credits
2   I receive a certificate upon completion of my course
3   I am able to use the course to build towards a degree
4   I am able to transfer the skills I develop from the course to advance my career
7   I am able to increase my work stability or satisfy existing job requirements
98   Other, please specify: [ANCHOR ABOVE NONE OF THE ABOVE]
99   None of the above [ANCHOR; EXCLUSIVE]

7aa. What stage of your education journey are you currently at? Please select one that best describes
you.
[SINGLE SELECT]

1   Researching schools / online short courses or certificate programs and bootcamps (i.e., I
       am looking into what schools/programs would be best for me)

2   Considering schools /online short courses or certificate programs and bootcamps (i.e., I
       have a list of schools I am interested in and I am determining which programs to apply to)

3   Applying to schools /online short courses or certificate programs and bootcamps

4   Previously applied to schools /online short courses or certificate programs and bootcamps
       [ONLY SHOW ANSWER OPTION IF HIDDEN_STATUS_2=9 TO 12 "NON ENROLLERS"

99   None of the above [ONLY SHOW ANSWER OPTION IF HIDDEN_STATUS_2=1, 2, 3, OR 4 "ALL
       CURRENT" OR IF HIDDEN_STATUS_2=9 TO 12 "NON ENROLLERS"]

28. Which type of classes would be ideal for you at this point in your life?

[SKIP IF HIDDEN_STATUS_2=7 or 8, "PROSPECTIVE SHORT COURSES"]
[SKIP IF HIDDEN_STATUS_2=9 TO 12]
[SINGLE SELECT]

1   On-campus, classes online, pre-recorded lectures
2   On-campus, classes online, set schedule
3   On-campus, classes in-person, set schedule
4   On-campus, mix of in-person & online classes
5   Home based, classes online, set schedule
6   Home based, classes online, pre-recorded lectures
7   Other

[ASK IF Q28=4; ANSWER SHOULD ADD UP TO 100%]
28a. How would you prefer to split your time between online and in-person classes?

Online classes [NUMERIC BOX] %

In-person classes [NUMERIC BOX] %

Now shifting focus to topics related to Diversity, Equity & Inclusion. Please answer the following questions.
41. How important is it for you to enroll in a program or institution that has a diverse student body? [SINGLE SELECT]

5   Very important
4   Somewhat important
3   Neither important nor unimportant
2   Somewhat unimportant
1   Not at all important

Section 3: Current Degree Programs (BS, Masters, Biz)
DISPLAY SECTION IF HIDDEN_STATUS_2=1 OR 2, CURRENT UNDER OR POST DEGREE

[ASK FOR ALL CURRENT, HIDDEN_STATUS_2=1, 2, 3, 4]continue
[IF STATUS_UNDER=1, 2 OR 3 OR IF STATUS_POST=1, 2 OR 3 INSERT "degree program and graduation timeline" IF STATUS_CERT=1, 2 OR 3 OR IF STATUS_BOOT=1, 2 OR 3 INSERT "short course or bootcamp completion"] IF BOTH INSERT "degree program and graduation timeline and short course or bootcamp completion"

11. As a result of the delays in FAFSA student financial aid rollout has your [INSERT] altered in any of the following ways? [SINGLE SELECT]

1   No, I kept my plan
2   Yes, I delayed graduation
3   Yes, I dropped out and I am not going back
4   Yes, I dropped out but may go back
5   Yes, I transferred schools

6   Yes, I moved to part time

98   Other, please specify:

[ASK IF Q11=1]
KEPTPLAN. You mentioned you have kept your plan to graduate <u>amid the delays in FAFSA student financial aid rollout</u>, why did you decide to keep your plan? Select all that apply.

[MULTI SELECT][RANDOMIZE]
1. I am already financially invested in my education and it does not make sense for me to drop out
2. I am not concerned about affording my education
3. To satisfy existing job requirements (e.g. continuing education)
4. Career longevity (I see this field withstanding the test of time)
5. Other, specify [OE TEXTBOX] [ANCHOR]

[ASK IF Q11=3 OR 4]
[IF Q11=3 INSERT "dropped out and are not going back"" IF IF Q11=4 INSERT "dropped out but may go back"]
DROPOUT. You mentioned you [INSERT], which of the following factors would make you consider continuing on in your program?
[MULTI SELECT; RANDOMIZE]

1   Better financial aid/support options
2   Tuition discounts
3   Flexible classes/Online only options
4   Easy transferability of credits
5   Acquiring in-demand professional skills
6   Developing a connection with faculty
7   Removing semester system/expiring course credits
8   Focus on well-being
9   Focus on diversity and inclusion
10   An upward shift in the economic / job market
98   Other, please specify: [ANCHOR]

[IF Q11=3 INSERT "drop out and decide not to go back" IF IF Q11=4 INSERT "drop out but consider going back"]
DROPOUT2. Which of the following factors caused you to [INSERT] to your program? Select all that apply.
[RANDOMIZE][MULTI-SELECT]

1   Educational program was not diverse enough
2   Other programs are cheaper/ more flexible
3   I could not afford to continue my program
4   I could not balance work responsibilities and my program
5   I could not balance family responsibilities and my program
6   The program wasn't going to help me upskill/reskill within my current career
7   I was not performing well in my program
9   Unforeseen financial/personal challenges that took priority over my program
10   My course and/or career interests changed

11   The current state of the economy (e.g., inflation, recession indicators, recent lay-offs)

98   Other, specify [OE TEXTBOX]

Section 4: Current Degree Programs (BS, Masters, Biz) - Delivery Method
DISPLAY SECTION IF HIDDEN_STATUS_2=1 OR 2, CURRENT UNDERGRAD AND CURRENT POST GRAD
The next few questions will be around the topic of learning tools.

[ASK TO ALL CURRENT, NOT JUST CURRENT DEGREE]
14. How have you used YouTube as a supplemental learning resource?
[MULTI SELECT; RANDOMIZE]

    1   By watching supplemental videos that enhance my knowledge of a topic
    2   By watching videos that help me with my homework and assignments
    3   By watching instructional videos that help me understand a difficult topic
    4   Other, please specify: [ANCHOR] [OE Text Box]
    5   I haven't used YouTube as a supplemental learning resource [EXCLUSIVE] [ANCHOR]

[ASK IF Q14=5]
LEARNING1. You mentioned you are not using YouTube as a learning resource, could you specify which other similar video platforms you have used as a learning resource?
Please select all that apply.
[RANDOMIZE; MULTI-SELECT]

    1   Dailymotion
    2   Twitch
    3   IGTV
    4   TikTok
    5   DTube
    6   Facebook Watch
    97   Other, please specify [OE TEXTBOX][ANCHOR]
    98   I don't use video platforms as a learning resource [ANCHOR][EXCLUSIVE]

17a. Which of the following do you find beneficial to help you complete/graduate from the program you are currently enrolled in? Please select your top 3.

[MULTI SELECT; ALLOW UPTO 3][RANDOMIZE]
    1   Online offering
    2   Day or night time class schedule offering
    3   Relief or deferral on debt
    4   Tuition discount
    5   More financial aid options from the school
    6   Inclusive campus culture
    7   24/7 access to health support resources
    8   24/7 access to course support resources
    9   24/7 access to career support resources

10   24/7 access to tech support
11   Other, please specify: [ANCHOR]

Section 5: All Prospective Students
DISPLAY SECTION IF HIDDEN_STATUS_2=5, 6, 7, OR 8, ALL PROSPECTIVE STUDENTS

ENVIRONMENT_DECISION
[ASK IF STATUS_UNDER OR STATUS_POST OR STATUS_CERT OR STATUS_BOOT = 4]

You mentioned that you are not currently enrolled in, but considering the following types of educational program(s). Has the current economic environment impacted your decision to consider the program(s) ?

[PROGRESSIVE GRID][RANDOMIZE ORDER]
    1   [INSERT Undergraduate Degree Program IF STATUS_UNDER = 4]
    2   [INSERT Postgraduate Degree Program IF STATUS_POST = 4]
    3   [INSERT Short Course or Certificate Program IF STATUS_CERT = 4]
    4   [INSERT Bootcamp Course IF STATUS_BOOT = 4]

[KEEP IN ORDER] [SELECT ONE]
1   No, it has had no impact
2   Yes, it has increased my interest in considering the program
3   Yes, it has decreased my interest in considering the program

ENVIRONMENT_DECISION2
ASK IF ENVIRONMENT_DECISION = 3 FOR ANY EDUCATIONAL PROGRAM]
You mentioned that the current economic environment has decreased your interest in considering an educational program(s). Why? Select all that apply.

[MULTI SELECT, RANDOMIZE]
1   I want to wait until the economy takes a positive shift before committing to an educational expenditure
2   I believe an educational expenditure would be too much of a financial burden at this time
3   I am worried I may lose my job and be unable to complete an educational program
4   I am concerned that inflation may increase the financial commitment needed for further education
      I want to prioritize supporting myself and/or my family financially over an educational expenditure at this
5   time
98   Other, specify [OE TEXTBOX][ANCHOR]

ENVIRONMENT_DECISION3
ASK IF ENVIRONMENT_DECISION = 2 FOR ANY EDUCATIONAL PROGRAM]
You mentioned that the current economic environment has increased your interest in considering an educational program(s). Why? Select all that apply.

[MULTI SELECT, RANDOMIZE]

1   I want to complete a program that will allow me to find a job to increase my current salary due to inflation rates
2   I want to complete a program that will allow me to find a job to increase my work stability (decrease the likelihood for lay-offs)
3   I am looking to commit to an educational program before costs start to increase
4   I believe now is a good time to advance my education due to lack of job opportunities and/or recent lay-offs
98   Other, specify [OE TEXTBOX][ANCHOR]

24. How does pursuing an education (online short course or certificate program and bootcamp or degree) rank within your current life priorities?
[SINGLE SELECT]

   5   Very high priority
   4   Somewhat high priority
   3   Average priority
   2   Somewhat low priority
   1   Very low priority

25. How have your initial plans to pursue an online short course or certificate program and bootcamp or degree changed in the last 6 months? [SINGLE SELECT]

   1   I delayed my enrollment indefinitely
   2   I delayed my enrollment by 1-6 months
   3   I delayed my enrollment for a gap year
   4   I moved up my enrollment timeline
   5   I am only considering online programs
   6   No change to my plans
   7   Other, please specify: [ANCHOR]

25b. Why did you delay enrollment? [MULTI SELECT, RANDOMIZE] [ASK IF Q25=1 OR 2 OR 3]
   1   Family demands
   2   Financial pressures
   3   [SHOW ONLY IF EMPLOY STATUS = 1,2,3, OR 10] Increased workload in my current job
   4   Doubting the ROI of this investment / Not sure it's worth the investment
   6   Uncertainty about the future
   7   [SHOW ONLY IF EMPLOY STATUS = 1,2,3, OR 10] Trouble balancing school and work
   8   Only want to study on-campus
   10   The current state of the economy (e.g., inflation, recession indicators, recent lay-offs)
   98   Other, please specify: [ANCHOR]

27. Which options for continuing your education are important to you now and your decision to consider enrolling in the future? Please select all that apply.
[DO NOT SHOW IF 5a = 98]

[MULTI SELECT, RANDOMIZE]
   2   Programs designed to be delivered online

3   Proximity to my home

4   Relief or deferral on debt / Cost and financial accessibility

5   School changes executed and communicated in an organized manner

6   Quality of school technology that enables online learning

7   Teachers trained for delivering classes online / Quality of academics and professors

8   Classes offered day and/or night

9   Brand recognized by employers/my network

10   Time to completion

11   Diversity of student and faculty

13   Job placement rates following course completion

14   Salary expectations following course completion

12   Other, please specify: [ANCHOR]

IMPORTANT_ATTRIBUTES. Which of the following forward thinking reasons for continuing your education are important to you now and your decision to consider enrolling in the future? Please select your top 3.
[DO NOT SHOW IF 5a = 98]

[RANDOMIZE][ALLOW UP TO 3 SELECTION]

1   Making more money than my current salary / hourly wage

2   Ability to move into my preferred / ideal career industry

3   Capability to move up quicker in my career

4   Earning credentials that will improve my standing in the job market

5   Ability to stack my degrees

6   Institution is a preferred employer and works with / has active alumni at my current employer

7   Likelihood of scholarship / discounts that will allow me to graduate debt-free

8   My employer accepts the school for tuition assistance/ reimbursement

98   Other, please specify [ANCHOR][OE TEXTBOX]

99   None of the above [EXCLUSIVE] [ANCHOR]

[Base = Status_Cert=4, Status_Boot=4, Status _Under=4, Status_Post=4, Hidden_Status_2=9,10,11,12]

IF PROSPECTIVE CERTIFICATE IF STATUS_CERT=4 OR PROSPECTIVE BOOTCAMP IF STATUS_BOOT=4 OR IF HIDDEN_STATUS_2 = 11 OR 12 INSERT "an online short course or certificate program or bootcamp provider"

IF PROSPECTIVE UNDERGRAD DEGREE IFSTATUS_UNDER=4 OR PROSPECTIVE POSTGRADUATE DEGREE IF STATUS_POST =4 OR IF HIDDEN_STATUS_2 = 9 OR 10 INSERT "a university degree program"

IF BOTH, THEN INSERT "an online short course or certificate program or bootcamp provider or a university degree program"

30. What makes [INSERT] stand out the most to you, outside of the price of a program or programs offered?

[DO NOT SHOW IF 5a = 98]

[SINGLE SELECT; RANDOMIZE]
  1   Track record of results with online learning
  2   Proximity to my home
  3   Diversity of students/faculty
  4   High quality academics/curriculum
  5   Reputation for job placement
  6   Campus facilities and student support
  7   Financial support options
  8   Employers think it's a prestigious program
  12   Course provided by a reputable professor
  13   Course provided by a well-ranked university
  14   Availability of mental well-being/health support
  10   Other, please specify: [ANCHOR]

35. Which of the following would you find most beneficial to help you complete/graduate from the program you are considering?
[DO NOT SHOW IF 5a = 98]

[MULTI SELECT, RANDOMIZE; KEEP OPTIONS 7,8,9,11 TOGETHER]
  1   Online offering
  2   Day or night time class schedule offering
  4   Tuition discount
  5   More financial aid options from the school
  6   Inclusive campus culture
  7   24/7 access to health support resources
  8   24/7 access to course support resources
  9   24/7 access to tech support
  11   24/7 access to career support resources
  10   Other, please specify: [ANCHOR]

38. How important is it to go to a school or online short course or certificate program and bootcamp with a strong national reputation?
[SINGLE SELECT]
  5   Very important
  4   Somewhat important
  3   Neither important nor unimportant
  2   Somewhat unimportant
  1   Not at all important

[BASE HIDDEN_STATUS_2=5,6,7,8,9,10,11,12]
39. What part of a school's short course, certificate program, or bootcamp reputation is most important to you?

[DO NOT SHOW IF 5a = 98]

[IF HIDDEN_STATUS_2= 7 OR 8 OR OR 12, PROSPECTIVE SHORT COURSES, DO NOT DISPLAY Q39=5 OR 7 OR 12]
[IF HIDDEN_STATUS_2= 5 OR 6 OR, PROSPECTIVE DEGREE, SHOW ALL OPTIONS]

[SINGLE SELECT, RANDOMIZE]
1   Brand recognition by employers/my network
2   Quality of online offering
3   Diversity of student/faculty
4   Quality of academics
5   Campus facilities (i.e., sports, health services, etc.)
6   Student support resources
7   Reputation or support for job placement
8   Financially accessible
9   Culture of the school/Social experience
11   Practicality and usefulness of skills taught
12   Quality of professors and mentors
14   The schools ranking (US News, Niche, etc.)
99   None of the above [ANCHOR; EXCLUSIVE]

39a.
Which of the following would encourage you to consider a degree program? Please select all that apply.[MULTI SELECT, RANDOMIZE SUBHEADINGS AND OPTIONS WITHIN]

[INCLUDE HEADERS LINK]
[Header: Financial Benefits]
4   If the cost per course were the same as short courses
6   Student benefits and perks such as health insurance, gym membership, etc.
7   Affordable tuition
8   Corporate, association, or affinity discounts
9   Flexible payment options
11   Paid internships for credit included in program
[Header: Program Offerings]
1   Practical skills courses that count towards a degree
17   Job placement rate
16   Proof of better return on investment (in terms of professional opportunities and/or salary)
10   Professional mentorship included in program
15   Credit given for courses already taken
14   Interim achievement levels (i.e. Certificate awarded after first year; Associate's after second year; etc.)
[Header: Customization]
2   No core curriculum required (i.e. no courses required for graduation, other than those related to my chosen program)
3   Flexible learning options (i.e. on demand, online, part-time, weekends, accelerated timelines, etc.)

13   Create-your-own degree (tailored to your particular interests)
 5   Option to place-out of or test-out of courses based on real-world experience
20   Stackable degree (certification embedded into degree)

 98   Other , please specify: [ANCHOR]
 99   None of the above [ANCHOR; EXCLUSIVE]

39aa. [ASK TO THOSE SELECTING AT LEAST ONE ANSWER OPTIONS (EXCLUDING CODES 98 AND 99) AT 39a]

You mentioned the below attributes would encourage you to consider a degree program. Which of the following would also encourage you to stay enrolled and complete the program?

[INSERT ANSWER OPTIONS SELECTED AT 39a, DO NOT INCLUDE OTHER (CODE 98)]
99. None of the above [ANCHOR;EXCLUSIVE]

DEGREEIMP. [ASK ONLY IF HIDDEN_STATUS_2= 3 OR 4 OR 7 OR 8, PROSPECTIVE SHORT COURSES AND STATUS_SCREEN_1b = _3,_4 or _5][IF ONLY ONE ANSWER OPTION SELECTED AT 39A; AUTOCODE AS RANK 1 AND SKIP DEGREEIMP]

Please rank the following factors in order of importance to you when considering a degree program. Please rank from most important to least important.

[ONLY INSERT ANSWERS SELECTED FROM 39a, CODE IN OTHER SPECIFY IF SELECTED AT 39A; ALLOW RANKING BASED ON TOTAL NUMBER OF OPTIONS SELECTED]

BARRIERSTOENROLL.

IF PROSPECTIVE CERTIFICATE IF STATUS_CERT=4 OR PROSPECTIVE BOOTCAMP IF STATUS_BOOT=4 OR IF HIDDEN_STATUS_2 = 11 OR 12 INSERT "an online short course or certificate program or bootcamp"

IF PROSPECTIVE UNDERGRAD DEGREE IFSTATUS_UNDER=4 OR PROSPECTIVE POSTGRADUATE DEGREE IF STATUS_POST =4 OR IF HIDDEN_STATUS_2 = 9 OR 10 INSERT "a university degree program"

IF BOTH, THEN INSERT "an online short course or certificate program or bootcamp or a university degree program"

Which of the following factors would you consider to be barriers in your decision to enroll in [INSERT] ? Please select all that apply.
[MULTI SELECT, RANDOMIZE]

1. Feeling discouraged by the current political climate of the country
2. The safety of students on campuses due to ongoing protests
3. The general state of student safety and security on campuses

4. The current climate change issues we are facing
5. Feeling unable to openly express my personal opinions among teachers and peers
6. The lack of inclusion or quality of education about climate change
7. Feeling like my mental health is not prioritized by educational institutions
8. Feeling like higher education will not guarantee a career in my field of choice
9. Lack of trust in political candidates promising to pardon student debt
10. Feeling stressed out about paying off my current student debt due to FAFSA rollout issues
99. None of the above [ANCHOR;EXCLUSIVE]

40. What does it mean for a school or online short course or certificate program and bootcamp provider to offer quality online learning?
[MULTI SELECT, RANDOMIZE]

1 Instructors/Teachers are trained to teach online
2 Online program is accredited
4 Offering self-paced or live classes online
5 Class scheduling well organized/communicated
6 High graduation / job placement rates of the online program
7 School providing device access (ability to rent devices, free WiFi / VPN access, etc.)
8 Strong alumni community & notable graduates
10 Easy to use platform for classes/coursework
11 Networking opportunities with industry professionals
9 Other, please specify: [ANCHOR]

42. How did you decide which school(s) or online short course or certificate program and bootcamp provider to apply to? Please select your top 3.
[ASK IF Q7aa=3 OR 4]
[MULTI SELECT; ALLOW UPTO 3][RANDOMIZE]

1 Based on research online
2 I already knew where I wanted to apply
3 A mentor/counselor recommended a few schools
4 College/University Fair or Career Fair
5 College/University Open Day visit
6 Recommendation from family or friends
7 The company I work for has an affiliation with the school
8 Ease of getting information through enrollment officer
9 Ease of getting information through website
11 School reputation
12 Financial support or sponsored by my employer
14 Scholarships or financial aid offered
15 Payment plans
16 Online reviews
17 Online Recommendations (eg. Google, LinkedIn, etc.)
13 Other, please specify: [ANCHOR]

[ASK ALL]
INFOREQUEST. Have you ever requested additional information from a school or provider about a program that interests you?
[SINGLE SELECT]
1. Yes
2. No

BEFOREAPPLYSEARCH.
 In a typical week, how many providers did you search before application?
[SINGLE SELECT]
1. 1-2
2. 3-4
3. 5-6
4. More than 6
5. Not sure

BEFOREAPPLYTIME.
  In a typical week, how many times would you go online to search for programs before applying?
[SINGLE SELECT]
1. 1-2
2. 3-4
3. 5-6
4. 7-8
5. 9-10
6. More than 10
   98. Not sure

[ASK IF Q7aa= 3 OR 4]
CONTINUESEARCH. After applying to a program, have you continued to research potential programs that are of interest to you?
[SINGLE SELECT]
1. Yes
2. No

    [ASK IF CONTINUESEARCH= 1]
SEARCHMOTIVATION. What motivates you to continue researching programs after applying to a program of your choice?
[SINGLE SELECT]
1. I am curious to see what else is available
2. I am on the lookout for specific offerings that my current program does not offer
3. I am looking for competitive programs with more budget friendly options
4. I am looking for online options that my current program does not offer
5. No particular reason [ANCHOR; EXCLUSIVE]

[ASK IF CONTINUESEARCH =1]

PROVIDERSCONSEARCH. In a typical week, how many providers did you search after application?
[SINGLE SELECT]
1.   1-2
2.   3-4
3.   5-6
4.   More than 6
5.   Not sure

[ASK IF CONTINUESEARCH =1]
TIMECONSEARCH. In a typical week, how many times would you go online to search for programs after applying?

1. 1-2
2. 3-4
3. 5-6
4. 7-8
5. 9-10
6. More than 10
98.Not sure

42a.
[ASK IF Q42 = 1]
You mentioned researching online was a top source for how you decided what program to apply to. In specific, which online platforms did you use to aid in your research?
Please select all that apply.
[MULTI-SELECT] [RANDOMIZE]
1.   Google Search
2.   YouTube
3.   Other online search engines (e.g., Bing, Yahoo, etc.)
4.   Facebook
5.   Instagram
6.   TikTok
7.   Other, specify [OE TEXTBOX]
99   I did not use any online platforms to aid in my research [ANCHOR] [EXCLUSIVE]

CONTACT.
[ASK ALL]
Which of the following methods did you use [REPLACE "did you use" WITH "would you prefer to use" IF PROSPECTIVE STUDENTS HIDDEN_STATUS_2 = 5,6,7 or 8] to first contact the university or provider you were [REPLACE "were" WITH "are" IF PROSPECTIVE STUDENTS] interested in?

[SINGLE-SELECT] [RANDOMIZE]
1.   By filling forms on the official website
2.   By phone call
3.   By email

4. Via chatbot on the official website
5. Via the official app
6. Via a school counselor/ admissions guide
7. Via SMS text message
98. Other, specify [OE TEXTBOX]

CONTACTPREFER.
[ASK ALL]
Which of the following methods would you most prefer for the university or provider <u>to first reach out to you</u>?
[SINGLE-SELECT] [RANDOMIZE]
1. Within 24 hours, via phone call
2. A few days later via scheduled phone call
3. Within 24 hours, via email
4. A few days later via email
5. By offering to answer questions via online chat
6. A notification through the official app
7. Via a school counselor/ admissions guide
8. Within 24 hours, via SMS text message
9. A few days later, via SMS text message
98. Other, specify [OE TEXTBOX]

CONTACTFREQUENCY.
[ASK ALL]
After the <u>initial</u> follow up by the university or education provider, how often would you want them to reach out with additional information?

[SINGLE SELECT]
6. Daily
7. Twice per week
8. Weekly
9. Every other week
10. Monthly
11. Prefer no additional follow up

OUTREACHTOPPRIORITIES.
[ASK ALL]

Which of the following would you say are the top three most important things that schools/providers must share in their initial outreach to you?

[MULTISELECT; RANDOMIZE]

1. Provide all step by step details for the enrollment process
2. Provide a cost breakdown for all expenses related to enrollment
3. Provide information on student loan and scholarship options

4. Provide details on how to contact the school or provider
5. Provide contact details of the official to reach out to in case of questions
6. Provide a list of companies and positions that hire from the school/provider
7. Provide information on career services and planning, i.e. job placement rates after graduation, interview techniques, resume building, networking, etc.

CONTACTPREFER2.
[ASK ALL]
After the initial follow up by the university or education provider, how would you prefer to interact in subsequent follow up/contact with them? Select all that apply.

[MULTISELECT]

1. Phone call
2. Email
3. SMS text message
4. Online chat on an official website

YOUTUBEUSE.
Would you be interested in enrolling in a program that offers courses on YouTube if the credits counted towards a degree?

[SINGLE SELECT]
  1   Yes
  2   No
99   Unsure

AIINTEREST. Would you be interested in enrolling in a program that is focused on AI?

[SINGLE SELECT]
1. Yes
2. No
99. Unsure

[IF AIINTEREST=1]
AIINTERESTWHY. Which of the following reasons might explain your interest in a potential program that was focused on AI? Please select all that apply.

[MULTI SELECT; RANDOMIZE]
1. Being able to explore the ethical implications that comes with AI technologies
2. Help to demystify the role of AI and grow my confidence in approaching difficult subjects
3. I am interested in the field of machine learning
4. I am interested in having a more personalized approach to learning programs
5. Learning about AI might give me a competitive advantage in the job market
6. I want to pursue a career/role at a company focused on AI

98. Other, please specify:

Section 5a: Path to Enrollment

ENROLLSATISFACTION. [ASK ALL CURRENT STUDENTS HIDDEN_STATUS_2 = 1,2,3, or 4]
[SINGLE SELECT]
Overall, how satisfied are you with the enrollment process?

- 5. Extremely satisfied
- 4. Somewhat satisfied
- 3. Neither satisfied nor unsatisfied
- 2. Somewhat unsatisfied
- 1. Extremely unsatisfied

ENROLLMENTNEG. [ASK IF ENROLLSATISFACTION = 1 OR 2]
[INSERT "university" IF HIDDEN_STATUS_2 = 1 OR 2; INSERT "provider" IF HIDDEN_STATUS_2 = 3 OR 4]
[MULTI SELECT]
Which of the following did you personally experience during the enrollment process? Please select all that apply.

- 1. The INSERT's website was not easy to navigate
- 2. The INSERT officials did not follow up or call back
- 3. There were too many steps in the enrollment process
- 4. The INSERT did not use technology adequately to support the enrollment process
- 5. The INSERT 's website chatbot experience was not satisfactory
- 6. It was difficult to track my progress in the enrollment process
- 7. The entire process was too dependent on phone calls
- 8. I was unable to pick up where I left off
- 9. There was too much paperwork to fill out
- 10. Not enough information about scholarship/aid options was shared
- 11. I was unable to get assistance quickly over the phone
- 98. Other
- 99. None of the above [EXCLUSIVE; ANCHOR]

BARRIERS. [ASK ONLY IF HIDDEN_STATUS_2= 9 TO 12 "NON ENROLLERS"]
[INSERT "degree program" IF HIDDEN_STATUS_2 = 9 OR 10; INSERT "short course or bootcamp" IF HIDDEN_STATUS_2 = 11 OR 12]
Which of the following, in your opinion, was the main reason behind your decision to not pursue INSERT at this time? Please select all that apply.

[MULTI SELECT]
- 1. I am feeling mentally burnt out
- 2. I do not have to funds for tuition and related expenses
- 3. The program does not provide the flexibility I require

4. The enrollment process was too complex
5. The faculty or student base was not diverse enough
6. I am prioritizing my career over my education right now
7. I could not find enough information on programs relevant to me
8. I could not find enough information on financial aid or payment options
9. I am unsure the program will lead to better career outcomes
10. Communications were generic and not personalized to my needs
98. Other
99. None of the above [EXCLUSIVE; ANCHOR]

BARRIERSENROLL. [ASK ONLY IF BARRIERS= 4]
[INSERT "university" IF HIDDEN_STATUS_2 = 9 OR 10; INSERT "provider" IF HIDDEN_STATUS_2 = 11 OR 12]
[MULTI SELECT]
You mentioned you found the enrollment process complex. Which of the following factors contributed to this experience? Please select all that apply.

1. The INSERT's website was not easy to navigate
2. The INSERT officials did not follow up or call back
3. There were too many steps in the enrollment process
4. The INSERT did not use technology adequately to support the enrollment process
5. The INSERT 's website chatbot experience was not satisfactory
6. It was difficult to track my progress in the enrollment process
7. The entire process was too dependent on phone calls
8. I was unable to pick up where I left off
98. Other
99. None of the above [EXCLUSIVE; ANCHOR]

Section 6: Current Short Course
DISPLAY IF HIDDEN_STATUS_2= 3 OR 4 "CURRENT SHORT COURSE"

44. Why did you choose to enroll in an online short course or certificate program and bootcamp? Please select all that apply.
[MULTI SELECT, RANDOMIZE]
1   Learning flexibility
2   Better job readiness
3   More financially accessible
4   Ability to quickly learn a new skill
5   Turn an interest or hobby into something more
6   Access new job/career opportunities
7   Advance in my current role
9   Structured and accountable learning
10   Mentorship from experts or professionals in the field
11   Build confidence in my abilities
12   My job required it

8   Other, please specify: [ANCHOR]

46. How do you prefer to take an online short course?
[SINGLE SELECT]
    1   Pre-recorded, self-paced online
    2   Live, instructor led online
    3   Mix of in-person and online instruction
    4   Other, please specify

47. How do you see short courses fitting into your education plans? Please select all that apply.
[MULTI SELECT, RANDOMIZE]
    1   Complement what I learn in my degree program
    2   Access a high growth, high paying job
    3   Training on what is most cutting edge in my field
    4   Quick way to gain added knowledge
    5   More affordable pathway to access high paying job opportunities
    6   None of the above [ANCHOR]

CERTLTV. Which of the following have you achieved or are hoping to achieve with the help of the skills
you learned in your short course or bootcamp course? Please select all that apply.
[MULTI SELECT, RANDOMIZE]

    1   A raise in my salary
    2   A promotion at my job
    3   A new job or career path
    4   Entry into a new industry
    5   Feeling more confident among peers
    6   Ability to change roles within the same company by expanding a skillset
    7   Increased job security
    98   Other, please specify: [ANCHOR]
    99   None of the above [ANCHOR][EXCLUSIVE]

48. Which of the following statements best completes this statement: A degree qualifies me for a job, but
a short course…
[SINGLE SELECT, RANDOMIZE]
    1   Better prepares me for it
    2   Provides career development enhancement
    3   Expands outside my core program
    4   Turns an interest/ hobby into more
    5   Teaches me practical skills
    6   Other, please specify: [ANCHOR]

IF STATUS_UNDER=1, 2 OR 3 OR IF STATUS_POST=1, 2, OR 3 AND IF STATUS_CERT=1, 2 OR 3 OR IF STATUS_BOOT=1, 2 OR 3

2   CURRENT POSTGRAD DEGREE IF STATUS_POST=1, 2, OR 3
3   CURRENT CERTIFICATE IF STATUS_CERT=1, 2 OR 3
4   CURRENT BOOTCAMP IF STATUS_BOOT=1, 2 OR 3

39d. IF STATUS_UNDER=1, 2 OR 3 OR IF STATUS_POST=1, 2, OR 3 AND IF STATUS_CERT=1, 2 OR 3 OR IF STATUS_BOOT=1, 2 OR 3 (ENROLLED IN BOTH DEGREE AND SHORT COURSE)]
Why are you currently enrolled in both a degree program and a short course or boot camp? Please select all that apply.
1   My degree program doesn't include the same skills offered by a short course, certificate or bootcamp
2   I need the short course, certificate, or bootcamp for advancement at work
3   The short course, certificate, or bootcamp is for fun
4   The short course, certificate or bootcamp complements my degree program
5   The short course, certificate, or bootcamp is in a different field from my degree
6   I am taking advantage of corporate benefits/ my employer is paying for the short course, certificate, or bootcamp
7   Other, please specify:

[QUESTION MOVED FURTHER DOWN IN QNR FROM LAST WAVE]
39b. [ASK IF CURRENT CERTIFICATE IF STATUS_CERT=1, 2 OR 3 OR CURRENT BOOTCAMP IF STATUS_BOOT=1, 2 OR 3 OR [STATUS_UNDER=4 OR STATUS_POST=4]
Which of the following benefits do you believe can be obtained from enrolling in a degree program? Please select all that apply. [MULTI SELECT, RANDOMIZE]
    1   Learning in a more structured manner that includes accountability
    2   A campus life where I can meet and spend time with people with similar interests to mine
    3   Mentorship from professors and others experienced in my field of interest
    4   A sense of belonging and loyalty to my university and/or program
    5   Practical skills which will help ensure a successful career
    6   Becoming a more well-rounded and better educated person
    7   The opportunity to interact with and learn from and about a diverse array of people
    8   Higher earning capacity upon graduation
    9   More and/or better job opportunities
    10   More and/or better job placement and career support
    11   Other, please specify:

ADDITIONALINTEREST2. Not including the short course or boot camp program you are currently enrolled in, how many certifications from a short course or boot camp do you currently have?

    1   None, this is my first program
    2   1-3
    3   4-6
    4   7+

ADDITIONALINTEREST1. Following the completion of your current short course or bootcamp program, how likely are you to enroll in another short course or bootcamp program?

[SELECT ONE]
1   Very likely
2   Somewhat likely
3   Somewhat unlikely
4   Very unlikely

Section 7: Prospective Short Course
DISPLAY IF HIDDEN_STATUS_2=7 OR 8, "PROSPECTIVE SHORT COURSE" OR IF HIDDEN_STATUS_2= 11 OR 12, "NON ENROLLERS SHORT COURSE"

49. Have you ever enrolled/completed a short course certification or bootcamp course before?
1   Yes
2   No

50. You mentioned that you have not enrolled/completed a short course or certificate program and bootcamp before. DISPLAY IF HIDDEN_STATUS_2=7 OR 8 "Why are you considering a short course or bootcamp now IF HIDDEN_STATUS_2= 11 OR 12"What would make you consider a short course or bootcamp in the future?"
[ASK IF Q49=2, NO]
[MULTI SELECT; RANDOMIZE]
1   Learning flexibility
2   Better job readiness
3   More financially accessible
4   Ability to quickly learn a new skill
5   Turn an interest/ hobby into something more
6   Access new job/career opportunities
7   Advance in my current career
9   Not interested [ANCHOR; EXCLUSIVE] [ONLY SHOW IF HIDDEN_STATUS_2= 11 OR 12
99   Other, please specify: [ANCHOR]

51. Where are you planning to enroll IF HIDDEN_STATUS_2= 11 OR 12 "Where would you be interested in enrolling" Please select all that apply.
[SKIP IF Q50=9, NOT INTERESTED]
[MULTI SELECT; RANDOMIZE]
1   Accredited University
2   Bootcamp provider (intensive ~14 weeks)
3   Online short course or certificate program (self-paced ~8 weeks)
4   Community college
5   Trade/Vocational school
6   Other, please specify: [ANCHOR]

[ASK IF SELECTED AT LEAST OPTION 2 AT Q51]
[IF Q51=2 INSERT "Better learning potential due to program length", IF Q51=3 INSERT "Program length works better with my busy schedule"][IF SELECTING BOTH 2 AND 3 AT Q51; INSERT "Program length works better with my busy schedule" AND "Better learning potential due to program length" BOTH AS SEPARATE STUBS]
ENROLLSC. Which of the following reasons drives your preference of a bootcamp program over a short course or certification program? Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1	[INSERT] Better learning potential due to program length
2	[INSERT] Program length works better with my busy schedule
3	Acquiring professional skills
4	Networking
5	Availability of more practice materials/questions
6	Accreditation
7	Tie-up with my workplace (i.e. your workplace offers a bootcamp program in affiliation with the provider)
8	Recommended by my peers/professors
98	Other, please specify: [ANCHOR]

52. Which online short course or certificate program and bootcamp providers are you considering? Please select all that apply.
[SKIP IF Q51= Only 6]
[MULTI SELECT, RANDOMIZE]

1	Coursera
2	LinkedIn Learning
3	Udemy
4	Pluralsight Skills
5	HubSpot Academy
6	Udacity
9	edX
7	A University Program
10	[ASK IF EMPLOY_STATUS= 1 OR 2] A program offered through my employer (i.e. a program offered through my company's partnership with a provider, not a general educational stipend or scholarship)
98	Other, please specify [ANCHOR]

53. What makes these programs stand out to you alongside a 4-year degree program? Please select all that apply.
[SKIP IF Q51= Only 6]
[MULTI SELECT, RANDOMIZE]

1	More affordable
2	Higher job placement rates
3	Direct job training

4   Self-designed, self-paced learning
5   Higher quality online courses
6   Access to cutting edge career opportunities
7   Shorter time to complete job training credentials
8   Employers are accepting short course credentials over a degree
9   Other, please specify: [ANCHOR]

Section 8: General and Classification
ASK ALL

[ASK EDUCATIONAPPS, EDUCATIONAPPS1, AND EDUCATIONAPPS2, IF HIDDEN_STATUS_2=1, 2, 3, 4,"ALL CURRENT"]
EDUCATIONAPPS.
[SKIP IF HIDDEN_STATUS_2=9 TO 12]
Which of the following types of applications have you used to aid in your educational program experience? Select all that apply.

[MULTI SELECT] [RANDOMIZE]
1   School branded and owned applications (i.e., Penn State Mobile App, Yale University Mobile App, Udemy, etc.)
2   School required work submission applications (Canvas Student, Blackboard, Edsby, Schoology, etc.)
3   Education assistance/productivity applications (Grammarly, Canva, DropBox, Quizlet, etc.)
4   Organization/scheduling applications (Google Calendar, Evernote, etc.)
5   Communication applications (Microsoft Teams, Zoom, Slack, Google Meet, etc.)
7   Program/class review applications (RateMyProfessors.com, Google Reviews, etc.)
8   Generative AI applications (ChatGPT, Open AI Playground, Quillbot, Otter.AI, Grammarly, etc.)
99   None, I do not use applications to aid in my educational program experience

EDUCATIONAPPS1.
[SKIP IF HIDDEN_STATUS_2=9 TO 12]
Of the following applications you use to aid in your educational program experience, how frequently are you accessing each?

[RANDOMIZE, PROGRESSIVE GRID] [INSERT ITEMS SELECTED AT EDUCATIONAPPS, IF SELECTING STUB 99, NONE, SKIP TO APP_USE]

[SINGLE SELECT]
1.   Multiple times a day
2.   Once a day
3.   A few times a week
4.   Once a week
5.   A few times a month

6. Once a month
7. Less than once a month
   99. Never

AIUSE
Have you <u>ever</u> used a generative AI system, either text-based or visual (i.e. ChatGPT, Bard, Stable Diffusion, Midjourney, DALL-E)?

1. Yes
2. No

[ASK IF AIUSE=1]

AIUSE2
Have you used AI (Artificial Intelligence) tools to do any of the following?

[RANDOMIZE, PROGRESSIVE GRID]
1. Create text for my job
2. Generate social media posts
3. Create videos
4. Create art, pictures, or images
5. Write computer code or programs
6. Clarifying questions as I study for tests
7. Helping create outlines for written assignments
8. Helping with complex or technical mathematical problems
9. Helping as I conduct research for papers or written assignments
10. Helping me complete assignments when I get stuck

[SINGLE SELECT]

1. Yes
2. No

EDUCATIONAPPS2.
[SKIP IF HIDDEN_STATUS_2=9 TO 12]
Which of the following statements do you agree with regarding your experience using AI tools in your educational program experience? Select all that apply.

AI tools have aided in my educational experience by...

[RANDOMIZE] [MULTI SELECT]
8 Clarifying questions as I study for a test
9 Helping create outlines for written assignments
10 Helping me submit higher quality work
11 Helping with complex technical or mathematical problems

12	Ensuring I stay organized and on track with my work
13	Helping as I conduct research for papers or written assignments
14	Helping me get work/assignment done faster
15	Helping me complete assignments when I get stuck
99	None of the above [ANCHOR][EXCLUSIVE]

APPS_USE. How often do you use each of the following apps/sites?

[RANDOMIZE, PROGRESSIVE GRID]
1. Google Search
2. Facebook
3. Instagram
4. Twitter
5. Snapchat
6. YouTube
7. TikTok
8. Reddit
9. Pinterest
10. Spotify
11. Pandora
12. Twitch
13. LinkedIn
14. ChatGTP
15. Chegg

[SINGLE SELECT]
1. Multiple times a day
2. Once a day
3. A few times a week
4. Once a week
5. A few times a month
6. Once a month
7. Less than once a month
99. Never

SOCIAL_TIMESPENT
On an average day, how much time do you spend on each of the following social media platforms?

[GRID TABLE]
[INSERT EACH SOCIAL MEDIA PLATFORM = STUBS 1-4 AT APPS_USE]

[SINGLE SELECT]
1. None
2. Less than 1 hour
3. 1 hour to less than 3 hours

4. 3 hours to less than 6 hours
5. 6 hours or more

PLATFORMFOLLOWING. Are you currently following your current or any prospective educational institutions on social media? If so, on what platforms are you following them on?

Please insert the number of educational institutions you are following per platform. If you are not following any educational institutions on a platform, insert 0.

[INSERT ALL ANSWER OPTIONS AT APP_USE, BESIDES THOSE THAT = NEVER]
[PLACE AN OPENBOX NEXT TO EACH PLATFORM AND ALL A NUMBER VALUE BETWEEN 0-500 FOR EACH] [DO NOT SHOW GOOGLE SEARCH AS AN ANSWER OPTION]

INITIATE.
[INSERT "providers" IF HIDDEN_STATUS_2 =3 OR 4, OR "schools" IF HIDDEN_STATUS_2=1]
How long, prior to actively researching schools, did your interest in enrolling in a program begin?
[ASK IF HIDDEN_STATUS_2=1 OR 2 OR 3, or 4, "ALL CURRENT"]

[SINGLE SELECT]
    1   Less than 1 week
    2   1-2 weeks
    3   3-4 weeks
    4   5-6 weeks
    5   7-8 weeks
    6   9-12 weeks
    7   More than 12 weeks

55e.
How long was the time period from when you started to research [INSERT "short course or certificate" IF HIDDEN_STATUS_2 =3-OR "Bootcamp" IF HIDDEN_STATUS_2=4] programs, up until you enrolled in your current program?
[ASK IF HIDDEN_STATUS_2=3, or 4, "ALL CURRENT SHORT COURSE"
[SINGLE SELECT]
    1   Less than 1 week
    2   1-2 weeks
    3   3-4 weeks
    4   5-6 weeks
    5   7-8 weeks
    6   9-12 weeks
    7   More than 12 weeks

55f. How long was the time period from when you started to research [INSERT "undergraduate degree" IF HIDDEN-STATUS_2 =1,OR "postgraduate degree" IF HIDDEN-STATUS_2 =2] programs, up until you enrolled?
[ASK IF HIDDEN_STATUS_2=1, 2, "ALL CURRENT DEGREE"]

[SINGLE SELECT]
  1   Less than 1 month
  2   1-2 months
  3   3-4 months
  4   5-6 months
  5   7-9 months
  6   10-12 months
  7   More than 12 months

54. How did you learn about which schools/online short course providers to research/enroll in? Please select all that apply.
[MULTI SELECT; RANDOMIZE]
  1   Personal recommendations from friends/family/colleagues
  2   YouTube Ads
  3   Online Ads across the web (banner ads)
  4   Employee Hub/Portal
  5   Search Engine Ads
  6   TV Ads
  7   LinkedIn
  8   Radio Ads
  10   University/College printed collateral (eg. brochures, flyers, pamphlets, etc.)
  11   University/College presentation at my school
  13   Social Media Ads (Instagram, Facebook, etc.)
  14   Official University Website
  15   Official University social media profile
  16   Review sites or blogs (review of school by students)
  17   Sites that showcase multiple schools by program or degree
  18   Phone call with university representative
  19   Online chat with university representative
  24   Teacher/Professor or School/Private counselor
  27   Visited campus
  28   Online keyword search
  29   Online video search
  30   Emails from schools or providers
  31   AI-powered chatbot (e.g. ChatGPT)
  12   Other, please specify [ANCHOR]

54a. You mentioned that you learned about which schools/online short course providers to research/enroll in from the following sources.

Of the sources you used, please rank them on how _helpful_ they were in providing you with insight into which schools/online short course providers are available from most helpful (1) to least helpful. Please rank up to 5.

[INSERT OPTIONS SELECTED IN Q54; REQUIRE RESPONDENT TO RANK ANSWERS FROM 1 TO 5][CODE IN STUB 12 IF SELECTED AT Q54][IF SELECTING LESS THAN 5 OPTIONS AT Q54, ONLY HAVE THEM

RANK UP TO THE NUMBER OF ANSWERS THEY HAVE][IF SELECTING ONLY ONE AT Q54, AUTOPUNCH AS RANK 1 AND SKIP THIS QUESTION]

54b. Once again, please think of the sources you used to learn about which schools/online short course providers to research/enroll in.

Of the sources you used, please rank them on how much <u>time</u> you spent using each from most time spent (1) to least time spent. Please rank up to 5.

[INSERT OPTIONS SELECTED IN Q54; REQUIRE RESPONDENT TO RANK ANSWERS FROM 1 TO 5][CODE IN STUB 12 IF SELECTED AT Q54][IF SELECTING LESS THAN 5 OPTIONS AT Q54, ONLY HAVE THEM RANK UP TO THE NUMBER OF ANSWERS THEY HAVE][IF SELECTING ONLY ONE AT Q54, AUTOPUNCH AS RANK 1 AND SKIP THIS QUESTION]

[ASK IF Q54 = 5]
SEARCHENGINE. You mentioned you learned about which schools/online short course providers to research/enroll in via search engine ads. Please select which search engine you came across the ad on. [SINGLE SELECT; RANDOMIZE]
1. Google
2. Bing
3. Yahoo!
4. Mozilla
5. DuckDuckGo
6. Baidu
7. Ask.com
8. Naver
98. Other, specify

[ASK IF Q54 = 29]
VIDEOSEARCH. You mentioned you learned about which schools/online short course providers to research/enroll in via online video search. Please select which video platform you came across the ad on. [SINGLE SELECT; RANDOMIZE]
1. Google
2. Bing
3. Yahoo!
4. YouTube
5. Instagram
6. TikTok
98. Other, specify

[ASK IF Q54 = 2 OR SEARCHENGINE= 1]
[INSERT "YouTube Ads" if Q54 = 2 OR INSERT "Google Search" if SEARCHENGINE = 1; IF BOTH SHOW QUESTION TWICE, ONCE WITH EACH INSERT]
[INSERT1 "watching a YouTube Ad" if Q54 = 2 OR INSERT "seeing a Google Search Ad" if SEARCHENGINE= 1; IF BOTH SHOW QUESTION TWICE, ONCE WITH EACH INSERT]

SEARCHFOLLOWUP. You mentioned you learned about which schools/online short course providers to research/enroll in via [INSERT].

After INSERT1 related to a school/online short course provider, did you do any of the following:

[SINGLE SELECT]

1. Yes
2. No

[RANDOMIZE, PROGRESSIVE GRID]
1. I reached out to the school/provider via email
2. I filled out an enrollment form
3. I filled out an information request form or leads form
4. I contacted the school/provider via phone
5. I scheduled an in-person appointment
6. I scheduled a virtual appointment
7. I interacted with the school/provider via a live chat

55c. How many schools/online short course providers did you consider?
[ASK IF HIDDEN_STATUS_2= 1,2,3,4, 5, 6, 7, 8 AND Q7aa=2 OR 4]
[SINGLE SELECT]
1.   1
2.   2
3.   3
4.   4
5.   5
6.   More than 5

55b. How many schools/online short course providers did you research?
[ASK IF HIDDEN_STATUS_2= 1,2,3,4, 5, 6, 7, 8-AND Q7aa=1 OR 4]

[SINGLE SELECT]
1.   1
2.   2
3.   3
4.   4
5.   5
6.   More than 5

55d. How many schools/online short course providers did you apply to?
[ASK IF HIDDEN_STATUS_2= 1,2,3,4, 5, 6, 7, 8 AND Q7aa=3 OR 4]
[SINGLE SELECT]
1.   1
2   2
3   3
4   4
5   5
6   More than 5

CONSIDERATION.
[ASK IF HIDDEN_STATUS_2= 1,2,3,4, 5, 6, 7, 8-AND Q7aa=3 OR 4]
Out of the schools/ online short course providers you applied to, what percentage would you say you were already considering?
[ALLOW NUMBERS 0 TO 100]

_____%

A.   IF (STATUS_UNDER = 1,2,3 OR 4) OR (STATUS_POST = 1,2,3 OR 4), INSERT " a degree program" .
B.   IF (STATUS_CERT = 1,2,3, OR 4) OR (STATUS_BOOT =1,2,3, OR 4), INSERT " an online short course/ bootcamp"
C.   IF both A and B, INSERT instead "an online short course/bootcamp or degree"

CONSIDERPAUSE. Have you ever considered enrolling in [INSERT] before?
[ASK IF HIDDEN_STATUS_2= 1,2,3,4, 5, 6, 7, 8 AND Q7aa=3 OR 4]

[SINGLE SELECT]
   1   Yes, I have considered enrolling in [INSERT] before.
   2   No, this is my first time considering enrollment in [INSERT].

[ASK IF CONSIDERPAUSE=1]
CONSIDERPAUSEWHY. Which of the following reasons led to your decision to stop your research journey and consideration of enrollment? Please select all that apply.

[MULTI SELECT; RANDOMIZE]
   1   Learning about the Supreme Court's ruling on striking down affirmative action from the college admissions process
   2   Increased tuition of the schools I was considering
   3   Lack of online offering
   4   Due to time constraints
   5   Quality of education offered
   6   Student loan forgiveness uncertainty
   7   Did not fit within my budget
   98   Other, please specify:

[ASK IF CONSIDERPAUSE=1]
RECONSIDER. Which of the following reasons compelled you to restart your research journey and consideration of enrollment? Please select all that apply.

[MULTI SELECT; RANDOMIZE]
   1   Finding affordable options that fit my budget
   2   Partnership of provider with my employer
   3   Online offering
   4   Availability of scholarship and financial aid options
   5   To reach my career goals
   6   Ability to dedicate more time
   7   Quality of education offered

98   Other, please specify:

56. How do you prefer to register, apply, or enroll in a school/online course provider?
[MULTI SELECT, RANDOMIZE]
   1   Online through a website
   2   Online with help from a chatbot
   3   Email
   4   Phone, with an enrollment officer or advisor
   5   In-person, working with an enrollment officer or advisor
   6   Other, please specify [ANCHOR]

[ASK IF Q7aa=2]

SHORTLIST. What are the main reasons for shortlisting the school or provider you are considering applying to? Please select all that apply.

[MULTI SELECT; RANDOMIZE]

   1. It was visible throughout my research
   2. It was easy to find throughout my research
   3. Read positive feedback about it
   4. Watched a helpful online video about it
   5. Saw an advertisement
   6. School/provider provided useful information
   7. It is a trusted/well-known school/provider
   8. The school/provider's website has features that other school/provider websites don't have
   9. It was recommended by a colleague, friend, or family
   10. Offers good value-for-money
   11. I had this school/provider in mind for a while
   12. I have had previous experience with this school/provider
   98. Other, please specify [ANCHOR]
   99. None of these [ANCHOR; EXCLUSIVE]

[ASK IF Q7aa=3]

SELECTION. What were the main reasons for selecting the school or provider you applied to? Please select all that apply.

[MULTI SELECT; RANDOMIZE]

   1. It was visible throughout my research
   2. It was easy to find throughout my research
   3. Read positive feedback about it
   4. Watched a helpful online video about it
   5. Saw an advertisement
   6. School/provider provided useful information
   7. It is a trusted/well-known school/provider

8. The school/provider's website has features that other school/provider websites don't have
9. It was recommended by a colleague, friend, or family
10. Offers good value-for-money
11. I had this school/provider in mind for a while
12. I have had previous experience with this school/provider
13. Other, please specify [ANCHOR]

98. None of these [ANCHOR; EXCLUSIVE]

57. How optimistic are you with finding a job, upskilling, or reskilling?
[SINGLE SELECT; PROGRESSIVE GRID]
1   Finding a job
2   Upskilling (improving on a current skillset through training/education)
3   Reskilling (learning a new skillset through training/education)

1   Very pessimistic
2   Somewhat pessimistic
3   Neither optimistic or pessimistic
4   Somewhat optimistic
5   Very optimistic

PESSIMISTICJOB_WHY
[ASK IF Q57 for FINDING A JOB = 1 OR 2 VERY/SOMEWHAT PESSIMISTIC]

You mentioned you are feeling pessimistic about finding a job, why? Please select all that apply.

[MULTI SELECT, RANDOMIZE]
1. The current state of the economy (e.g., inflation, recession indicators, recent lay-off news, hiring freeze)
2. I don't know how to get started / where to look
3. I don't believe I possess skills that are desired by employers
4. I don't know how to properly interview for a job
5. I do not have the time needed to apply for a job
6. I have not received any job offers from recent interviews
8. My career field is likely to decline due to AI
7. Other, specify [OE TEXTBOX]

PESSIMISTICUPSKILLING_WHY
[ASK IF Q57 for UPSKILLING = 1 OR 2 VERY/SOMEWHAT PESSIMISTIC]

You mentioned you are feeling pessimistic about upskilling, why? Please select all that apply.

[MULTI SELECT, RANDOMIZE]
1. The current state of the economy (e.g., inflation, recession indicators, recent lay-off news)
2. I don't know how to get started / where to look
3. I don't have the time needed to commit to an educational program
4. I cannot afford tuition
5. I do not feel I would be able to complete an educational program

6. My employer does not offer tuition aid or guidance [ASK IF EMPLOY_STATUS = 1]
8. My career field is likely to decline due to AI
7. Other, specify [OE TEXTBOX]

PESSIMISTICRESKILLING_WHY
[ASK IF Q57 for RESKILLING = 1 OR 2 VERY/SOMEWHAT PESSIMISTIC]

You mentioned you are feeling pessimistic about <u>reskilling</u>, why? Please select all that apply.

[MULTI SELECT, RANDOMIZE]
1. The current state of the economy (e.g., inflation, recession indicators, recent lay-offs)
2. I don't know how to get started / where to look
3. I don't have the time needed to commit to an educational program
4. I cannot afford tuition
5. I do not feel I would be able to complete an educational program
6. My employer does not offer tuition aid or guidance [ASK IF EMPLOY_STATUS = 1]
8. My career field is likely to decline due to AI
7. Other, specify [OE TEXTBOX]

57b. Following graduation from an educational program, which of the following do you believe would be helpful for <u>your educational institution to provide</u> in supporting your journey to the workplace? Select all that apply.

[MULTI SELECT][RANDOMIZE]
1. Job resource guides / job search platform assistance (where to go to look for a job)
2. Advice on building a professional network
3. Networking / alumni events
4. Human outreach (mentors/advisers who proactively check in)
5. Interview guidance / practice sessions
6. Resume consultations
98. Other, specify [OE TEXTBOX] [ANCHOR]

58. How has the current economic climate impacted your perspectives on [INSERT "higher education" IF HIDDEN_STATUS_2=1, 2 , 5, OR 6 or INSERT "online short courses" IF HIDDEN_STATUS_2=3, 4, 7, 8?
HIDDEN_STATUS_2=1, 2 , 5, OR 6, CURRENT DEGREE OR PROSPECTIVE DEGREE >> higher education
HIDDEN_STATUS_2=3, 4, 7, 8 CURRENT SHORT COURSE OR PROSPECTIVE SHORT COURSE >> online short course
[MULTI SELECT; RANDOMIZE OPTIONS 1 TO 7]
[SHOW IF HIDDEN_STATUS_2=1, 2, 5, OR 6] If I complete my degree…
[SHOW IF HIDDEN_STATUS_2=3, 4, 7, 8-If I enroll in my online short courses…
1 I will feel more confident
2 I will feel more competitive against my peers
3 It will help me feel more secure with my current job
4 I feel that it is a waste of time and money
5 I can change my career trajectory
6 Personal enrichment
7 Other, please specify: [ANCHOR]

58b. To what extent do you agree with the following statement:

My concern over college affordability has increased since student debt relief/pardon was overturned.

[SINGLE SELECT]
   5   Strongly Agree
   4   Somewhat Agree
   3   Neither agree nor disagree
   2   Somewhat Disagree
   1   Strongly Disagree

[ASK IF 58b=4 OR 5]
58c. How has this recent Supreme Court ruling on student loan forgiveness impacted search/enrollment for you? Please select all that apply.

[MULTI SELECT; RANDOMIZE]
   1   I might have to re-consider the search/enrollment process in its entirety
   2   It has made me reconsider the list of schools I am researching/considering enrolling in
   3   It has caused me to delay the search/enrollment process indefinitely
   4   I have feelings of discouragement surrounding the search/enrollment process
   98   Other, please specify:

FOLLOWELECTIONINTRO.
How likely are you to follow coverage of the upcoming presidential elections?
[SINGLE SELECT]
   5   Extremely Likely
   4   Somewhat Likely
   3   Neither likely nor unlikely
   2   Somewhat Unlikely
   1   Extremely Unlikely

FOLLOWELECTION.
How do you plan to follow coverage of the upcoming presidential elections? Select all that apply.
[MULTI SELECT; RANDOMIZE]
   1. Online keyword searches (articles, blogs, etc)
   2. Online video searches (YouTube)
   3. Linear/traditional television
   4. Social media
   5. Radio
   99. None of the above

FOLLOWPREFER.
Which of the following is your preferred way of following elections coverage?
[MULTI SELECT; RANDOMIZE]
   1. Online keyword searches (articles, blogs, etc)
   2. Online video searches (YouTube)

3. Linear/traditional television
4. Social media
5. Radio
99. None of the above

FOLLOWSTART.
When do you expect to start following coverage of the upcoming 2024 presidential elections?
1. I've already started

2. 3-4 months before
3. 1-2 months before
99. Unsure

ELECTION_DECISION
[ASK IF STATUS_UNDER OR STATUS_POST OR STATUS_CERT OR STATUS_BOOT = 4]

You mentioned that you are not currently enrolled in, but considering the following types of educational program(s). Has the fact that we are currently in an election year impacted your decision to consider the program(s)?

[PROGRESSIVE GRID][RANDOMIZE ORDER]
1   [INSERT Undergraduate Degree Program IF STATUS_UNDER = 4]
2   [INSERT Postgraduate Degree Program IF STATUS_POST = 4]
3   [INSERT Short Course or Certificate Program IF STATUS_CERT = 4]
4   [INSERT Bootcamp Course IF STATUS_BOOT = 4]

[KEEP IN ORDER] [SELECT ONE]
1   No, it has had no impact
2   Yes, it has increased my interest in considering the program
3   Yes, it has decreased my interest in considering the program

ELECTION_DECISION2
ASK IF ELECTION_DECISION = 3 FOR ANY EDUCATIONAL PROGRAM]
You mentioned that being in an election year has decreased your interest in considering an educational program(s). Why? Select all that apply.

[MULTI SELECT, RANDOMIZE]
1   I want to wait until the election results before committing to an educational expenditure
2   I believe an educational expenditure would be too much of a mental burden at this time
3   I am worried I may lose my job and be unable to complete an educational program
4   I am concerned that FAFSA delays will decrease the ability to do financial planning for further education
     I am concerned about student campus safety following election results (eg. protests, vandalism, lockdowns,
5   etc.)
98   Other, specify [OE TEXTBOX][ANCHOR]

ELECTION_DECISION3
ASK IF ELECTION_DECISION = 2 FOR ANY EDUCATIONAL PROGRAM]
You mentioned that being in an election year has <u>increased</u> your interest in considering an educational program(s). Why? Select all that apply.

[MULTI SELECT, RANDOMIZE]

1   I am optimistic that the election outcome will allow me to find a job to increase my current salary due to inflation rates
2   I am optimistic that the election outcome will allow me to find a job to increase my work stability (decrease the likelihood for lay-offs)
3   I am optimistic about FAFSA rollouts and looking to commit to an educational program soon
4   I believe now is a good time to advance my education due to anticipated increase in job opportunities with the upcoming elections
98   Other, specify [OE TEXTBOX][ANCHOR]

FAM_EDU
Have you or anyone in your family graduated from a College/University degree program?
[SINGLE SELECT]
1   Yes
2   No

EDU
What is your highest level of education completed?
1   Middle school (6th to 8th grade)
2   High school (9th to 12th grade)
3   Undergraduate (Bachelor's Degree)
4   Post Graduate (Masters, PhD or Higher)
5   Trade or Technical School

MARK RETURNCODE=FRAUDULENT IF EDU = MIDDLE SCHOOL AND HIDDEN_STATUS_2=CURRENT UNDERGRAD OR CURRENT POSTGRAD]

PARENT
Are you a parent?
1   Yes
2   No
3   Prefer to not say

ETHNICITY
Which race do you most identify as?
1   Asian or Pacific Islander American
2   Black or African American
3   Hispanic or Latinx
4   Native American or Alaskan Native

5   White or Caucasian
6   Multiracial or biracial
7   Prefer to not say
8   Other, please specify:

HHI
Which of the following household income groups do you belong to?
1   Under $15,000
2       $15,000-34,999
3       $35,000-49,999
4       $50,000-74,999
5       $75,000-99,999
6       $100,000-149,999
7       $150,000-199,999
8       $200,000+