

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

J. Kirsten Turner, Vice President for Student Success



THE PROFILE OF A STUDENT

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Overall Enrollment

- Overall enrollment of 19.4 million
- 16.2 million undergraduates
- 6.4 million undergraduates attend public four-year institutions
- 2.5 million first-year students
- 970,790 first-year students at public four-year institutions



Top Majors

- Business, Management, Marketing and Related Support
- Health Professions and Related Clinical Sciences
- Liberal Arts and Sciences, General Studies and Humanities
- Engineering
- Biological and Biomedical Sciences
- Computer and Information Sciences and Support Services
- Psychology
- Education
- Visual and Performing Arts

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Student Overview

- Worry about affordability
- Technology and the digital age
- Learning preferences
- Mental health
- College preparation
- Values and decision drivers



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Student Archetypes

The Tech-Optimist

- Wants tech-integrated learning, personalization and collaboration



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Student Archetypes

The Cost-Conscious Pragmatist

- Minimizing debt and maximizing return on investment (ROI)



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Student Archetypes

The Safety-First

- Screens institutions for wellness supports and freedom of expression



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Student Archetypes

The Overburdened Worrier

- Ambitious but overwhelmed



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Student Archetypes

The Traditional Achiever

- Degree-focused, clear pathways to degree outcomes



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Overview of a Student

- Students are tech-savvy, financially cautious and mental health-conscious
- Institutions must adapt with flexible pathways, robust support services and tech integration
- Wraparound student support will be critical



QUESTIONS



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