WHO ARE TODAY’S STUDENTS?
Nationally, today’s students are more diverse than any previous generation of college students: in age, race, and income level. They’re more mobile and may not live on campus. Most participate in the workforce, either full-time or part-time. Work and family responsibilities beyond the classroom—whether that is on-campus or online—often compete with today’s students’ educational goals.

NATIONWIDE, TODAY’S STUDENTS ARE:

- **37%** older than 25
- **64%** working while in college
- **24%** parenting
- **13%** living on campus
- **40%** part-time

As a first-generation student, Jose Jimenez’s parents made sure he understood the importance of pursuing higher education. Jose was accepted as part of California’s 10,000 Degrees program, which helped him apply for financial aid, get into community college, and eventually transfer to a four-year institution. In the fall of 2015, Jose earned a 4.0 GPA his senior year in high school and was accepted to 11 four-year institutions. Jose is currently pursuing his bachelor’s degree at the University of California at Davis, where he will graduate in 2019, debt-free.

To learn more about Jose’s story, visit todaysstudents.higherlearningadvocates.org.
SNAPSHOT: How do South Dakota’s numbers stack up?

To better understand how South Dakota compares to the national higher education landscape, look to the data below detailing trends in enrollment, federal student aid, tuition and fees, earnings, and attainment comparing national and state level data.

ENROLLMENT

South Dakota’s total student enrollment is 53,959 students, with 62% attending full-time.

FEDERAL STUDENT AID

About 69% of South Dakota’s college students and their families take out federal student loans, compared to 70% nationwide.

1Includes Direct Subsidized Loan, Direct Unsubsidized Loans, Parent PLUS, Grad PLUS, and Perkins Loan.
2https://www.cnbc.com/2017/07/03/this-is-the-age-most-americans-pay-off-their-student-loans.html

Source: U.S. Department of Education, National Center for Education Statistics. Integrated Postsecondary Education Data System (IPEDS), Enrollment by Student Level survey, Fall 2017 preliminary data. Includes undergraduate and graduate fall enrollment.


1Includes Direct Subsidized Loan, Direct Unsubsidized Loans, Parent PLUS, Grad PLUS, and Perkins Loan.
2https://www.cnbc.com/2017/07/03/this-is-the-age-most-americans-pay-off-their-student-loans.html
SNAPSHOT: How do South Dakota’s numbers stack up?

TUITION & FEES

South Dakota’s institutions of higher education tuition & fees are below the national average at public four-year institutions.

Source: College Board. Trends in College Pricing 2018. Figure 5 and 6. https://trends.collegeboard.org/college-pricing

ATTAINMENT

In 2016-2017, above-average rates of South Dakota students obtained bachelor’s degrees compared to the rest of the nation.

Note: Certificates only include less than one year and at least one year but less than 4 years.
SNAPSHOT: How do South Dakota’s numbers stack up?

**ATTAINMENT continued**

As of February 2019,

**43.4%**

of South Dakota residents ages 25-64 have obtained a certificate or postsecondary degree.

NATIONALLY,

**47.6%**

of Americans ages 25-64 have obtained a certificate or postsecondary degree.¹

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South Dakota Education Levels for Residents Ages 25-64

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduate or less</td>
<td>9.0%</td>
</tr>
<tr>
<td>Some college, no credential</td>
<td>20.2%</td>
</tr>
<tr>
<td>Certificate</td>
<td>36.5%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>12.3%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>20.1%</td>
</tr>
<tr>
<td>Graduate or Professional Degree</td>
<td>2.0%</td>
</tr>
</tbody>
</table>


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Percentage of South Dakota Residents Ages 25-64 with at least an Associate’s Degree by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>South Dakota</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>24%</td>
<td>47%</td>
</tr>
<tr>
<td>White</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>African-American</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>American Indian</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Asian &amp; Pacific Islander</td>
<td>46%</td>
<td>63%</td>
</tr>
</tbody>
</table>


¹http://strongernation.luminafoundation.org/report/2019/#state/SD
SNAPSHOT: How do South Dakota’s numbers stack up?

EARNINGS AND EMPLOYMENT

Americans who earn a postsecondary degree or credential have higher earnings potential.

Source: Georgetown University Center for Education and Workforce. Certificates: Gateway to Gainful Employment and College Degrees. https://cew.georgetown.edu/cew-reports/certificates/

South Dakota workers with higher levels of postsecondary attainment have more earning power than their peers with less than a bachelor’s degree. The median earnings of South Dakota residents is below the national average for residents with some college and/or a postsecondary degree.


The majority of jobs nationwide in 2020 will require education beyond high school.

OUTCOMES are critical for today’s students—including completion, employment, equity, and value—to be gained from higher learning. Federal policy needs to catch up to the way that today’s students are learning and reward institutions and systems that deliver the strongest career and educational outcomes.

**HOW CAN FEDERAL POLICY HELP SET TODAY’S STUDENTS UP FOR SUCCESS?**

Outcomes are critical for today's students—including completion, employment, equity, and value—to be gained from higher learning. Federal policy needs to catch up to the way that today's students are learning and reward institutions and systems that deliver the strongest career and educational outcomes.

**FEDERAL FINANCIAL AID** should be redesigned with a focus on the needs of a wide range of students, especially those who work full- or part-time, are financially independent, or need to enroll in courses outside the traditional two-semester approach. Redesign approaches could include rethinking Pell eligibility for workforce programs, or simpler loan repayment to match today’s students’ needs.

**DATA** gathered through federal, state, and workforce data systems should cover the full spectrum of today’s students, not just first-time, full-time students. Today’s students, families, schools, and taxpayers need clear information to make informed choices about higher learning.

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