

Adult Learner Landscape



Adult Students In Need

36 million



Cost of Ignoring Adult Learners

\$300 billion

Adult learners represent almost **14%** of the U.S. population.




Barriers to Success

Lack of access to resources like computers and the internet



Lack of time



Competing priorities (job, family)



Transportation (cannot get to classroom or library)




Generational Impact
A mother's reading ability is the greatest predictor of her child's future academic success.



Increased Lifetime Earning
A high school diploma leads to an average earnings increase of \$10,000 per year.



Business Opportunities
5.2 million jobs are unfilled due to a lack of qualified workers, while 8 million Americans are unemployed.



Why It Matters

Better Health
Increased education correlates to better health for adults and their children.



Prepare for the Future
To succeed in the global economy, America needs more workers with technical skills.



Meet the Learners



Nilson

Teacher in his native Brazil
Sends money home to his extended family
Struggled to find a job in America, due to limited English language and computer skills
Found a digital program at his local library, a partner in the RI Family Literacy Initiative, a Digital Promise Beacon, that helped him build his English and computer skills
Was recently hired as a tutor at a local high school



Julio

Hard-working janitor in Silicon Valley
Husband to Maria and father to Julio Jr., Adela, and Laura
Learned to use an iPad at his work site through a training program with Building Skills Partnership, a Digital Promise Beacon
Uses his new digital skills to file work orders, clock in and out, and communicate with his supervisors
Also uses his iPad to email with his children's teachers, pay bills online, and Skype with family in his native Guatemala



Laura

Dropped out of high school after her daughter was born
Dreams of a job where she can help others, perhaps as a nurse
Studies for her GED by using myPLACE, a network of hubs created by the Mayor's Commission on Literacy, a Digital Promise Beacon
myPLACE is also helping her develop a digital resume, search for jobs online, and locate classes that will help her reach her goals

Few companies currently make Ed-tech products for this population — it is a huge market opportunity.



Stay informed with The Spotlight Newsletter
digitalpromise.org/sign-up-spotlight
For more info, visit
digitalpromise.org/initiative/adultlearning



Sources

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