



College Student Motivation

What You Need to Know

Students remain committed to college, but more than ever question whether they should invest in getting a college degree. The pandemic has also disrupted many of the social connections that help students feel like they belong and want to persist at their college. Here's the latest data from surveys of more than 95,000 students at four-year and two-year colleges.



Commitment is strong, but nearly 1/3 question the value of college



committed to finishing college



say of all the things they could be doing, going to college is definitely the most satisfying (74% in 2019)

Top 10 Priorities for Incoming First-Year Students



Meet new friends



69%

Help selecting an educational plan to get a good job



66%

Talk about qualifications needed for certain occupations



64%

Find out more about clubs and organizations



66%

Receive help to improve student habits



65%

Receive instruction on how to take college exams



62%

Talk with someone about getting a scholarship



56%

Talk with someone about salaries and future occupations



53%

Meet an experienced student to seek advice



52%

Talk about advantages/disadvantages of various careers



Second-Year Students

MORE THAN

1 in 4

do not find the college experience rewarding

72% of second-year students say the college experience is very rewarding (84% in 2019)

1 in 2

struggle with making friends and a sense of belonging

50% say they have many friends, have had an easy time making friends, and feel at home in college (70% in 2019)



Connections are critical after the pandemic

Both first- and second-year students seek social connections but are struggling to make them. Make sure students can connect with peers and feel connected with your campus to help them persist.

UNDERSTAND THEIR NEEDS TO HELP THEM SUCCEED

More than 300 campuses use the RNL Retention Management System to assess students, address challenges, and connect students to the resources they need to persist.

Find out more at [RNL.com/RMSPlus](https://www.rnl.com/RMSPlus)