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**The Michigan Center
for Adult College Success**
Collaborate. Innovate. Transform.

Adult Learner Summit

February 4-6, 2026

#2026ALS



Panel Discussion with MCACS and CollegeAPP

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Our Panel

Moderator



Matt DeMonbrun, PhD
Research Director
MCACS

Panelists



Jeremy Hedges
Executive Director
MCACS



Andy Carlson
VP for Strategic
Partnerships
CollegeAPP

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Question 1:

From your perspective, why are adult learners such a critical population *right now* in Michigan?

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Question 2:

Where do institutions tend to oversimplify or mischaracterize adult learners and how does your work attempt to help better understand this population?

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Question 3:

How do institutions currently identify adult learners or potential returners?

What, from your experience, are the indicators that are most useful — and which ones are misleading to institutions?

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Question 4:

Let's talk about digital marketing.
How have you seen this work actually
move the needle for adult learners?

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Question 5:

Once digital marketing brings adult learners to the door, what do institutions need to do behind the scenes to make sure those leads turn into actual enrollments?

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Question 6:

What has Michigan learned about its adult learners that other states might miss?

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Question 7:

If we're sitting here two years from now, what would success look like for adult learners in Michigan?

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Questions from our audience members?





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College  **APP**
The *Adult Prospect Pipeline*

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