

Maryland High School for Working Teens

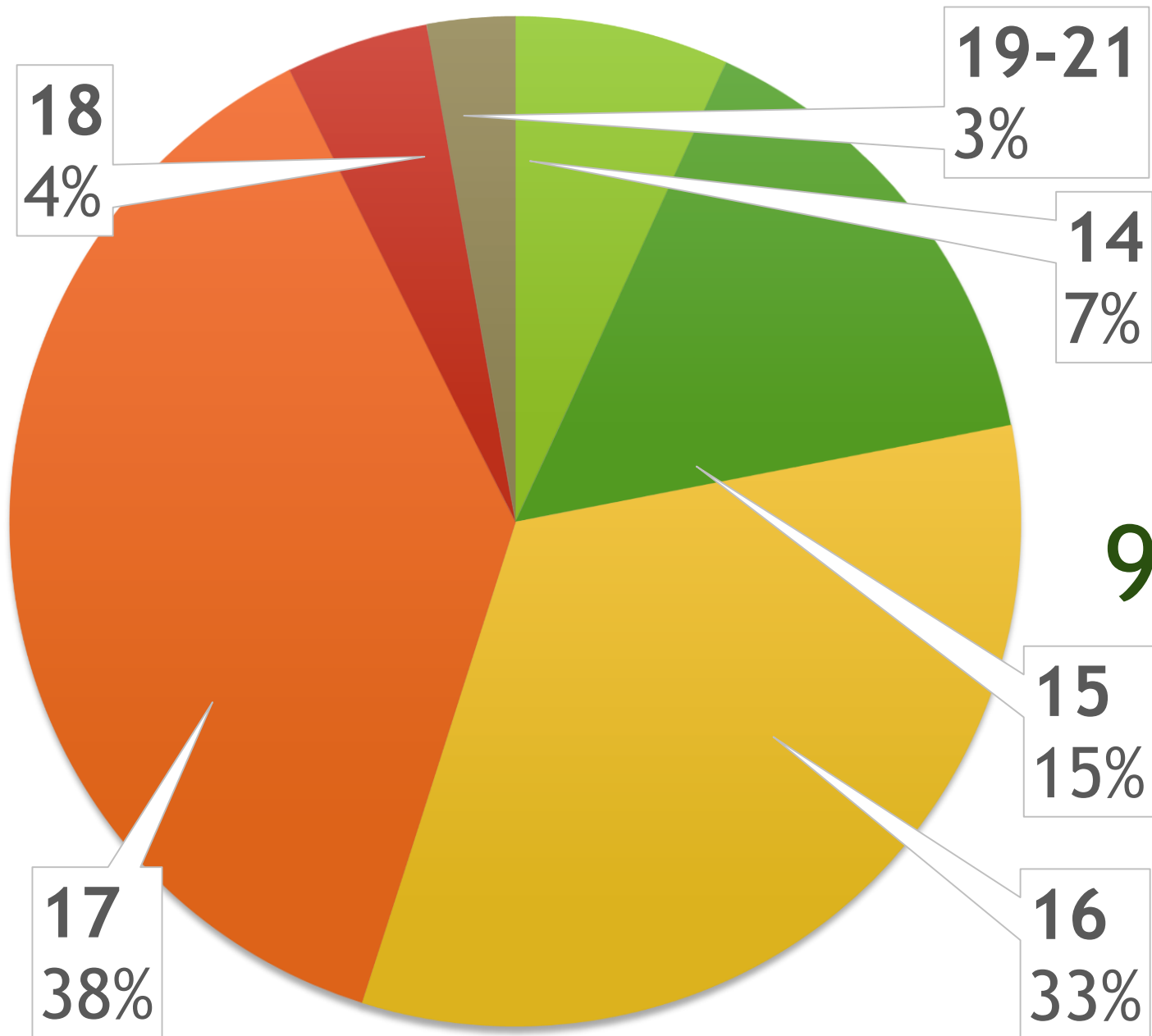
Student Survey Results, December 2014
High School for Working Teens Work Group

Background on the HSWT Student Survey

- ▶ In 2014, the High School for Working Teens Working Group created a survey of high school student employees to assess how a HSWT-type of school could meet their needs and serve their interests. The online survey was sent to interested trade associations and employers, as well as to Maryland's Department of Labor and Licensing (DLLR) to share with working teens with whom they were in contact.
- ▶ By December of 2014, 514 working teens had responded to the survey. University of Maryland University College (UMUC) helped analyze the data.
- ▶ The task force thanks those who helped conduct the survey: UMUC, Maryland State Child Care Association, DLLR, Panera, and Apple, as well as the respondents and others who contributed to the survey.

How big is the market?

- **Core market:** Approximately 14,000 students, projected from the 21% percent of students in the HSWT online survey who said that they wanted to work more hours, would like a school that made it easier to work, and were “very interested” in the HSWT model
- **Potential market:** 65,000 students who work at all

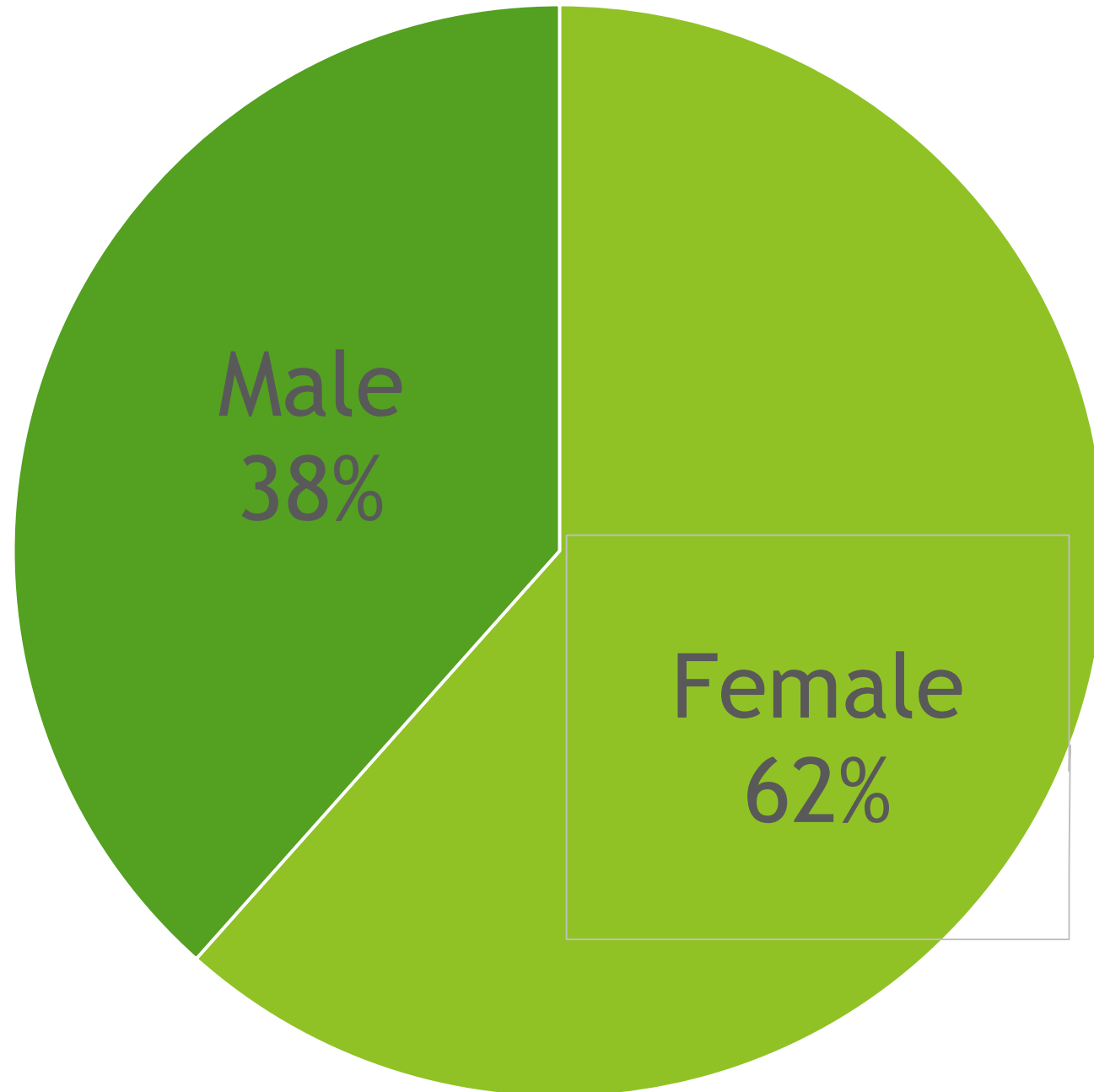


Age of survey respondents:

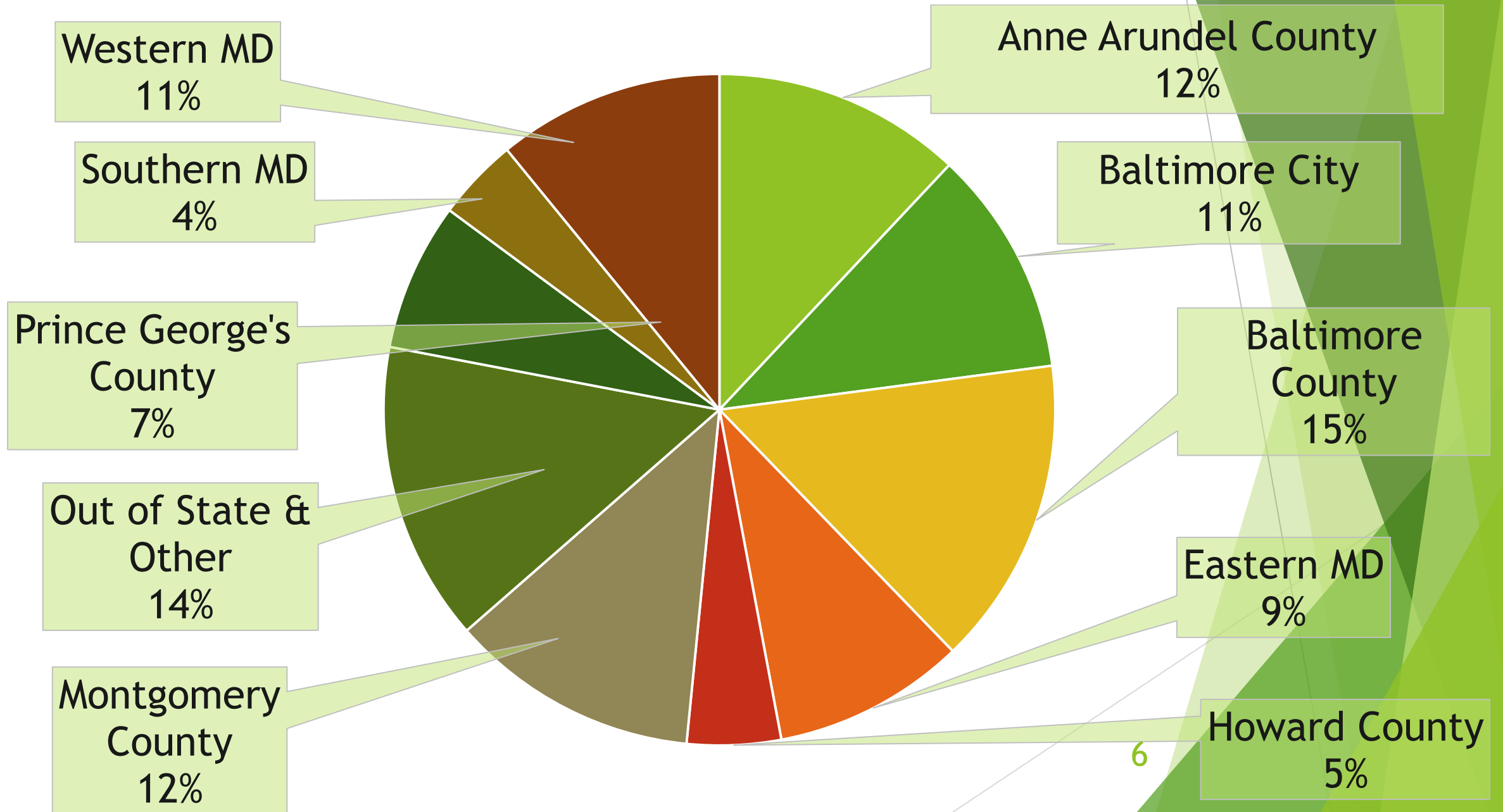
93% between ages 14 and 17

■ 14 ■ 15 ■ 16 ■ 17 ■ 18 ■ 19-21 ■ ■

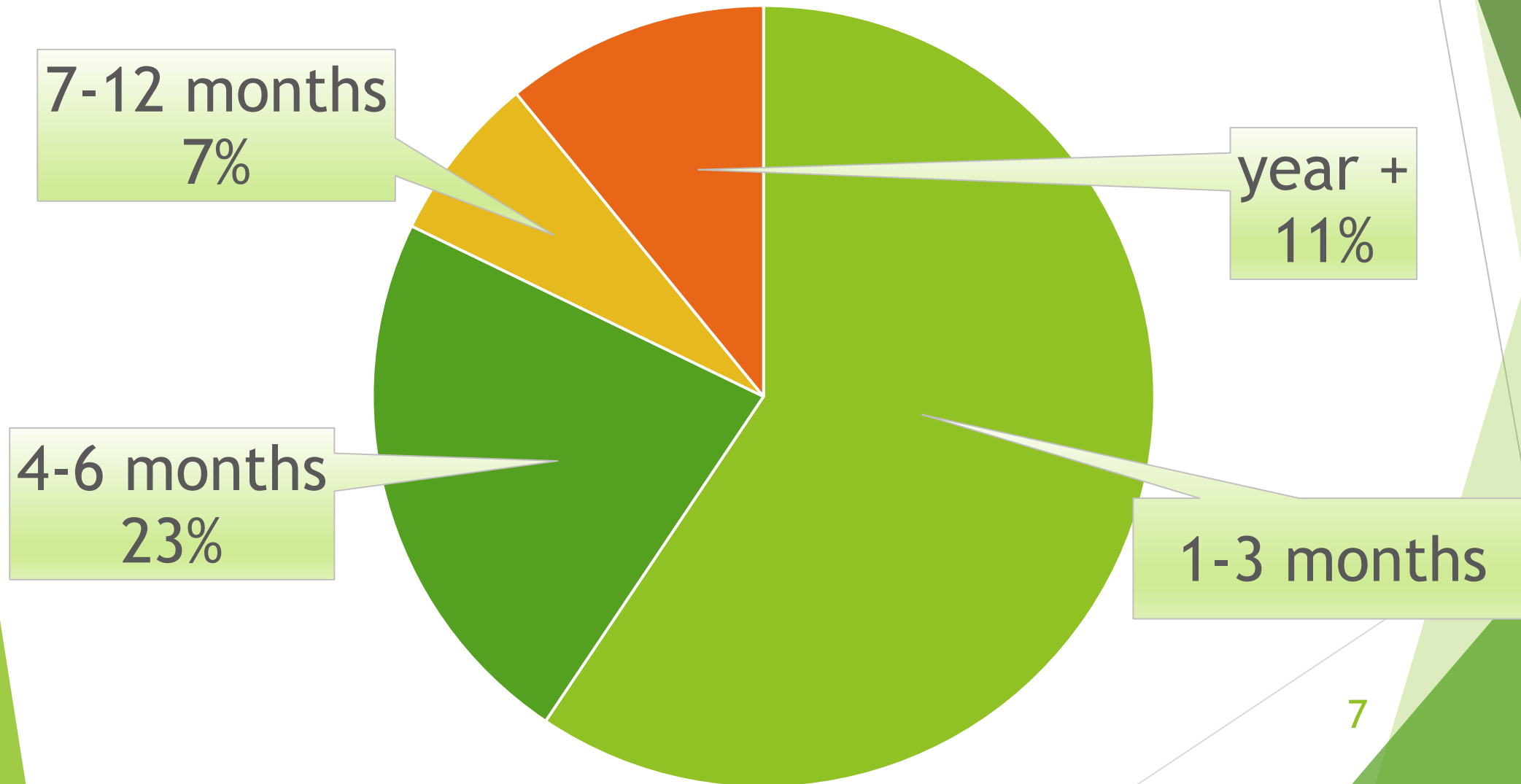
Working Students by Gender



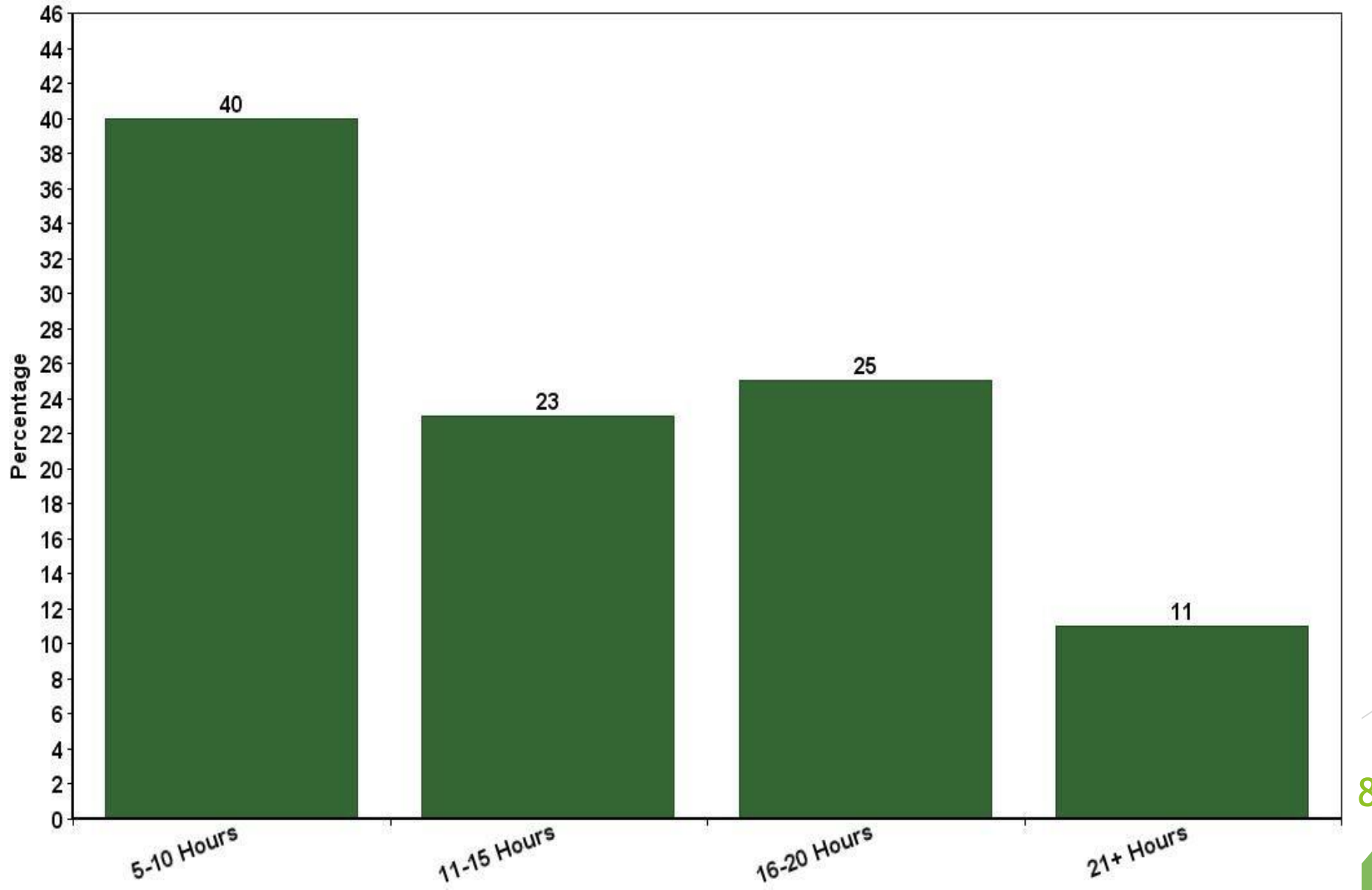
43% live in the Baltimore metro area.



82% been at their jobs
less than 6 months.

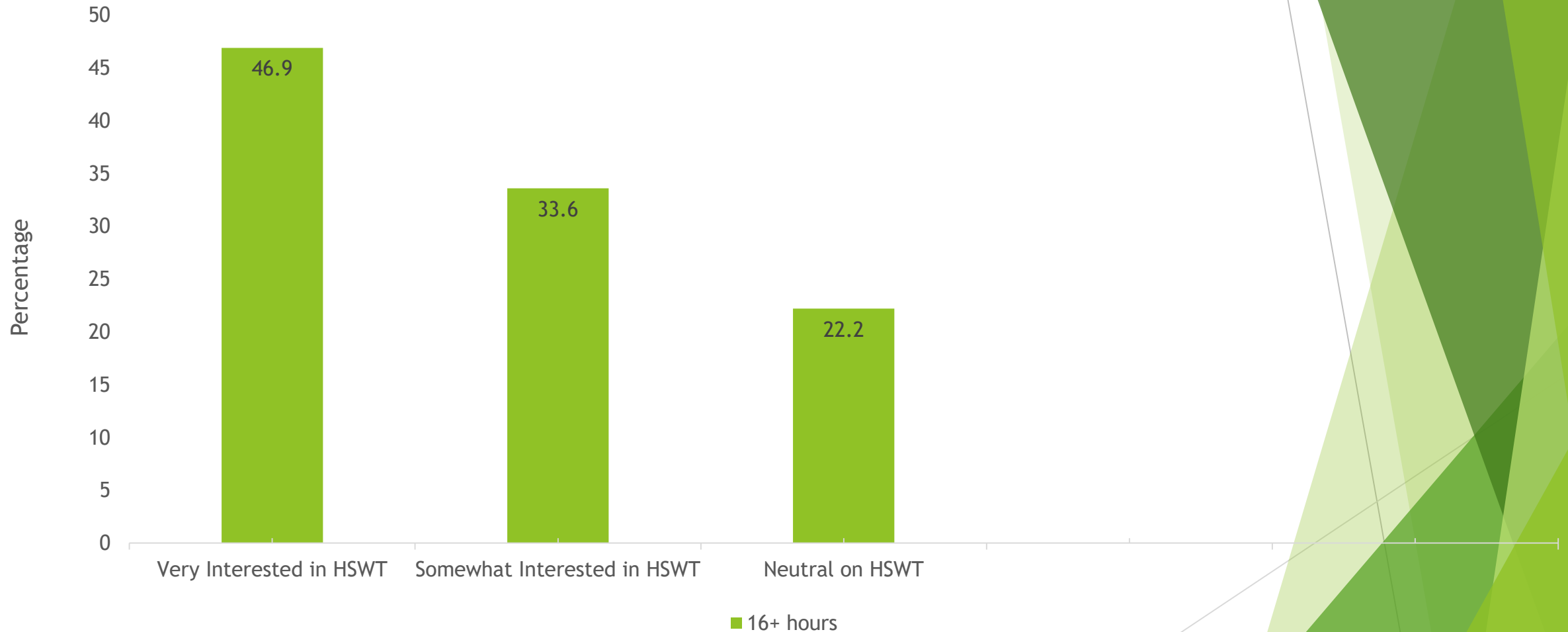


36% work 16 or more hours/wk.



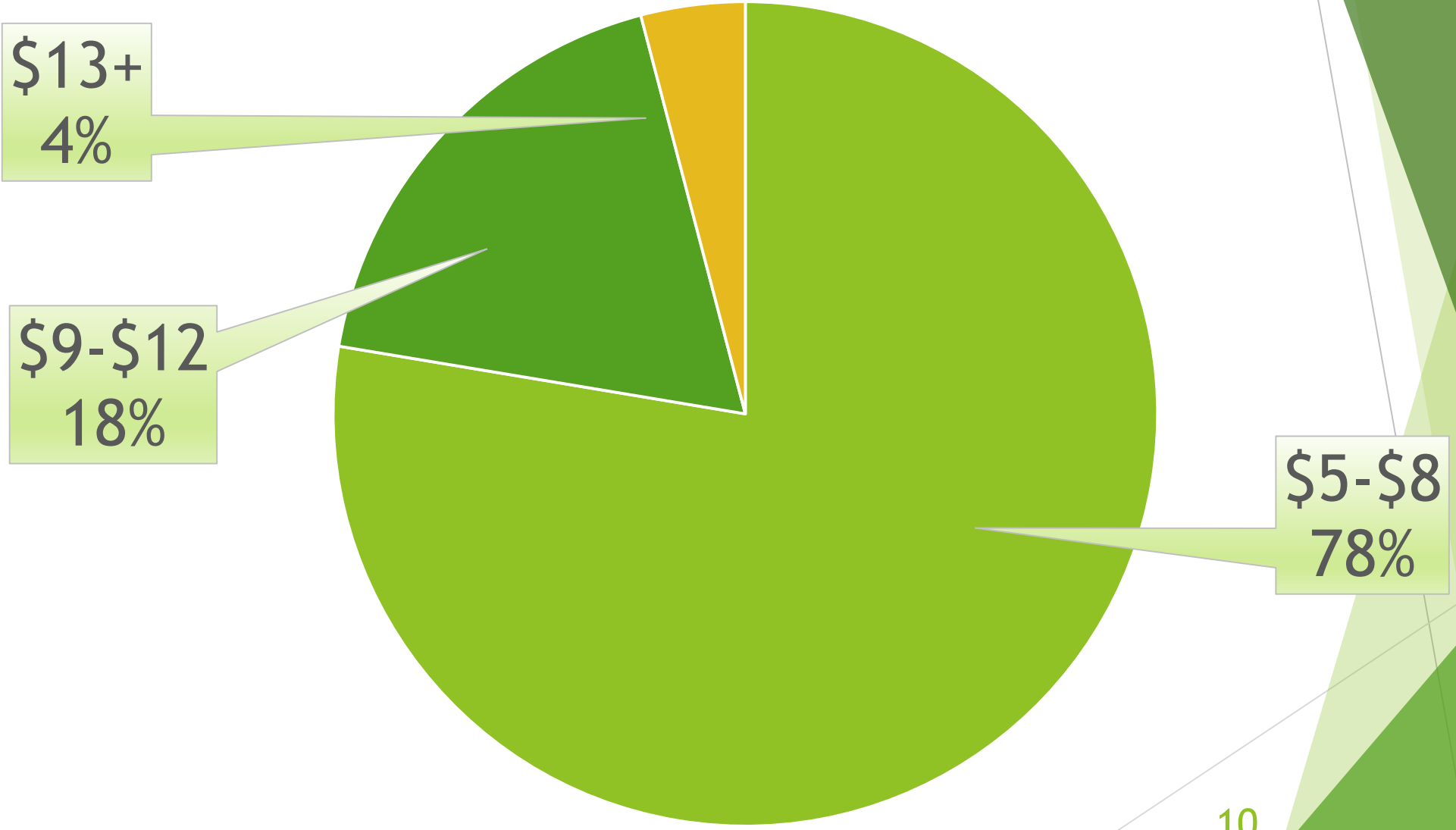
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The more hours students work, the more interested they are in HSWT.

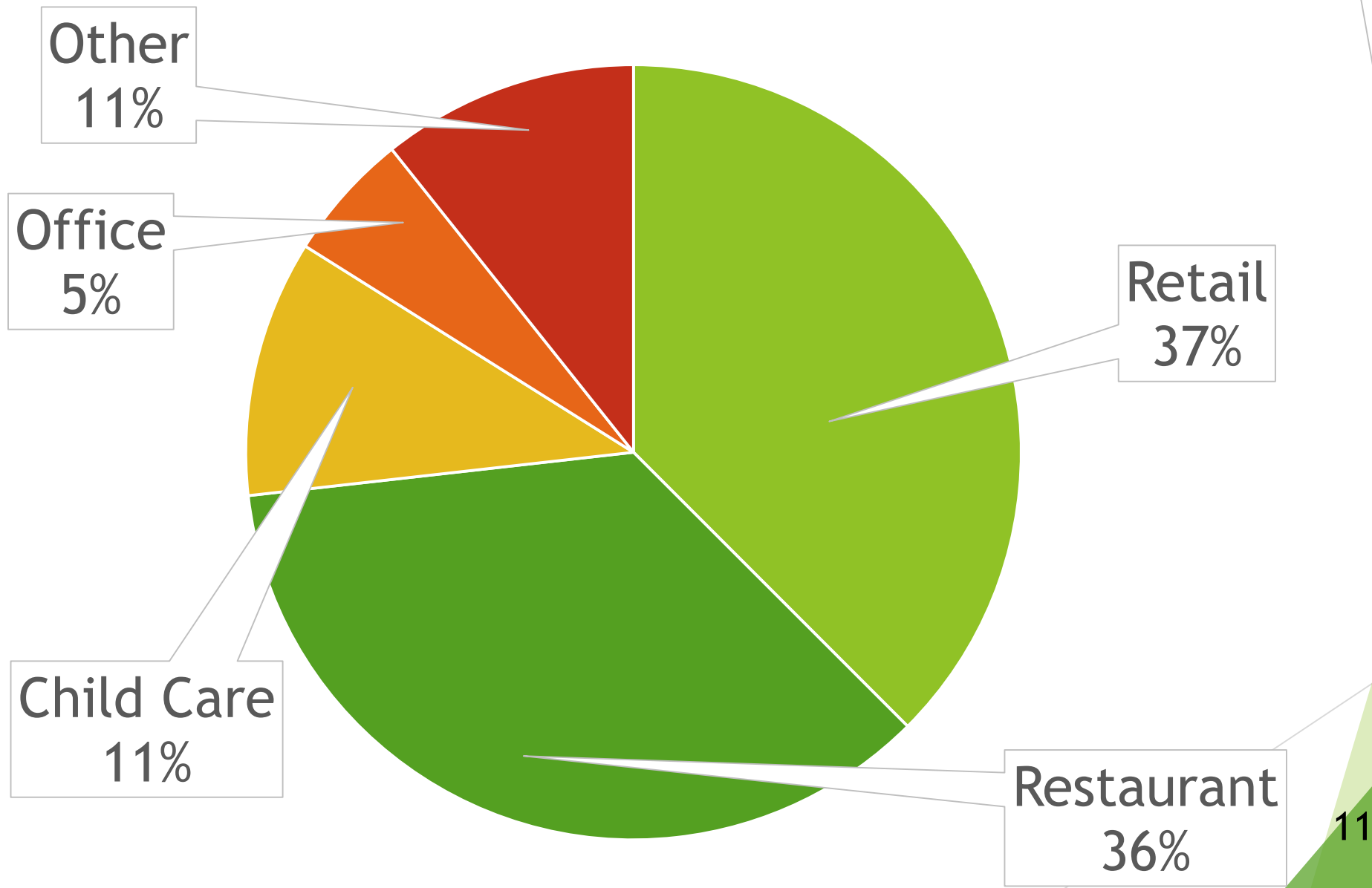


Students “very interested” in HSWT are twice as likely to work 16+ hours/wk as those who are neutral.

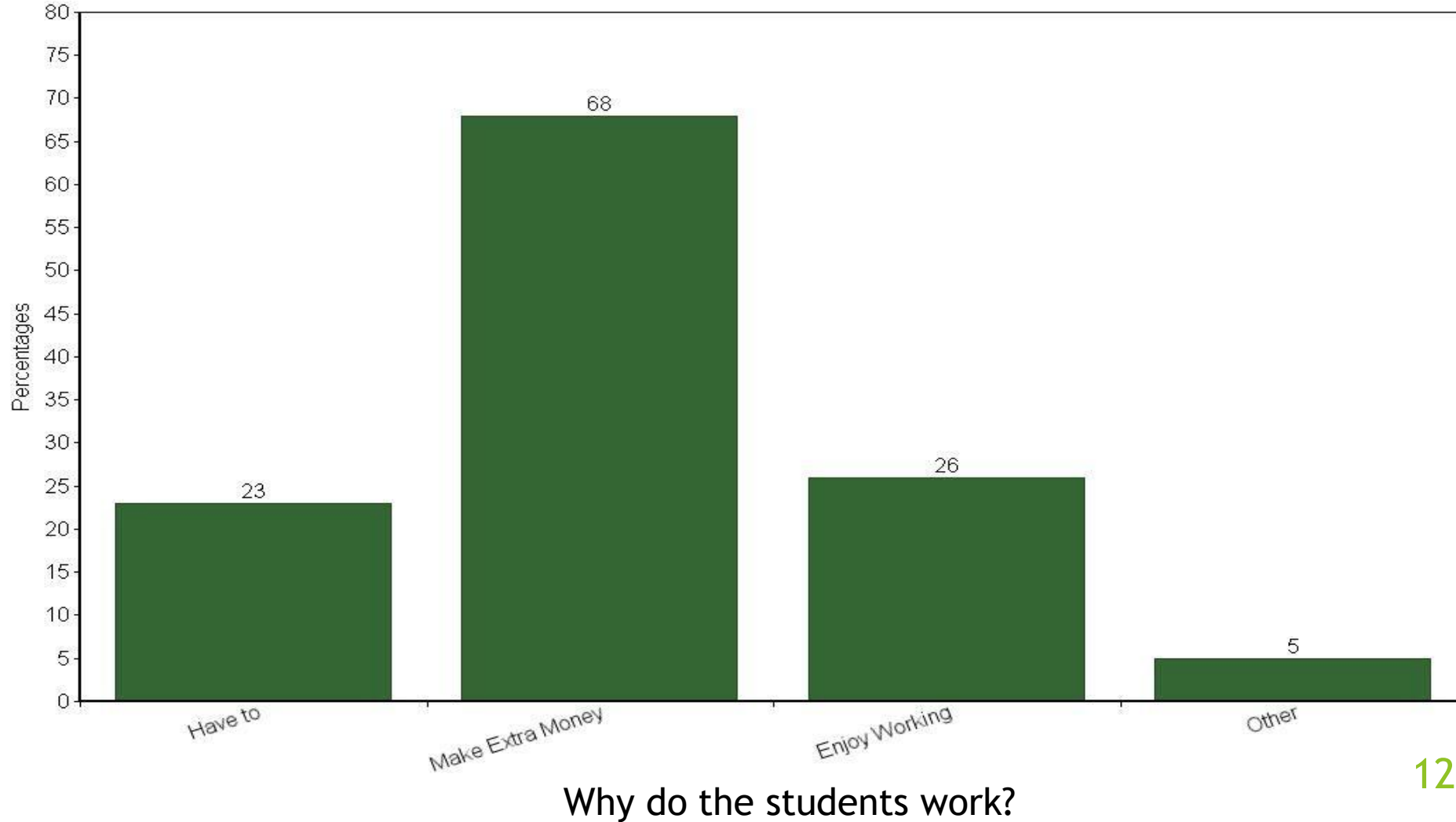
96% make \$12 per hour or less.



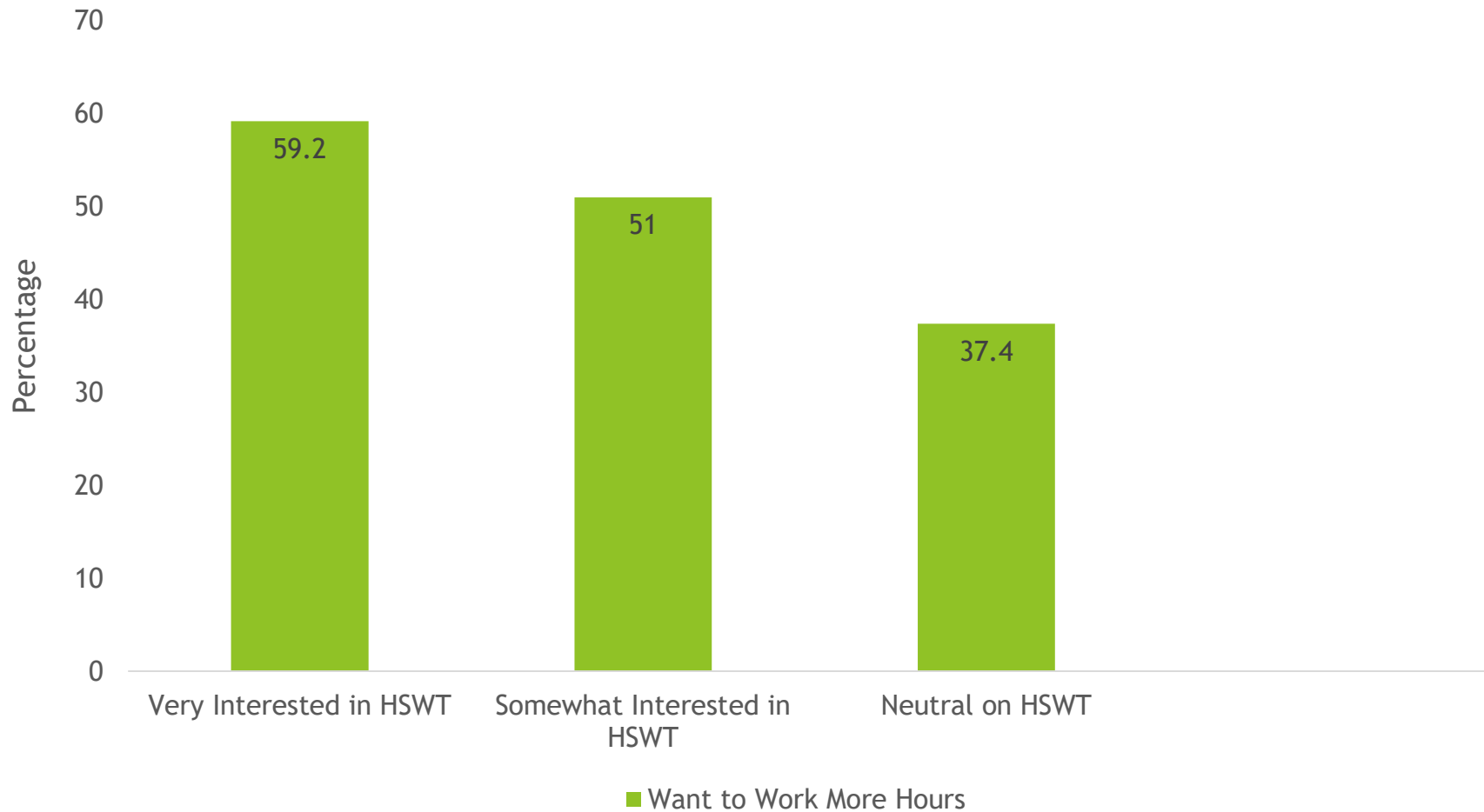
84% work in retail, restaurants, or child care.



68% work to earn extra money.

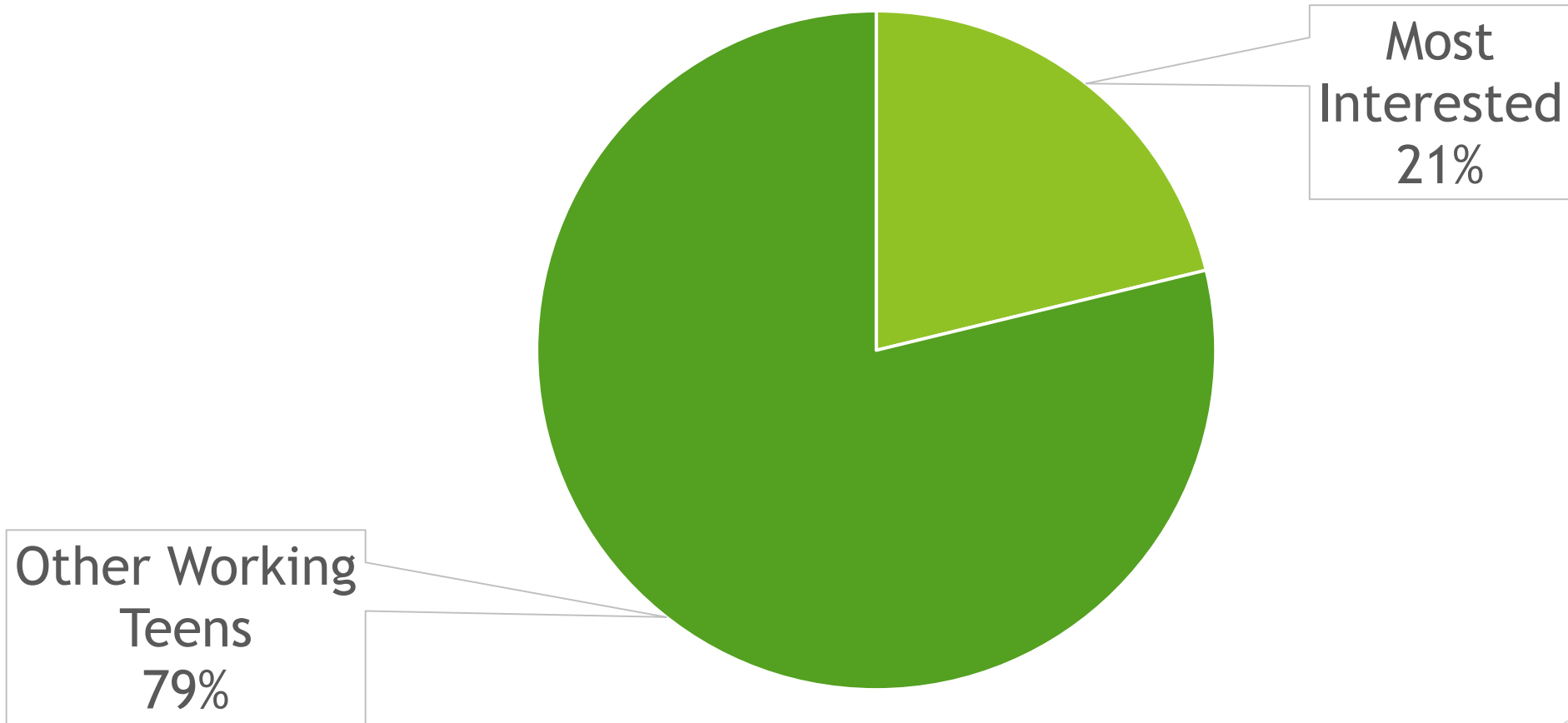


Students who want to work more hours are more interested in HSWT.



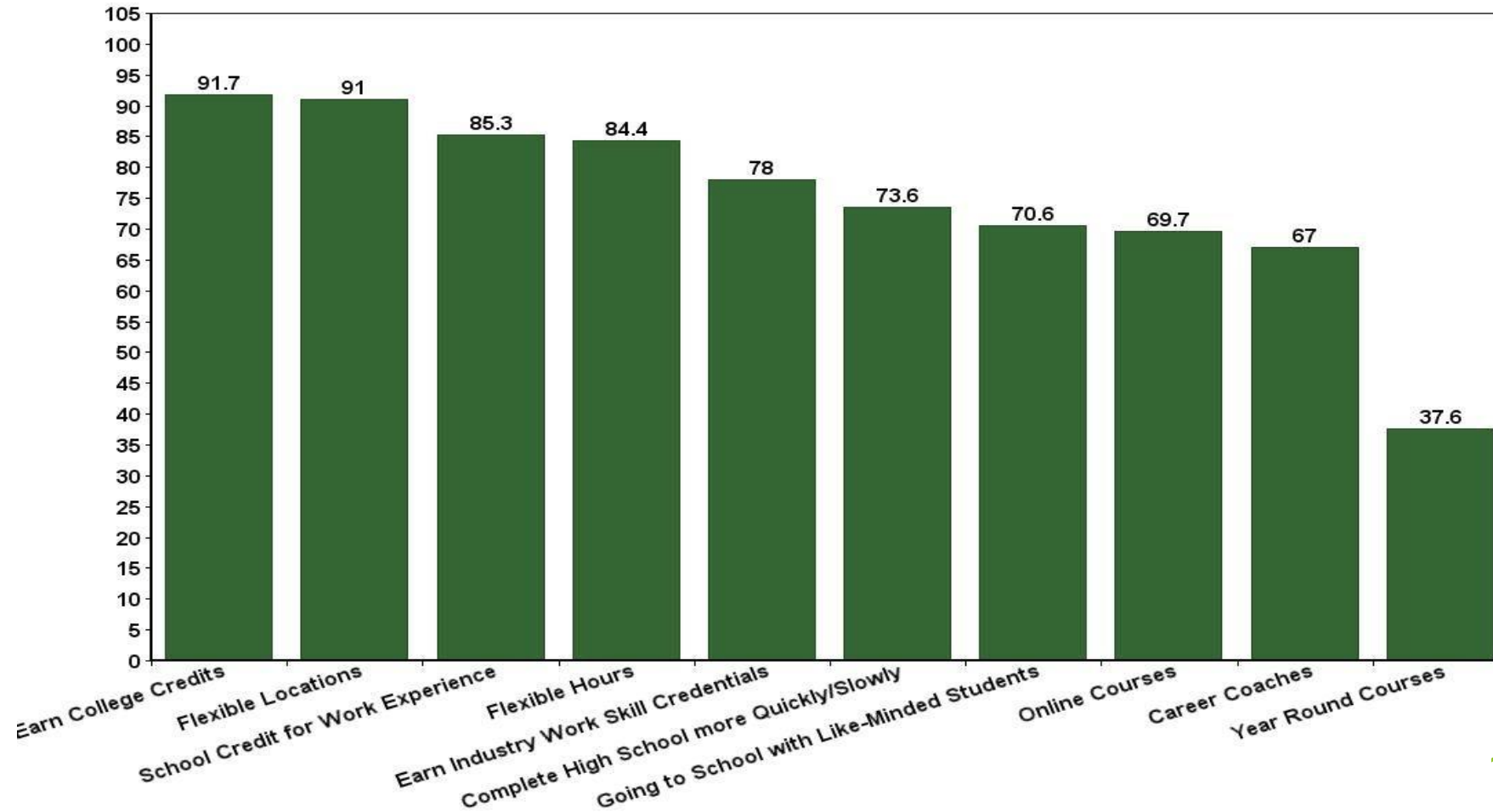
59% of students who are “very interested” in HSWT want to work more hours.¹³
Only 37% of students “neutral” to HSWT want to work more hours.

Approximately 14,000 students (21% of working teens) are the core market for HSWT.

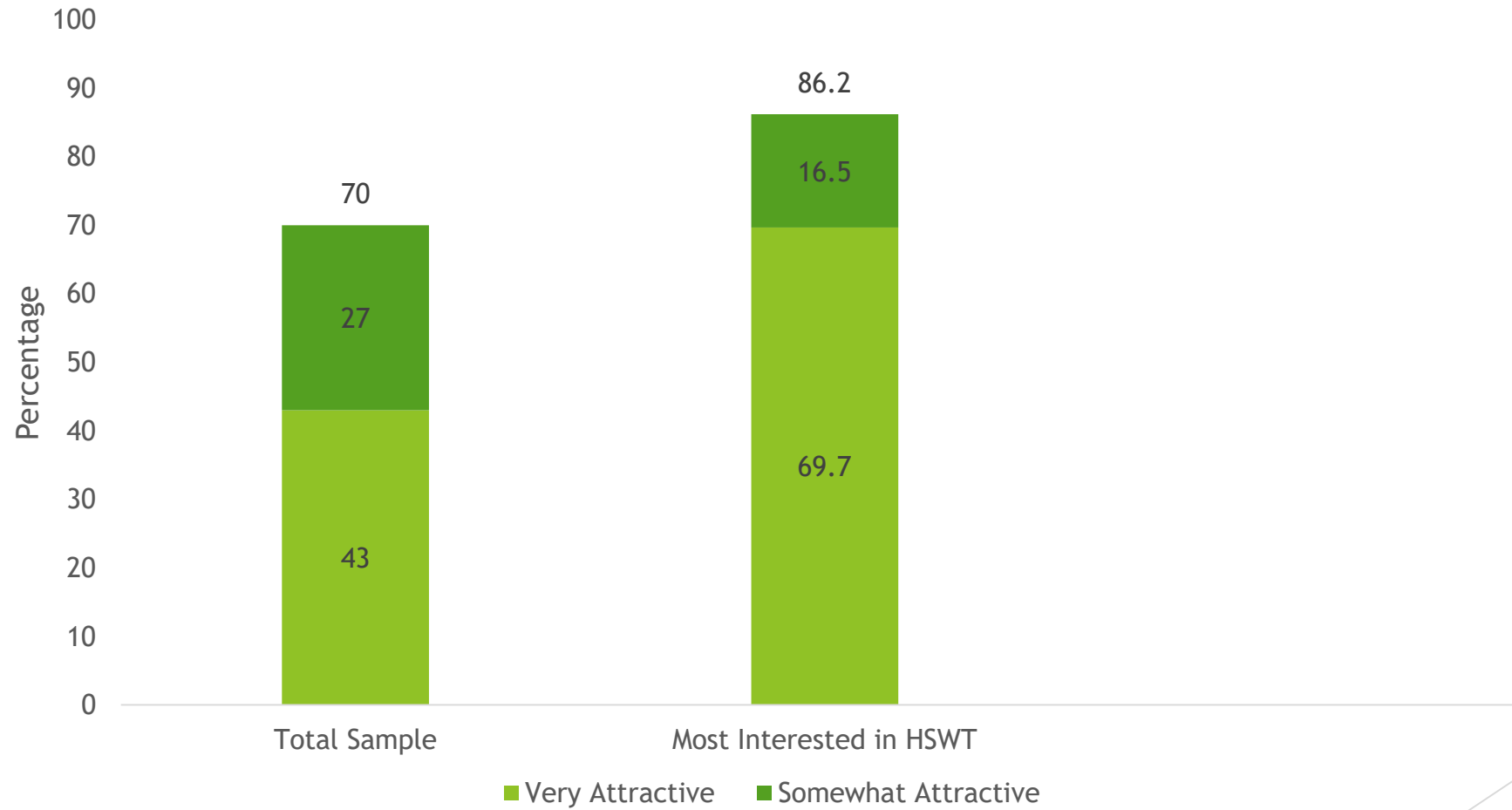


21% of working teens would like to work more hours, are “very interested” in HSWT, and would like a school to make it easier to work.

HSWT features rated “very attractive”
by “most interested” students:
credit for college courses, work skills and experience;
flexible hours, speed, and location.

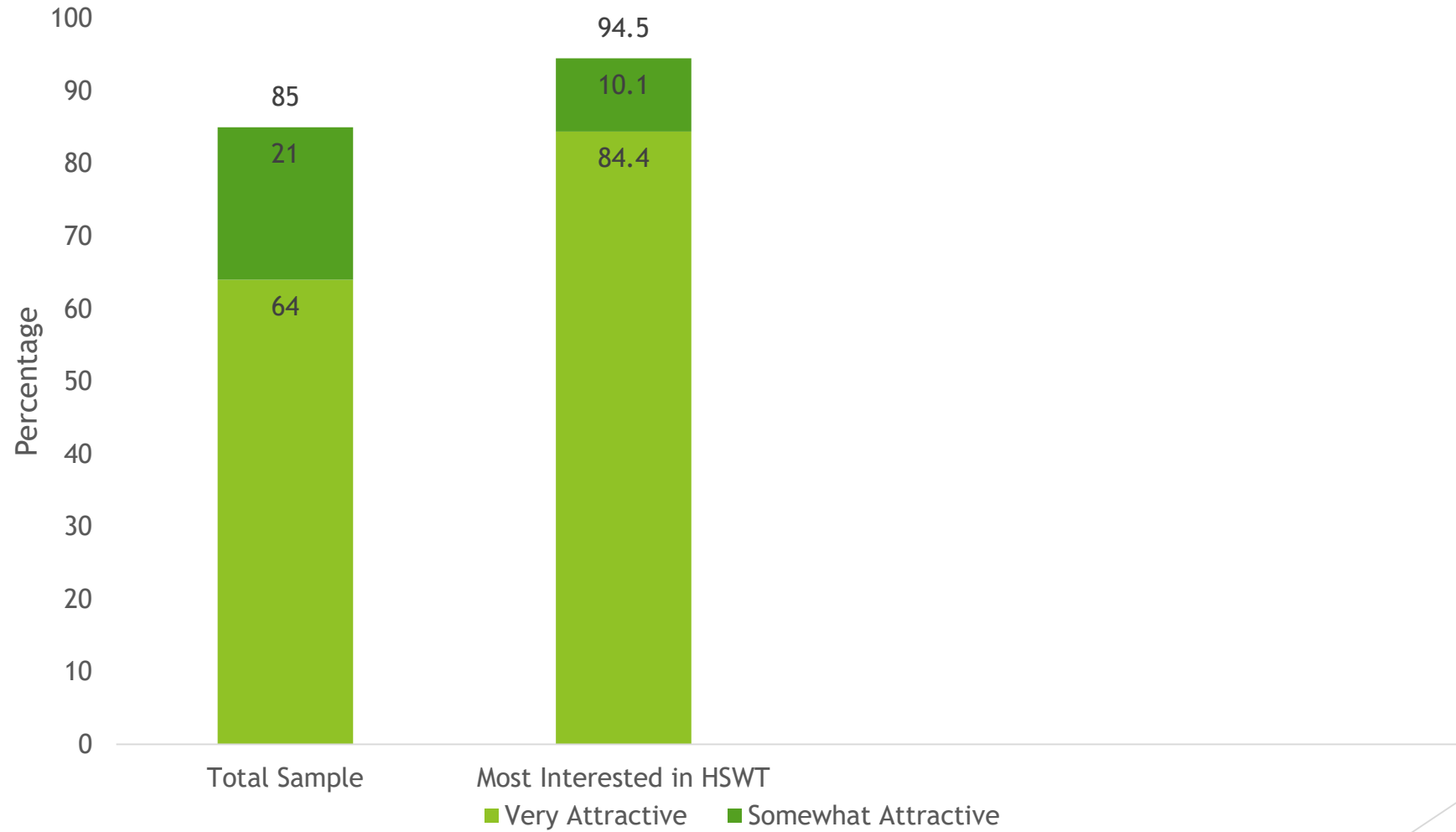


70% want online courses.



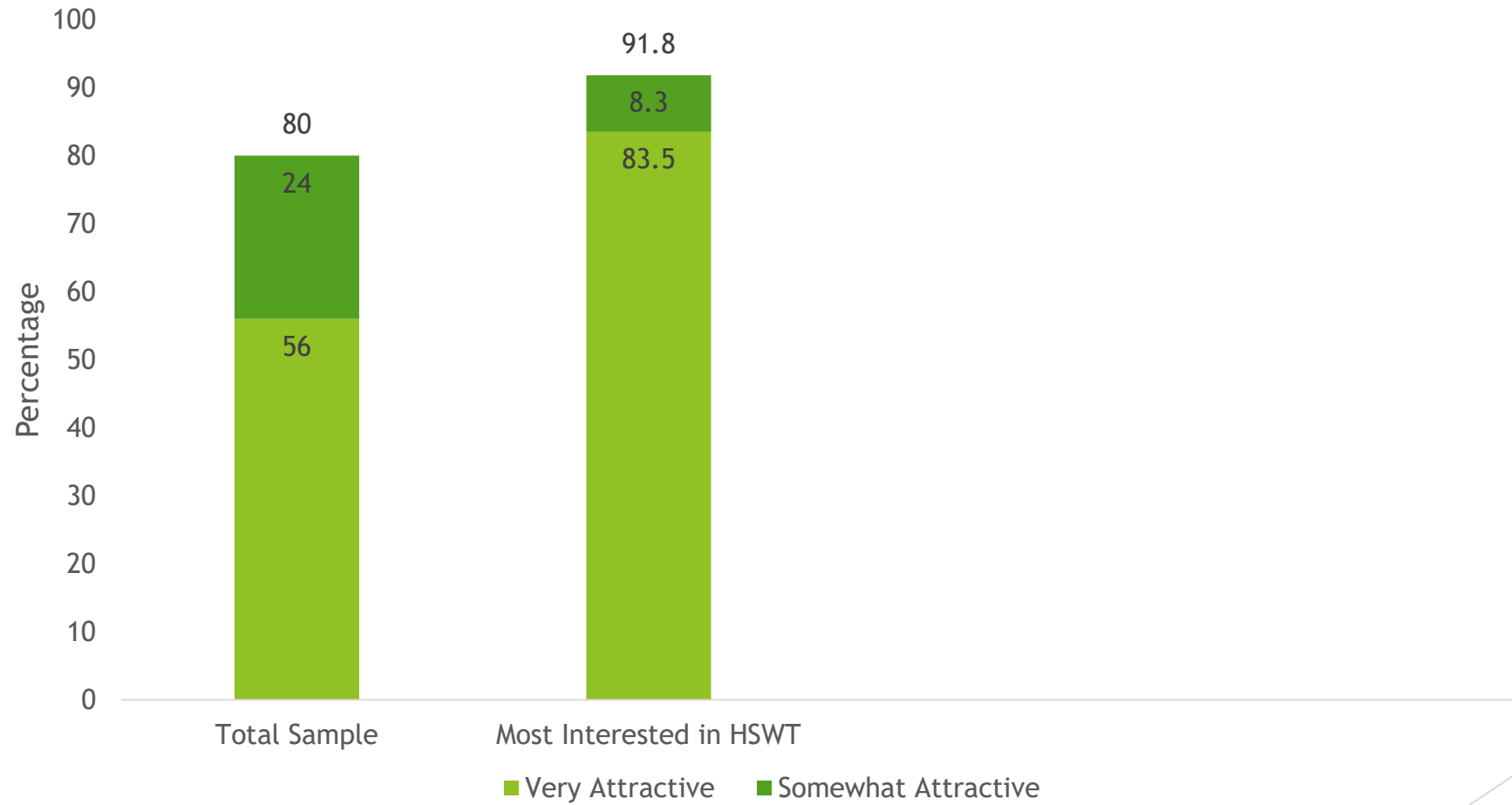
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85% want flexible hours.



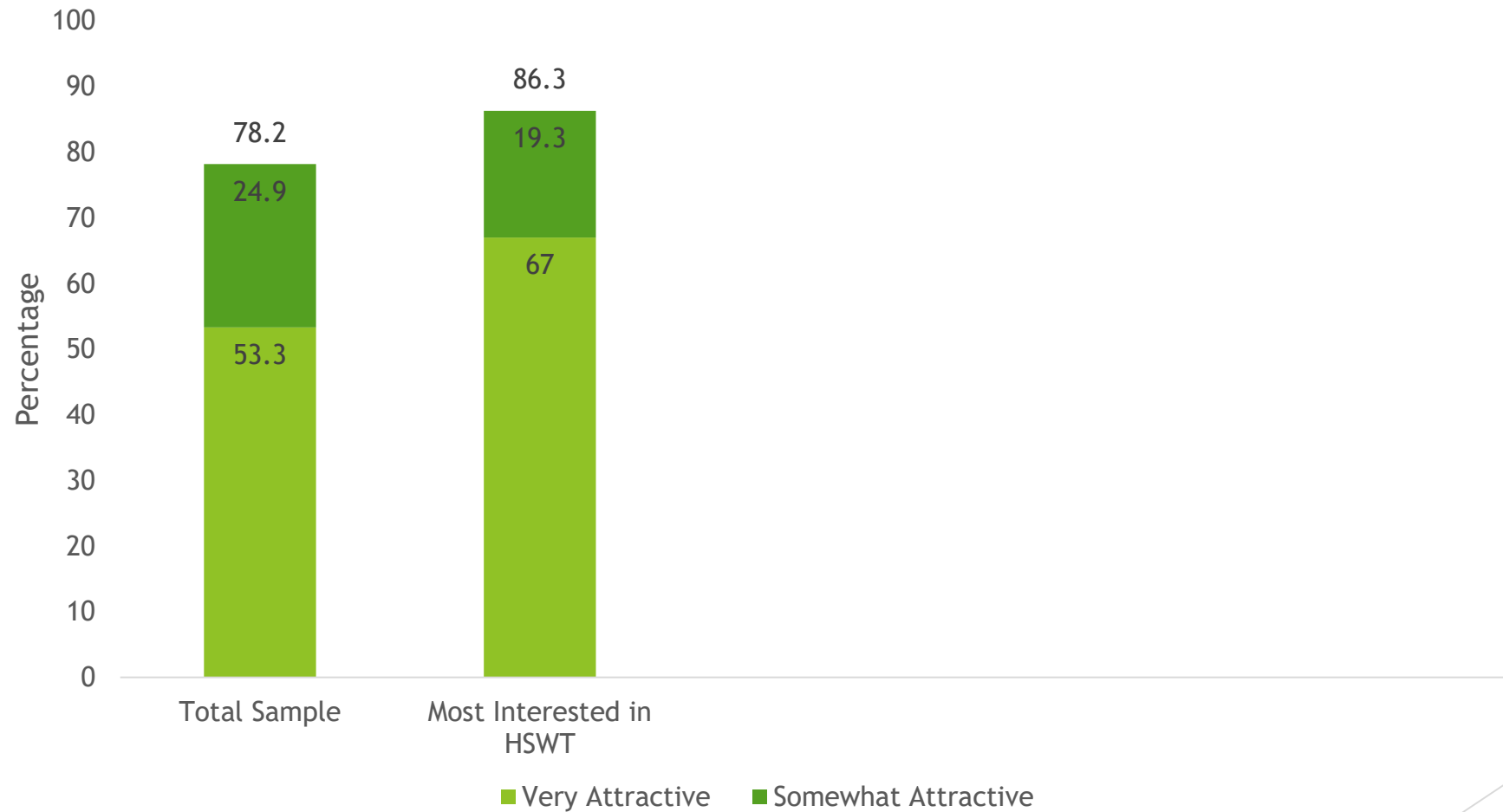
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80% want flexible locations.



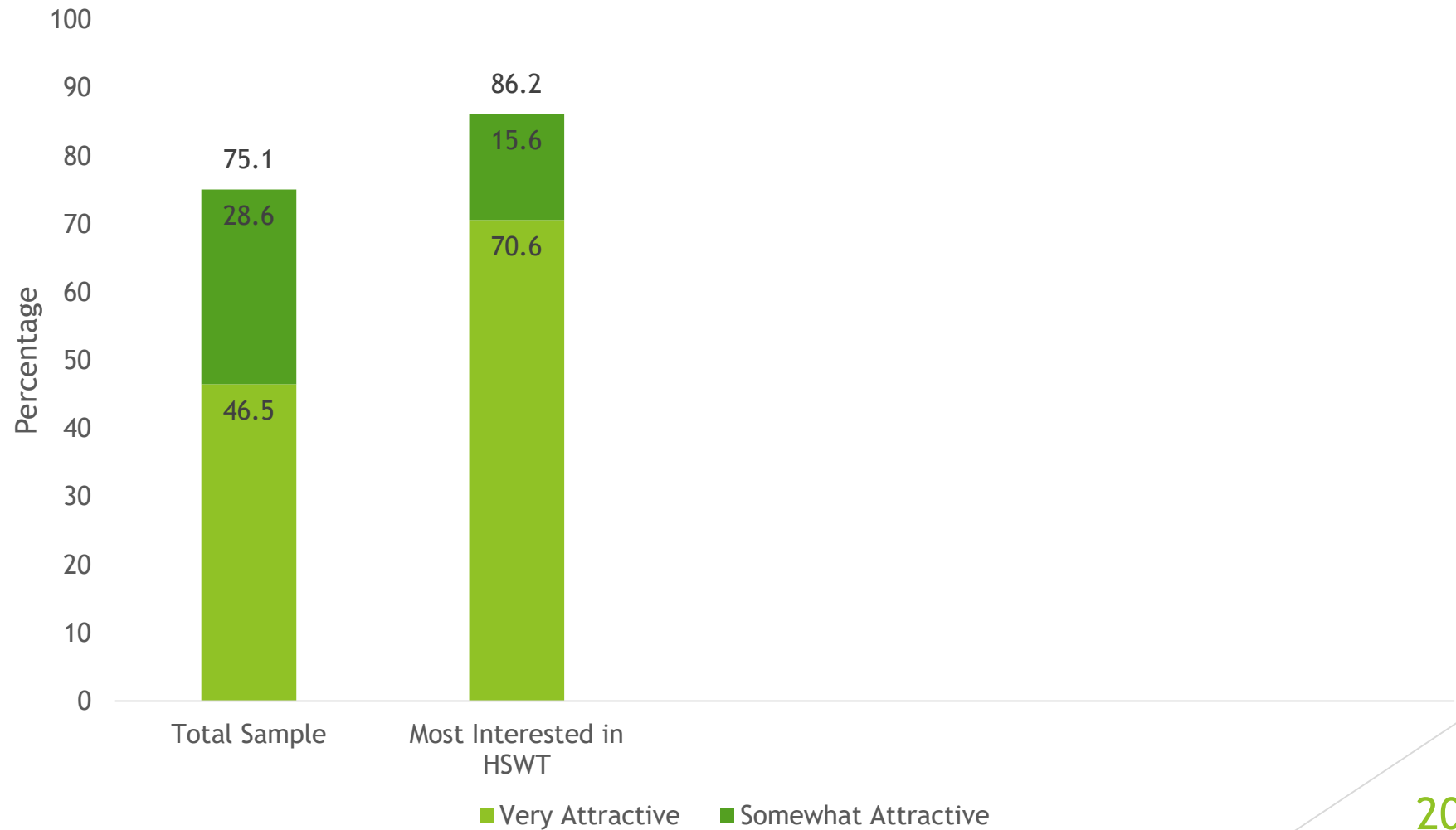
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78% want career coaches.



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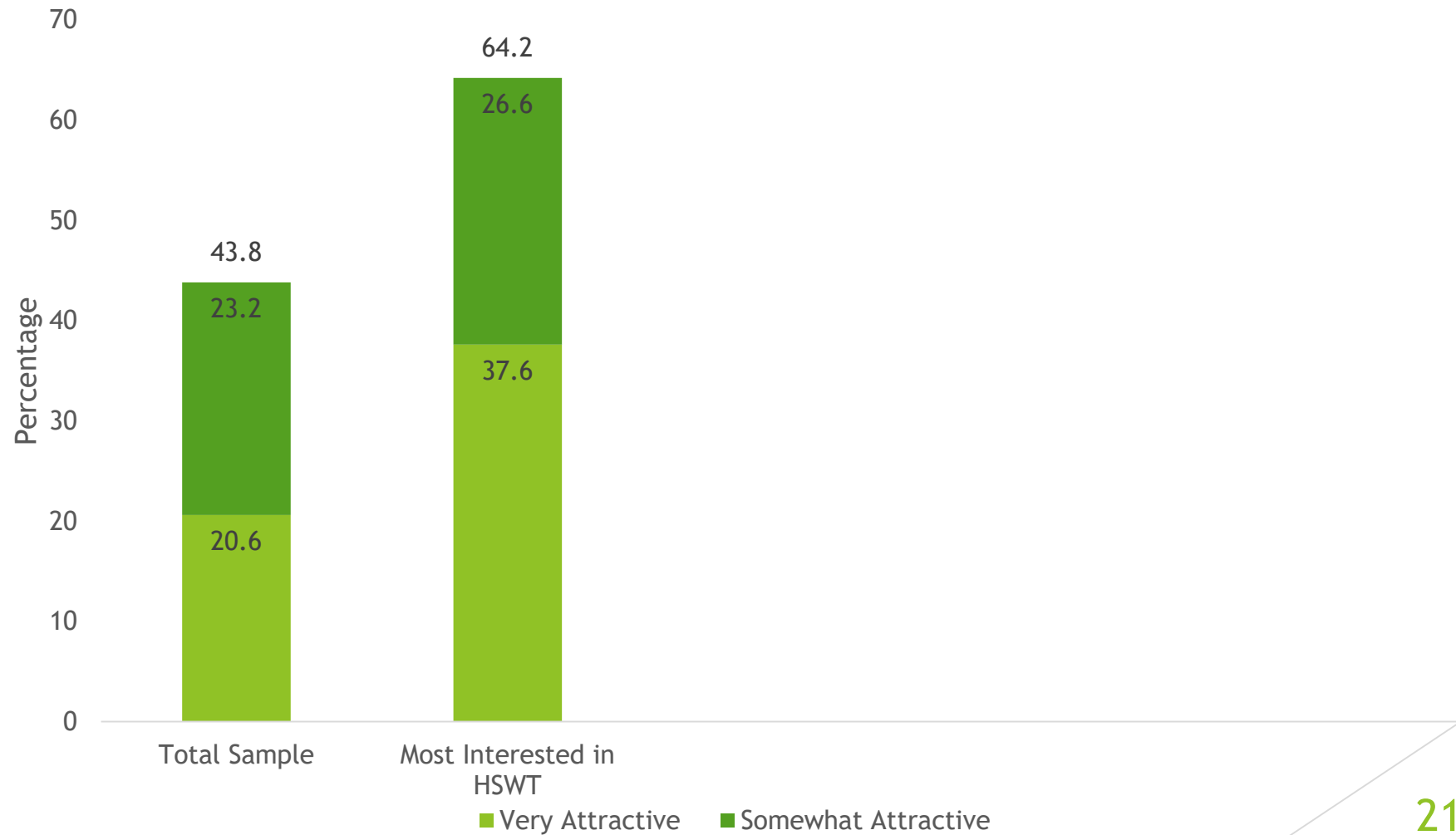
75% want to go to school with like-minded students who have jobs.



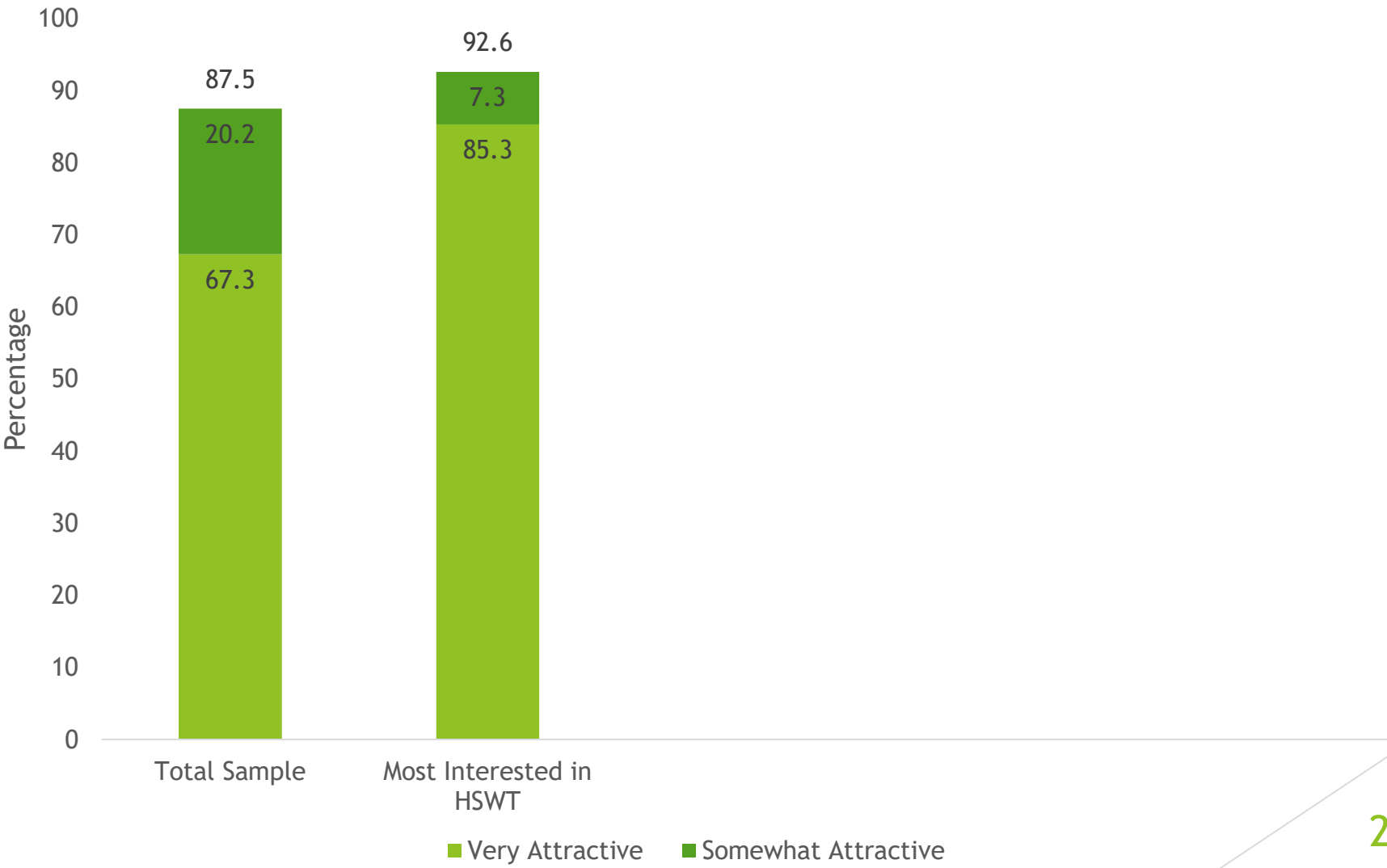
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44% want year round courses.

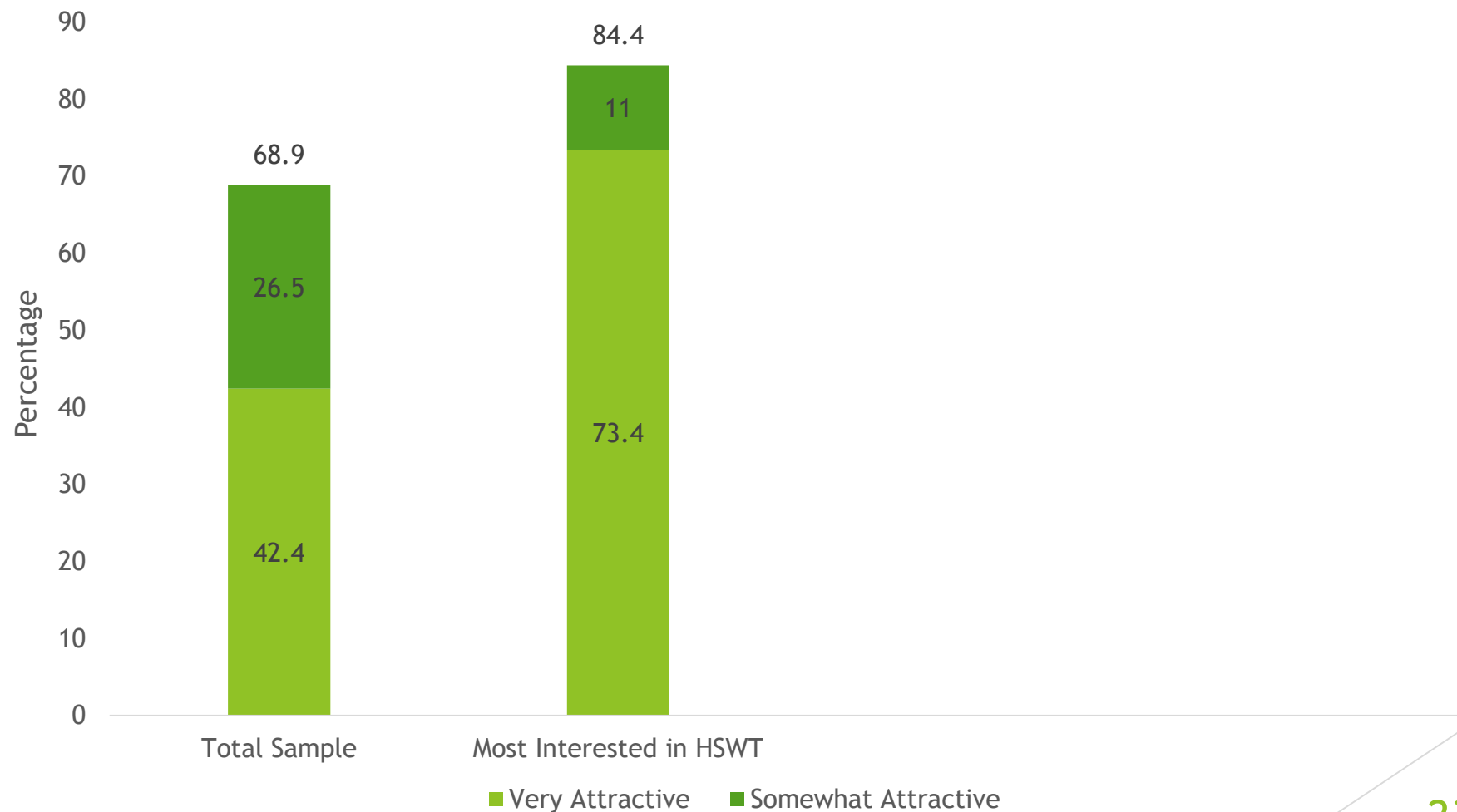
But 64% of students most interested in HSWT want them.



88% want school credit for work experience.

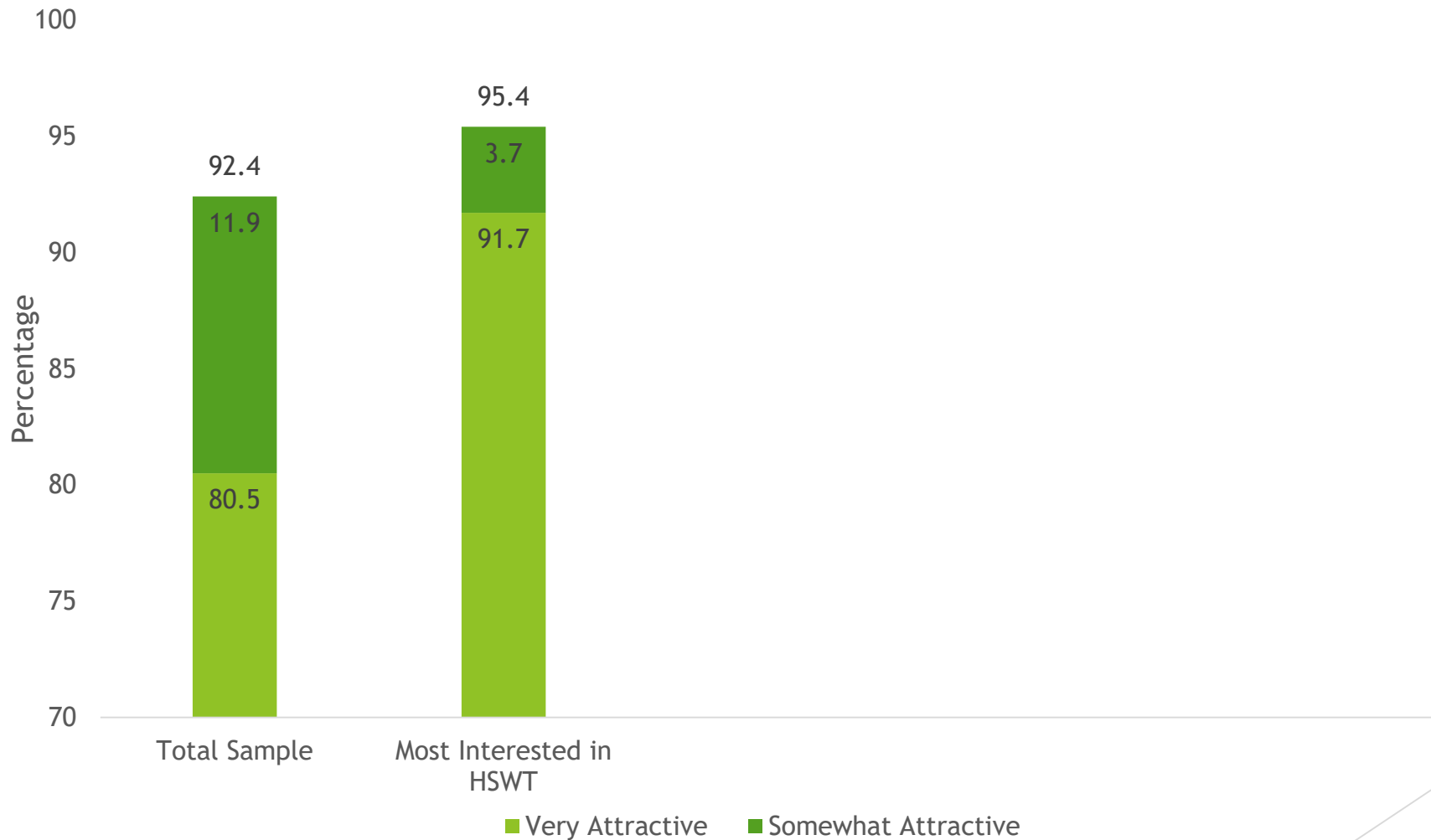


69% want to complete high school more quickly or slowly based on job commitments.



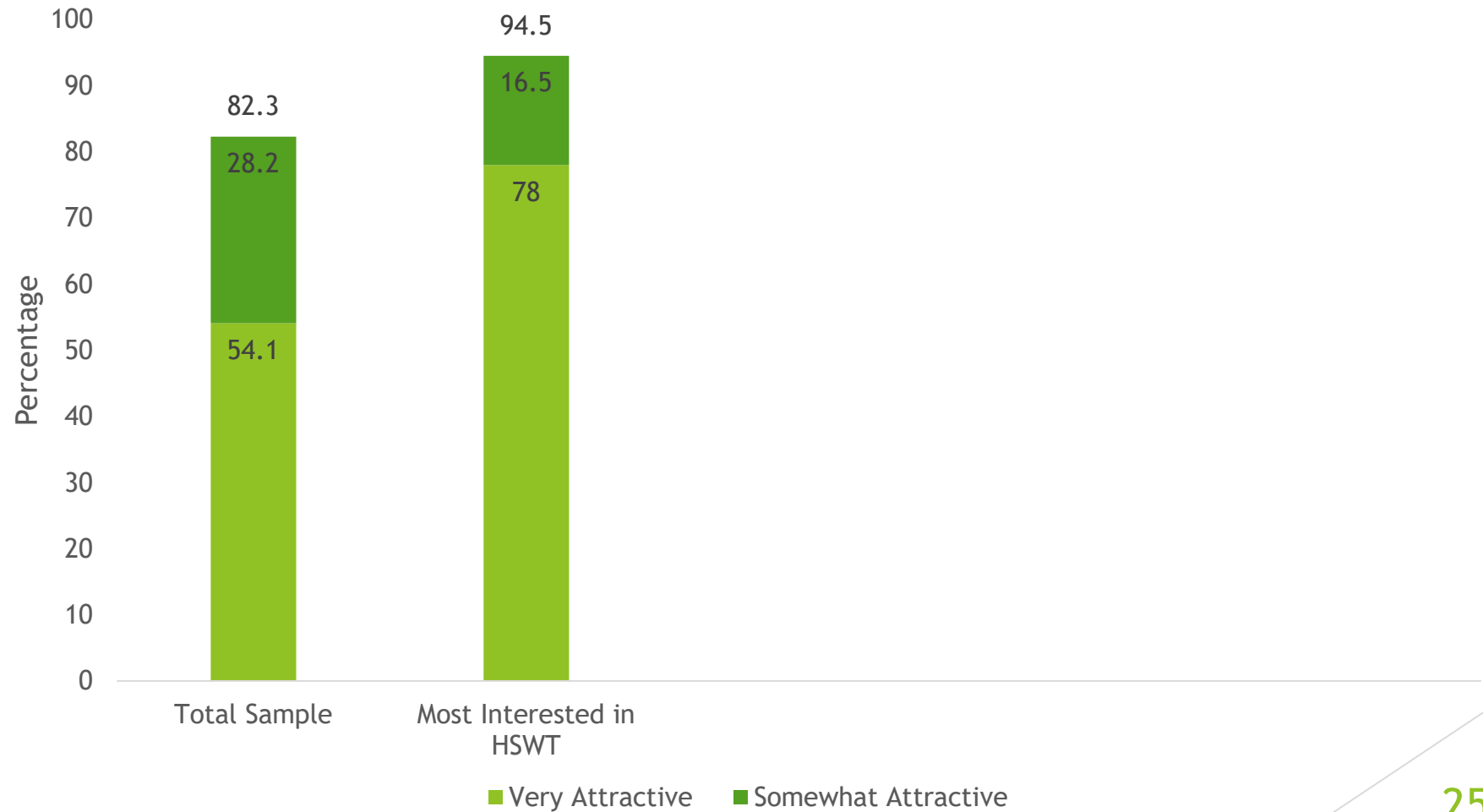
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92% want to earn college credits.



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82% want to earn industry work skill credentials.



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