**Attitudinal Trends in Alternative Postsecondary Learning**

John Vandivier

Traditional postsecondary learning in the United States consists in obtaining a four-year degree and is associated with increased earnings and employment. These benefits come at substantial public and private cost. Concerns about a public debt crisis are now common. Recent scholarship questions the return of educational expenditure. Alternative approaches to education represent a technological improvement which may allow for employability signal generation and skill development at a fraction of the price of the traditional process. Key bottlenecks to adoption of alternative learning approaches include limited public awareness, limited learner favorability, and limited employer favorability. This paper identifies explanatory factors in favorability, attitudinal changes over time, and actionable strategies to solve for limited awareness and favorability.

**KEYWORDS:** Education economics, alternative education, debt crisis, signaling

**JEL CODES:** I21, I22, I24, I25, I26