The Transformation of College & Students

9/26/16

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President
Stay In Touch

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The Last Five Years

- Sexual Violence and Title IX
- Emergence of Identity Politics
- Alcohol & Substance Abuse
- Crisis Mgt., Suicide
- Cost of College
- Courts and Media Interest
- Gender Identity/Race
- Mental Health Issues
- Greek Life
- Career ROI
- Gun Violence
- Fiscal Constraints
Five Major Themes for the Next 10 Years

1. Demographic Changes
2. Attainment Gap
3. Generation Z & Activism
4. Disruption & Technology
5. The Real Value of College
The Future of American Higher Education:
In Five Charts
Five Different Futures for Higher Education

• Elite Privates
• Selective Publics
• Midwest and Northeast Privates
• Regional and Open-Access Publics
• Community Colleges
#1
High School Graduates
1995 - 2022 - 15 Years of Flat or No Growth
High School Graduates by State

- Midwest decreases by 8%
- Northeast decreases by 10%
- West increases by 5%
- South increases by 9%

Projections of Education Statistics to 2022 (NCES 2014-051)
Enrollment Challenges in the South

- Dramatic cuts in state appropriations.
- Lack of industrial development.
- High rates of poverty.
- High reliance on financial aid and scholarships.

GO TO UMAINE FOR THE IN-STATE COST OF UCONN

UMAINE.EDU/MATCH
2016 Admissions Director Survey

54% very concerned about meeting their enrollment goals for the 2016-17 academic year.

63% did not meet their goals by May 1st

Fourth Straight Year
2016 Admissions Director Survey

51% Public 4-Year

87% Private 4-Year

43% Public 2-Year

Think their institution is losing applicants because of concerns about student debt.
Declining value of college

There are many ways to succeed in today’s world without a college degree

College education is necessary

The Wage Premium for College Persists

Total Enrollment by Age Group

![Bar chart showing total enrollment by age group with projections from 1997 to 2022.](chart.png)

Projections of Education Statistics to 2022 (NCES 2014-051)
#3
Big changes in Race/Ethnicity
#4
PERCENT OF LOW INCOME STUDENTS IN U.S. PUBLIC SCHOOLS 2013
National Average: 51%

PERCENT OF STUDENTS
- 0.0 - 38
- 38 - 42
- 42 - 47
- 47 - 50
- 51 AND ABOVE

SOUTHERN EDUCATION FOUNDATION | SOUTHERNEDUCATION.ORG
Data Source: U.S. Department of Education, National Center for Education Statistics, Common Core of Data

NASPA®
Student Affairs Administrators in Higher Education
Around 2/3 College Students 1st Generation

Georgetown University Center on Education and the U.S. Department of Education, National Center for Education Statistics, National Postsecondary Student Aid Study (NPSAS), 2012.
The Attainment Gap

Low-income, 1st Generation and Students of Color
20% of Low-Income Students Earn Bachelors Degrees Within Six Years

42% of High-Income Students Earn Bachelors Degrees Within Six Years
Three out of five 1st Gen Students do not complete a degree or credential in six years.
Low-Income & First Gen Students

- Tend to enroll in fewer hours their first academic semester
- Less involvement in various beneficial social experiences
- Difficulty identifying and accessing campus services
- Balancing multiple roles (student, family member, employee, friend)
- May experience less support & encouragement from family members
Work While Taking Classes?

**6 Year Persistence**
Low-income, 1st Gen Students

<table>
<thead>
<tr>
<th>Work Schedule</th>
<th>Bachelor's Degree Earned (%)</th>
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<tbody>
<tr>
<td>Did Not Work</td>
<td>17%</td>
</tr>
<tr>
<td>Work 1-20 Hours/Week</td>
<td>46%</td>
</tr>
<tr>
<td>Work &gt;20 Hours</td>
<td>14%</td>
</tr>
</tbody>
</table>
Intersectionality
Race & Ethnicity
Degree-attainment (ages 25-64)

- White: 44.74%
- Black: 28.14%
- Hispanic: 20.27%
- Asian: 60.07%
- Native American: 23.86%

“A Stronger Nation” Lumina Foundation (April 2015)
“The racial and ethnic stratification in educational opportunity entrenched in the nation’s K-12 education system has faithfully reproduced itself across the full range of American colleges and universities.”
Between 1995 and 2009, 82% of new white freshmen enrollments were at the 468 most selective four-year colleges. 72% of new Hispanic & 68% of African-American enrollments were at open-access two and four-year colleges.

We know a lot of about how to help low-income and 1st generation students succeed.
Personal Contact
Mentoring
Coaching
Intrusive Advising
Engagement

Come to campus early

Mandatory first-year programs

Involvement in campus activities

Family Involvement
Academic, Financial & Career Support

Learning Communities
Early Focus on Career
Progress Towards Degree
Reduce Financial Barriers
What’s Going on with our Students?
What Does It Mean?
For Gen Z – It’s YouTube

74%
of 14-18 year-olds use YouTube

68%
of 19-24 year-olds use YouTube

The Intelligence Group “The Cassandra Report” Fall/Winter 2013
They Want to Change the World

26% of 16-19 year olds are currently volunteering.

Gen Z wants to “make an impact” or “make a difference”. 
Freestyle Generation
They Want to Design Their Own World

- **72%** - Colleges should allow students to design their own course of study or major.
- **63%** - College should teach students about entrepreneurship, including how to start a business.
- **42%** Want to work for themselves.
<table>
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<tr>
<th>Statement</th>
<th>Gen Z</th>
<th>Gen Z Voters</th>
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<tbody>
<tr>
<td>Everyone should have the right to marry, regardless of sexual orientation</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Transgender people should have equal rights</td>
<td>74%</td>
<td>83%</td>
</tr>
<tr>
<td>Healthcare should be free for everyone</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>Everyone should have the right to become a U.S. citizen, regardless of</td>
<td>55%</td>
<td>63%</td>
</tr>
<tr>
<td>where they were born or how they came to the country</td>
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Mental Health & Resilience

Why are so many students struggling psychologically?
The Coddling of the American Mind

In the name of emotional well-being, college students are increasingly demanding protection from words and ideas they don’t like. Here’s why that’s disastrous for education—and mental health.
Within The Last 12 Months... Students Report Feeling...

- 86% overwhelmed
- 59% lonely
- 54% overwhelming anxiety
- 42% hopeless
- 32% So depressed it was difficult to function

ACHA/NCHA Summary 2013
Within The Last 12 Months…

8% Seriously considered suicide

80% Campus suicides had not sought counseling center assistance

ACHA/NCHA Summary 2013, AUCCCD Survey, 2014
Effect of Alcohol and Drugs on Academic Life

24% of males and 13% of females meet clinical criteria for an alcohol use disorder.

High-intensity drinkers spend less time studying.

Students who use drugs (illegal and non-prescription) spend less time studying.

Nonmedical stimulant users spend less time studying, skip classes more often, and earn lower grades.
Social Media & Drinking

Go Vols - Tennessee
CAMPUS PROTESTS

JUSTICE FOR TRAYVON
Race in America

- Our country has made the changes needed to give blacks equal rights with whites
- Our country needs to continue making changes to give blacks equal rights with whites

Ferguson & Baltimore
Among Whites

- **Our country has made the changes needed to give blacks equal rights with whites**
- **Our country needs to continue making changes to give blacks equal rights with whites**

![Graph showing changes in percentage of whites who believe the country has made changes or needs to continue making changes to give blacks equal rights.](image-url)
Among Blacks

- Our country has made the changes needed to give blacks equal rights with whites
- Our country needs to continue making changes to give blacks equal rights with whites

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<tr>
<td>Our country has made the changes needed to give blacks equal rights with whites</td>
<td>81%</td>
<td>79%</td>
<td>79%</td>
<td>86%</td>
</tr>
<tr>
<td>Our country needs to continue making changes to give blacks equal rights with whites</td>
<td>13%</td>
<td>13%</td>
<td>17%</td>
<td>8%</td>
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Post-racial & Unskilled

• 91% Believe in equality and everyone should be treated equally.

• 30% of whites and 46% of minorities say they were raised in families that talk about race.

• 73% believe that we should talk “more openly” about bias, only 20% say they’re comfortable doing so.

2014 DBR MTV Bias Survey Summary
The Demands: 77 Campuses
National Demands

88% - Changes to curricula or departments.

87% - Greater support for minority students, especially black students.

79% - Greater faculty diversity.

60% - More funding for multicultural centers.

43% - Better ways of reporting hate crimes, discrimination or bias.

24% - Renaming of mascots or buildings.
What’s Different Today?

• Social media takes the local and makes it national.

• Student activists are connecting around strategy.

• Leadership around social justice activism is more fluid and less organizationally bound.

• What you say and how you say it matters more today.

• When you say it and how quickly you say it matters. Less time to be thoughtful.
Other Issues?
• Racial battle fatigue & self-care for student affairs staff of color.
• Activism vs. institutional representative.
• Cultural Competency for White faculty and staff.
• Not just a Black issue - Islamaphobia, Gender Identity, Latino issues, Undocumented Students
• Chief Diversity Officer and the impact on SA divisions.
The 2016 Presidential Campaign

“Donald J. Trump is calling for a total and complete shutdown of Muslims entering the United States...”

Donald Trump, December 7, 2015

“When Mexico sends its people, they’re not sending their best... They’re bringing drugs. They’re bringing crime. They’re rapists. And some, I assume, are good people.”

Donald Trump, June 16, 2015
Political Campaign Issues

@EmoryUniversity Prez Says Students Traumatized, In Pain Over "Trump 2016" Written In Chalk dailym.ai/1VGxAsk
“Do The Best You Can Until You Know Better. Then, When You Know Better, Do Better”
Disruption & Technology
The Transformation of Learning
“What is College?”

“It’s like high school, but it is higher”
Competency-Based Education

• “Is CBE the REAL Disruption?”

• What is a college? What is a credit? What is a course

• By 2020, as many as 750 colleges will offer CBE programs and overall enrollments will exceed 500,000 learners.
Global Freshman Academy

- Receive ASU transcript allowing transfer or admission ASU.
- Earning credit through MOOCs 50% less $
- Students pay after taking and completing course.
Global Freshman Academy

323 of 34,086

Announcing Global Freshman Academy
Start your freshman year of university on edX
Technology Challenge in Student Affairs
2016 What happens in an Internet Minute?

- Facebook
  - WhatsApp: 20.8 million messages
  - Facebook logins: 701,389
  - Facebook hours watched: 69,444

- Netflix
  - Emails sent: 150 million

- YouTube
  - Video views: 2.78 million

- Uber
  - Uber rides: 1,389

- Tinder
  - Swipes: 972,222

- Google
  - Search queries: 2.4 million

- Spotify
  - Hours of music: 38,052

- Vine
  - Vine loops: 1.04 million

- Instagram
  - Posts to Instagram: 38,194

- Twitter
  - New tweets: 347,222

- LinkedIn
  - New LinkedIn accounts: 120+

- Amazon
  - App downloads from Apple: 51,000
  - In sales: $203,596

- ExceLaCom
  - ©2016 ExceLaCom, Inc.
Disruption or Innovation?

TAO IS EFFECTIVE
RESEARCH RESULTS

Completion rates similar to face-to-face treatment
Completion in 16 clinical trials for TAO was 56%
TAO outcomes comparable to face-to-face psychotherapy
Disruption or Innovation?

We deliver the first ever adaptive online mental health treatment, paired with on-demand support.

LEARN MORE
Disruption or Innovation?

Get hired with our online job finder.

Use our free job finder to discover the best jobs for you, build a stand-out application, and get hired.
“Social media doesn’t replace face-to-face communication, it adds a needed layer of options”

- Eric Stoller
Critical Issues For Student Affairs

- Engagement
- Community
- Exposure to Diverse Perspectives
- Civility & Harassment
- Development of Interpersonal Skills
- Gaming, Isolation, Addiction (Pokemon Go)
The Value of a College Education
Beyond 1st Year Salary
“Welcome to the Well-Educated-Barista Economy”
- Wall Street Journal
Want a job in 2025? Finish college.

By 2025, America will face a shortfall of 11 million skilled workers.

**Supply**
- 22 Million

**Demand**
- 33 Million

**Difference**
- 11 Million

Source: Georgetown University Center on Education and the Workforce
The Purpose of College

1971
73% of incoming freshmen said that it is essential or very important to develop a meaningful philosophy of life.

37% to be very well-off financially.

2011
47% of incoming freshmen said that it is essential or very important to develop a meaningful philosophy of life.

80% to be well-off financially.
The Dreaded “Soft Skills”
Cross Cutting Skills

93% employers think key skills more important than major

- Think critically
- Solve complex problems
- Written and oral communication
- Applied knowledge in real-world settings
- Ethical judgment and integrity
- Intercultural skills
- Capacity for continued new learning
Thank you