



NASPA[®]

Student Affairs Administrators
in Higher Education

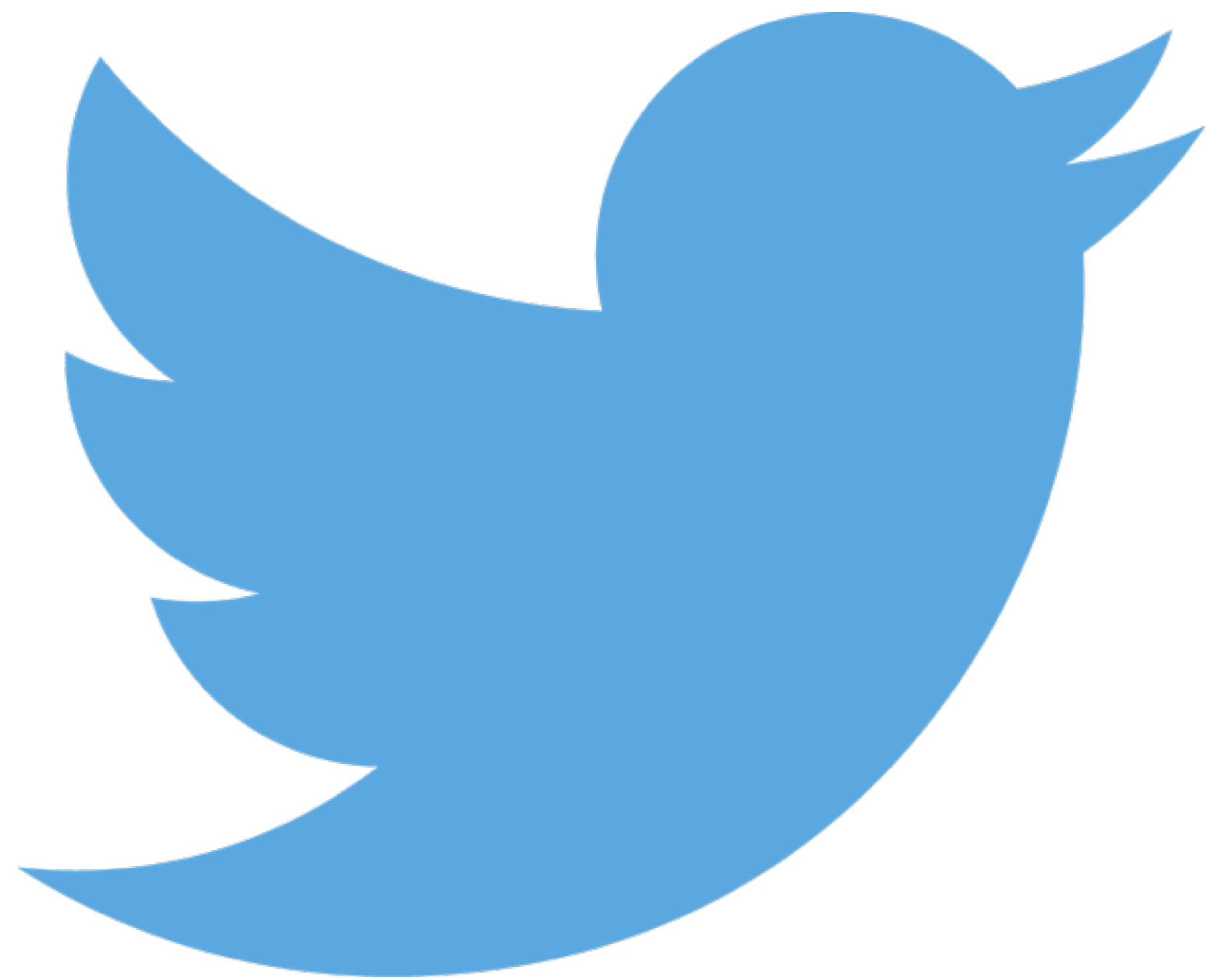
The Transformation of College & Students

9/26/16

Kevin Kruger
President



Stay In Touch



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The Last Five Years

Sexual
Violence and
Title IX

Courts and
Media
Interest

Emergence
of Identity
Politics

Gender
Identity/Race

Alcohol &
Substance
Abuse

Mental
Health Issues

Crisis Mgt.
Suicide

Greek Life

Gun Violence

Cost of
College

Career ROI

Fiscal
Constraints

Five Major Themes for the Next 10 Years

Demographic
Changes

Attainment
Gap

Generation Z
&
Activism

Disruption &
Technology

The Real
Value of
College

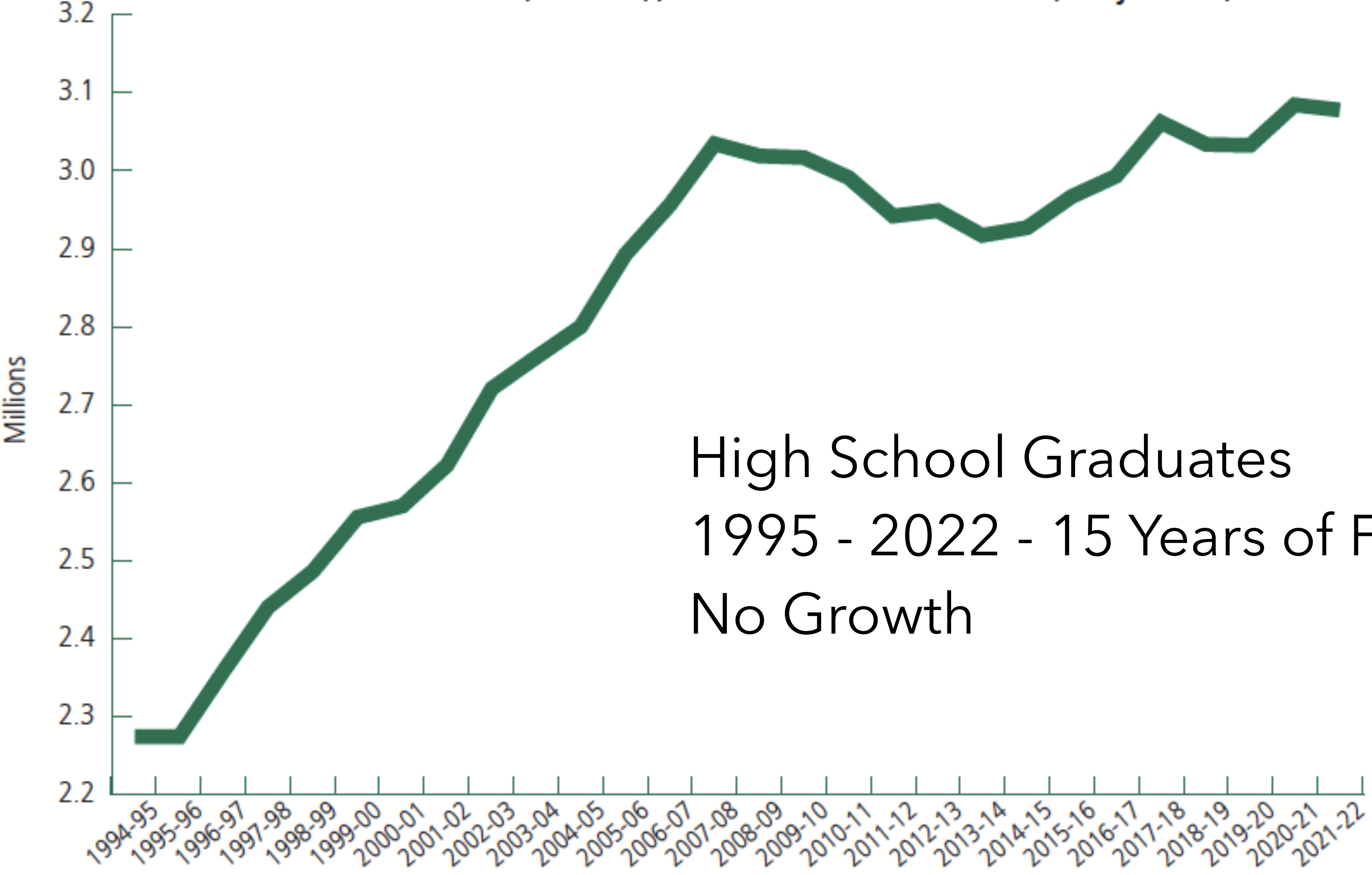
The Future of American Higher Education: In Five Charts



Five Different Futures for Higher Education

- Elite Privates
- Selective Publics
- Midwest and Northeast Privates
- Regional and Open-Access Publics
- Community Colleges

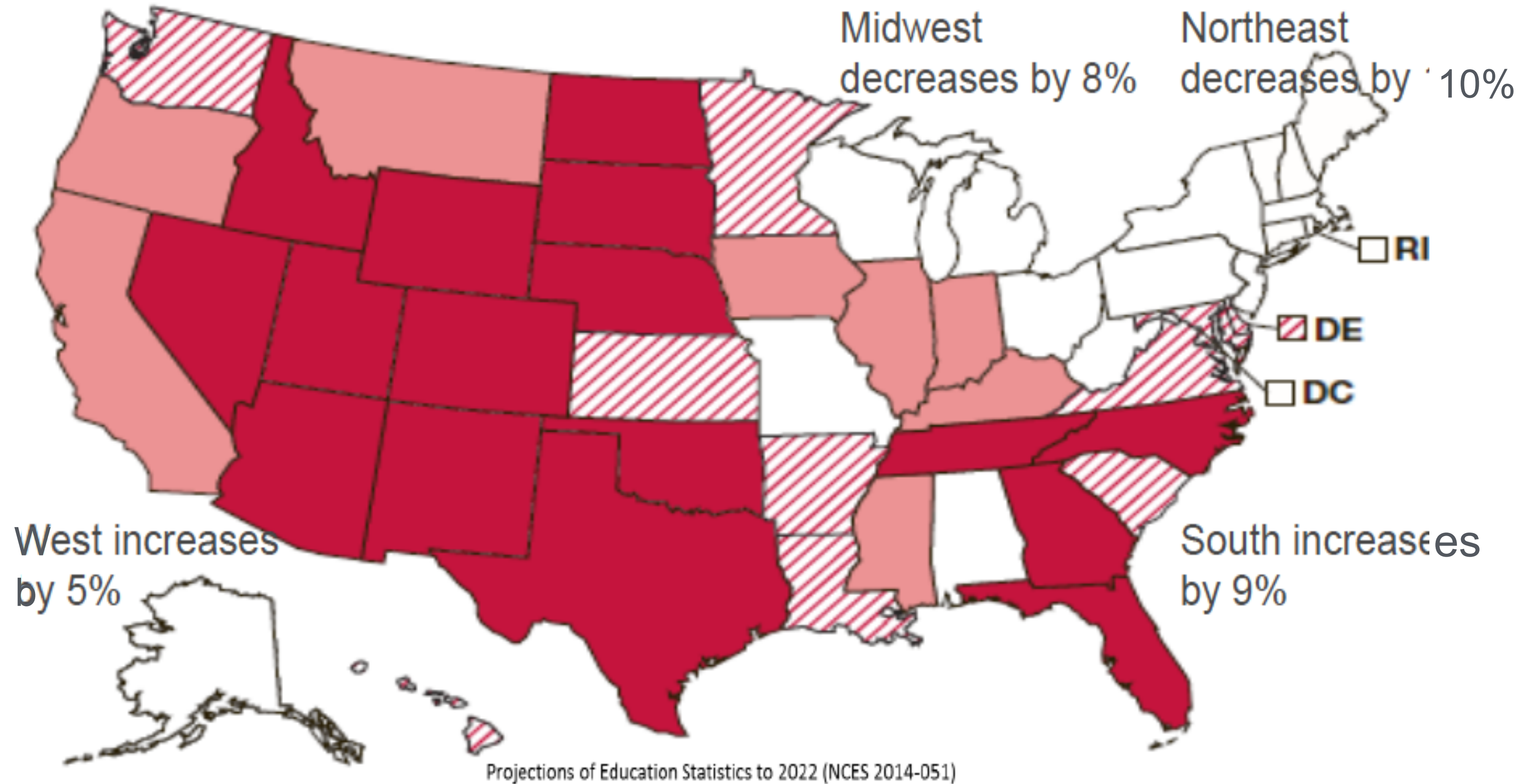
#1



High School Graduates
 1995 - 2022 - 15 Years of Flat or
 No Growth

"Knocking at the College Door," WICHE, December 2012.

High School Graduates by State



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



THE UNIVERSITY OF

MAINE

Celebrating 150 years

UMAINE.EDU/MATCH

BARRETT

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

Chronicle – October 13, 2014

2016 Admissions Director Survey

51% Public 4-Year

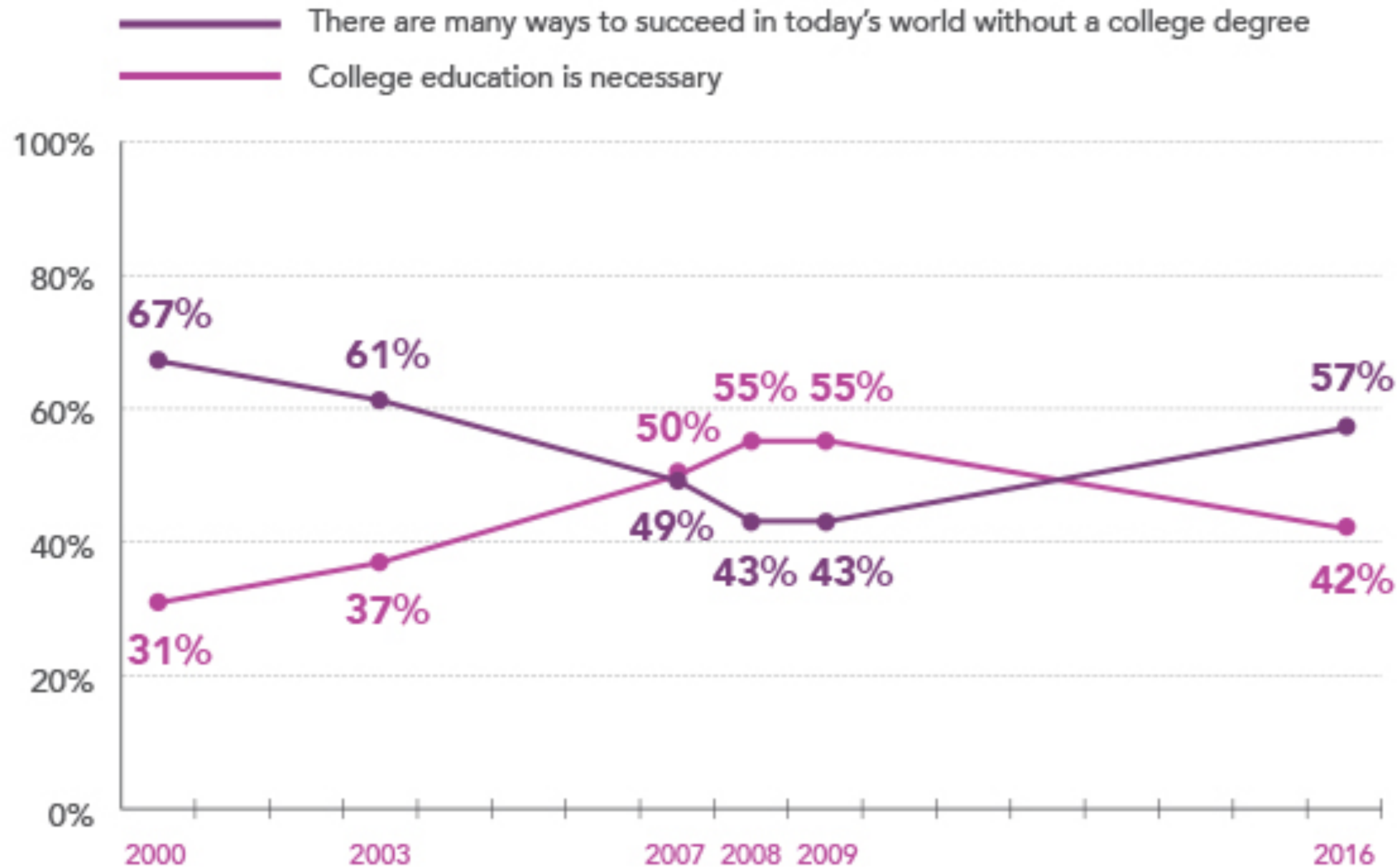
87% Private 4-Year

43% Public 2-Year

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

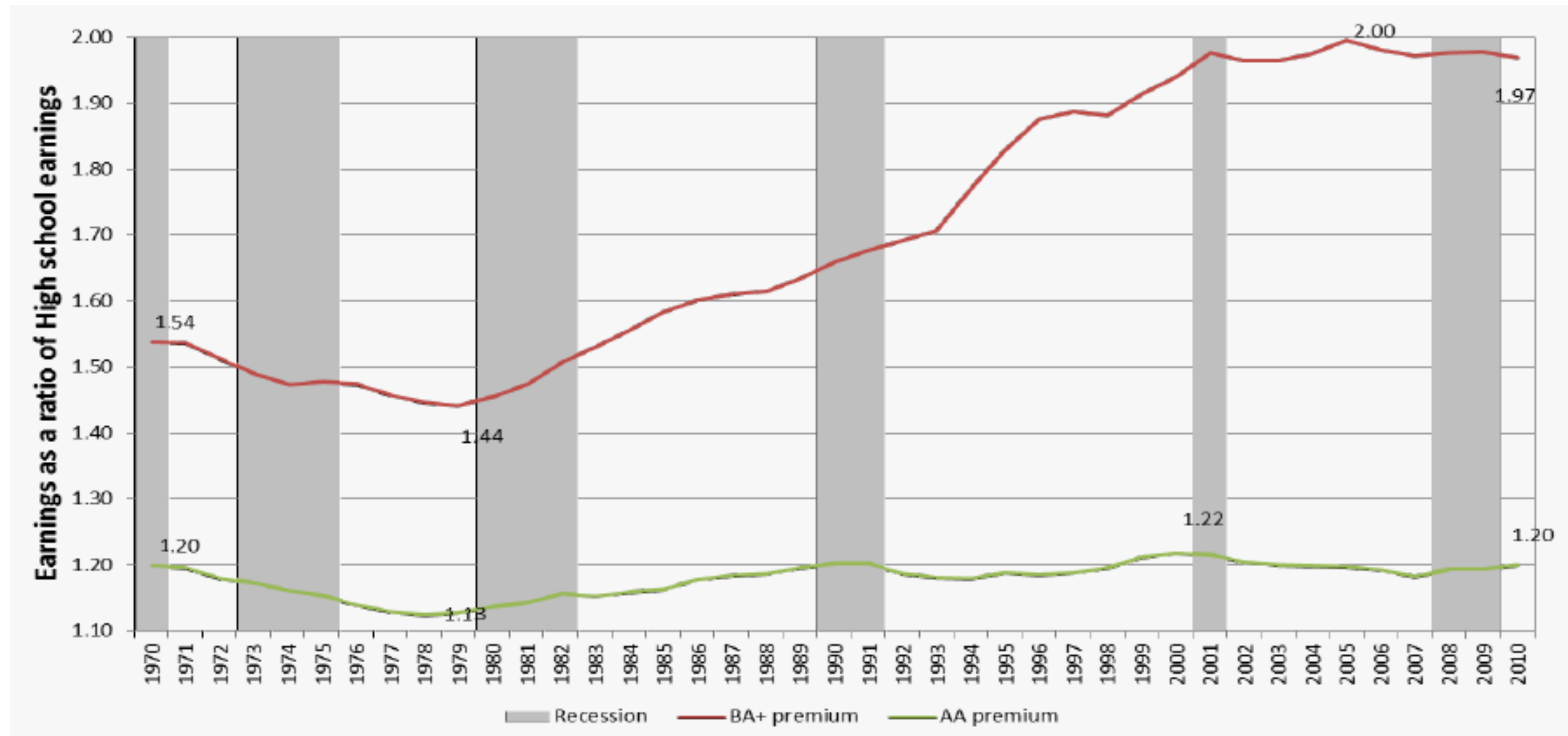
Chronicle – October 13, 2014

Declining value of college



Sources for pre-2016 data: Public Attitudes on Higher Education: A Trend Analysis, 1993 to 2003, Squeeze Play 2007, Squeeze Play 2009, Squeeze Play 2010, all Public Agenda.

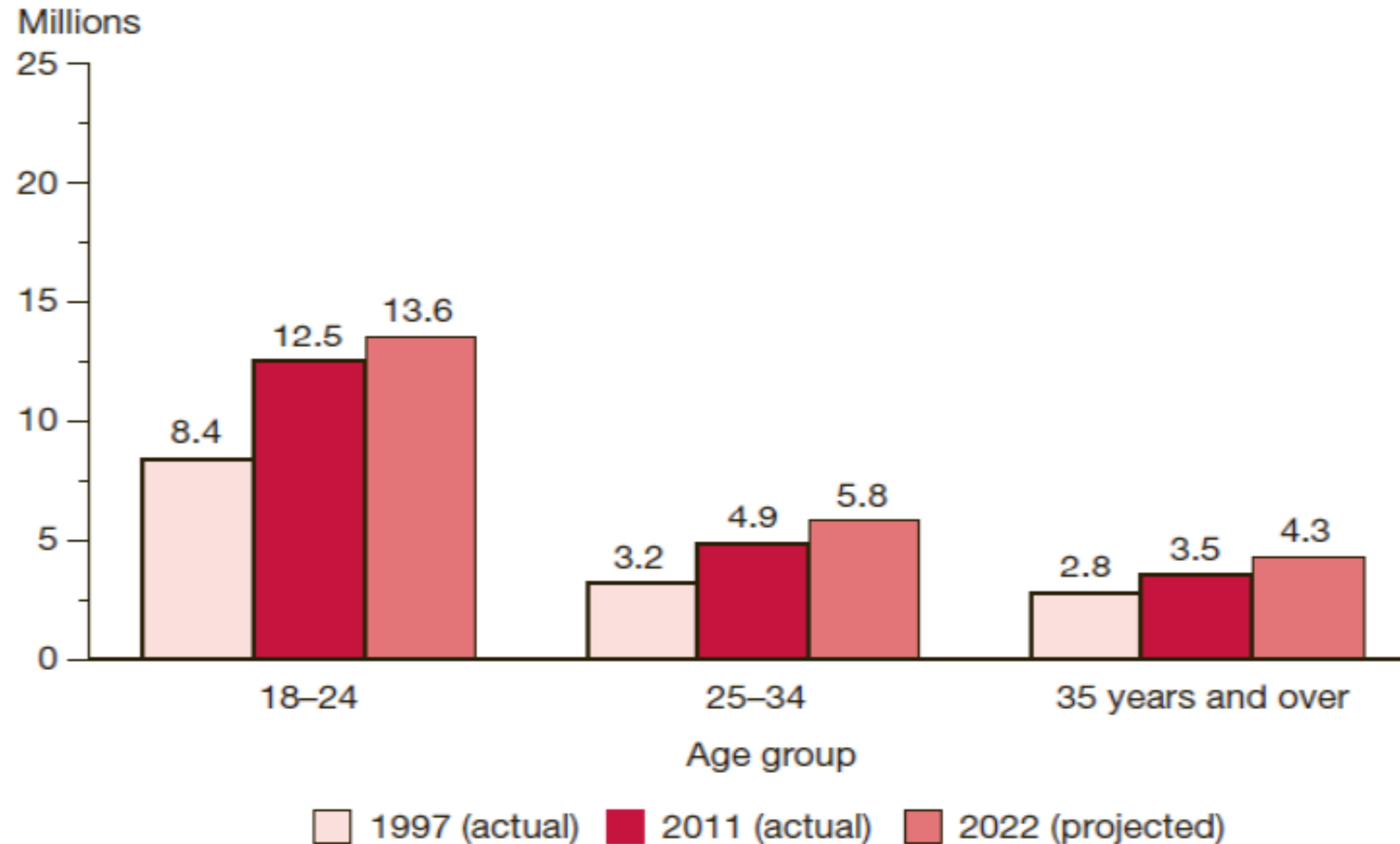
The Wage Premium for College Persists



“The College Advantage.” Anthony Carnevale and Tamara Jayasundera, Ban Cheah, August 2012.

#2

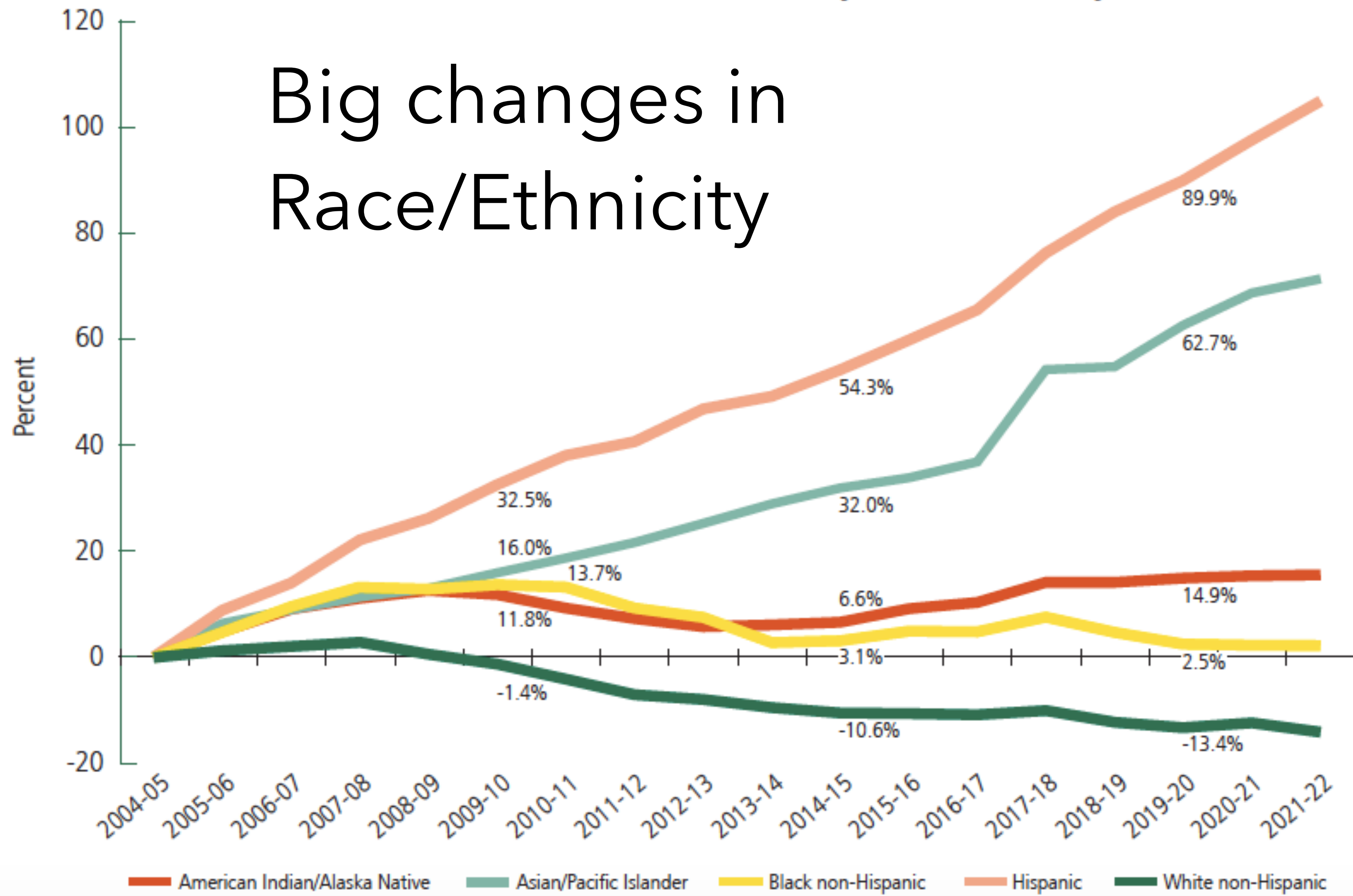
Total Enrollment by Age Group



Projections of Education Statistics to 2022 (NCES 2014-051)

#3

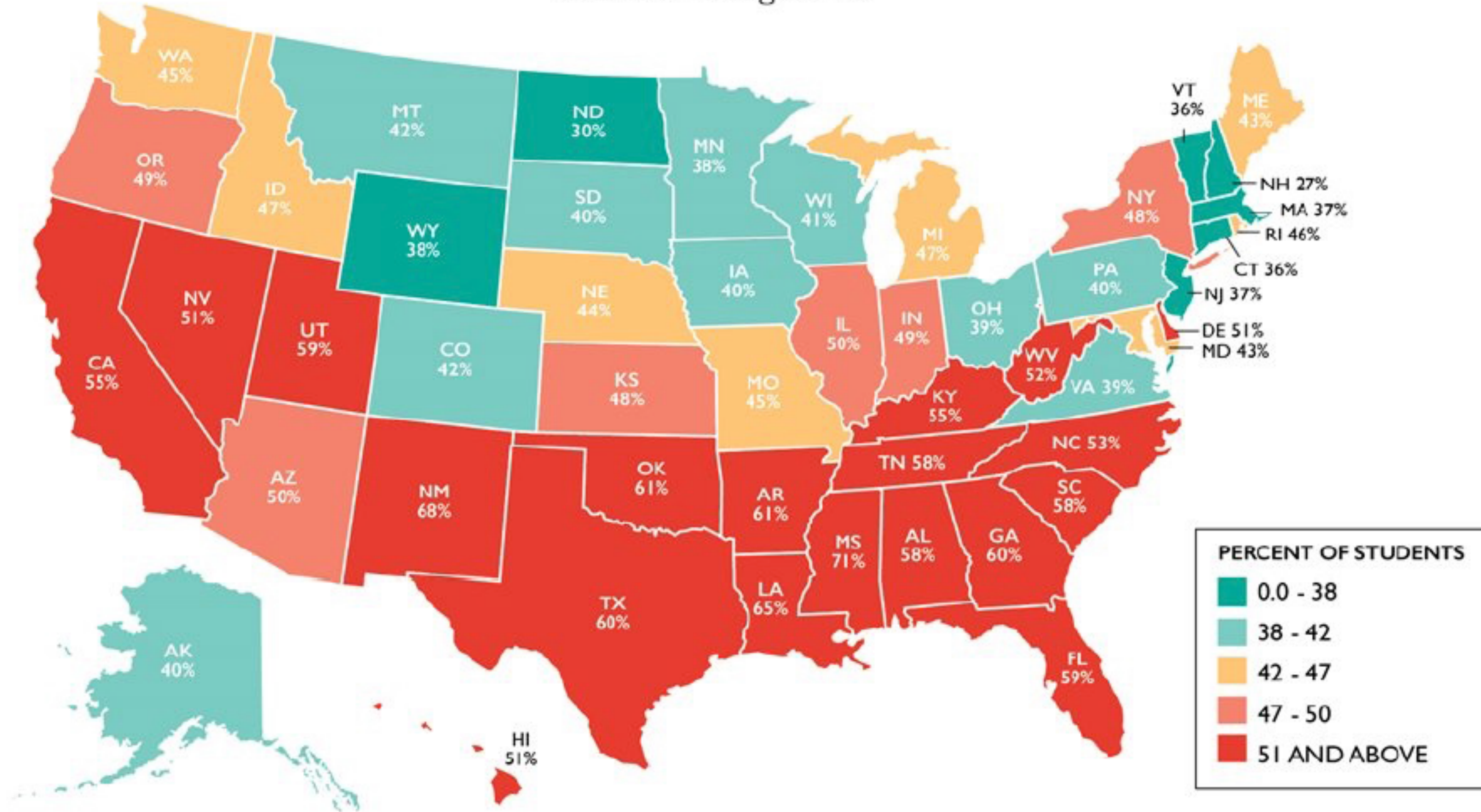
Big changes in Race/Ethnicity



#4

PERCENT OF LOW INCOME STUDENTS IN U.S. PUBLIC SCHOOLS 2013

National Average: 51%

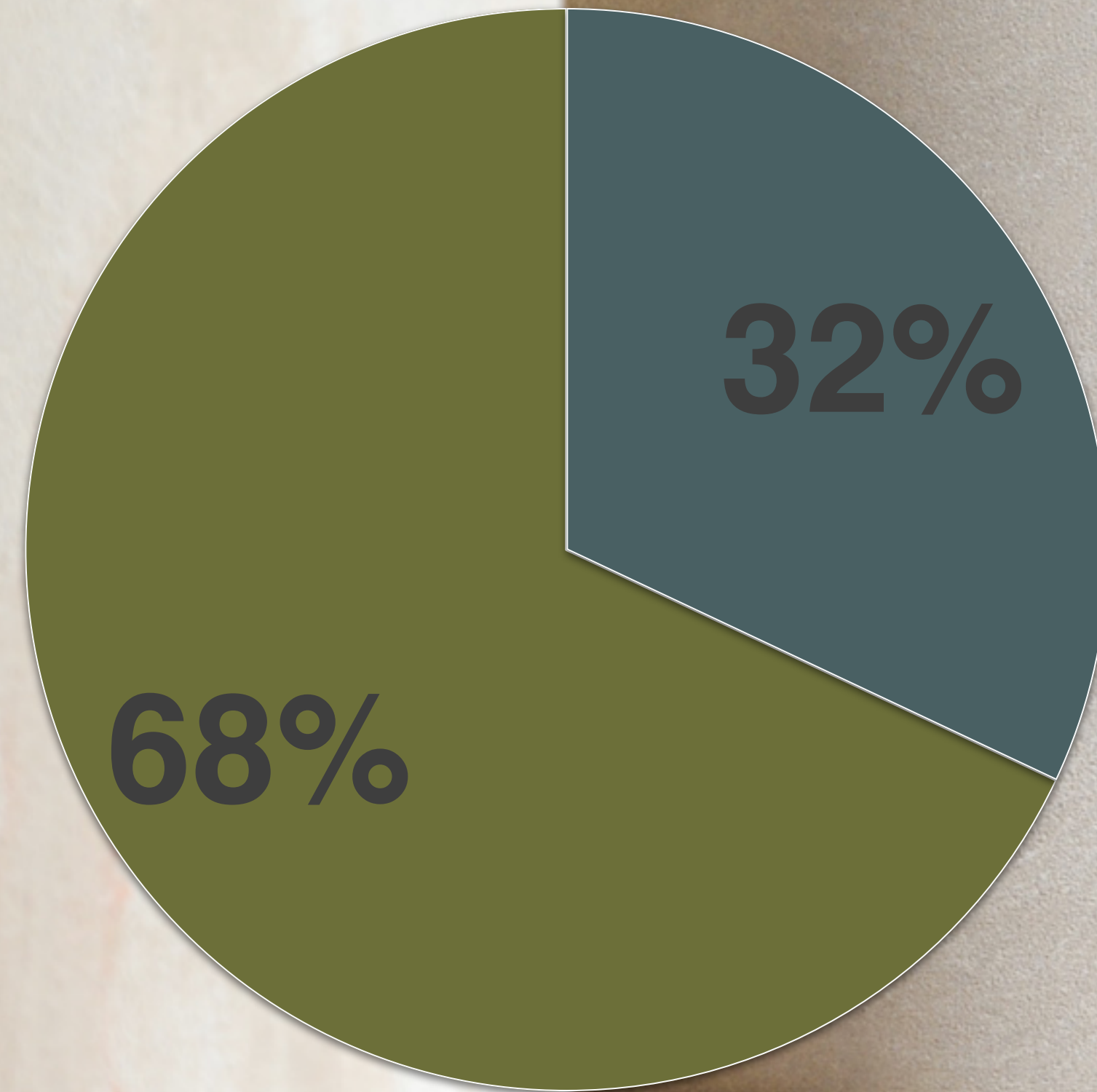


SOUTHERN EDUCATION FOUNDATION | SOUTHERNEDUCATION.ORG

Data Source: U.S. Department of Education, National Center for Education Statistics, Common Core of Data

#5

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%

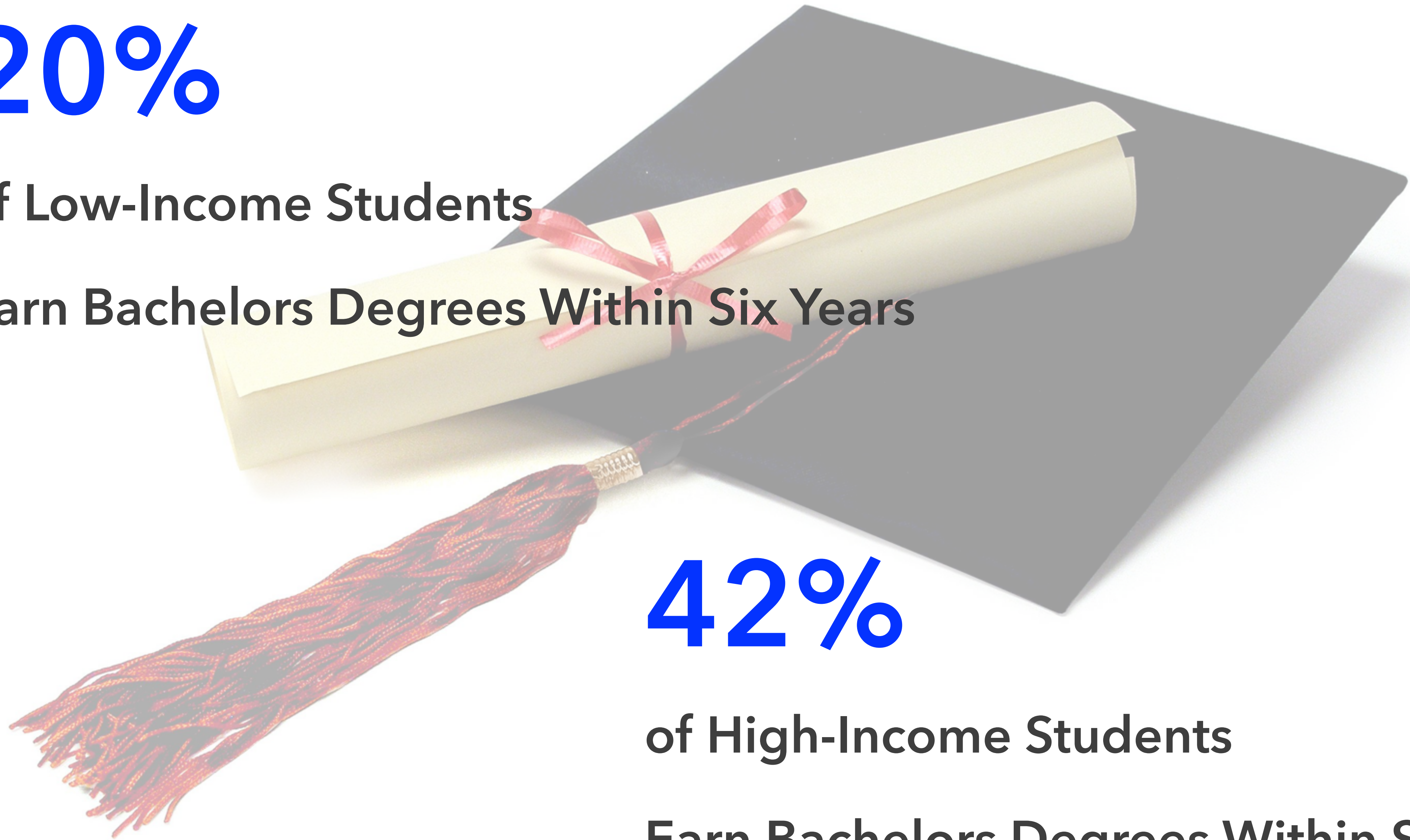
of Low-Income Students

Earn Bachelors Degrees Within Six Years

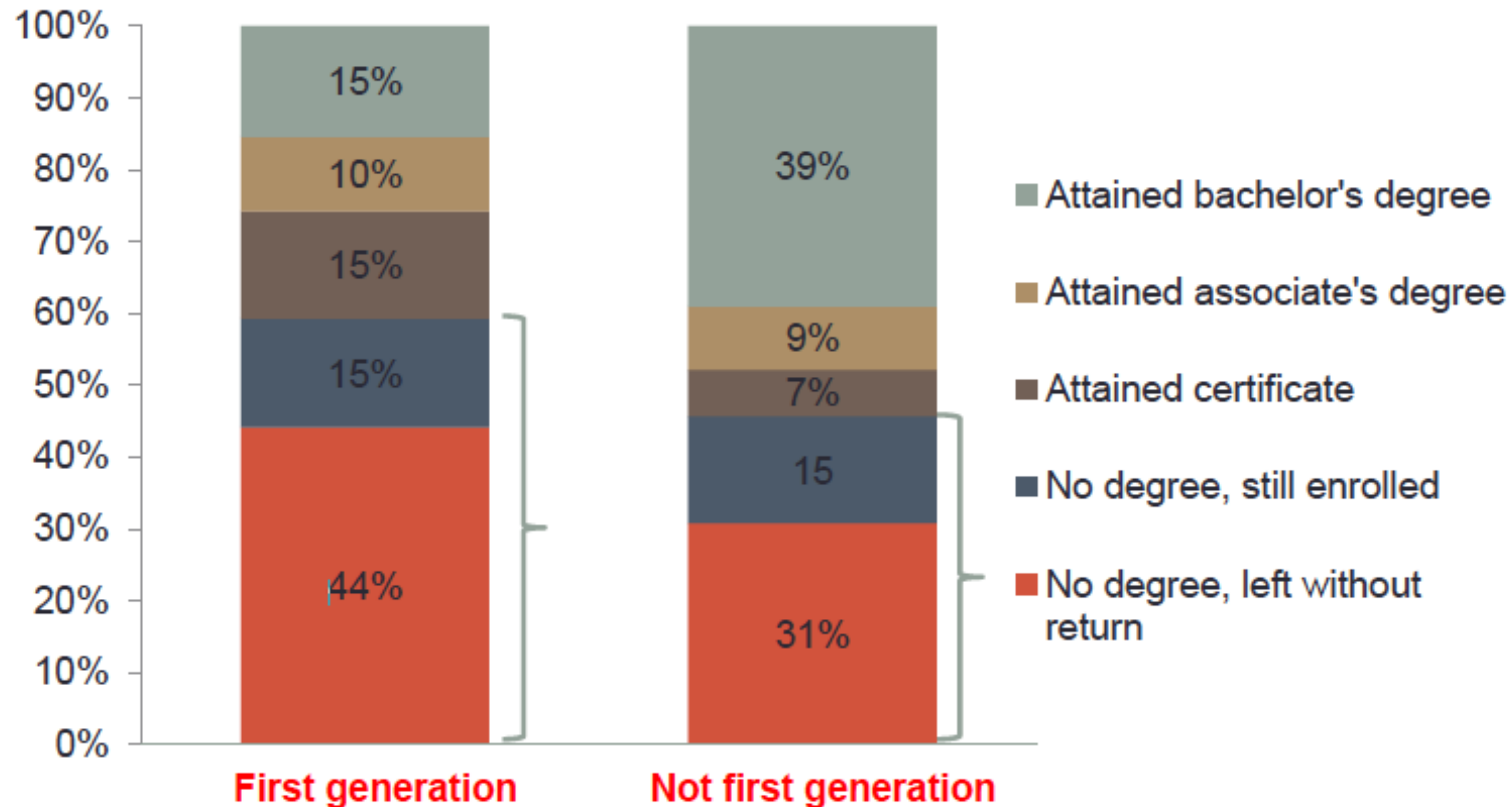
42%

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

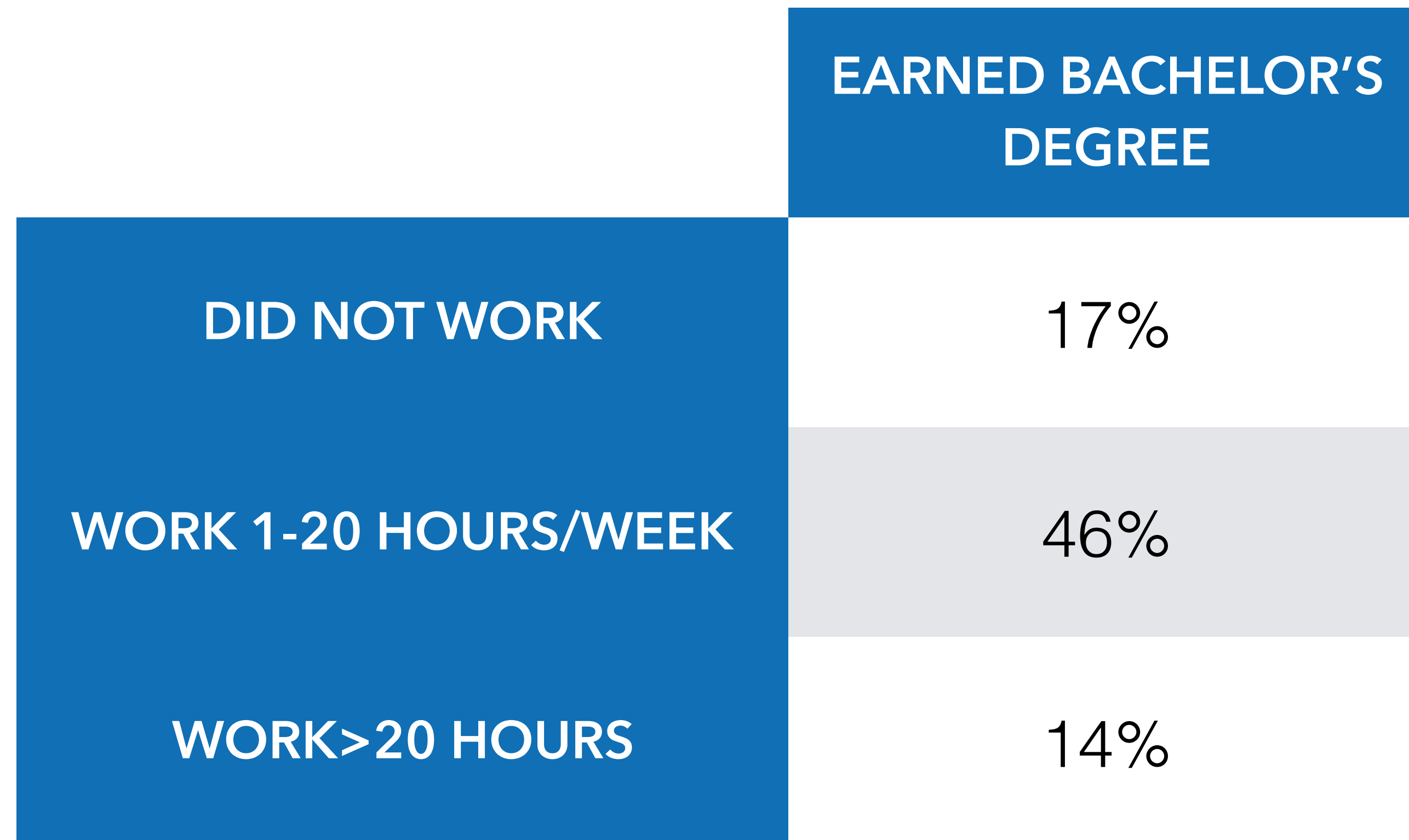


Balancing multiple roles (student, family member, employee, friend)



May experience less support & encouragement from family members

Work While Taking Classes?



6 Year Persistence
Low-income, 1st Gen Students

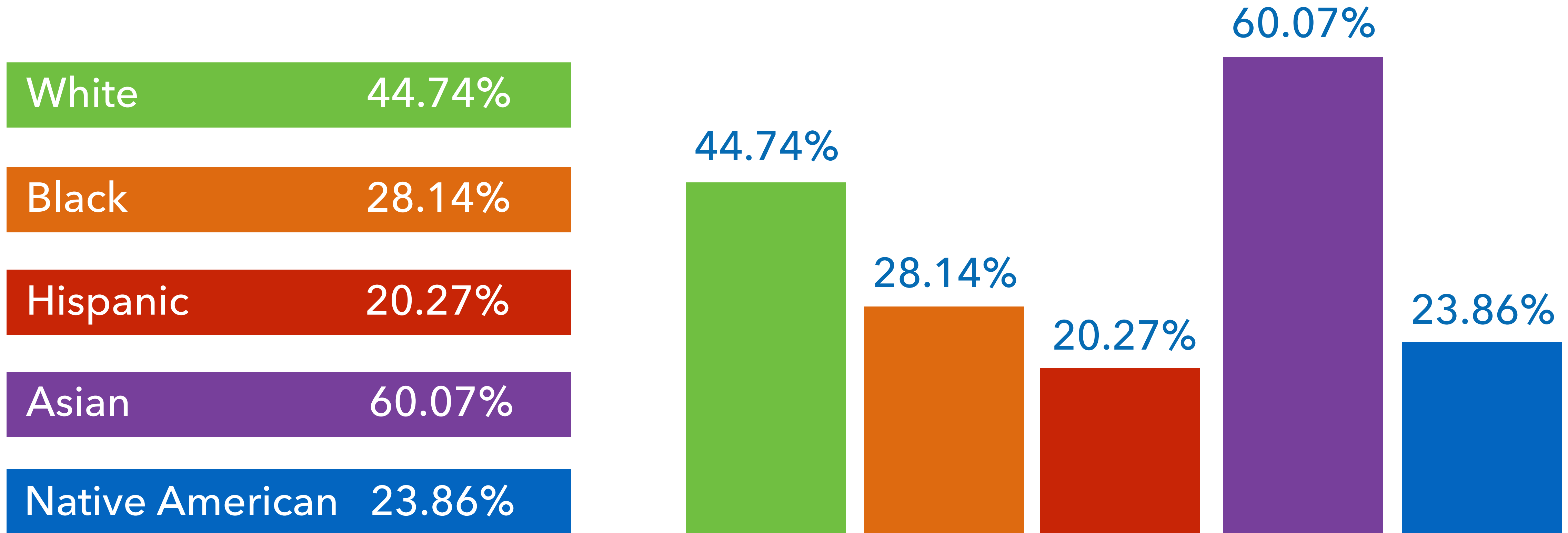
Moving Beyond Access: College Success for Low-Income, First-Generation Students



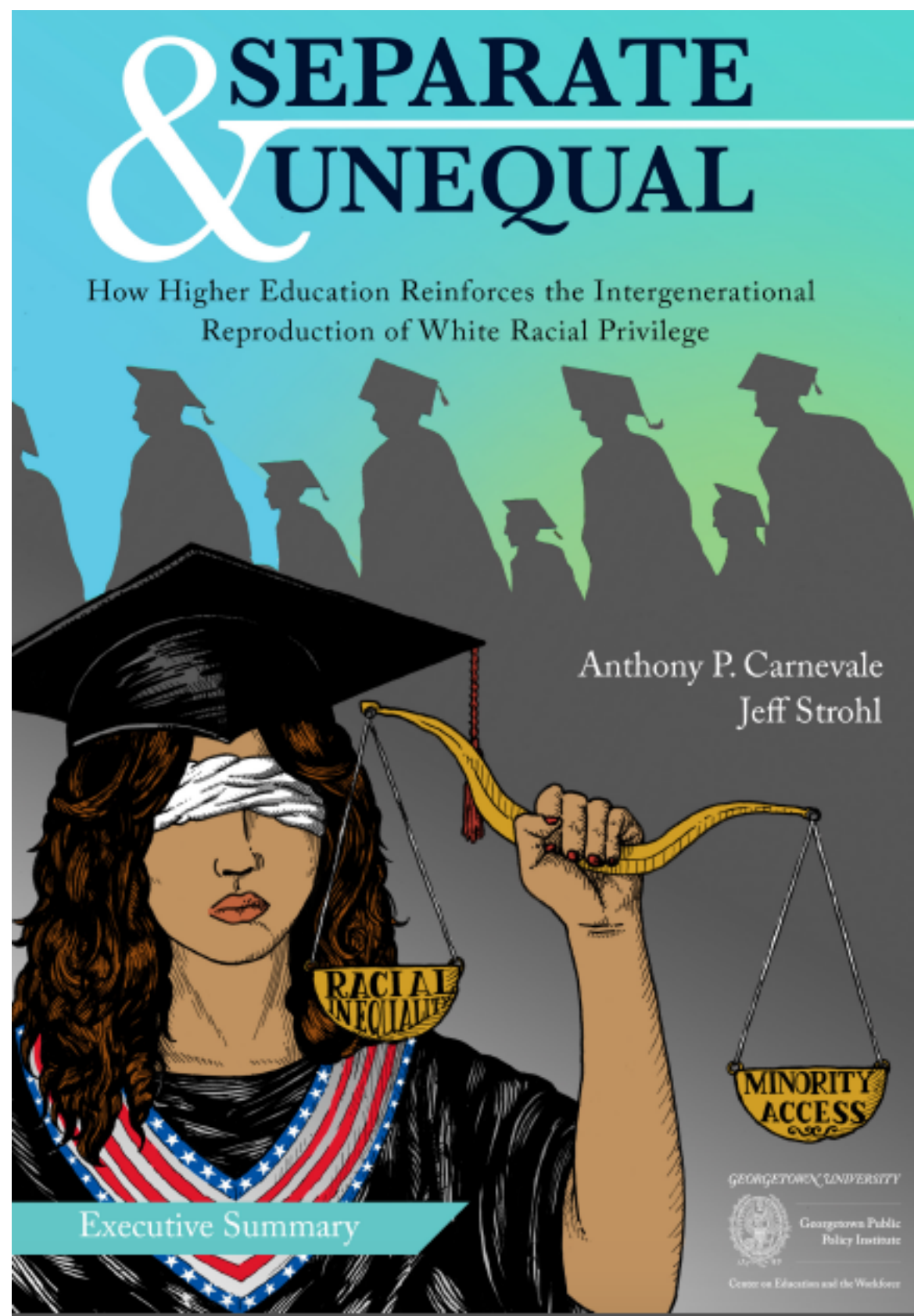
Intersectionality

Race & Ethnicity

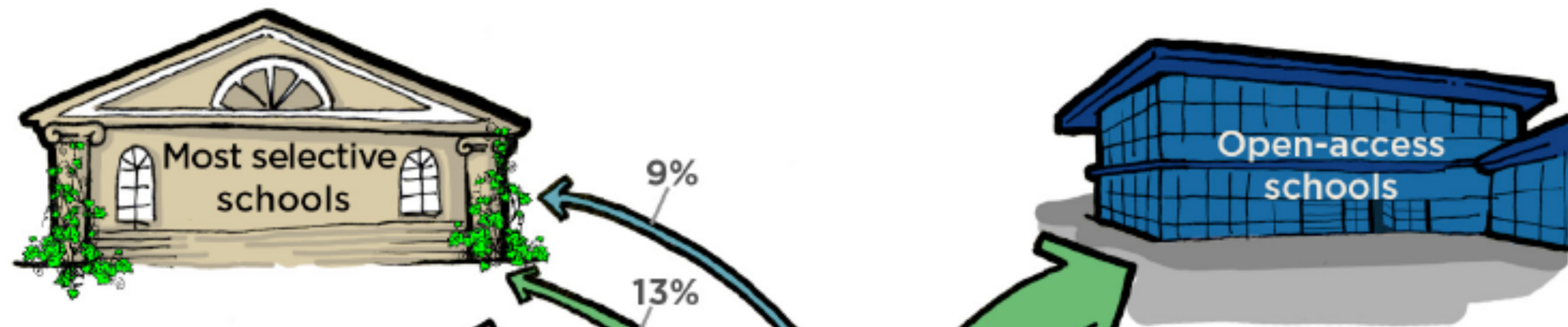
Degree-attainment (ages 25-64)



“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.

- White
- Hispanic
- African American



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



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.

Get Z on Social Issues of Our Time

	Gen Z	Gen Z Voters
Everyone should have the right to marry, regardless of sexual orientation	73%	75%
Transgender people should have equal rights	74%	83%
Healthcare should be free for everyone	64%	71%
Everyone should have the right to become a U.S. citizen, regardless of where they were born or how they came to the country	55%	63%

Mental Health & Resilience

Why are so many students struggling psychologically?

The Atlantic

SUBSCRIBE SEARCH MENU ≡



EDUCATION

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.

Arria - UMD - College Life Study

Social Media & Drinking

 **YETI Campus Stories** @YetiCampus · Mar 17

Go Vols - Tennessee

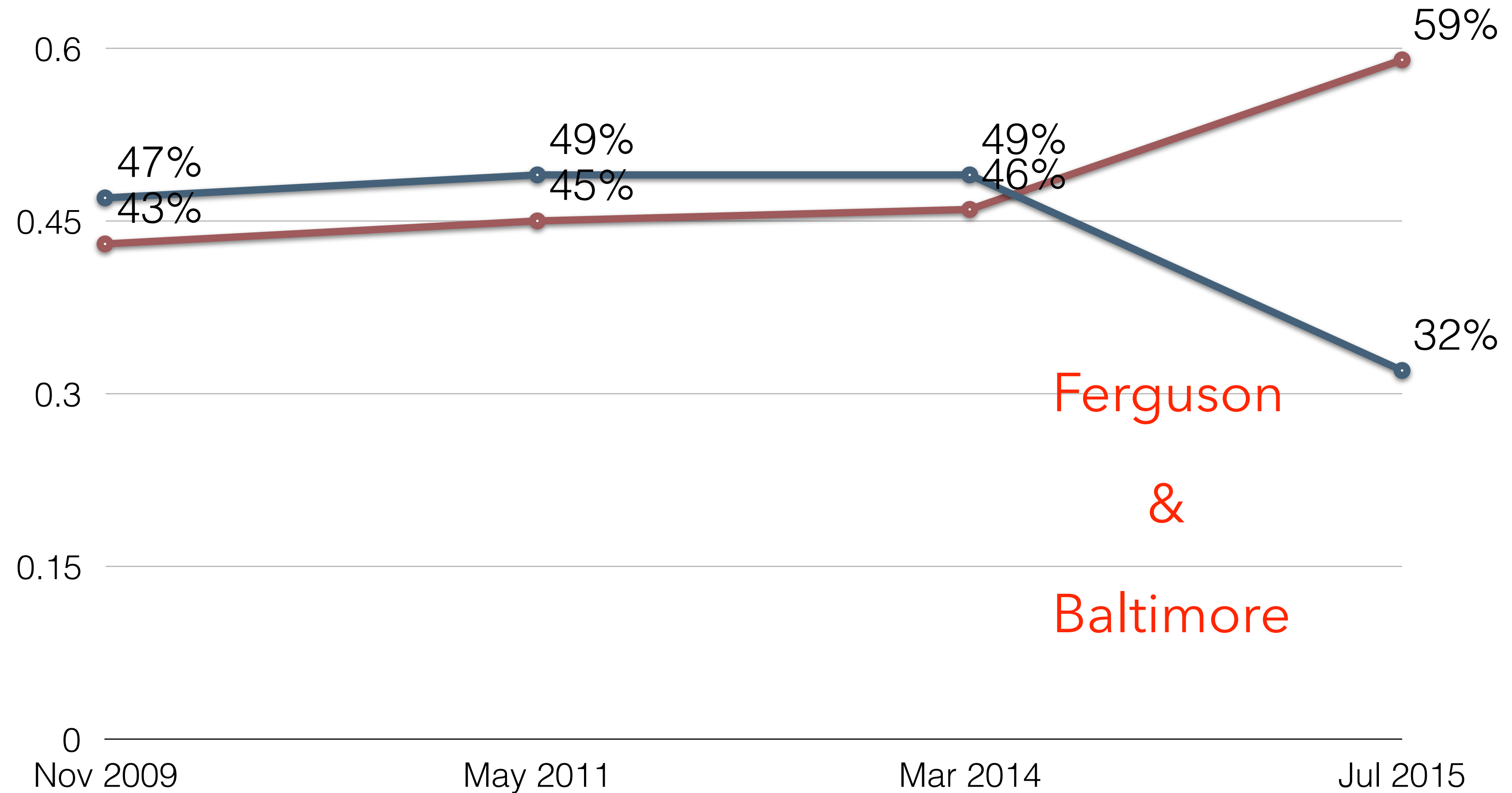


CAMPUS PROTESTS

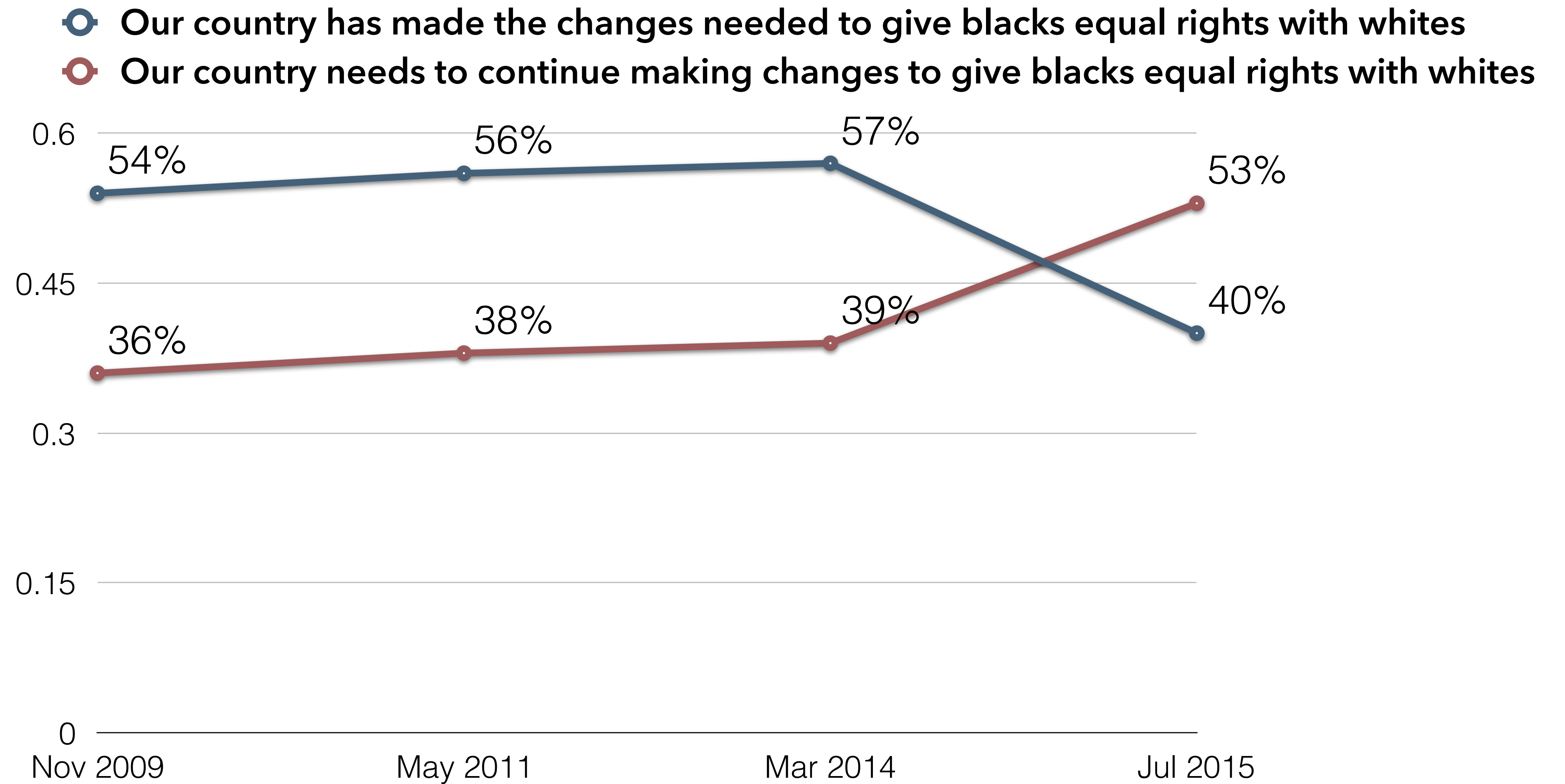


Race in America

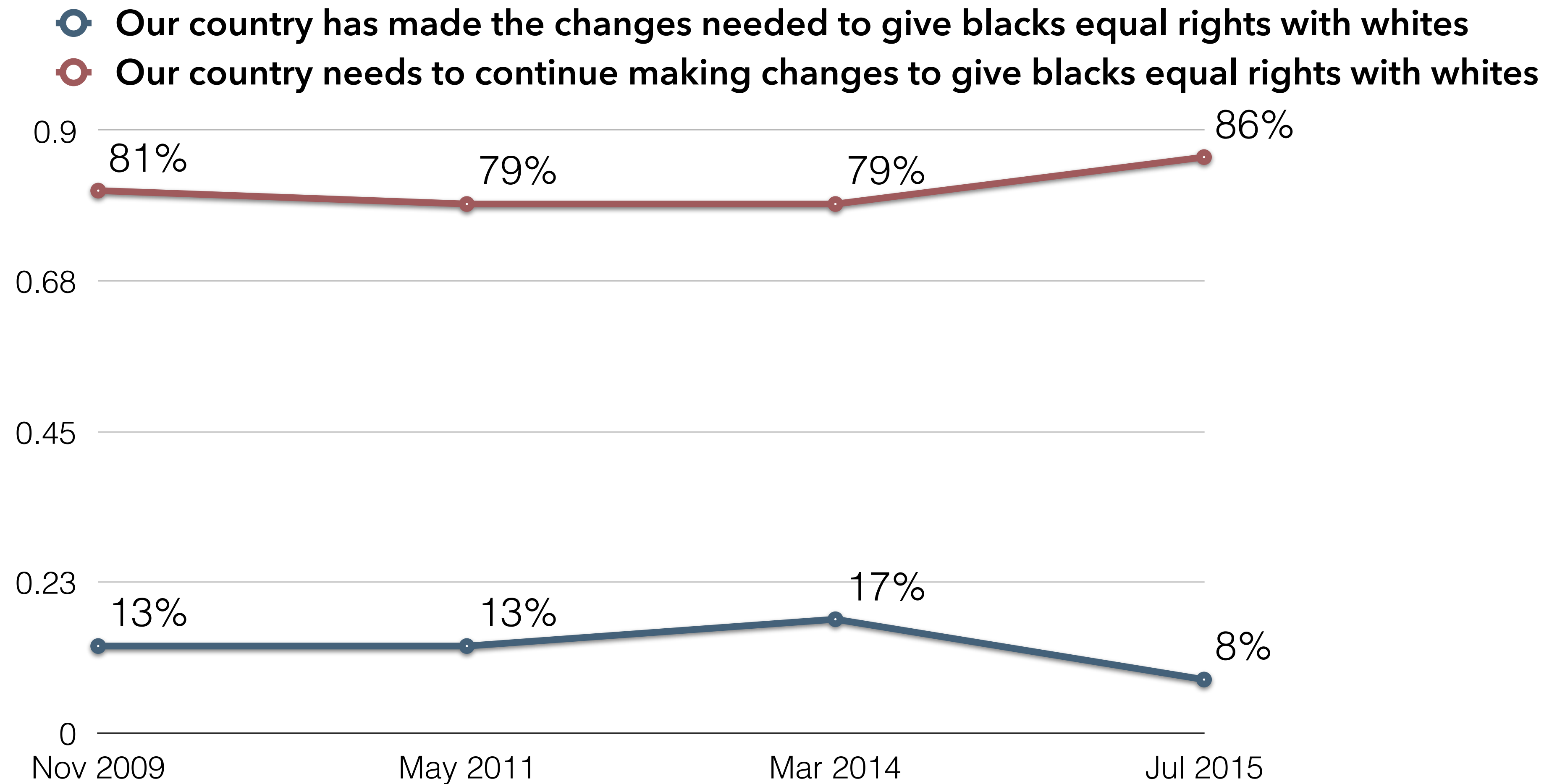
- Our country has made the changes needed to give blacks equal rights with whites
- Our country needs to continue making changes to give blacks equal rights with whites



Among Whites



Among Blacks



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.

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.

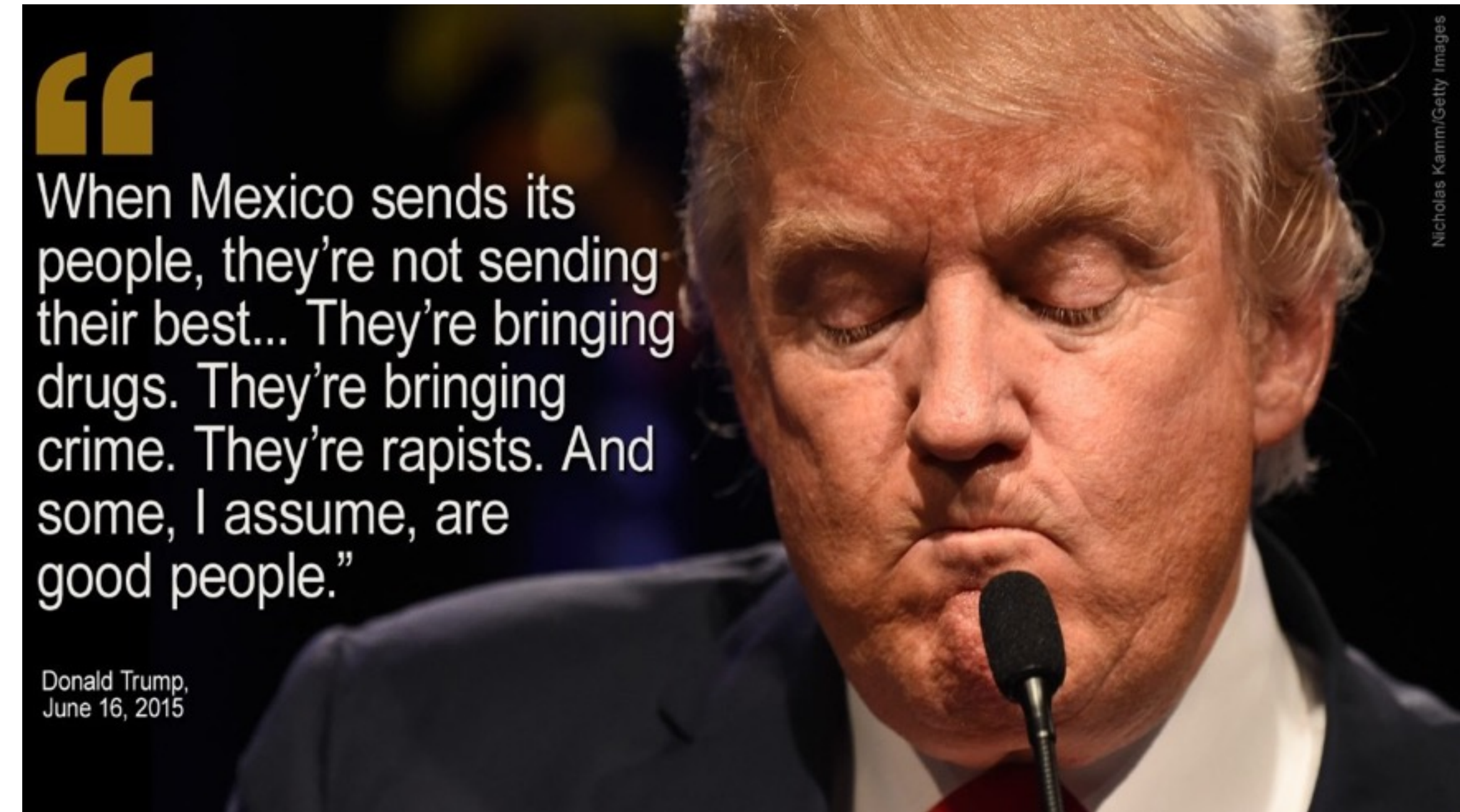
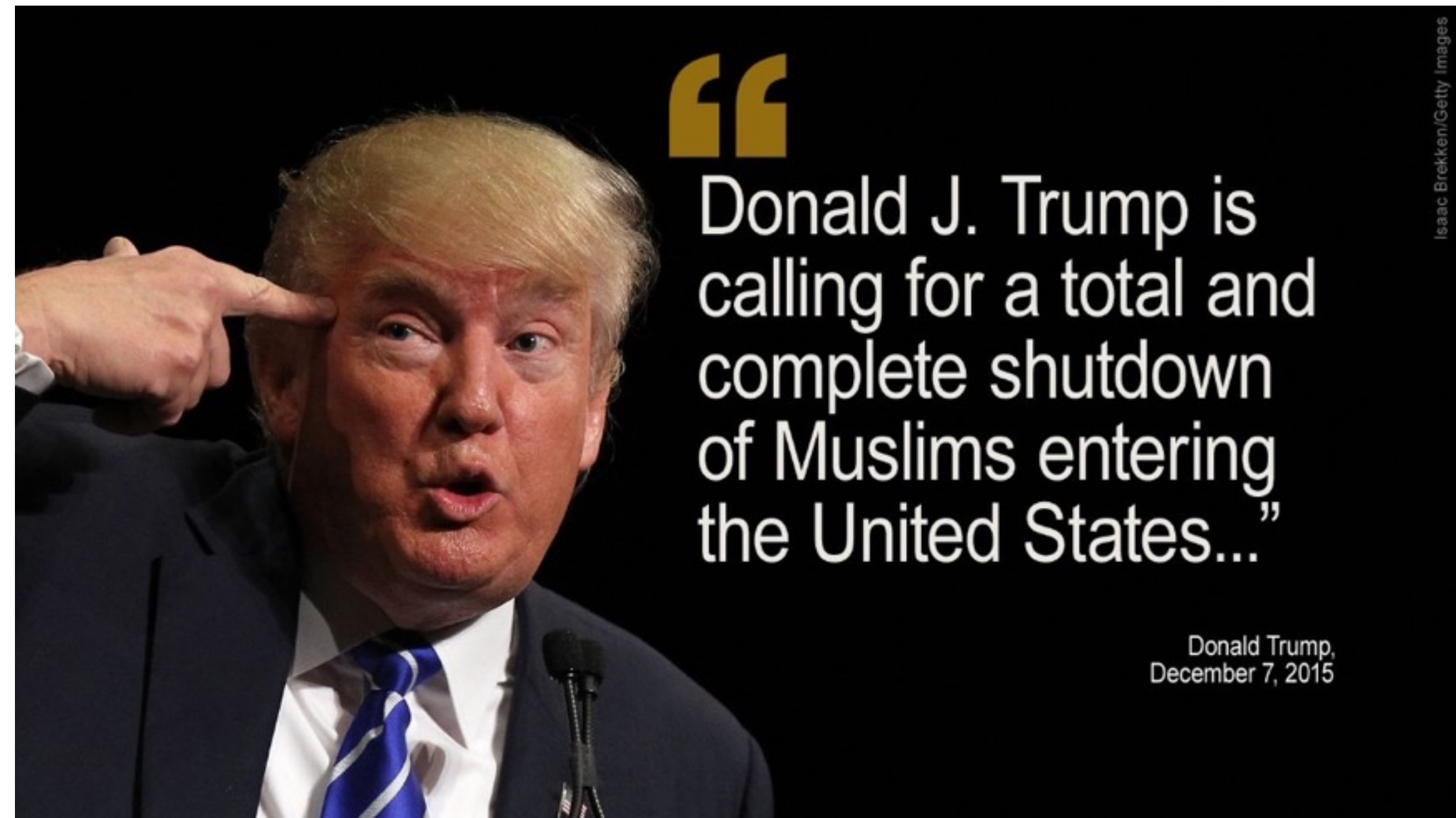
What's Different Today?

- 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



Political Campaign Issues

.@EmoryUniversity Prez Says Students Traumatized, In Pain Over "Trump 2016" Written In Chalk dailym.ai/1VGxAsk



Maya Angelou



**“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”

Is Your First Grader College Ready? NYT - 2014



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.



Announcing Global Freshman Academy

Start your freshman year of university on edX

Global Freshman Academy

323 of 34,086

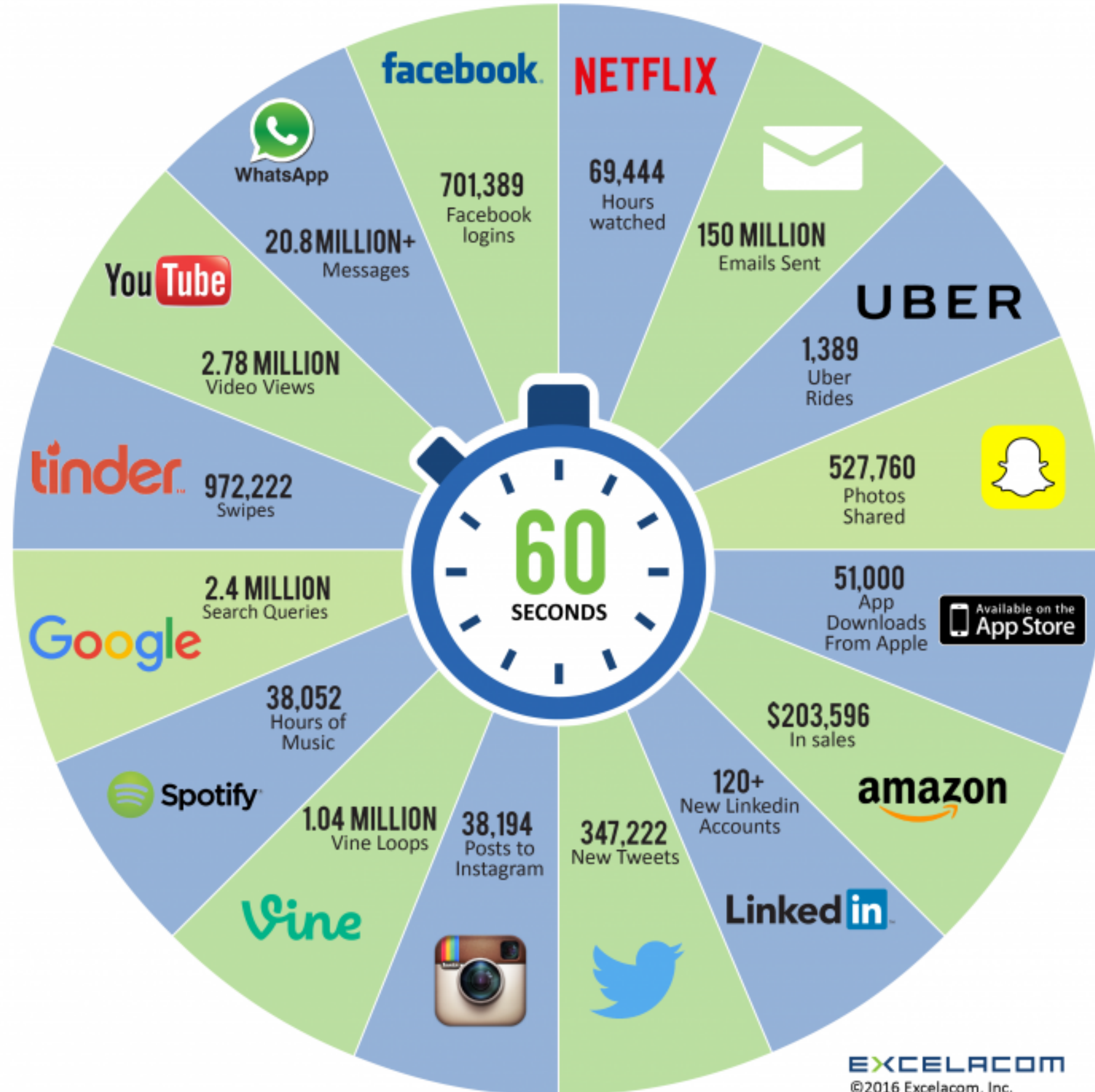


Announcing Global Freshman Academy

Start your freshman year of university on edX

Technology Challenge in Student Affairs

2016 What happens in an INTERNET MINUTE?



Disruption or Innovation?



[HOME](#) [TAO PRODUCT](#) [RESEARCH](#) [GET TAO](#)



TAO IS EFFECTIVE

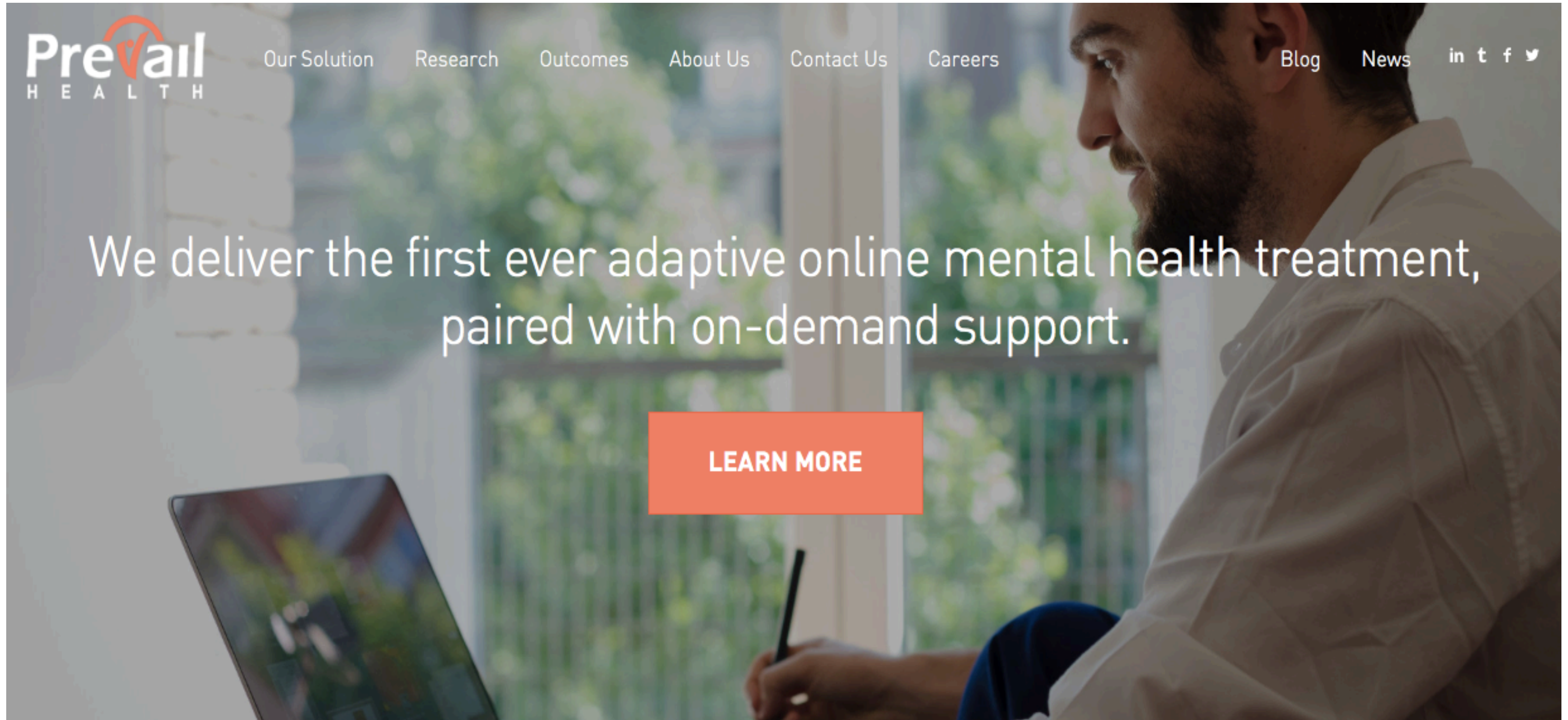
RESEARCH RESULTS

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?

A banner for Prevail Health featuring a man in a white shirt looking at a laptop. The background is a blurred indoor setting with a window showing greenery. The Prevail Health logo is in the top left, and a navigation menu is in the top right. A central text block and a 'LEARN MORE' button are overlaid on the image.

Prevail
H E A L T H

[Our Solution](#) [Research](#) [Outcomes](#) [About Us](#) [Contact Us](#) [Careers](#) [Blog](#) [News](#) [in](#) [t](#) [f](#) [t](#)

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.

[SIGN UP](#)



**“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.



Source: Georgetown University Center on Education and the Workforce

gatesnotes

The Purpose of College

1971

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

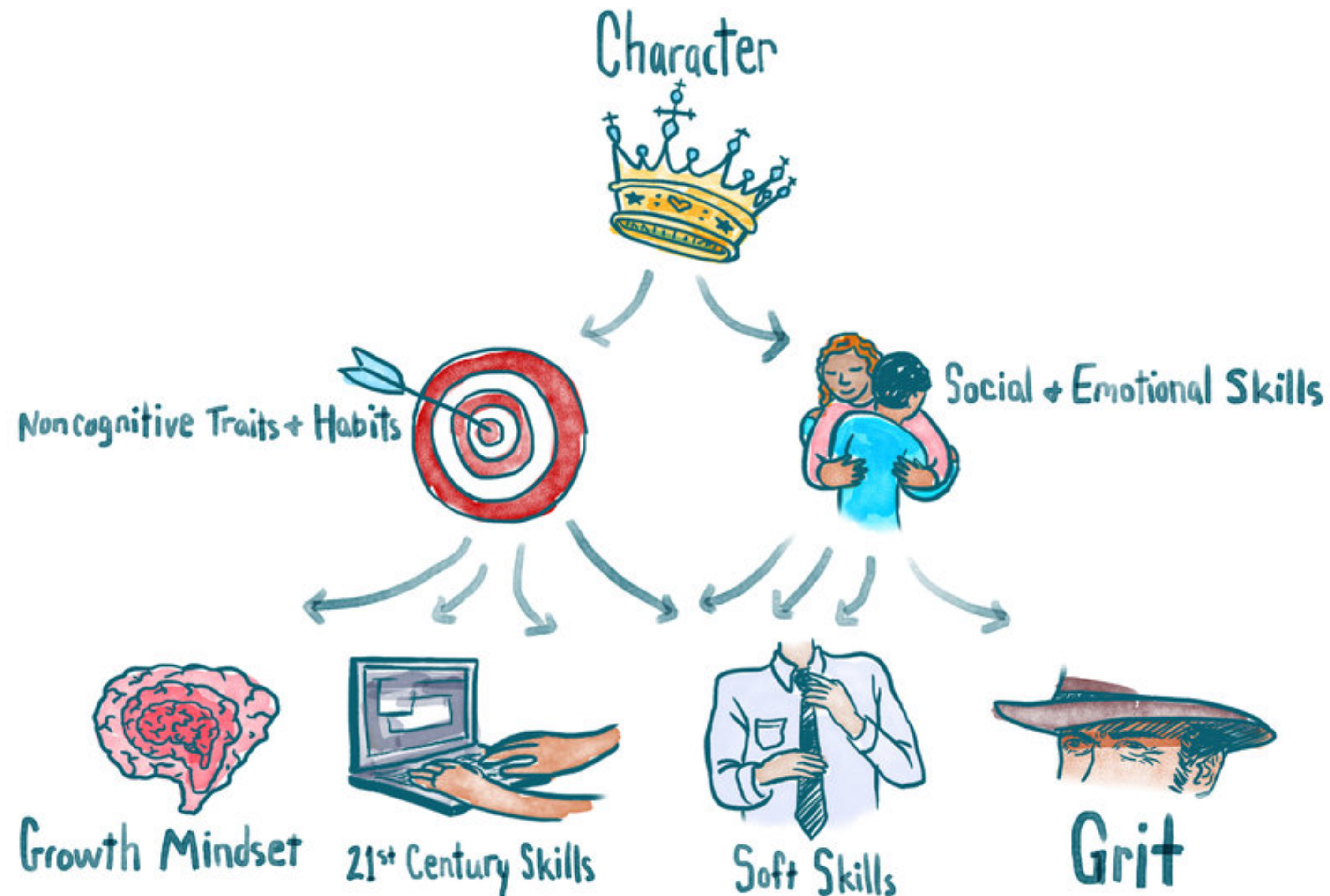
37% to be very well-off financially.

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"



nprED, May 28, 2015

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

