Can We Get There From Here?

Accepting President Obama’s Challenge

UCEA Workforce Development Conference

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“By 2020, America will Once again have the highest Proportion of college graduates In the World”

President Barrack Obama, 2/24/09
The Context Behind The Challenge

- The Economic Competitiveness Challenge
- The Demographic Challenge
- The Financial Challenge
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Differences in College Attainment (Associate and Higher) Between Younger and Older Adults - U.S. and OECD Countries, 2005

Percent of Adults with an Associate Degree or Higher by Age Group - U.S. & Leading OECD Countries

Source: OECD, Education at a Glance 2008
Differences in College Attainment (Associate and Higher) Between Younger and Older Adults - U.S., 2005

Source: U.S. Census Bureau, 2005 ACS
Relationship Between Educational Attainment, Personal Income, and Economic Strength

Source: NCHEMS
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High School Graduation Rates - Public High School Graduates as a Percent of 9th Graders Four Years Earlier, 2006

Source: Tom Mortenson, Postsecondary Opportunity Via NCHEMS
College-Going Rates – First-Time Freshmen Directly Out of High School as a Percent of Recent High School Graduates, 2006

Source: Tom Mortenson, Postsecondary Opportunity Via NCHEMS
Change in Population Age 25-44 By Race/Ethnicity, 2005-2025

Source: U.S. Census Bureau
Public High School Graduates in the WICHE Region, by Race/Ethnicity, 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)
Difference in Education Attainment Between Whites and Hispanics (2006, Percent)

Source: U.S. Census Bureau, 2006 American Community Survey (ACS) Public Use Microdata Sample (PUMS) File. Via NCHEMS
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Annual Percentage Budget Increases, Fiscal 1979 to Fiscal 2010

-32-year historical average rate of growth is 5.9 percent
**Fiscal 09 numbers are estimated
***Fiscal 10 numbers are recommended

Source: NASBO June 2009 Fiscal Survey of States
Projected State and Local Budget Surplus (Gap) as a Percent of Revenues, 2016

Source: NCHEMS; Don Boyd (Rockefeller Institute of Government), 2009 Via NCHEMS
We all know the mantra

The States don’t love us anymore.

They’ve been “disinvesting” in us for years

And, even those who love us have had to forsake us because we have that other source of revenue

TUITION
Public FTE enrollment, educational appropriations and total educational revenue per FTE, United States – FY 1983-2008

Note: Constant 2008 dollars adjusted by SHEEO Higher Education Cost Adjustment. (HECA) Source: SHEEO SHEF
But that was the, this is now

- We’ve been hammered the last two years.
- And, the worse is still to come.
- Well!
  - Yes, and No
Hammered: That’s Not So Clear
One Year Doesn’t Make a Trend

2005-2010 with stimulus
Even in “The Worst of Times”, One Size Doesn’t Fit All

Source: SHEEO & WICHE Preliminary Data – November 2009
Where to from here

Will it get worse

Absolutely

- We’ve squandered the stabilization funding

- And, we fall off the cliff when this goes away
  - 2011 for most
  - 2012 for the rest
  - And a few states don’t have to worry
The Net Effect of The Context Behind The Challenge

A Perfect Storm – Three Waves Colliding

- On Economic Competitiveness – we’re losing ground
- On Demographics
  - Performance is already subpar in college success
  - Growth will be entirely in least educated portions of our population
- On Finances
  - Bad, and getting worse
  - And seemingly no capacity to change our way of doing business (except on the margin)
So,

The President has set out a major challenge – to regain world leadership in higher education.

We face major demographic and economic challenges in just sustaining the status quo.

*CAN WE GET THERE FROM HERE?*
How Can the U.S. Reach International Competitiveness?

Current Degree Production Combined with Population Growth and Migration and Improved Performance on the Student Pipeline Measures

Degrees Produced 2005-25 with Current Rate of Production

Additional Degrees from Population Growth

Additional Degrees from Net Migration of College-Educated Residents

Reaching Best Performance in High School Graduation Rates by 2025

Reaching Best Performance in College-Going Rates by 2025

Reaching Best Performance in Rates of Degree Production per FTE Student

Total Degrees Produced 2005-25 If All of the Above

Degrees Needed to Meet Best Performance (55%)

Source: 2005 ACS, PUMS/nchems
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CAN WE GET THERE FROM HERE?
We Have No Choice. We Must!
So, How Can We Get There From Here

What won’t be the winning strategy

- Pride in accomplishments of the past
- Same old – same old
- More public funds – from either states or feds.
So, How Can We Get There From Here

What can be the winning strategy

- Become more productive in undergraduate education
- Focus on those who aren’t succeeding today
Becoming More Productive

By What Measure?

- More, Better, Faster, Cheaper

But How?

- In The Policy Arena - Focus Activity
  - Reverse mission creep
  - Reduce governmental avarice

- In The Practice Arena – Change the Business Model
  - Rely on evidence based practice – student success
  - Use technology to transform the industry
Examples of Productivity Enhancers

- Scuttle under-enrolled courses and programs
- Begin new courses and programs only where student demand exists
- Increase teaching loads
- Use cost-effective technology to reduce costs and increase student learning
- Reduce excess credits to degree
- Increase credit for prior learning – dual enrollment, credit by exam, CAEL assessment
- Collaborate on pedagogy with other institutions – use their best courses
- Only serve students we can serve
Focus on those who aren’t succeeding today

Communities of Color, particularly the Hispanic community
Difference in Education Attainment Between Whites and Hispanics (2006, Percent)

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Focus on those who aren’t succeeding today

- Communities of Color, particularly the Hispanic community
- Adult Students, particularly prior participants
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So, Can We Get There From Here

Absolutely!
But not on the current track
We must change big time
  - Increasing Productivity
  - Increasing Real Access
We must look forward, not back
Remember – Pride was deemed as one of the Seven Deadly Sins
So, to get there – let’s “just do it”.

ENOUGH ALREADY