College Admission 2025
Embracing the Future
Enjoying These
“Interesting Times”

Presentation by:
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(WICHE)
Enjoying These Interesting Times

May You Live In Interesting Times

Proverb
Or
Curse

 Probably Easier To *Enjoy* A Proverb than a Curse,

But it is what it is, so find a way to enjoy
Setting A Context: *These Interesting Times*

- Competitiveness
- Demographics
- Finances
- Productivity
The Context: *These Interesting Times*

- Competitiveness
- Demographics
- Finances
- Productivity
Differences in College Attainment (Associate & Higher) Between Younger & Older Adults—U.S. & OECD Countries, 2009

Source: Organisation for Economic Co-operation and Development (OECD), *Education at a Glance 2011*
Differences in College Attainment (Associate & Higher) Between Younger & Older Adults - U.S., 2009

Source: U.S. Census Bureau, 2009 American Community Survey (ACS)
Difference in College Attainment between Young Adults (25-34) and Older Adults (45-64), 2011

Source: U.S. Census Bureau, 2011 American Community Survey
The Relationship Between Educational Attainment, Personal Income, and the State New Economy Index (2010)

Percent of Adults 25 to 64 with College Degrees (2009)

Personal Income per Capita (2010)

Source: U.S. Census Bureau, 2010 American Community Survey; Bureau of Economic Analysis; Kauffman Foundation
The Context: *These Interesting Times*

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Difference in College Attainment Between Whites and Minorities (Blacks, Hispanics, Native Americans) (2008-10)

Source: U.S. Census Bureau, 2008-10 American Community Survey
Composition of Public Higher School Graduates By Race/Ethnicity 2008-09 (Actual) and 2009-10 to 2027-28 (Projected)
Composition of Public Higher School Graduates By Race/Ethnicity 2008-09 (Actual) and 2009-10 to 2027-28 (Projected)
The Context: *These Interesting Times*

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Public FTE Enrollment and Education Appropriation per FTE, U.S., 1988-2013

Note: Net tuition revenue used for capital debt service included in the above figures. Constant 2013 dollars adjusted by SHEEO Higher Education Cost Adjustment (HECA).

Source: State Higher Education Executive Officers
An Alternative Perspective

- 2001 was the high water mark or public support

- State Fiscal Support for Higher Education by State (Grapevine via SHEF FY 2013)
  - FY08 = 77,190,709,356
  - FY13 = 76,238,167,052
  - Delta = -1.2%
  - HECA over period = 9.5%
  - Enrolment increase over period = +10%
Educational Appropriations per FTE Percent Change by State, Fiscal 2008-2013

Note: Dollars adjusted by 2013 HECA, Cost of Living Adjustment, and Enrollment Index.
Source: State Higher Education Executive Officers
Total Educational Revenue per FTE Percent Change by State, Fiscal 2008-2013

Note: Dollars adjusted by 2013 HECA, Cost of Living Adjustment, and Enrollment Index; total educational revenue excludes net tuition revenue used for capital debt services.

Source: State Higher Education Executive Officers
The Context: *These Interesting Times*

- Competitiveness
- Demographics
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## National Student Clearinghouse Information on Student Completion in Six Years

<table>
<thead>
<tr>
<th></th>
<th>Completed</th>
<th>Not Enrolled or Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US</strong></td>
<td><strong>US</strong></td>
<td></td>
</tr>
<tr>
<td>Public Universities</td>
<td>61%</td>
<td>23%</td>
</tr>
<tr>
<td>Private Colleges &amp; Universities</td>
<td>72%</td>
<td>19%</td>
</tr>
<tr>
<td>Community Colleges</td>
<td>37%</td>
<td>44%</td>
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</tbody>
</table>
Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Total: Public Colleges & Universities

1.84/$100,000 = $54,348/Degree
Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Public Research Universities

1.82/$100,000 = $54,945/Degree
Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Public Bachelor’s & Master’s Colleges & Universities

2.20/$100,000 = $45,455/Degree

Source: NCES, IPEDS Completion and Finance Survey; U.S. Census Bureau, American Community Survey (Public Use Microdata Samples)
Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Public Two-Year Institutions

1.58/$100,000 = $63,291/Degree

Source: NCES: IPEDS Completion and Finance Surveys, U.S. Census Bureau, American Community Survey Public Use Microdata Samples
In Sum: *These Interesting Times*

We’re *Competitive* but . . .

Our *Demographics* are changing – *the Past is not Prologue*

There is a *New Normal* for Higher Education Finances

We have real issues with respect to *Productivity*
The Change Agenda: These Interesting Times

Six Current Thrusts of the Change Agenda

*Policy & Practice*

- The completion agenda
- Expanding the concept of student
- Student Learning Outcomes
- Competence as the new coin of the realm
- Innovation & disruption
- The new normal for funding
The Change Agenda: *These Interesting Times*

**The Completion Agenda – Access to Success**

- The President’s Challenge
  - *First in the World Again*
  - *Meet our Workforce Needs*
  - *65% of Young Adults – some postsecondary credential of value – 2020*

- **Lumina**
  - *60% by 2025*
- **Complete College America -- 33 States**

- **Angst**
  - *Do we really need to get there?*
  - *Can we get there from here?*
  - *Will quality suffer?*

- **Implications for Collaboration**
  - *Trusting Each Other – Transfer, Dual degrees, PLA, Passport*
  - *Think Domestic*
The Change Agenda: *These Interesting Times*

*Expanding the Concept of student*

- **Looking down**
  - Early learning high schools (the Gates redesign)
  - College/Postsecondary in all high schools (AP, dual & concurrent enrolment, IB, CTE)
  - Improving Preparation
    - Common Core
    - Reinventing Remedial – The High School as partner

- **Looking up**
  - Adult College Completion – low hanging fruit
  - New Adult Focus – A mighty heavy lift
  - Workforce & Workplace partnerships

- **Redefining college**
  - The “course level” movement – piece by piece
  - Demonstrated competence (more to come)

- **Implications for Collaboration** – Data sharing (MLDE), Shared Standards, Quickies (3 Years/Certificates)
A good idea whose time has come

Why now

- Readiness has “evolved”
- “Evidence based practice” has caught on in public policy
- Analytics can support evidence based practice (CLA, CAAP, ETS Proficiency Profile, AHELO, Work-keys, PLA, etc.)
- Being Supported financially – Lumina’s DQP & Tuning work

Angst

- Whopping big change – moving to external validity
- Still sorting out
  - Teacher’s role
  - Institution’s role
  - Governing board’s role
  - Government’s role

Implications for Collaboration – Recognition of Learning (Passport), Not letting 1,000 flowers bloom – some standard expectations; Gainful employment
The Change Agenda: *These Interesting Times*

*Competence – the new coin of the realm*

Competency Assessment: for the Student
- Transfer and Articulation - Trusting the community (Passport)
- Demonstrated college level learning outside the Academy
  - Prior Leaning Assessment – PLA
  - CLEP, testing out, etc.

Competency Assessment: for the Institution (Educational Improvement & Credibility)
- Predictive Analytics/MLDE
- Degree Qualifications Profiles
- Tuning

Implications for Collaboration – evidence of efficacy, external validation, trust it when you have it
The Change Agenda: *These Interesting Times*

**Innovation & Disruption are good (everything else is boring)**

- **The list (partially)**
  - **New providers of degrees**
    - The expansion of the for-profit sector
    - The expansion of most institutions on-line
    - The $10,000 Degree in Public Institutions
    - WGU expansion into multi-state “recognition”
  - **New providers of courses & services**
    - MOOCs
    - Courses only – Straighter Line, DreamDegree, etc.
    - Support services only – Insidetrack, Kahn Academy, Smarthinking, etc.

- **Implications for Collaboration**
  - *Embrace innovation, but Beware of seduction*
Why a new normal & not return to the old normal
- Can’t afford the old normal
  - Hyper-inflationary model is unsustainable (unaffordable)

What the new normal will look like
- Performance funding is the wave to be on
  - Makes sense at the state level
The Change Agenda: *These Interesting Times*
*The New Normal for Funding*

- Why a new normal & not return to the old normal
  - Can’t afford the old normal
    - Hyper-inflationary model is unsustainable (unaffordable)
- What the new normal will look like
  - Performance funding is the wave to be on
    - Makes sense at the state level
    - *Seeping into institutional finance – RCM*
- Implications for Collaboration
  - Collective Purchasing
  - Collective Learning
  - Rethinking Enrollment Management
The Change Agenda: *These Interesting Times*

*Summing it all up*

- The times they are a changing
  - The way we provide education is changing
  - Who we educate is changing
  - The way we assess the quality of our enterprise is changing
  - The way we finance the enterprise is changing
  - So,

- To Survive & Thrive
  - Prepare to Change
  - Look Forward, not back
  - Serve the Public Good
May You Live in Interesting Times

Perhaps not a Proverb

Certainly Not A Curse

Definitely a Challenge

But also an Opportunity

It Is What It Is

Make the Most of It