Crisis or Opportunity

American Higher Education
Today & Tomorrow

(From A WICHE Perspective)
WICHE Mission
“... to expand educational access and excellence for all citizens of the West.”

Crisis or Opportunity:

Common Lore:
- Weiji/Crisis
  - Danger
  - Opportunity

True Linguistic Interpretation:
- Bad times, plan and simple
Do we face a Crisis, Bad times, plain & simple?

The Demographic Situation

- Young Adults
  - Not A simple story
Figure 3.11. Public High School Graduates in the Midwest by Race/Ethnicity 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)

Figure 3.13. Public High School Graduates in the Northeast by Race/Ethnicity 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)

WICHE Projections of High School Grads

Figure 3.9. Public High School Graduates in the West by Race/Ethnicity 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)

Figure 3.15. Public High School Graduates in the South by Race/Ethnicity 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)

Do we face a *Crisis*, Bad times, plain & simple?

**The Demographic Situation**

- Young Adults
  - Not A simple story
  - But one common thread – growth is all Hispanic
Figure 3.11. Public High School Graduates in the Midwest by Race/Ethnicity 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)

Figure 3.13. Public High School Graduates in the Northeast by Race/Ethnicity 1993-94 to 2004-05 (Actual), 2005-06 to 2021-22 (Projected)

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
Do we face a Crisis, Bad times, plain & simple?

**The Demographic Situation**

- Young Adults
  - Not A simple story
  - But one common thread – growth is all Hispanic

- Dilemma – Trends are divisive
  - Some want sustaining support/others want support for growth
  - Race still matters
Do we face a *Crisis*, Bad times, plain & simple?

*The Demographic Situation*

- **Older Adults**
  - 40 million with some college, no degree
  - New starts – not much prospect for success
    - At the baccalaureate level
    - But much better prospects at the certificate level
- **Dilemma**
  - Limited resources
  - Americans can’t stand triage
  - And we like to waste resources on ineffective efforts
Do we face a Crisis, Bad times, plain & simple?

The Economic Situation

- Where we stand in global competition
Differences in College Attainment (Associate and Higher) Between Younger and Older Adults - U.S. and OECD Countries, 2005

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 and Higher) Between Younger and Older Adults - U.S., 2005

Source: U.S. Census Bureau, 2005 ACS
Do we face a Crisis, Bad times, plain & simple?

The Economic Situation

- Where we stand in global competition
- Is this really Important?
Relationship Between Educational Attainment, Personal Income, and Economic Strength

Source: NCHEMS

State New Economy Index (2002)
- Top Tier
- Middle Tier
- Low Tier

Personal Income Per Capita, 2000

Percent of Adults Age 25-64 with a Bachelor’s Degree or Higher

Low Income, Low Educational Attainment
- Low Income, High Educational Attainment
- High Income, Low Educational Attainment
- High Income, High Educational Attainment

Source: NCHEMS
Do we face a *Crisis*, Bad times, plain & simple?

*The Economic Situation*

- Where we stand in global competition
- Is this really Important? *YES*
- The Public Policy Response
  - The Completion Agenda
    - President Obama – First Again:
    - Lumina: The Big Goal:
- And Rhetoric won’t be enough
Do we face a **Crisis**, Bad times, plain & simple?

**The Economic Situation**

- Past Tricks Won’t Get Us There
  - Immigration
  - Migration
  - New Enemy – emigration
- Educational Attainment Is The Key
  - The Dilemma – It’s Quite a Leap
Closing the Gap: Annual Percent Increase in Credential Production Needed to get to 60% by 2025

North Dakota
Do we face a *Crisis*, Bad times, plain & simple?

**The Economic Situation**

- Past Tricks Won’t Get Us There
  - Immigration
  - Migration
  - New Enemy – emigration
- Educational Attainment Is The Key
  - The Dilemma – It’s Quite a Leap
- The Imperative – The Trifecta
  - More of everything/Particularly More Hispanics/ Many More Adults
WICHE Mission
“... to expand educational access and excellence for all citizens of the West.”

Do we face a Crisis, Bad times, plain & simple?

The Finance Situation

- Higher Education has been wacked hard, and not evenly
Educational Appropriations per FTE Percent Change by State, Fiscal 2006-2011
(SHEEO SHEF 2011)

Note: Dollars adjusted by 2011 HECA Cost of Living Adjustment, and Enrollment Mix Index.
Source: State Higher Education Executive Officers
Figure 8
Total Educational Revenue per FTE
Percent Change by State, Fiscal 2006-2011

Note: Dollars adjusted by 2011 HECA Cost of Living Adjustment, and Enrollment Mix; total educational revenue exclude net tuition revenue used for capital debt service.

Source: State Higher Education Executive Officers
Public FTE Enrollment and Educational Appropriations per FTE, U.S., Fiscal 1986-2011
(SHEEO SHEF 2011)
Do we face a *Crisis*, Bad times, plain & simple?

*The Finance Situation*

- Higher Education has been wacked hard, and not evenly
- **Result:** Unbelievable tuition increases
WICHE Mission
“... to expand educational access and excellence for all citizens of the West.”

Do we face a Crisis, Bad times, plain & simple?

The Finance Situation

- Higher Education has been wacked hard, and not evenly
- Result: Unbelievable tuition increases
- The Dilemma for Financial Aid Professionals
  - State Grants Can’t Keep Up
  - Pell Increases Are Not Sustainable
WICHE Mission
“...to expand educational access and excellence for all citizens of the West.”

Or, Do we face Zhwanji – an Opportunity?
“Don’t Let A Crisis Go To Waste”

WICHE’s Mission: ... Through interstate cooperation, innovation, resource sharing, and sound public policy ...

Programming Examples:
- Student Exchange
- State Authorization Reciprocity Agreement

Networking Examples
- CACG Network and Collaborative
- Adult College Completion Network
- WICHE Cooperative for Educational Technologies (WCET)

Policy Analysis & Research
- Knocking On The College Door—Projections of High School Graduates
- Multi-state Data Exchange
Or, Do we face Zhwanji – an Opportunity?
“Don’t Let A Crisis Go To Waste”

Our Mantra
We Can Do This

We have better information from which to manage than ever before
- State Unit Record Data Bases—blending education & workforce
- The National Student Clearinghouse
- Measurement of Student Learning Outcomes
- Predictive Analytics (data mining)

And we have a new mentality to use this information – evidence based practice and decision-making

As a result,
WICHE Mission
“... to expand educational access and excellence for all citizens of the West.”

Or, Do we face Zhwanji – an Opportunity?
“Don’t Let A Crisis Go To Waste”

- We can do this better
  - Students can learn more
    - Technology enhanced (hybrid) learning
    - Reinvented Remediation
    - Reducing meandering– recognizing choice as the enemy for many
  - More students can learn
    - Use technology to expand reach
    - Capture the spirit of “access to success”
    - Use smart incentives in financing structures
      - Incentives for institutions
      - Incentives for students -- young and not so young
Or, Do we face Zhwanji – an Opportunity?
“Don’t Let A Crisis Go To Waste”

- We can do this cheaper
  - Technology can reduce costs
  - Disruptive innovation (and innovators) are reducing costs
  - The magic of marginal costs can save resources
  - Improving based on evidence
WICHE Mission
“... to expand educational access and excellence for all citizens of the West.”

Or, Do we face Zhwanji – an Opportunity?
“Don’t Let A Crisis Go To Waste”

- We can do this faster
  - Recognize time as the enemy (Complete College America’s message)
  - Reduce clutter in the curriculum
  - Reduce degree creep
  - Recognize the value of high value certificates and applied associate degrees
- Believe our own research
So, Why Should We Do This?

from WICHE’s perspective:

- It’s not for the sake of higher education
- Higher education is just the means to an end
- The end goal: . . . To strengthen higher education’s contributions to the social, economic, and civic life of the West.

Enough, already!