Washington Public Higher Education in the 21st Century: May You Live In Interesting Times

Proverb or Curse

Council of Presidents
David A Longanecker, President
October 1, 2015 – Talaris Conference Center
Seattle, Washington
Washington Public Higher Education in the 21st Century:

Ouch

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Setting A Context: *These Interesting Times*

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

- Competitiveness
- Demographics
- Finances
- Productivity
Percent of Adults with an Associate Degree or Higher by Age Group
U.S. & Leading OECD Countries, 2012

NCHEMS/Source: OECD, Education at a Glance 2014 (for 2012); U.S. Census Bureau
Comparing Washington with Nations and Other States in the Percentage of Young Adult Degree Attainment (Ages 25-34)

<table>
<thead>
<tr>
<th>U.S. States</th>
<th>OECD Country</th>
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<tbody>
<tr>
<td>Washington, Rhode Island, Vermont</td>
<td>Korea (65.7)</td>
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<tr>
<td>Delaware</td>
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<tr>
<td>Kansas, Utah, South Dakota</td>
<td>Luxembourg</td>
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<td>Missouri, Ohio, Hawaii, California, Montana</td>
<td>Ireland</td>
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<tr>
<td>Oregon, North Carolina</td>
<td>United Kingdom</td>
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<tr>
<td>Michigan, Maine, Indiana, Florida</td>
<td>New Zealand, Australia</td>
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<tr>
<td>South Carolina</td>
<td>Norway</td>
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<tr>
<td>Idaho, Georgia</td>
<td>Israel, UNITED STATES</td>
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<tr>
<td>Tennessee, Alabama, Arizona</td>
<td>Sweden, Netherlands, Belgium, France</td>
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<tr>
<td>Wyoming, Texas, Kentucky, Oklahoma</td>
<td>Sweden, Netherlands, Belgium, France</td>
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<tr>
<td>Mississippi, West Virginia</td>
<td>Poland, Switzerland</td>
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<td>New Mexico, Louisiana</td>
<td>Denmark, Estonia, Finland</td>
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<td>Alaska, Arkansas</td>
<td>Spain</td>
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<td>Nevada</td>
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<td>Slovenia, Greece</td>
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<td>Hungary</td>
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<td>Germany</td>
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<td>Portugal, Czech Republic</td>
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<td>Mexico</td>
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<td>Chile, Italy</td>
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<td>Turkey</td>
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Source: 2014 OECD Education at a Glance (for year 2012); 2012 American Community Survey via NCHEMS
Difference in College Attainment between Young Adults (25-34) and Older Adults (45-64), 2011

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

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

- Competitiveness
- Demographics
- Finances
- Productivity
Difference in College Attainment Between Whites and Minorities (Blacks, Hispanics, Native Americans) (2008-10)
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)
Washington Public High School Graduates by Race/Ethnicity, 1996-97 to 2008-09 (Actual), 2009-10 to 2027-28 (Projected)
Educational Attainment of Whites and Minorities (Black, Hispanics, Native Americans) Aged 25-44, 2008-2010
Washington

Source: U.S. Census Bureau, 2008-10 American Community Survey (ACS) Public Use Microdata Sample (PUMS) File. Via NCHEMS
The Context: *These Interesting Times*

- Competitiveness
- Demographics
- Finances
- Productivity
Public FTE Enrollment, Educational Appropriations and Total Educational Revenue per FTE, United States, Fiscal 1989-2014 -- SHEEO SHEF

**Note:** Constant 2014 dollars adjusted by SHEEO Higher Education Cost Adjustment. Educational Appropriations include ARRA funds. (HECA)

**Source:** SHEEO

Note: Constant 2014 dollars adjusted by SHEEO Higher Education Cost Adjustment (HECA). Educational Appropriations include ARRA funds.
Educational Attainment of Whites and Minorities (Black, Hispanics, Native Americans) Aged 25-44, 2008-2010

Washington

Source: U.S. Census Bureau, 2008-10 American Community Survey (ACS) Public Use Microdata Sample (PUMS) File.
Total Educational Revenue Per FTE
State Differences From U.S. Average, Fiscal 2014

Source: SHEEO SHEF FY 2014
The Importance of These Statistics To Washington Today and Tomorrow

- Washington is without doubt frugal, with respect to higher education
  - Overall funding well below the national average
  - State Tax Effort: 6.7% Effective Tax Rate
    - Well below national 7.6%
  - State Share of Tax Effort to Higher Education: 4.6%
    - Well below the national average of 5.8%
The Context: *These Interesting Times*

- Competitiveness
- Demographics
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Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Total: Public Colleges & Universities

U.S. = $54,348/Degree
Wn = $57,143/Degree

Source: NCES, PEDS Completion and Finance Surveys; U.S. Census Bureau, American Community Survey (Public Use Microdata Samples)
Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Public Research Universities

U.S. = $54,945/Degree
Wn = $68,027/Degree

Source: NCES, IPEDS Completion and Finance Surveys, U.S. Census Bureau, American Community Survey (Public Use Microdata Samples)
Credential & Degrees Awarded Per $100,000 of Education & Related Expenditures – Public Bachelor’s & Master’s Colleges & Universities

U.S. = $45,455/Degree
Wn = $35,587/Degree

Source: NCES, IPEDS Completion and Financing Surveys, 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

U.S. = $63,291/Degree
Wn = $ 57,803/Degree

Source: NCES, IPEDS Completion and Finance Surveys; U.S. Census, Bureau of Economic Analysis Community Survey (Public Use Microdata Samples)
National Student Clearinghouse Information on Student Completion in Six Years

<table>
<thead>
<tr>
<th></th>
<th>Completion</th>
<th>Not Enrolled or Completed</th>
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<tbody>
<tr>
<td></td>
<td>Wn</td>
<td>US</td>
</tr>
<tr>
<td>Public Universities</td>
<td>62%</td>
<td>63%</td>
</tr>
<tr>
<td>Community/2 yr Colleges</td>
<td>43%</td>
<td>39%</td>
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</tbody>
</table>
In Sum: *These Interesting Times*

- You’re *Barely Average in Competitiveness*
- Your *Demographics* present challenges
- You’re front & center in the *New Normal* for Higher Education Finances
- You’re mixed on 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
- Lumina’s BIG GOAL
- Complete College America -- 34 States, 1 Territory
- Angst
  - Do we really need to get there?
  - Can we get there from here?
  - Will quality suffer?

- The Washington Story: Beyond ambitious goal – but the parts don’t equal the whole
The Change Agenda: *These Interesting Times*

*Expanding the Concept of student*

- **Looking down**
  - College/Postsecondary in high schools (AP, dual & concurrent enrolment, IB, CTE, early college)
  - Improving Preparation
    - Common Core/Higher Ed for Higher Standards
    - Reinventing Remedial – The High School as partner
- **Looking up**
  - Adult College Completion – low hanging fruit

**The Washington Story:**

- You can’t get to goals with recent high school graduates alone
- Significant in looking down
- But a bit behind the curve in becoming adult friendly
  - (Leaving it to them)
The Change Agenda: *These Interesting Times*

**Student Learning — the new name of the game**

- **Why now**
  - “Evidence based practice” has caught on in public policy
  - We can do it. Analytics can support evidence based practice (CLA, CAAP, ETS Proficiency Profile, AHELO, Work-keys, PLA, etc.)

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

- The Washington Story: I frankly don’t know?
The Change Agenda: *These Interesting Times*

**Competence – three new coins of the realm**

**Competency Assessment for the Student’s sake**
- Transfer and Articulation - Trusting the community (Passport)
- Demonstrated college level learning outside the Academy (PLA)

**Competency Assessment for the Institution’s sake (Educational Improvement & Credibility)**
- Predictive Analytics/MLDE
- Degree Qualifications Profiles

**Competency Based Education As a New Delivery Model**

**The Washington Story: A mixed bag; uncoordinated**
- PLA is the law
- Competency as the core being left to others
  - WGU & Southern New Hampshire
  - Spokane Valley Community College
The Change Agenda: *These Interesting Times*

Innovation & Disruption are good (everything else is boring)

- A partial list
  - New providers of degrees
  - New providers of courses & services
    - MOOCS
    - Courses only – Straighter Line, DreamDegree, etc.
    - Support services only – Insidetrack, Kahn Academy, Smarthinking, etc.
  - Boot Camps, App Academy,
- The Washington Story: I have no idea; **BUT**
  - Embrace innovation, but Beware of seduction
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
- **The Washington Story**
  - No performance funding for you
  - Continue funding
    - The Status Quo (Based+)
    - Process Improvements rather than Product Improvement
  - Working for now
- But will it work to achieve state’s aggressive goal?
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, Big Time
    - Look Forward, not back
If This Is Too Uncomfortable
To Pursue as A Change Agenda
Accept Your Fate

Einstein’s Alleged Saying

“The definition of insanity is doing the same thing over and over again and expecting different results”

*Big Change is Your Only Hope*