May You Live In Interesting Times: Proverb or Curse?

Que Vivan en Tiempos Interesantes: ¿Proverbio o Maldición?

Presentation to: CONAHEC Membership
San Luis Potosi, Mexico

David A Longanecker, President WICHE
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May We Live In Interesting Times: The times they are a changing

- Why we educate is changing
- The way we educate 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
Why we educate is changing

- The increasing focus on preparation for the workforce
  - Used to be:
    - College was preparation for adulthood, including preparing for work -- AA, AS, BA, BS,
    - Postsecondary was preparation for the workforce
    - Graduate & Professional were workforce preparation
  - Now:
    - Everything is workforce preparation, but undergraduate education includes this preparation for life thing, too
Why we educate is changing

- Other Massive Movement: From Access to Success
  - Used to be: Higher education for all who could benefit
Why we educate is changing

- Other Massive Movement: From Access to Success
  - Used to be: Higher education for all how could benefit -- prove it.
  - Now: Access should be access to success
    - Completion is now central to OUR success, not just our students success
- Why?
  - Higher education moving from a privilege to a right
  - It’s now more than an issue of equity; it’s an economic imperative
  - And the gaps in success are considered our fault, as much as theirs
<table>
<thead>
<tr>
<th>U.S. States</th>
<th>%</th>
<th>OECD Country</th>
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<tbody>
<tr>
<td>Korea (65.7)</td>
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<td>CANADA</td>
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<td>Kentucky</td>
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<td>Hungary</td>
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<td>Nevada</td>
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<td>MEXICO</td>
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<td>Austria</td>
<td>22</td>
<td>Chile, Italy</td>
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<td>Turkey</td>
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The Way We Provide Education Is Changing

- Some very good news
  - On participation levels
  - On completion levels
  - On new approaches to providing our service
The Way We Provide Education Is Changing – On Participation

- **In Canada**: Between 2000 and 2009, enrollments increased by 20% to 1.5 million students, in colleges and universities.

- **In Mexico**: In 2009, 2.7 million enrolled in tertiary education, 90% in baccalaureate level study. Increasing rapidly due to expansion of upper secondary, from which 80% go on to tertiary.

- **In U.S.**: Between 2000 and 2014 undergraduate enrollment increased 31% to 17.3 million, with 63% of recent high school grads continuing on to post-secondary education.
The Way We Provide Education Is Changing: On-line learning

How Were We Providing Higher Education in 2000  
Share of students participating in On-line Education (2002)  
- At least one online course: 10%  
- Full time in Online Courses: 2%

How Are We Providing Higher Education Today  
Share of students participating in On-line Education (2013)  
- At least one online course: 27%  
- Full time in Online Courses: 13%
The Way We Provide Education Is Changing: Competency Based Learning

How Were We Providing Higher Education in 2000

The Novelty of Competency Based Institutions

- Two “Known” Entities:
  - WGU (1,200 students)
  - Alverno College (2,500 students)

How Are We Providing Higher Education Today

The Competency Wave

- WGU having grown to 48,000 students
- 23 members of the Competency-Based Education Network
- The Biggies: Alverno, Brandman, Capella, College for America (Southern New Hampshire), Community Colleges of Spokane, Northern Arizona University, University of Wisconsin, Western Governors University
- Prior Learning Assessment (PLA): Becoming Ubiquitous (except where it is not)
The Way We Provide Education Is Changing

The innovation wave

- New providers of degrees
  - The expansion of the for-profit sector
  - The expansion of most institutions on-line
- New providers of courses & services
  - Courses only – MOOCS, Straighter Line, DreamDegree, Pearsons, Hobsons, etc.
  - Support services only – Insidetrack, Kahn Academy, Smarthinking, etc.
- Tweener providers -- Boot Camps, App Academy
- The Question -- Chaos or Creative Engagement and Progress
Who We Educate Is Changing
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)
Who we educate is changing (or not)

- Changes in the non-traditional aged population are significant in another way
  - Percent enrolled in 2000
    - Age 25-29: 11.4%
    - Age 30-34: 6.7%
  - Percent enrolled in 2013
    - Age 25-29: 13.3%
    - Age 30-34: 6.7%

(Age 25-29 peaked in 2011 @ 14.8%; Age 30-34 peaked in 2010 @ 8.3%)
Who we educate is changing

- Why this is a huge issue.
  - An issue of equity and social justice
  - An economic imperative -- the big change since 2000
The way we assess the quality of our enterprise is changing

- Completion is the name of the game
- So, How are we doing?
  - On attainment
Differences in College Attainment (Associate & Higher) Between Younger & Older Adults - U.S. & OECD Countries, 2012

Source: OECD, Education at a Glance 2014 (for 2012); U.S. Census Bureau
The way we assess the quality of our enterprise is changing

- Completion is the name of the game
- So, How are you doing?
  - On Completions
The Way We Assess the Quality of Our Enterprise Is Changing

<table>
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<tr>
<th>Completions</th>
<th>2001</th>
<th>2014</th>
<th>Delta</th>
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<tbody>
<tr>
<td>US Assoc &amp; Bach Degrees</td>
<td>1,799,855</td>
<td>2,869,639</td>
<td>59%</td>
</tr>
<tr>
<td>Public</td>
<td>70%</td>
<td>69%</td>
<td>57%</td>
</tr>
<tr>
<td>Private</td>
<td>25%</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
<td>For Profit</td>
<td>5%</td>
<td>10%</td>
<td>228%</td>
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# 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><strong>US</strong></td>
<td><strong>US</strong></td>
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</tr>
<tr>
<td>Public Universities</td>
<td>61%</td>
<td>25%</td>
</tr>
<tr>
<td>Community/2 yr Colleges</td>
<td>38%</td>
<td>45%</td>
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</table>
The way we assess the quality of our enterprise is changing

- Completion is the name of the game
- Competency is the new coin of the realm.

**Competency Assessment: for the Student**
- Transfer and Articulation
- Demonstrated college level learning outside the Academy

**Competency Assessment: for the Institution (Educational Improvement & Credibility)**
- Predictive Analytics
The way we assess the quality of our enterprise is changing

- Completion is the name of the game
- Competency is the new coin of the realm.
- Assessment of student learning finally has legs
Student Learning – the new name of the game

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.)

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 Way We Finance The Enterprise Is Changing
The Way We Finance The Enterprise Is Changing

Public FTE Enrollment, Educational Appropriations and Total Educational Revenue per FTE, United States, Fiscal 1989-2014

Note: Constant 2014 dollars adjusted by SHEEO Higher Education Cost Adjustment. Educational Appropriations include ARRA funds. (HECA)
The Way We Finance The Enterprise Is Changing

- 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 looks like
  - Performance funding is the wave in most states
  - But not the only game in town
    - Affordability issues driving focus on costs & price
      - Tuition Policy & Financial Aid sharing the stage
      - Generally lacking true integration of finance policies – Appropriations, Tuition Policy, and Financial Aid in Sync
Summing it all up

- The times they are a changing
  - Why we educate is 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