

Forecast 2020 - The Future of Learning

*12 Macro Trends That Will Impact
Your College*

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History of the Project

The Learning Foresight Group in 2005



What Influences, Conditions and/or Drivers Will Influence Higher Education in 2015?

- Pedagogy
- Assessment
- Recruitment and Retention
- Technology
- Student and Faculty Expectations
- Funding
- Life Long Learning
- World and Domestic Competition
- Innovation and Experimentation
- Branding

The Learning Foresight Group



Reviewed and synthesized responses to questions

Visioning exercises to identify future trends

Stanford, U of Michigan, U of Phoenix, State Colleges, Community College, Private Liberal Arts, Architects, Facility Managers

"The Certainties"

The Learning Foresight Group in 2009



- Reviewed and discussed original predictions
- Discussed current status of each and impact on education
- Deleted fully completed predictions
- Added some new trends

The Future of Learning

Today's Session

- Identify the Twelve Trends
- Give examples of the trend in action
- Ask your contribution on what your college is doing to deal with the trends
- We encourage your participation and discussion



1

Globalization will influence and shape all aspects of teaching and learning



Global Education Mobility

- **2.9 million students educated outside their home country**
- **57% increase since 1999**
- **Bologna process creates European Higher Education Area**

Student Activities

- **ACE Survey of 500 high school seniors who intended to enroll at four-year colleges or universities:**
 - *Over 80 percent of students - very or somewhat important that colleges and universities offer opportunities to interact with students from other countries.*
 - *73% - it is important that their college offer courses on international topics.*
 - *Over 70 percent - it is important that their college offer study abroad programs.*
 - *Almost nine in ten students said they were interested in gaining exposure to another culture.*
 - *Just over 60 percent said they were interested in international education to acquire career-related experiences.*

The Global Corporate College is a national consortium of colleges with a business model of serving corporations with multiple sites throughout the U.S. and the world



Question

How has your institution been impacted by international events or forces?



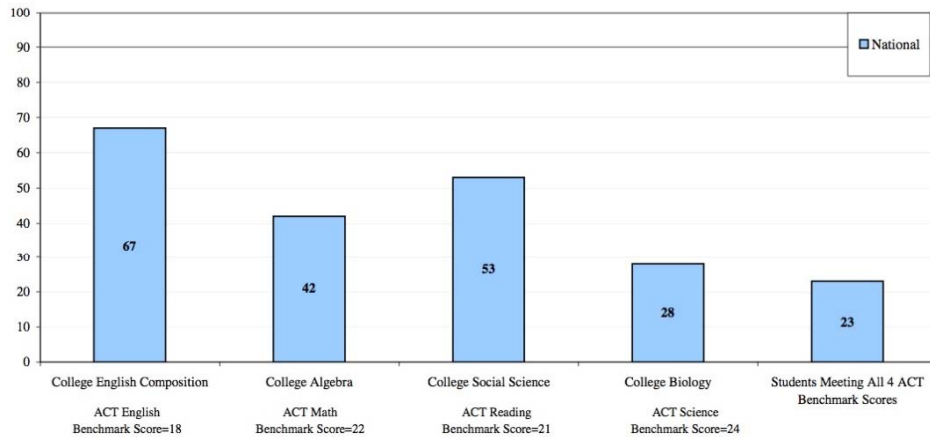
2

The wide range of ability, preparedness, background, opportunity, and motivation of higher education students will require more varied and holistic approaches to inclusive learning



ACT Scores: Graduating Class of 2009 1,480,469 student

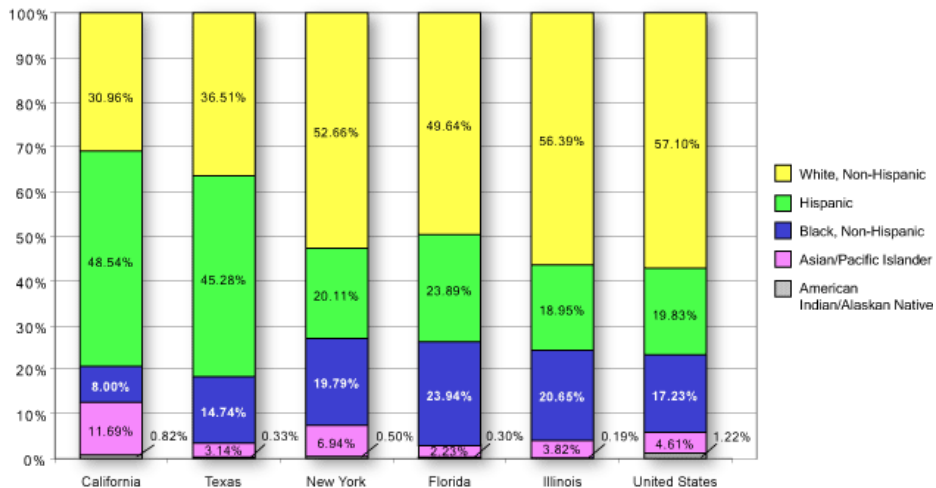
Figure 1.1. Percent of Your Students Ready for College-Level Coursework



11.7 Million Community College Students

- 44% of all undergraduates in the U.S.
- Minorities - 36%
- Women - 58%
- Part Time - 60%
- First Generation - 39%
- Freshmen Needing Remedial Work - 42%

Student Ethnicity in the Five Largest States and in the United States, 2005-06



Data: National Center for Education Statistics (NCES).

Note: NCES collects data in these five ethnic group categories only. Percentages are based on the total number of students identified as being in one of these categories and do not include California students in the state's "multiple or no response" category.

Question

How does your institution deal with such far ranging diversity?



ability, preparedness, background, opportunity, motivation

3

The demand for more experiential, outside-the-classroom learning opportunities will require faculty to respond thoughtfully and proactively.



Campus Compact is a national coalition of more than 1,100 college and university presidents - representing some 6 million students - dedicated to promoting community service, civic engagement, and service-learning in higher education

Learn and Serve America

- **Sectors:**
 - K - 12
 - Community Based
 - Research Capacity
 - Tribal and US territories
- **26 million hours**
- **1.47 million participants**
- **Disadvantaged Youth Served - 486,000**
- **35 states have adopted SL**

Each year, over 20,000 students at the University of Central Florida participate in experiential learning courses including Cooperative Education (Co-op), internships, and Service-Learning.

VILLANOVA UNIVERSITY  SCHOOL OF LAW

- **Client Counseling**
- **Clinics**
- **Externships**
- **Inn of Court**
- **Pro Bono**
- **Trial Advocacy Competition**

Question

How has your faculty responded to requests for experiential learning opportunities?



4

Colleges and universities will be expected to deliver more education in less space - to increase their "learning per square foot"



“At Maricopa, as hybrid pedagogy evolves, significantly less space per student need be devoted to classrooms, while well-planned "mixed-use" space for informal, active and collaborative learning should be developed or added to.”



Virginia Tech Math Emporium



William H. Whyte



- 1956 - *The Organization Man*
- 1980 - *The Social Life of Small Urban Spaces*
- Pioneer studies of pedestrian behaviors
- The whole campus is a classroom, a complex, interwoven system for learning
- Often the spaces not designed for learning are actually more conducive to learning

Social Learning Concepts

- Buildings are determined to be “efficient” by planners on the basis of assignable space, such as classrooms or offices
- Often it is the unassigned space, the circulation space, where the most learning per square foot happens
- This space needs to be thought through as carefully as the classroom space itself
- Should a building tell you how to behave or how to think?

Question

**Have You
Designed or
Renovated Your
Buildings to
Maximize Learning
Spaces?**



5

Advancements in technology will drive ongoing changes in all aspects of college and university life and offer new opportunities to enhance and broaden learning experiences.

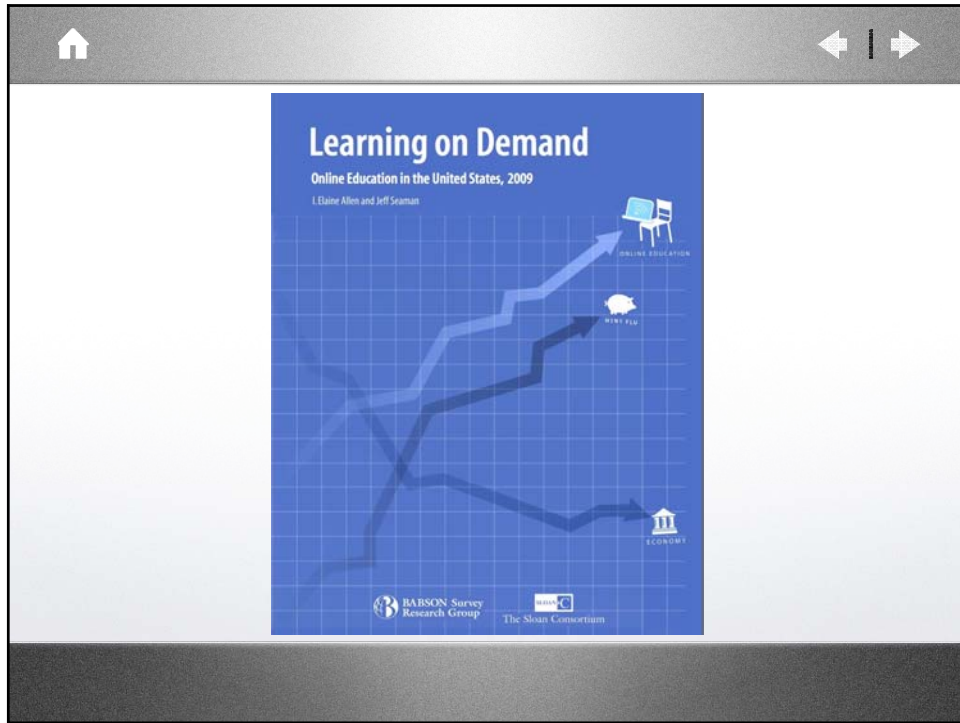


Cell phones can now receive colleges' course updates, quizzes, bus schedules, and safety alerts



myTC3

- **“On The GO”**
 - Grades
 - Class Schedule and Cancellations
 - Account Balance
 - Financial Aid Status
 - Live Chat
 - Bookstore Orders
 - Registration



- **Over 3.6 million students were taking at least one online course during the fall 2008 term**
- **This is a 17% increase over the previous year**
- **Overall growth in higher education in the same period - 1.2%**
- **25.3% of all U.S. higher education students were taking at least one online course in fall 2008**

Take Your Pick

- **Course Management Systems**
- **Learning Management Systems**
- **ePortfolio tools**
- **How many exhibitors here?**

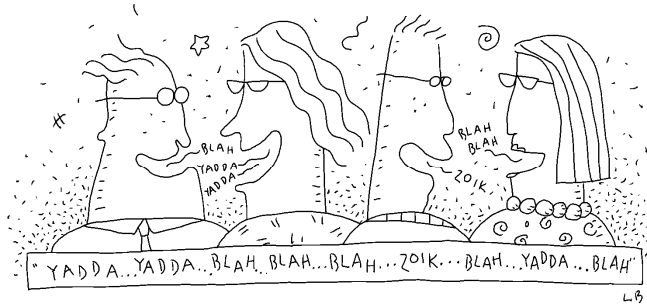
Question

How has your institution used technology to substantially improve learning?



6

Inter-disciplinary learning will become increasingly common and popular.



The University of Michigan now offers 35 interdepartmental graduate programs, ranging from Bioinformatics to Macromolecular Science and Engineering



20% of Stanford's Research is Done by Multidisciplinary or Interdisciplinary Units



University of Alabama at Birmingham

- **“The Anatomy of Desire”**
– *Art, Finance, Psychology*
- **“Bottom-up. Top-down”**
– *English, Physics, Anthropology*
- **“It’s About Time”**
– *Music, Economics, Math, Psychology*
- **“In Search of Human Nature”**
– *Linguistics, Theology, Biochemistry, English*

Question

What has your school done in interdisciplinary courses?

What are the impediments to truly integrated interdisciplinary learning?



7

Students will take much greater control of their own learning, as proactive producers and managers of their learning solutions, materials, and portfolios.



The New Student

- Intuitively use technology and navigate the Internet with ease
- Constantly connected and always "on"
- They have fast response times, often preferring speed to accuracy
- Highly social and prefer to work in teams
- Prefer engagement and experiential learning
- Prefer to learn by doing
- Don't relate to lecture mode



Diana and James Oblinger: *Educating the Net Generation*

How Will Faculty Relate To The New Student Who . . .

- Prefers Self-directed Initiatives
- Is Able To Do Primary Source Research
- Displays An Assertive Learning Style
- Has Selective Loyalty to Providers
- Wants Career Path Selection
- Has A Customer Orientation



Minnesota offers a free electronic portfolio to every student - and citizen - in the state to help them meet their educational and career goals



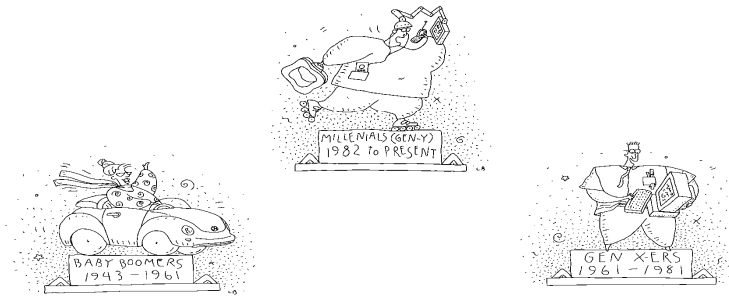
Question

**How Are You
Helping Students to
Be Proactive
in their Learning?**

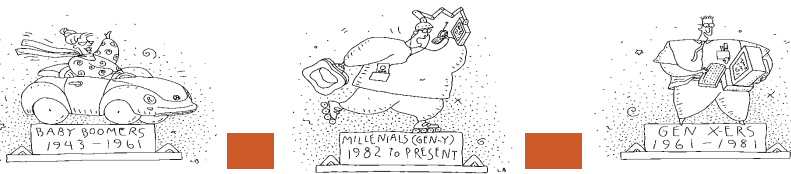


8

The average age of students will continue to rise; the mix of cultures, ages, and learning styles will become increasingly varied and rich



The National Center for Educational Statistics statistics - undergraduate enrollment for persons age 25 and over rose by 34 percent from 1980 to 1990 while enrollment of students under age 25 increased by only 3 percent



Kid Stuff?

- **Average age at Harvard and Notre Dame is 27.**
- **University of Phoenix: 35 - 37**
- **38% of all undergraduates are 25 or over**
- **Boomers in need of an educational overhaul**
- **10%+ unemployment fills classrooms**
- **UT Dallas range: 17 to 89**

Classroom Diversity

- **Millennials**
 - **Text messaging and Blogging**
- **Gen Xers**
 - **CD's and PC's**
- **Boomers**
 - **TV and Record Players**

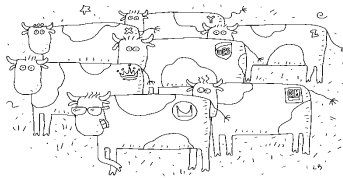
QUESTION

What is Your College Doing to Deal With The Mix of Cultures, Ages, and Learning Styles?



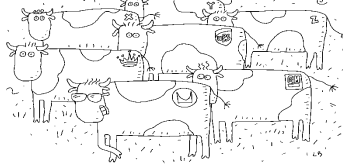
9

Competition for students and resources will force colleges and universities to sharpen their brands and identities, and to distinguish themselves in new ways



Branding

"Your school will be highlighted as a featured school when it appears on a student's [College Search](#) results list at collegeboard.com, for only \$2,500, annually. A photo is displayed beside your school's name, increasing the likelihood that students will click through to information about your campus. Once they click through, they'll discover information above and beyond the usual college information they are accustomed to viewing, including campus photos, custom content, and direct links to your website."



"Every phrase we use to describe Albright, every photograph we choose, every time we use our logo, we are creating an image of Albright. These verbal and visual elements introduce Albright to those who do not yet know us and create their first impression of our College. Our *brand image*, therefore, is both drawn from and enriched by the actual *experience* of Albright. Everyone who speaks publicly about Albright, publishes print or electronic information about us or represents us to the media plays a part in creating and maintaining our image. Everyone who touches student lives contributes to our brand."

Albright College
Brand Handbook

<http://www.albright.edu/cr/albright-guidelines-1.pdf>



What Do You Think?

- Miami of Ohio University
 - “For Love and Honor”
- Bowling Green State
 - “Changing the world by degrees”
- University of Alaska, Fairbanks
 - “Latitude with Attitude”
- Notre Dame
 - “Nowhere but Notre Dame”
- Harvard University
 - “Ask what you can do”

Questions

Does your college have a “brand phrase?”

What distinguishes your institution from comparable colleges?

Why should a student choose your school?



10

College and universities will become increasingly important parts of regional economic development, both in creating growth and taking advantage of it



Ivy Tech's Marion campus (Indiana)

- ***Partnership of college, city, and county and state***
- ***Trains and retrains local workers***
- ***Community-centered campus***
- ***Interactive learning spaces***
- ***Community gathering spaces***



Community Colleges and Workforce Development

- **95% of businesses and organizations that use them recommend community college workforce education and training programs**
- **65% of new healthcare workers get their training at community colleges**
- **80% of first responders have been trained by community colleges**

Oregon Has Combined Community Colleges and Workforce Development into One Agency



Question

How committed is your institution to workforce and economic development in your region?

Examples?



11

The structures of educational institutions and the types of employment relationships between them and faculty will continue to multiply; inequities among faculty will cause tensions



**The American Faculty:
The Restructuring of
Academic Work and Careers**

*Jack H. Schuster and
Martin Finkelstein
Johns Hopkins Press*

The American Faculty: The Restructuring of Academic Work and Careers

- **Big increase in PT Faculty**
- **Decrease in tenure track FT Faculty positions**
- **Shift from the Arts to professions**
- **FT workload increasing**
- **Wages falling behind inflation**
- **Huge applicant pools**

Anne Arundel Community employs 40 hour per week, non-tenure track "trainers" to fulfill its workforce development commitment to local business and industry



Aging Professoriate

- | | |
|---|---|
| <ul style="list-style-type: none"> • In 1987 – 25% - less than 40 – 50% between 40 and 54 – 25% - 55 and older | <ul style="list-style-type: none"> • In 1997 – 18% <less than 40 – 52% between 40 and 54 – 31% - 55 and older |
|---|---|

Questions

- Is the current fiscal crisis going to change any retirement plans?
- Can an aging faculty respond to a rapidly changing educational environment and student mix?
- Does the prospect of a growing proportion of faculty aged 70 and over create a new set of problems for colleges?



12

Accountability and assessment tools will continue to become commonplace in defining institutional effectiveness



North Central Association Higher Learning Commission

Criteria and Core Components

- 1. How are your stated student learning outcomes appropriate to your mission, programs, and degrees?
- 2. What evidence do you have that students achieve your stated learning outcomes
- 3. In what ways do you analyze and use evidence of student learning?
- 4. How do you ensure shared responsibility for assessment of student learning?
- 5. How do you evaluate and improve the effectiveness of your efforts to assess and improve student learning?

The American Association of State Colleges and Universities & the National Association of State Universities and Land-Grant Colleges

Joint “Voluntary System of Accountability” - 332 institutions and growing

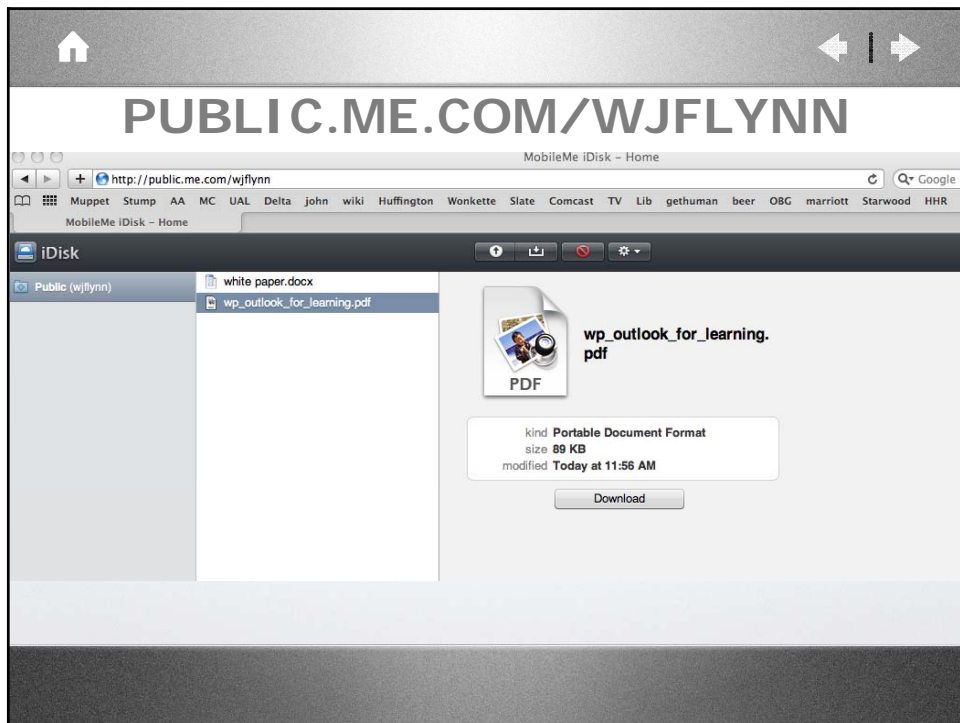
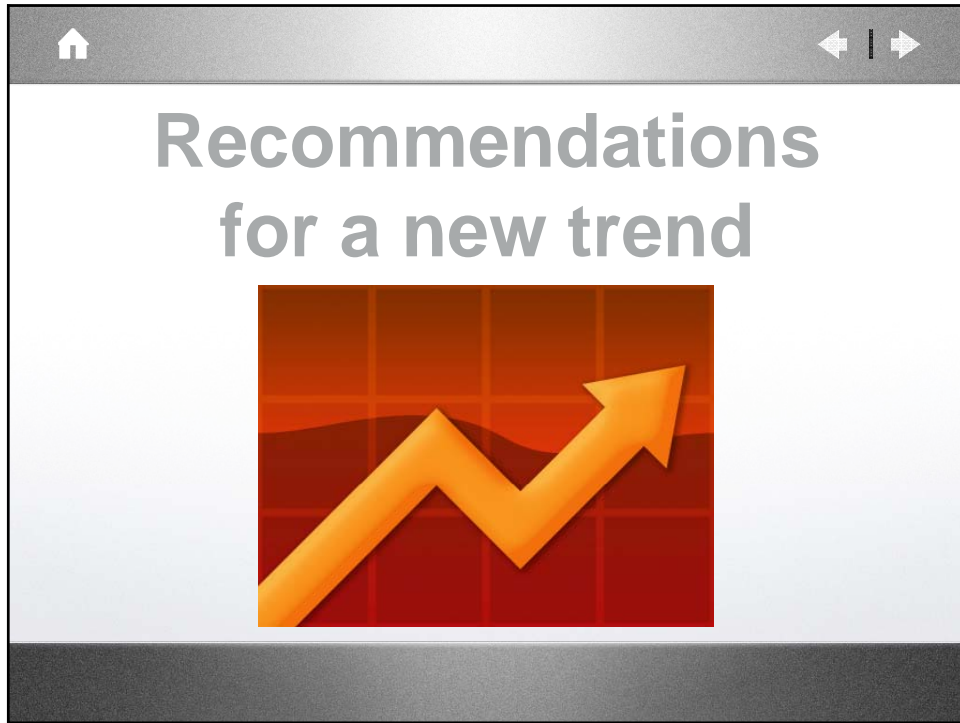


www.voluntarystem.org/

Question

What Accountability Measures Has Your College Implemented?





Discussion

Thank You!

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