



President and Provost Roundtable Discussion

Topic: The Changing Demographics of Higher Education

THE COLLEGE OF 2020: STUDENTS

[\(June 2009, Chronicle of Research Services, Martin Van Der Werf and Grant Sabatier\)](#)

21st Century Learners

- Technology savvy since grade school
- Require flexibility and convenience
- Average age will continue to trend higher

The Pipeline

- High school (H.S.) graduation rates in the south will continue to increase compared to other U.S. geographical regions
- Minority students will outnumber whites – 2020
- Students need to be better informed and more prepared on how to get into and pay for college

College Population

- Adult learners - 25-34 year olds will continue to increase faster than the 18-24 age group

Tuition Trends

- Rising tuitions at public 4-year institutions
- Tuition discounting at private 4-year institutions
- Higher average student debt

For-Profits

- Outpacing total higher education growth rate
- Overall more expensive and students end up with higher average debt
- Have a larger percentage of minorities, low-income families, and adult learners
- Flexible model to rapidly adjust to shifts in the market

Admission Officers Predictions/Concerns

- Average age and number of part-time students will increase
- Online courses will increase

- Fears – rising costs, difficulty selling liberal-arts education, inflexibility of administrators and faculty

Online Learning

- Courses quadrupled between 2000-2007 (3,077,000 to 12,153,000)
- Over 80% of online enrollments are undergraduates, 14% are graduates
- Over 50% of online students are enrolled in community colleges
- High schools online enrollments are happening at a faster rate than college online enrollments

International Enrollment

- Predicting future enrollment numbers is difficult due to a multiple of factors occurring within each country (political stability, currency value, economic conditions, etc.)
- Number of people international seeking higher education will double by 2025 to 200 million
- Top 5 nations of origin currently (India, China, South Korea, Japan and Canada)

Adult Learners

- Fastest growing segment (ages 25-44)
- 50% are enrolled at 4-year institutions and 50% at 2-year institutions
- Willing to pay high price for convenience and support

Three Business Models (Top two predicted to be successful in next decade)

1. Elite and flagship public universities – brand name degree
2. For-profit and community colleges
3. Middle of the road colleges – not well-known name or wide recognition

Based upon the changing demographics:

- What do you perceive as the implications for academic program types and delivery?
- How do you think it will impact academic and other education support services?
- What will be the changes needed for other student support services?