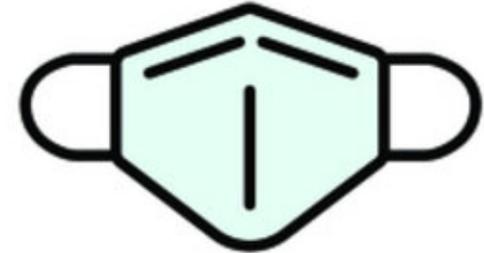
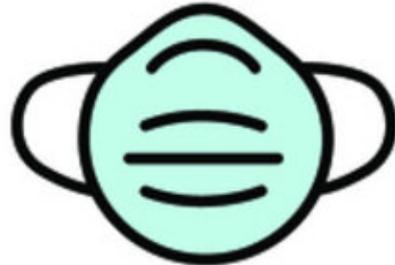


# (Master) Planning Post-COVID



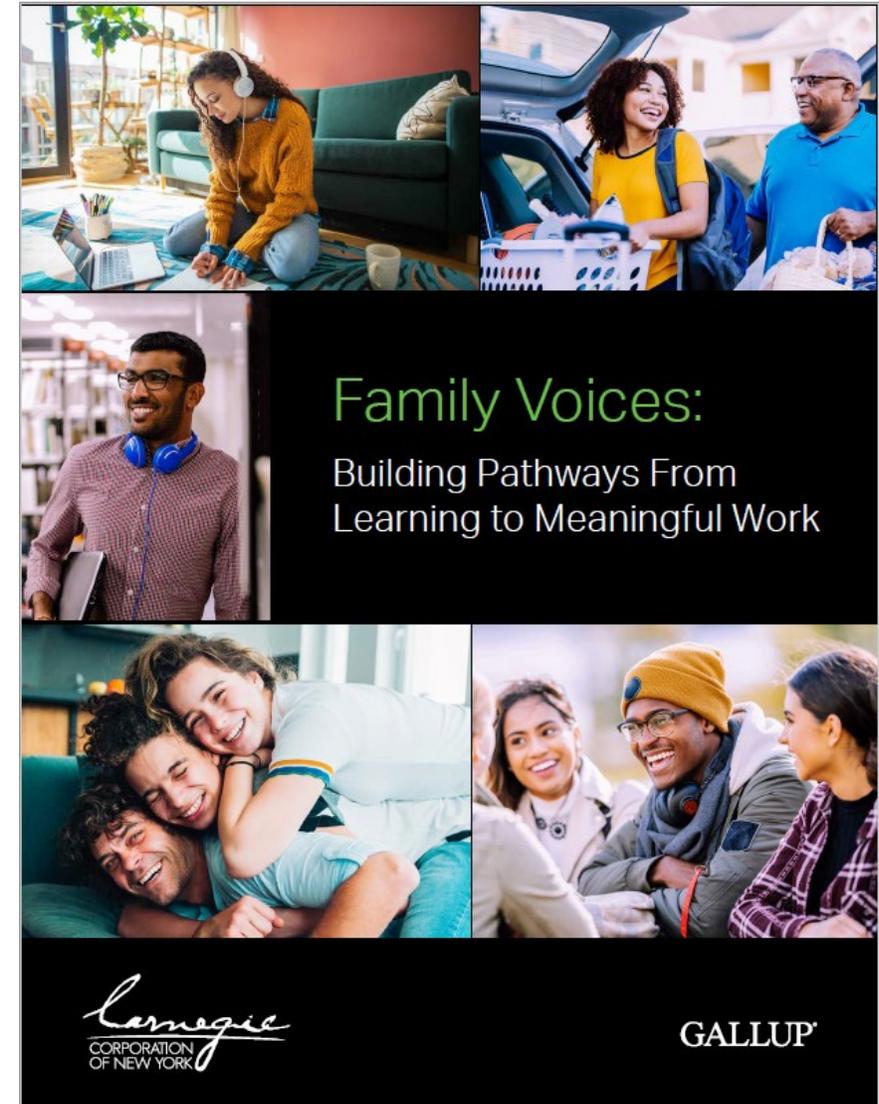
## Carnegie Gallup Poll

### 2021 Nationwide survey of parents and families

“to better understand families’ **aspirations for their children** and how well they think our education system is **preparing young people** for life after high school.

The results are **sobering**, revealing a disconnect between the **opportunities** families want for their children and the postsecondary **pathways** available to them.

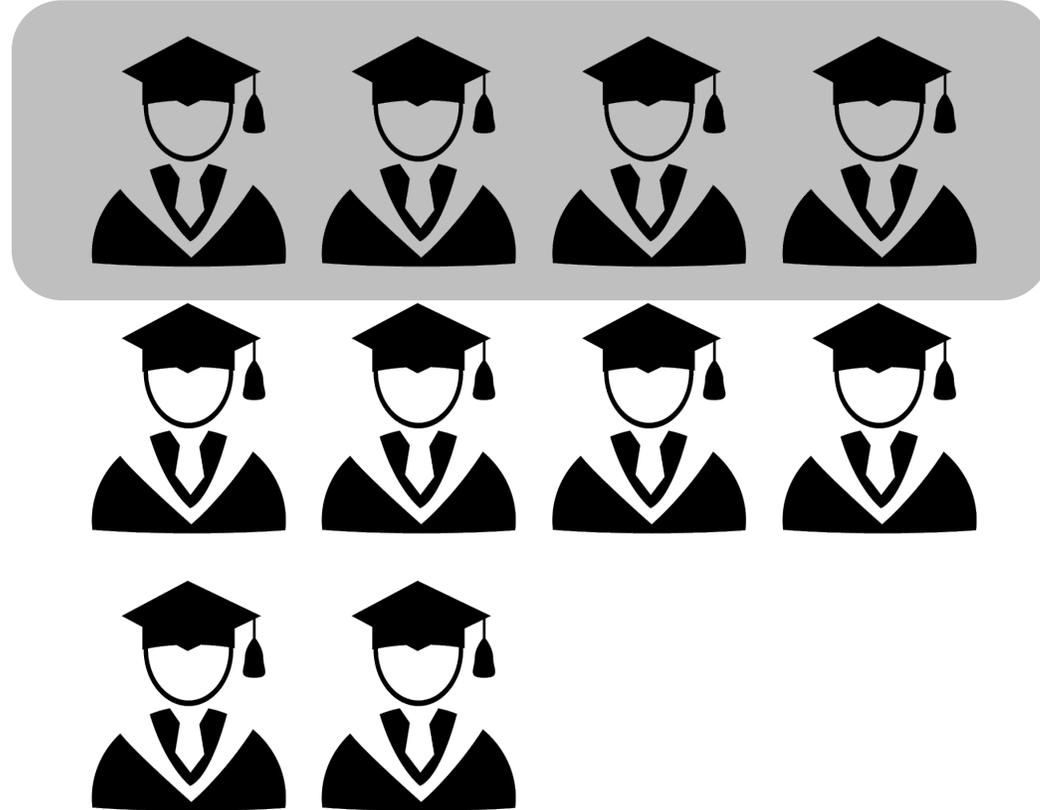
While 4-year college is still the ‘gold standard’ for many families, **nearly half of parents** of current middle and high school students wish that **more postsecondary options existed**”



<https://www.carnegie.org/publications/family-voices-building-pathways-learning-meaningful-work/>

## Carnegie Gallup Poll

4 out of 10 graduates will  
enter directly into the  
workforce after graduation



## Carnegie Gallup Poll

4 out of 10 graduates will enter directly into the workforce after graduation



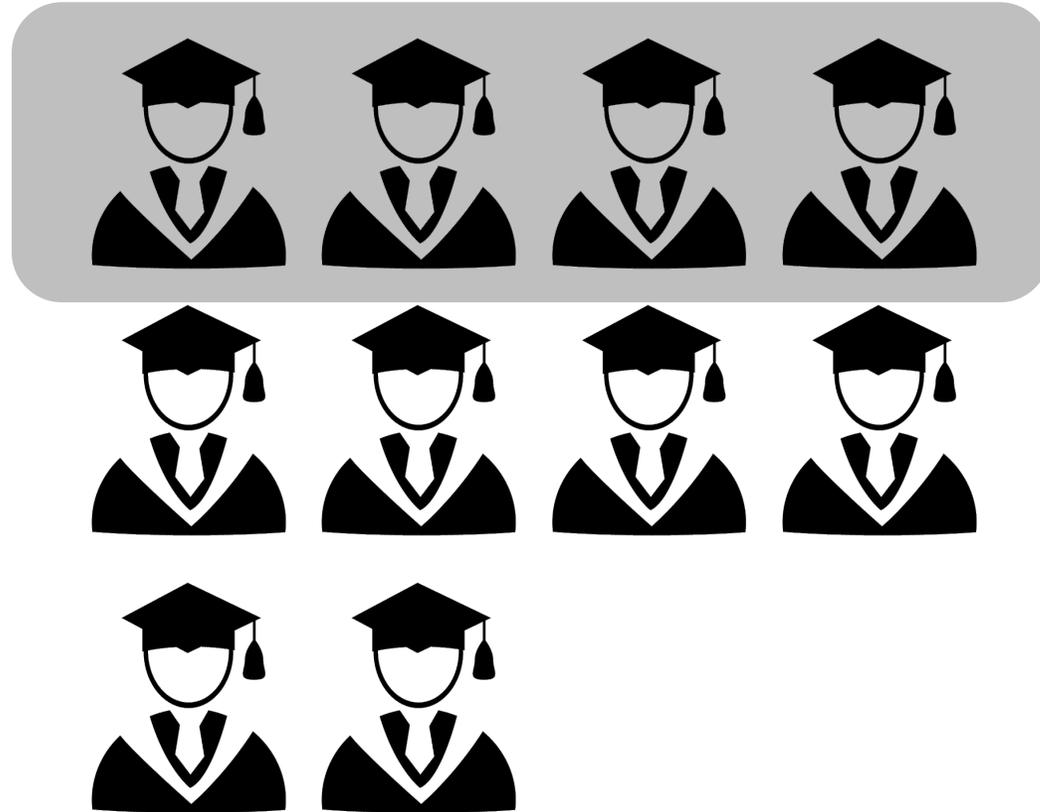
Financial Barriers



Lack of Information

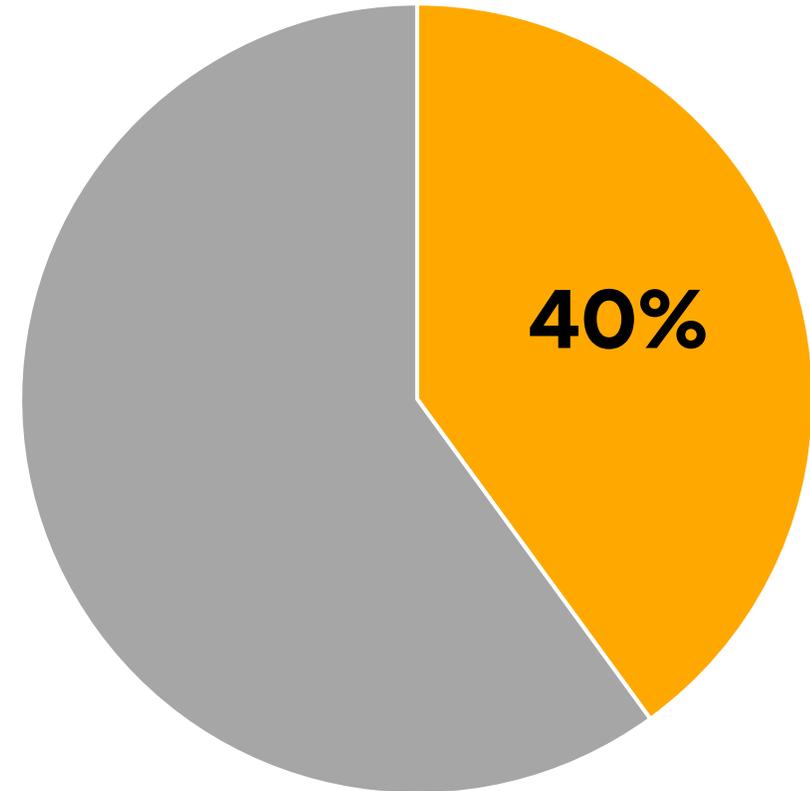


Lack of Access



## Carnegie Gallup Poll

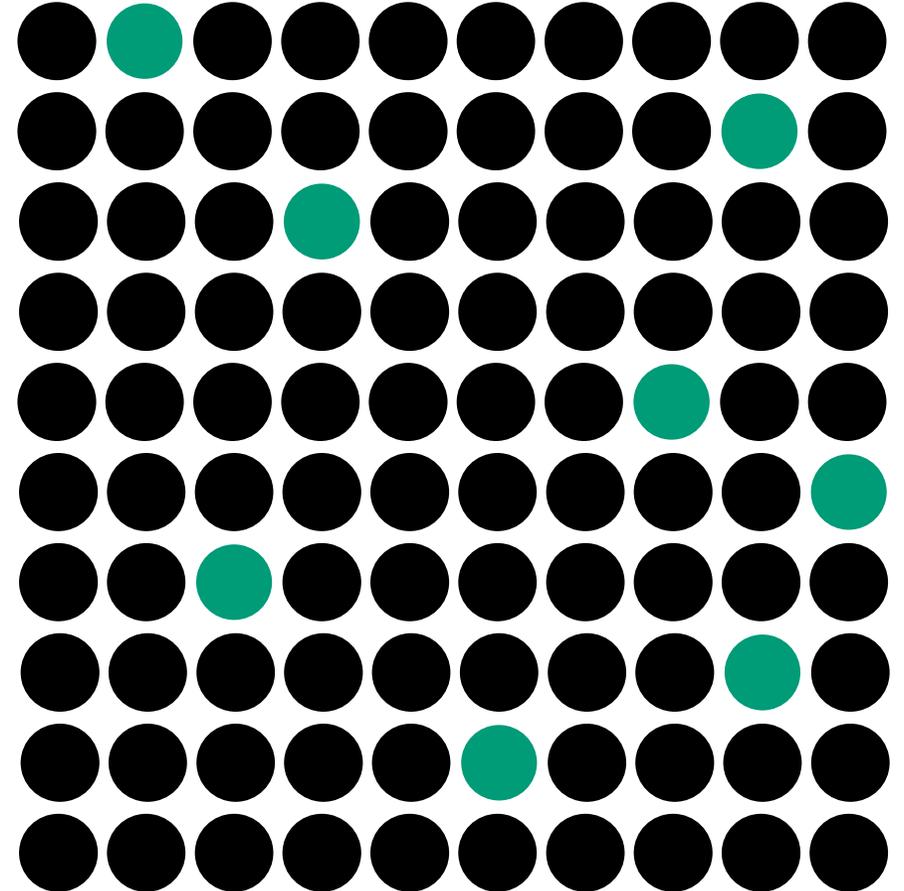
More than 40% of parents who prefer their child attend college also expressed interest in **career** or **skill-building** learning experiences for their child



## Carnegie Gallup Poll

Community colleges are often marketed as... **an alternative** for parents who aspire for their child to pursue postsecondary education but whose child may not be able to afford or otherwise access a four-year college.

However, **just 8% of parents** said community college is the postsecondary option they prefer for their child — about half the percentage who said they prefer their child participate in an **apprenticeship, technical training program or other program that combines academic aspects with on-the-job training.**

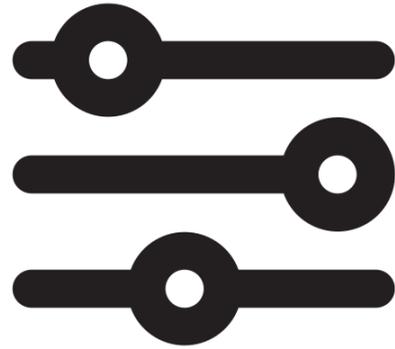


## Carnegie Gallup Poll

Conclusions: How to address parent/student needs – beyond financial



**More  
Information  
and  
Guidance**



**Options more  
Aligned with  
Workforce**



**Better  
Exposure  
and  
Access**



**Support  
Experiential  
Learning  
Pathways**

OPINION | FUTUREVIEW

## *Questioning the Four-Year College Degree*

Though overvalued by employers, it's not the only path to success.



THE FUTURE OF EVERYTHING

# IS THIS THE END OF COLLEGE AS WE KNOW IT?

*For millions of Americans, getting a four-year degree no longer makes sense. Here's what could replace it.*



EDUCATION

## Millennials and Gen Z Are Rethinking the Value of a College Education

Millennials are the most educated generation in U.S. history, but student debt and new models of education are making them reconsider the value of a traditional four-year degree

## Wall Street Journal

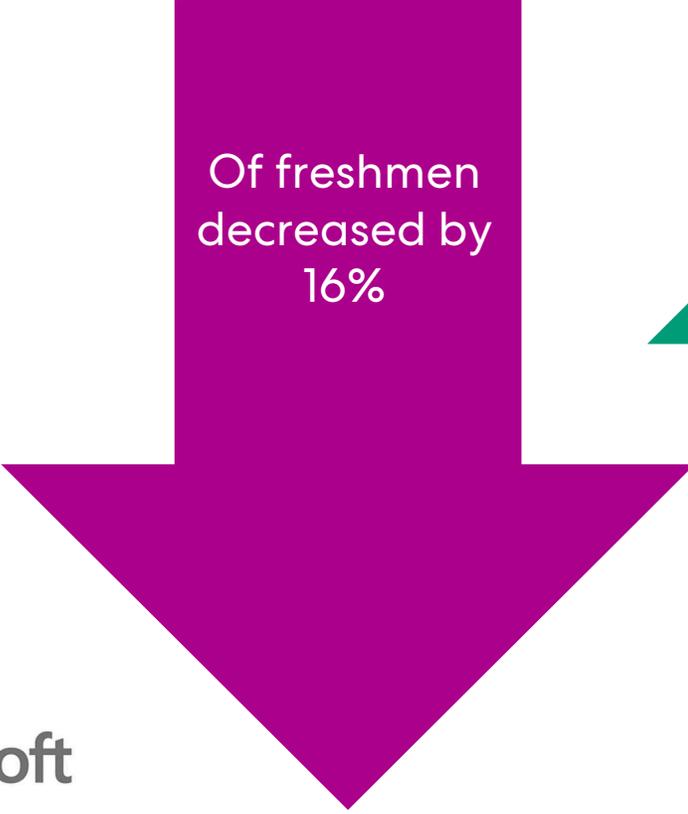


“For every high-school student who graduates college and finds a job that leverages his or her degree, four fall short: They never enroll, drop out or graduate and wind up underemployed”



Corporations continue to expand their own vocational competency programs

During the pandemic, enrollment:

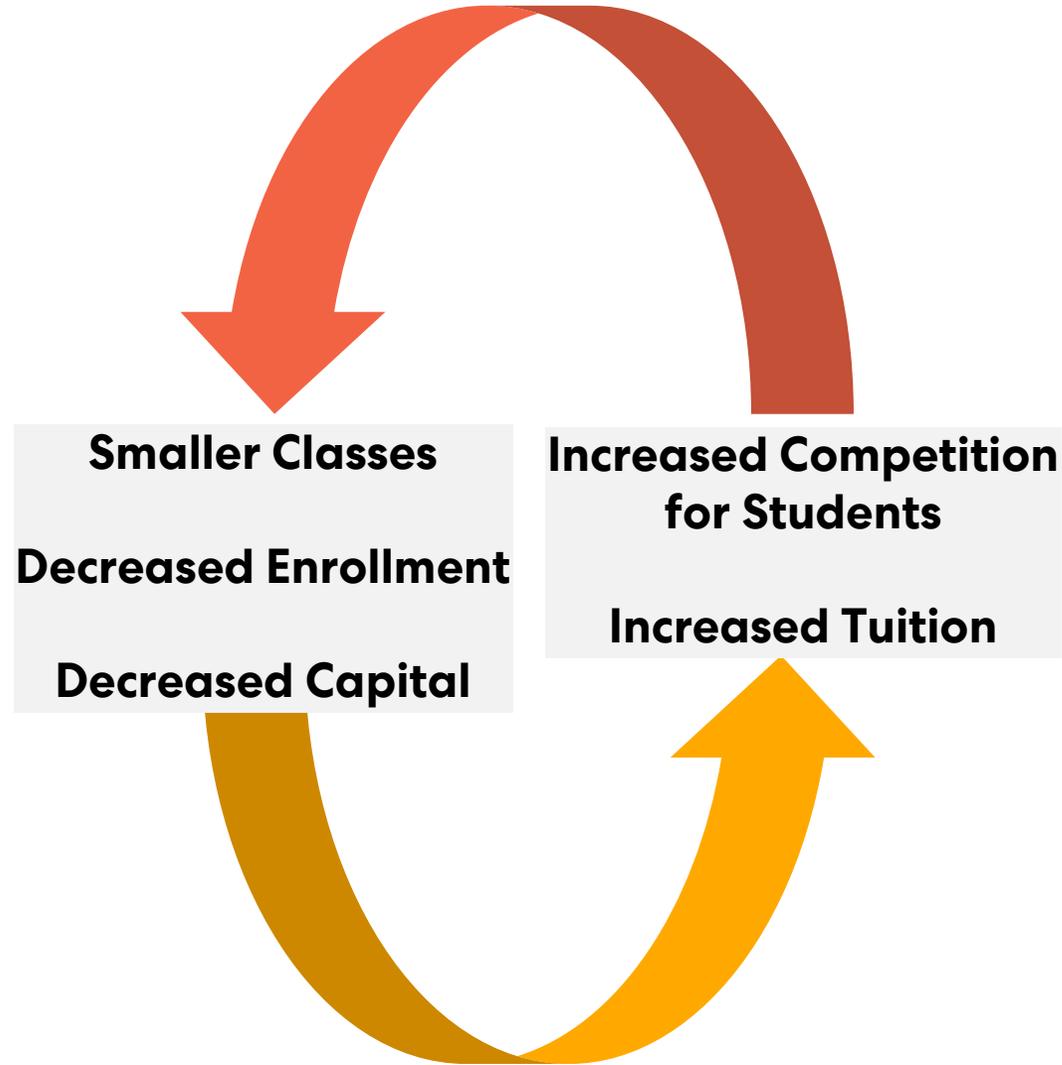


Of freshmen  
decreased by  
16%



In short term  
credential classes  
increased by 70%

In trade schools  
or  
apprenticeships  
continued  
trending up;  
doubling from  
2012 - 2019



As higher education institutions continue to struggle with the challenges of returning, what has become clear is that the **historic** trend of **disinvestment** in higher education is feeding a cycle made all the more evident by the pandemic

## Bryan Alexander – Educational Futurist



### What's Next?

#### Option 1

Students return to campus as normal, pre-COVID; no expanded remote learning, no expanded online education

#### Option 2

Toggle Semester, Students return, regional flareups possible, in-person dependent on regional variants forcing some hybrid or HyFlex options to persist

#### Option 3

Student demand for online or hybrid classes persists beyond the pandemic.

## Bryan Alexander – Educational Futurist



### What's Next?

**Post-traumatic stress** – the trauma of the pandemic will lead to hesitancy from students and faculty to return to 'normal', require increased social services

**Depressed Financials** – Increased competition for students, financial burdens from the pandemic may force closings or mergers

**Online meetings / Remote Work** – The pandemic has taught us that we can manage meetings/work without needing to be in person always

**Loss of Learning** – Weaker senior class than normal, difficult to quantify how continuing students have fallen behind

**COVID Curriculum** – Change in demand or interest in healthcare careers

**Athletics** – Push for a total return to normalcy

## Bryan Alexander – Educational Futurist



### Questions

**Enrollment** – will it continue to trend downwards?

**Instruction** – will instructors continue to embrace and explore new techniques and approaches?

**Equity** – Will the momentum from 2020 continue or fizzle out?

**Socialization** – How will campus communities recover, what impacts on mental health will we see?

**Campus Design** – Has this pandemic gone on long enough to have a meaningful impact on how we design the built environment?

**Job Placement** – How will changes in the labor market elicit academic responses?

**Assessment** – Will faculty members grade like it's 2019 or continue pandemic modes of assessment?

**Policing** – will we move towards a more closed campus?

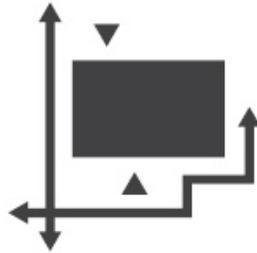
**How do we plan to  
move forward?**



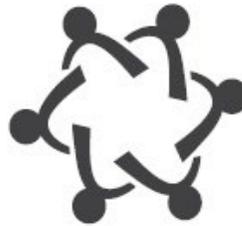
# Why Master Plan During a Disruptor?



**Think big and explore ideas**



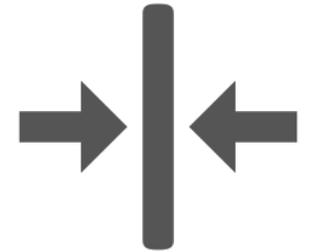
**Improve efficiencies and ensure that proper infrastructure is in place**



**Create a sense of place and weave connections back to the community**



**Identify needs, develop cost-effective solutions, and prioritize investment**



**Alignment with strategic initiatives of the institution**

**What is the impact to your business?**



# Massive Change

## STRESSORS

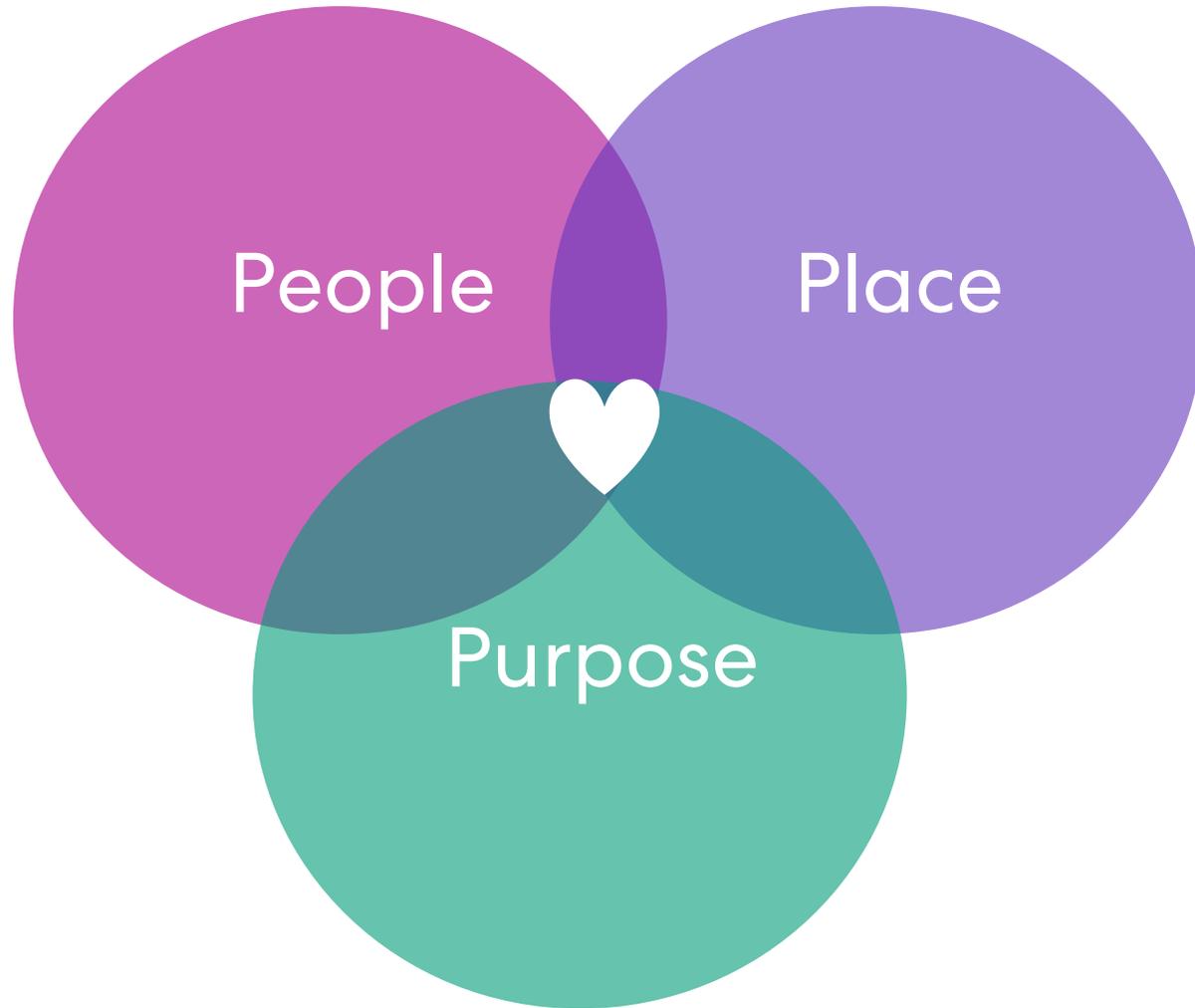


## TRENDS THROUGH LENS OF COMMUNITY COLLEGES



1. Community Colleges are more agile to pivot with changing curriculum demands (i.e. Health Sciences, Cannabis, etc.)
2. Community colleges can tailor their programs to ensure employment for adult students once the economy starts to recover
3. Expanding Distance Learning – what does it look like now, and still have a college experience?
4. Focus on Dual-Enrollment Students
5. Reverse Transfer Students
6. Partnerships & Co-ops with local businesses
7. Invest and support in student services, tied to recruitment and retention
8. Health and Well-being initiatives
9. Access for students (proximity, technology and mentorship)
10. Tie to government initiatives, TAACCT to train students in the trade sectors

## Factors



What do you want to keep / stop / start?

**The pandemic has provided an unprecedented opportunity to re-examine the business of education**

Using that lens, What are the things that we should:

**KEEP**

Actions, processes or procedures that made sense before and still will in the future

**STOP**

Actions, processes or procedures that made sense at some point, but need fundamental change

**START**

Actions, processes or procedures that we should start doing more actively