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# Trends in Higher Education



# Topics

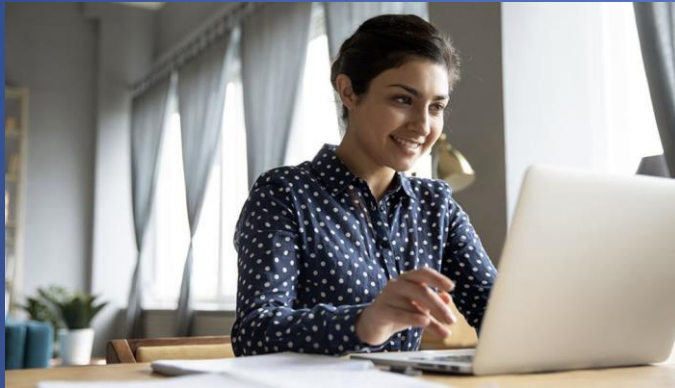
- Introduction
- Institution Challenges
- Today's Student
- Trends and Ideas
  - Psychological Factors affecting Enrollment
  - Influence Former Students to Re-Enroll
  - Non-student Payments
  - Addressing IT Concerns

# Nelnet Campus Commerce

- **Subsidiary of Nelnet, Inc. (NYSE: NNI)**
  - \$2.5B publicly traded company
- **30+ years of experience in Higher Education**
  - Provide solutions for 1,300+ campuses
- **Compliance and security**
  - Dedicated security team
  - PCI DSS Level 1 Validated, FERPA, GLB, NACHA
- **Integration with every major ERP**
  - Workday, Ellucian, Oracle, Jenzabar
- **Impactful Partnerships**
  - CampusGuard, Western Union/Convera, Modern Campus, etc.



# Nelnet Campus Commerce



- **Tuition Management**

- Streamline the tuition payment process with Payment Plans, Billing & Payments, and Refunds.



- **Integrated Commerce**

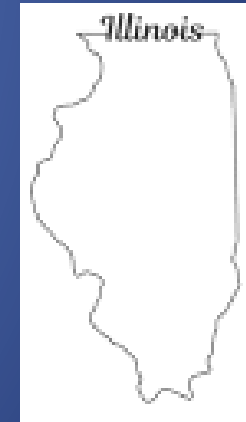
- Increase revenue opportunities and create a unified payment experience with Cashiering, Storefront, and Payment Forms.

# Institution Challenges - Enrollment Declines

- ✓ **National** Enrollment peaked in 2010 at 21.02 Million\*
- ✓ Enrollment in 2020: 19.99 Million\*
- ✓ Fall 2021: 17.05 Million\*\*
- ✓ Spring 2022: 16.2 Million\*\*



- ✓ **Illinois** Enrollment decreased by 24.8% 2010 – 2020\*
- ✓ Enrollment in 2020 at 681,988; 32.8% leave IL for school
- ✓ Fall 2021: 543,628; Public 2 Year: 198,862
- ✓ Spring 2022: 518,897; Public 2 Year: 197,176



\* Education Data Initiative, July 2022

\*\*National Student Clearinghouse Research Center

# Other Institution Challenges

- ✓ Doing more with less
- ✓ Technology concerns
- ✓ Transformation and change



# Today's Students

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- Changing Demographics: Race, Ethnicity, Gender
- College Affordability
- Psychological Factors\*\*\*
  - Doubt about financial returns
  - Awareness of other career training
  - Cost and fear of debt
  - Too stressful (student wellbeing)
  - More important to work and make money
  - Uncertain about areas of study

# Study: Psychological Factors

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- Survey – 11 focus groups and 1675 online survey respondents
- High School Grads and 18 – 30 year olds
  - 46% going to college
  - 41% unsure
  - 13% not going
- More predictive than demographics
  - Satisfaction with one's current life situation
  - Touchpoint to college



# Value of Post High School Education

- 47% (almost half) have taken Utube classes
- ~25% enrolled in classes to receive license or certificate

## Rated Excellent Value

- 44% On-the-job training (70% positive)
- 35% Course(s) to receive a license
- 35% 4 Year degree
- 34% Course(s) to obtain verified certificate
- 33% Course(s) to obtain professional certificate
- 28% 2 Year degree

- More agree a good job requires certificate (68%) versus college degree (57%)
- Affordability Matters but ROI Matters More: **Education Choice => Job**



# High School Graduating Students

- Need preparation for “real world” needs
- How to:
  - Get and keep a job
  - Do taxes
  - Establish and maintain good credit
  - Succeed in college



# Former Students

- Influence former students to re-enroll at your institution
- More than a million students drop out of college every year
- 3/4 are first generation college students
- More than 2/3 are low income

# Former Students – What can you do?

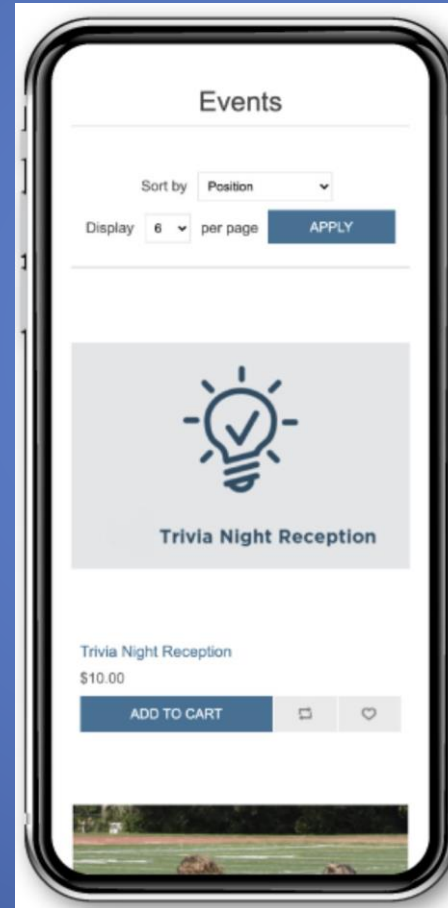
- Reach out using email blasts, mailing campaigns, phone calls
  - With strong messaging motivating them to finish what they started
  - Or show them how to benefit financially
  - Direct them to web page to fill out interest information
- Make access to education flexible
  - Online, evening classes
  - Simple sign-up
  - Extra technology resources
- Give incentives for returning to school
- Offer tuition payment options
  - Regular payment plans
  - Past Due payment plans
  - Longer term payment plans



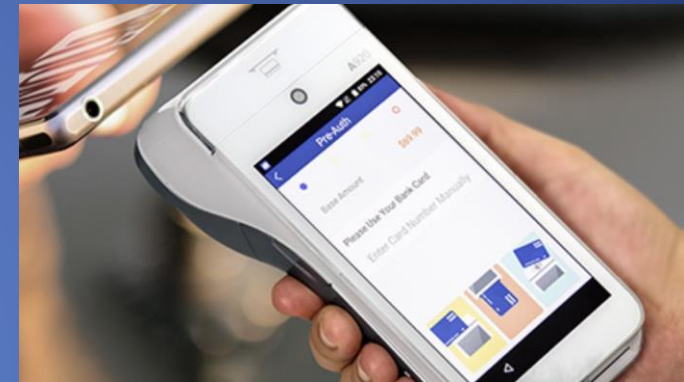
# Non-Student Payments on Campus



Storefront



Mobile Register



PAX A920 and PAX A80



# Higher Ed – IT Concerns

- Data Security
  - Prime targets for Cyber Attacks
  - Dispersed workforce, online students
- Digital Learning
  - Online learning, digital fluency for student engagement
  - Internet Access
- IT Staffing
- Develop security plans and processes
- Evaluate and update institution infrastructure to protect and secure data
- Train your team
- Ensure your campus has adequate internet access; IT staff; clear instructions with digital teaching resources
- Invest in analytics and other tools
- Rely on Third Party Partners

## Nelnet Campus Commerce

Validated, PCI Level 1 Compliant – Highest Level Payment Processing Security

## CampusGuard

A leader in cybersecurity and compliance focused on the needs of higher education.



# References

- Education Data Initiative
- College Enrollment & Student Demographic Statistics, EducationData.org, July 26, 2022
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- National Student Clearinghouse Research Center
- Fall 2021 and Spring 2022 Enrollment Reports
- <https://nscresearchcenter.org/current-term-enrollment-estimates/>
- Inside Higher Ed Article: Why Would-Be Students aren't Choosing College
- <https://www.insidehighered.com/news/2022/09/29/>
- [College enrollment decline and student opinions \(gatesfoundation.org\)](https://www.gatesfoundation.org/education/insights/article/2022/09/college-enrollment-decline-and-student-opinions)
- Nelnet Campus Commerce/Blog
- [Influencing Former Higher Ed Students to Reenroll - Campus Commerce](https://www.campuscommerce.com/news/influencing-former-higher-ed-students-to-reenroll)
- [3 IT Concerns for Higher Education Institutions \(campuscommerce.com\)](https://www.campuscommerce.com/news/3-it-concerns-for-higher-education-institutions)



Thank You!

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