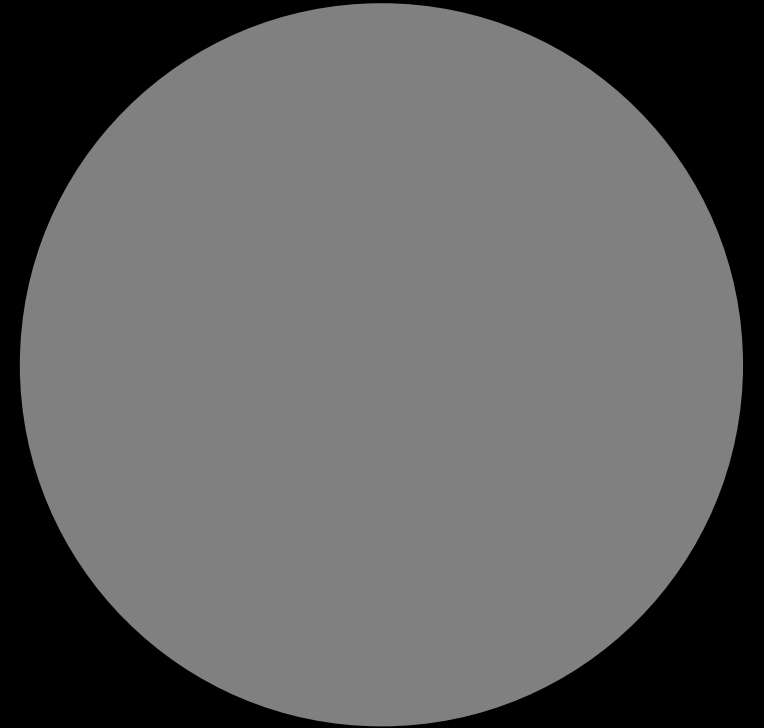


National and local trends in higher education: Meeting our students where they are

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National Trends in Higher Education

- *“A specter is haunting higher education—the specter of declining enrollments. University and college enrollment has fallen nearly 9 percent since 2011, according to the [National Student Clearinghouse](#), and no one is exactly sure why.”*

<https://www.jamesgmartin.center/2018/07/a-worrisome-trend-for-higher-education-declining-enrollments/>

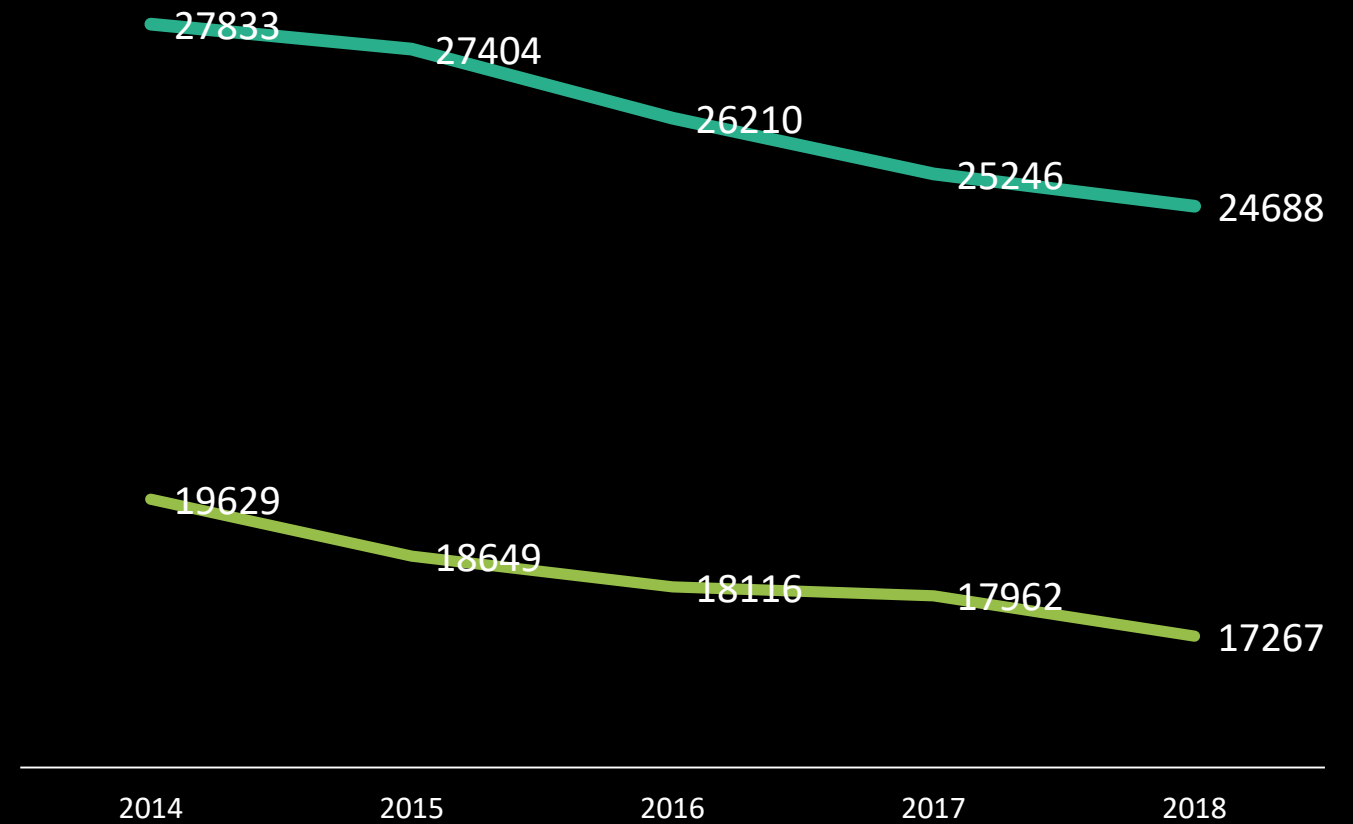




Enrollment
is also
declining at
UAA (9% in 5
years)

Trends in Student Headcount

Annual Fall SCH



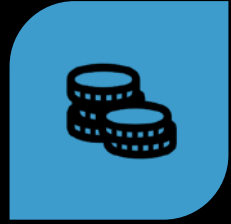


The cost of a college degree has increased 400% since 1990; income has been flat.

Why are college enrollments declining?



SHIFTING DEMOGRAPHICS



ECONOMY IS GOOD



COMPETITION



RETURN ON INVESTMENT (ROI) IS LESS CLEAR



LESS EFFECTIVE AS A SCREENING TOOL



GENERATION Z

<https://www.forbes.com/sites/richardvedder/2018/07/05/academic-deserted-villages/>
<https://www.npr.org/2018/05/25/614315950/why-is-undergraduate-college-enrollment-declining>
<https://www.signalvine.com/enrollment/college-enrollment-down>



Who is Generation Z?

The most connected and disconnected generation in history; they are iSolated.

Raised in a post 9/11 world where school shootings, terrorism, economic recession, and student debt are normal; they are anxious and practical, and want school to be relevant.

“...if current income trends continue, Gen Z will be one of the most financially needy cohorts to enroll in college.” (*The New Generation of Students*, 2018, p. 42).

They are the most diverse and open generation in history; inclusion is very important to them.

Mental health is a major issue for this generation of college students.

What does it cost to attend UAA?

Cost of Attendance for a full-time student who is living **off-campus** taking **30 undergraduate, lower division (100-200)** credits and is a(n) **Alaska** resident.

Tuition and fees	Amount	Other costs	Amount
Tuition	\$ 6,360	Books and supplies	\$ 1,440
Student fees	\$ 1,398	Room	\$ 8,058
		Board	\$ 1,864
		Transportation	\$ 1,998
		Personal/misc.	\$ 4,004
<i>Tuition and fees:</i>	\$ 7,758	<i>Other costs:</i>	\$ 17,364
<i>Total (estimated cost of attendance):</i>			\$ 25,122

<https://www.collegeraptor.com/find-colleges/articles/affordability-college-cost/average-college-costs-2017-2018/>

<https://www.uaa.alaska.edu/students/financial-aid/cost-of-attendance.cshtml>

Average cost of public 4-Year (In-State): \$20,770

Alaska Youth Risk Behavior Survey

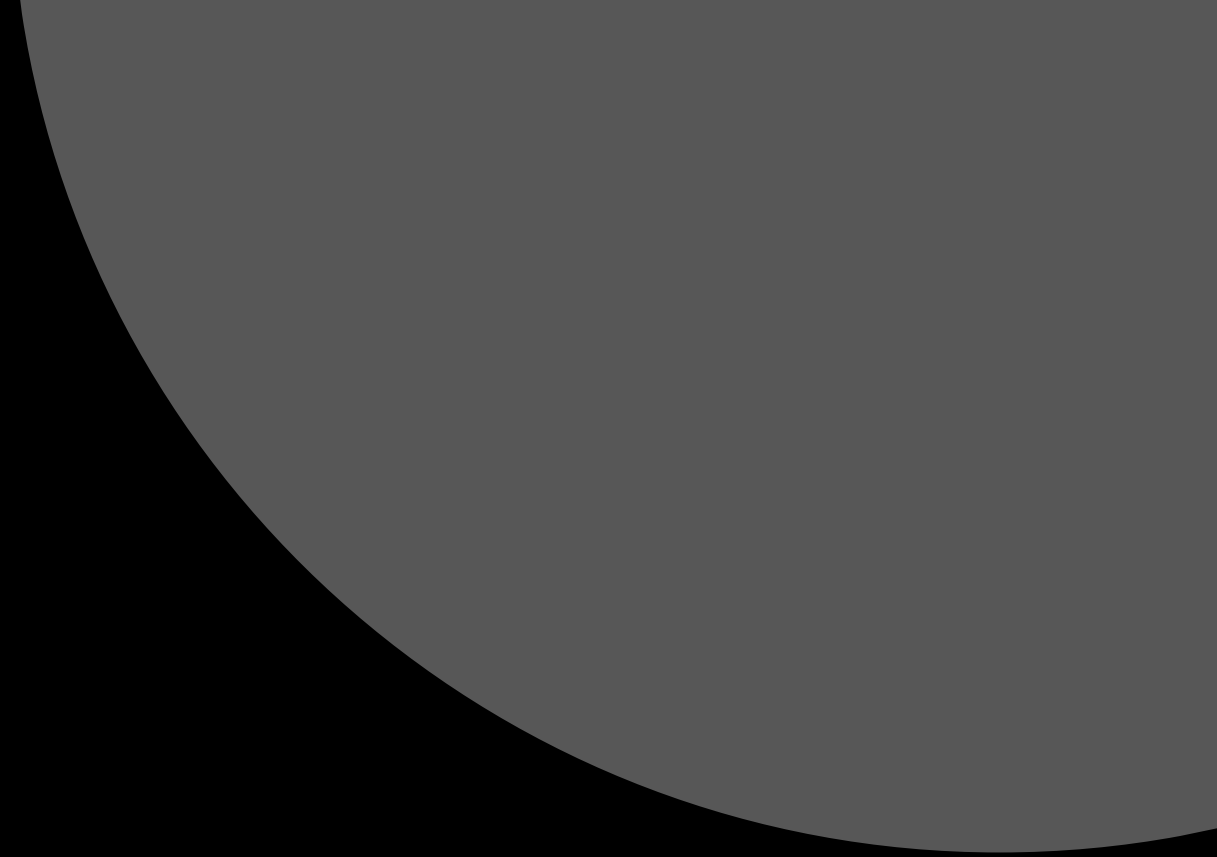
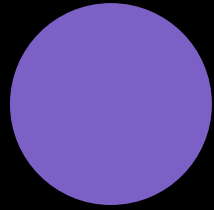
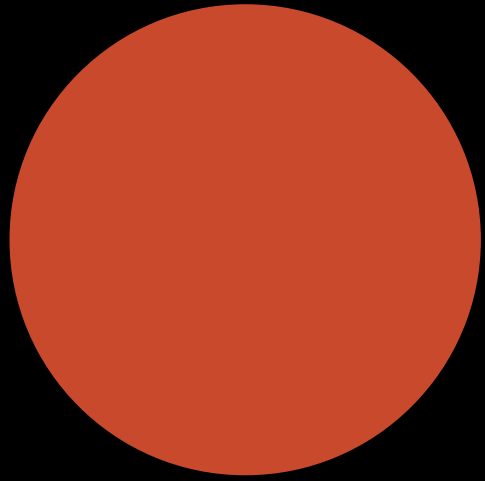
Traditional High School Trends, 2007-2017

Question	2007	2017	Number	Sig
Felt so sad or hopeless, daily for two weeks in a row, they stopped doing usual activities during the past year	26.9%	36.1%	1 in 3	↑
Made a suicide plan during the past year	14.2%	20.7%	1 in 5	↑
Attempted suicide one or more times in the past year	10.7%	12.1%	1 in 8	↔



Many college students do not have enough to eat or a place to sleep

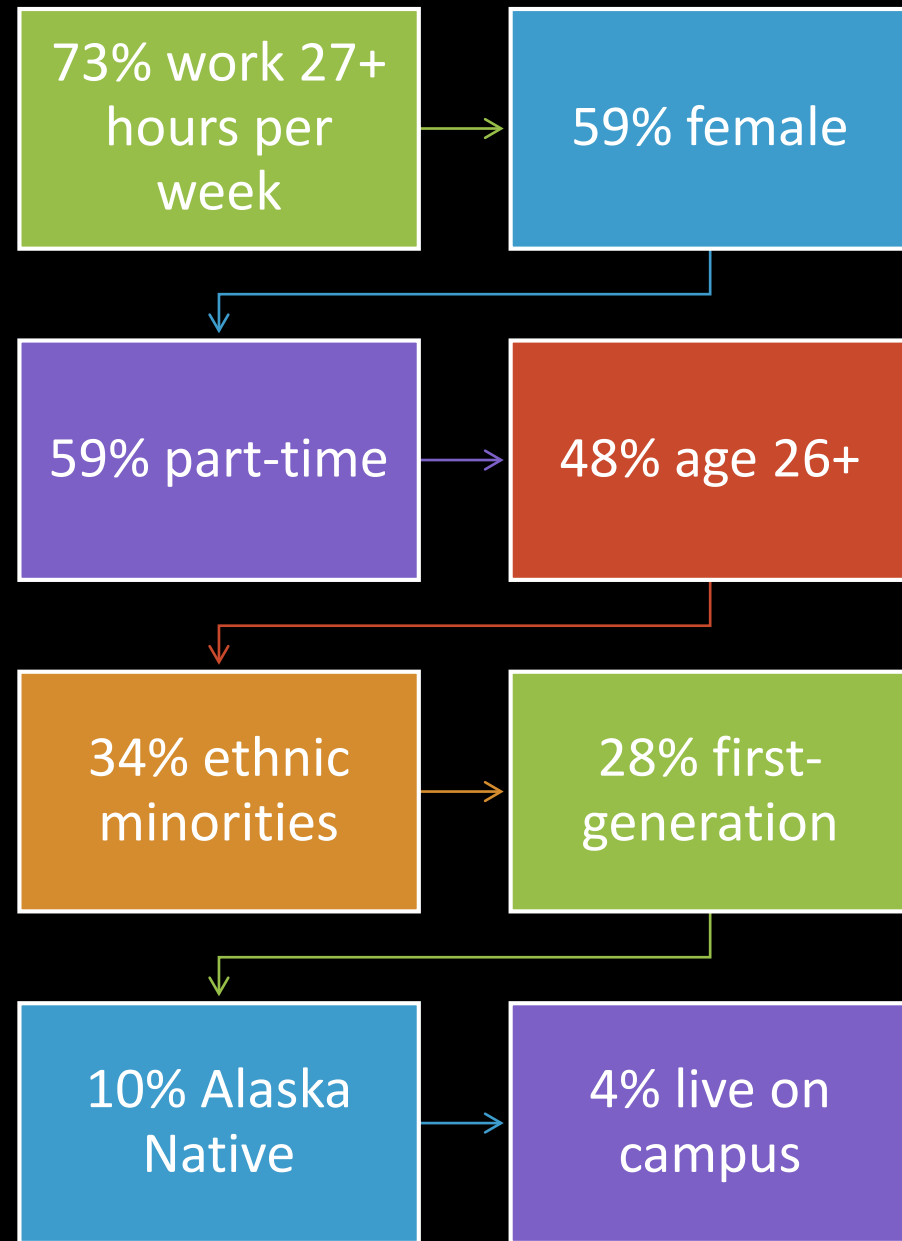
- Recent survey of 43,000 students at 66 colleges found:
 - 36% do not have enough to eat
 - 36% of college students don't always have a place to live



Who are our students
and how are they doing?



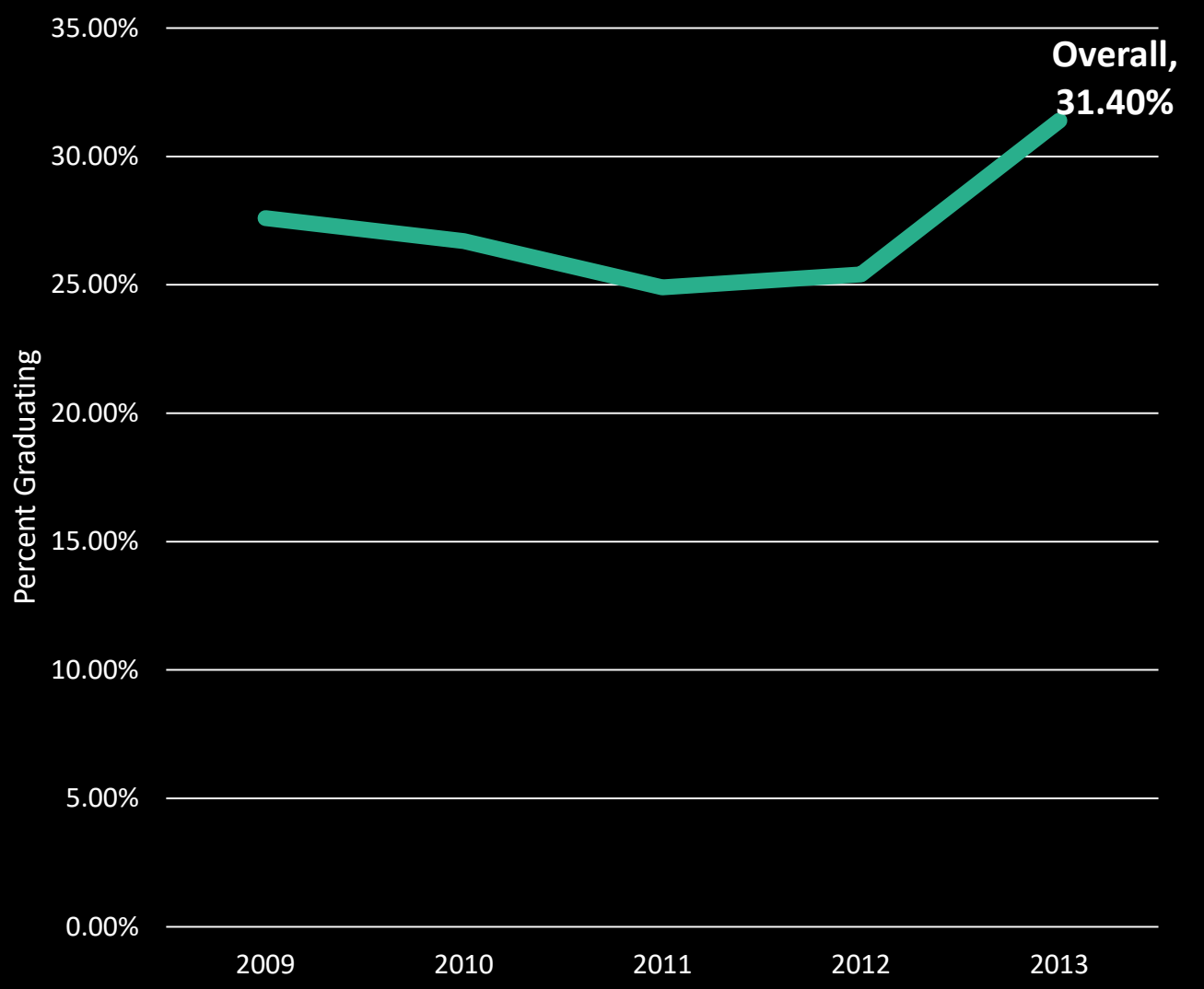
Who are our students at UAA?



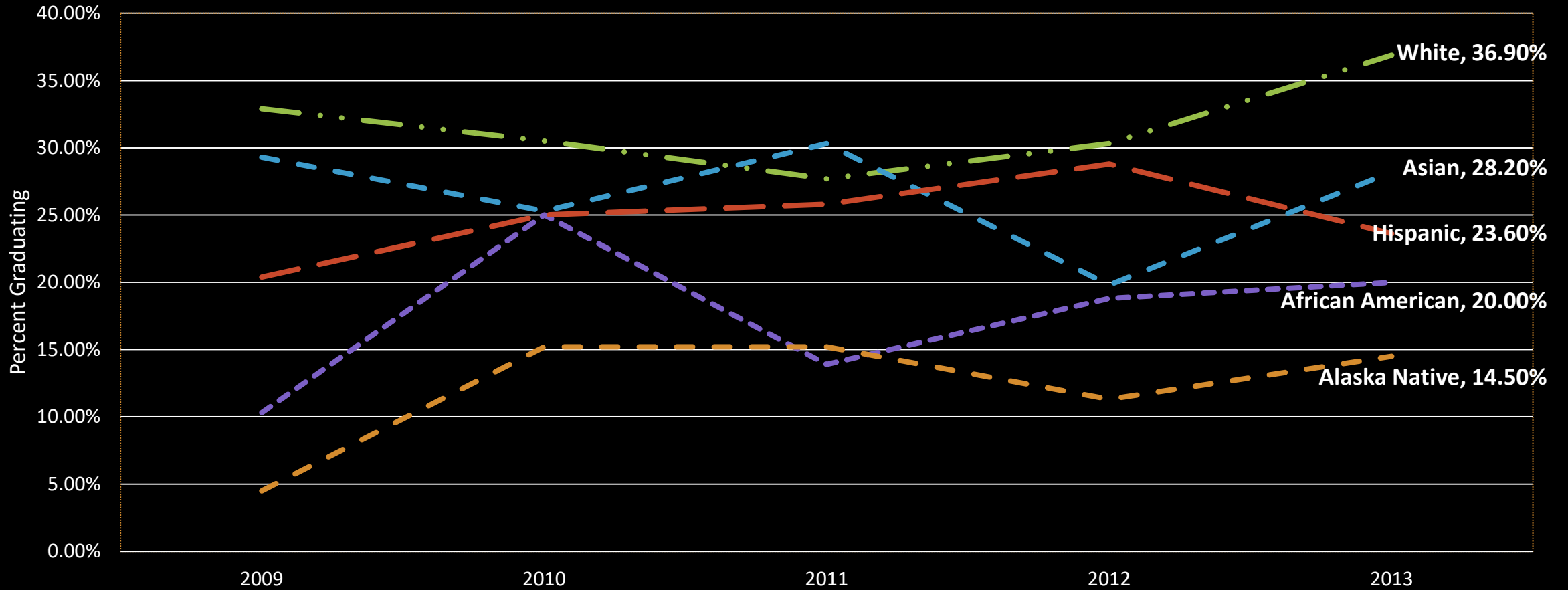


6-Year
Graduation
Rate:
First-time,
Full-time
Baccalaureate

All First-time Full-time by Entering Cohort Year

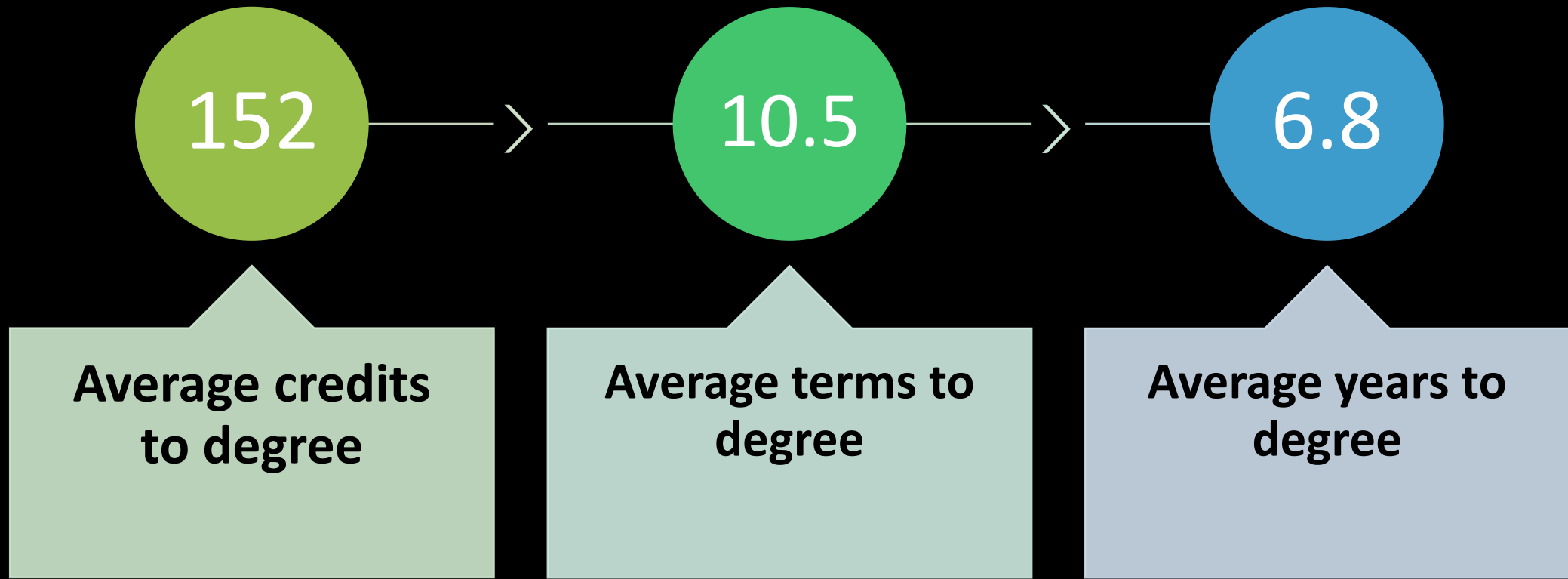


6-Year Graduation Rate: First-time, Full-time Baccalaureate by Cohort Year

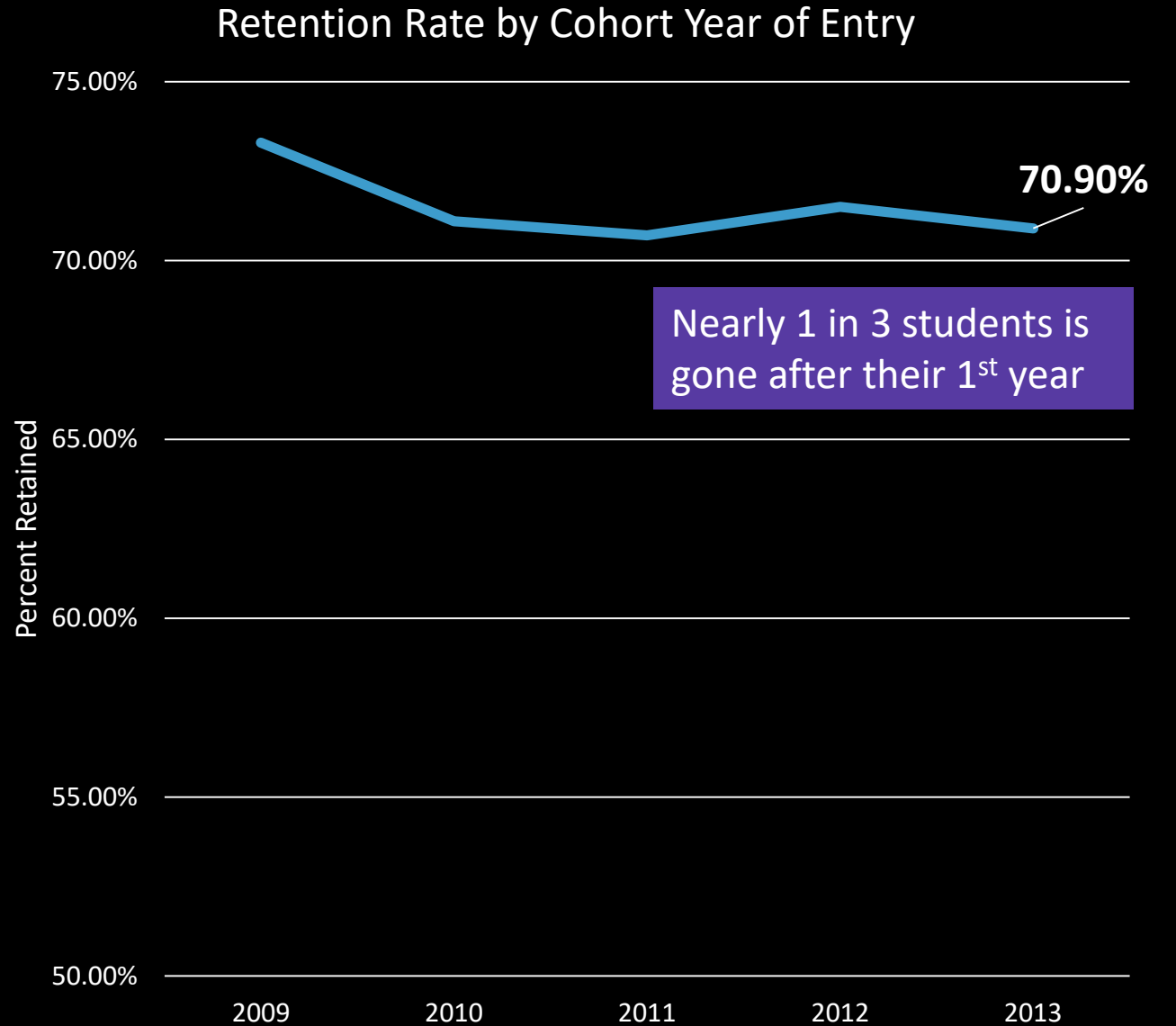


White students graduate at 2.5 times the rate of Alaska Native students.

Bachelor's Degree Statistics: 2012-2018



Retention Rate (2nd year): First-time, Full- time Baccalaureate by Cohort Year

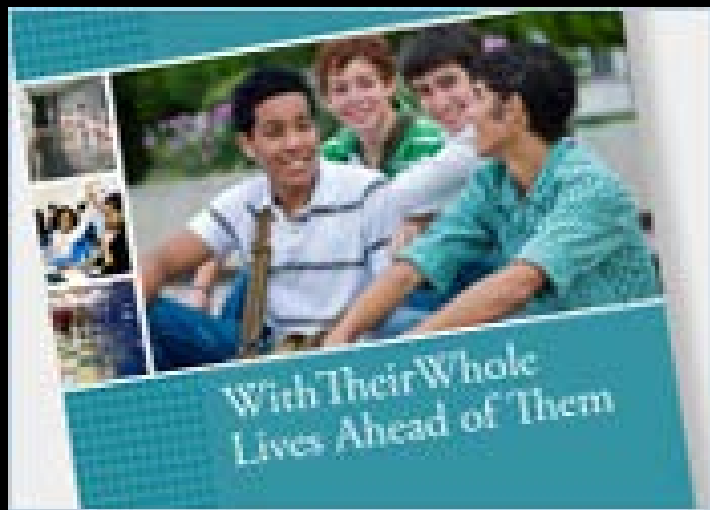




Retention Rate (2nd year): First-time, Full-time Baccalaureate by Cohort Year



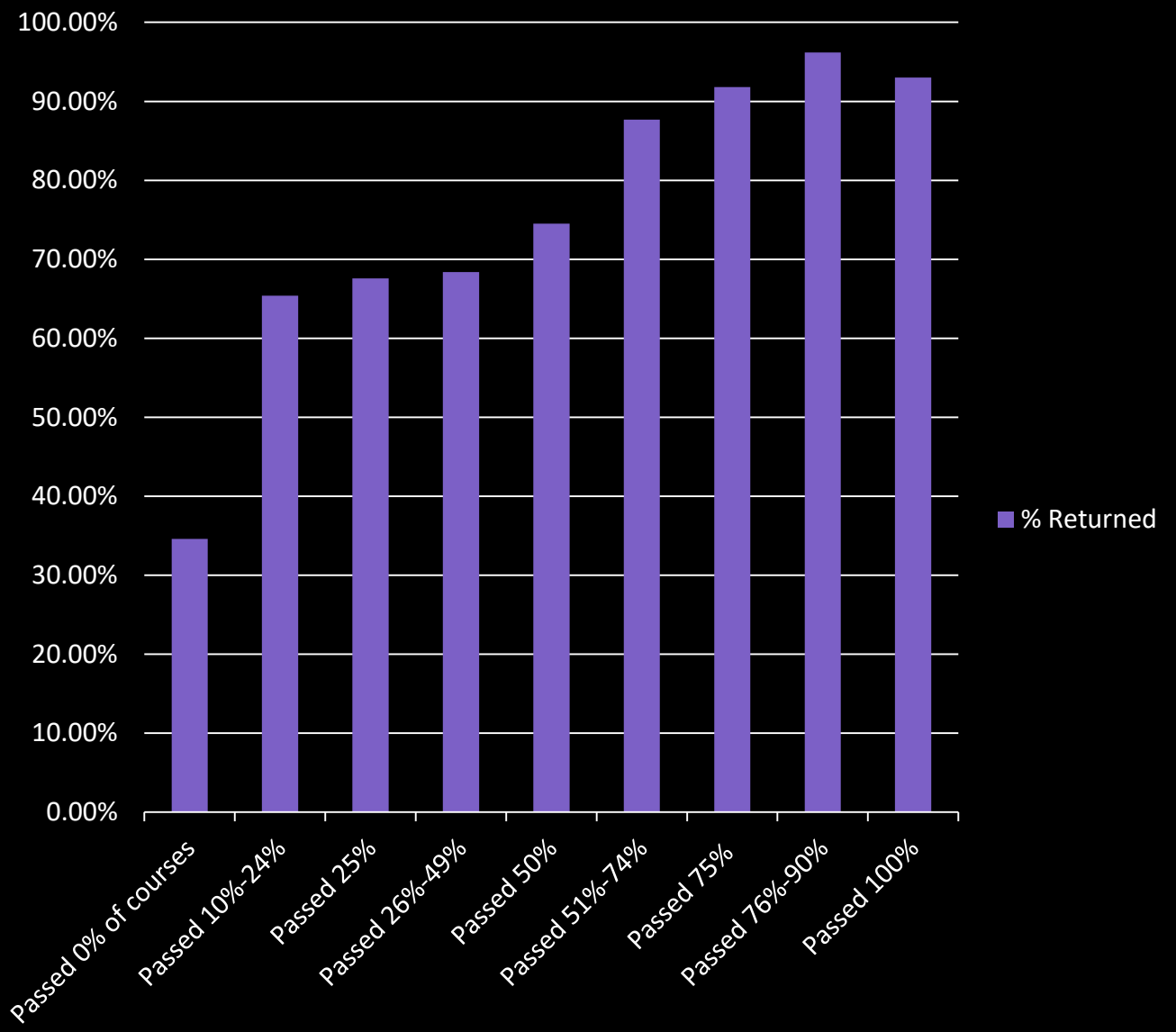
Why do so many students drop out of college?



- A study funded by the Bill & Melinda Gate Foundation called **With Their Whole Lives Ahead of Them**:
 - *“Most of those who don't finish are paying their own way, and the reason they don't finish is because the juggling act of school, work and family is too much for them. Something's got to give, and that's usually getting a degree.”*

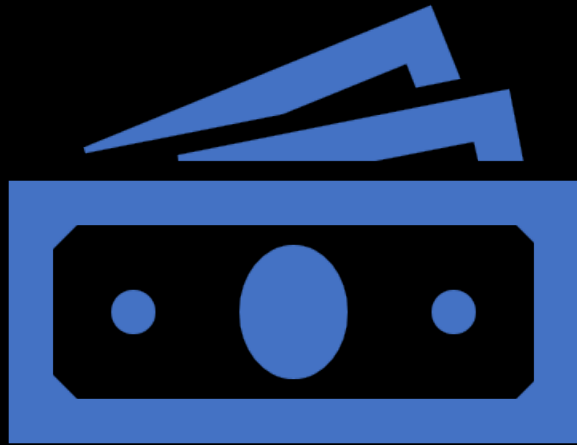


Percent of UAA Students who Returned from First Fall to Second Fall (2017) by Percent of Courses Passed

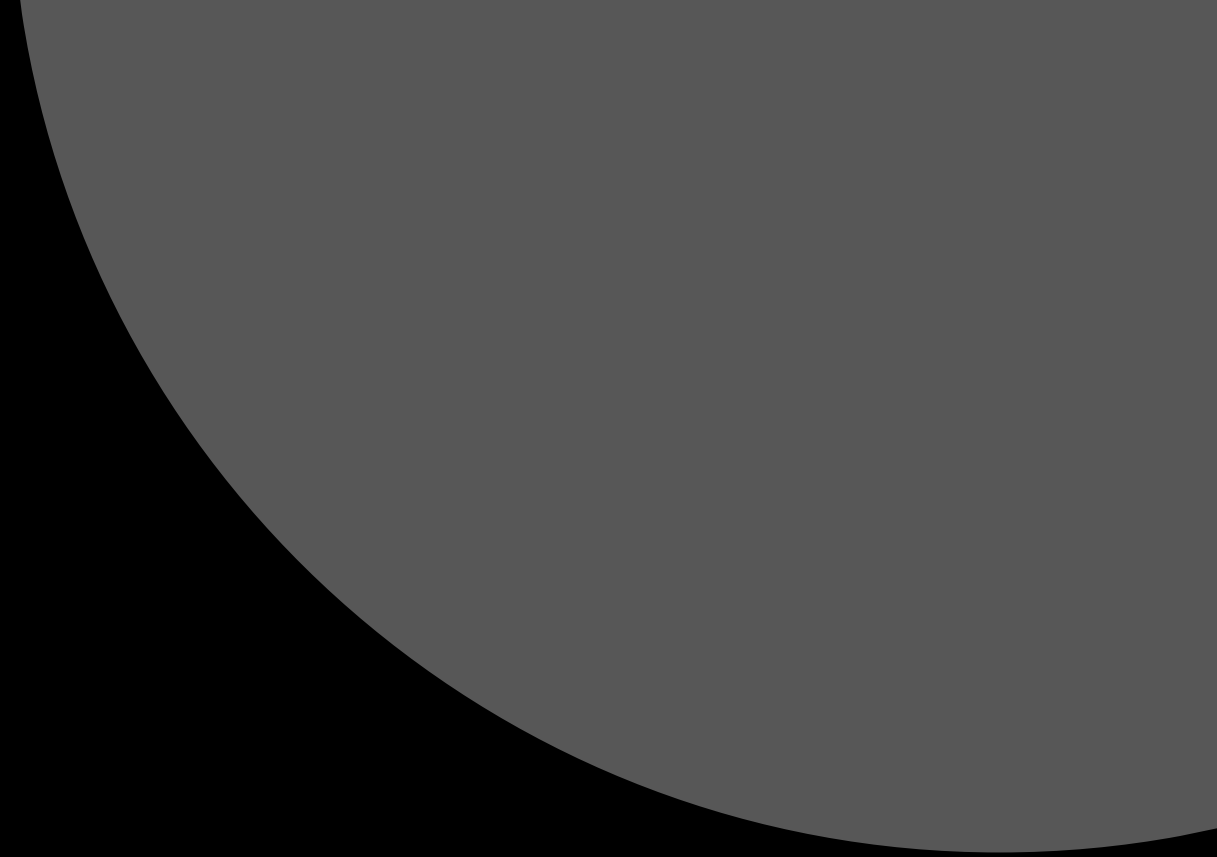
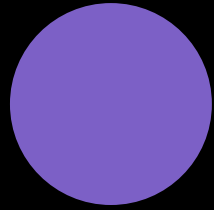
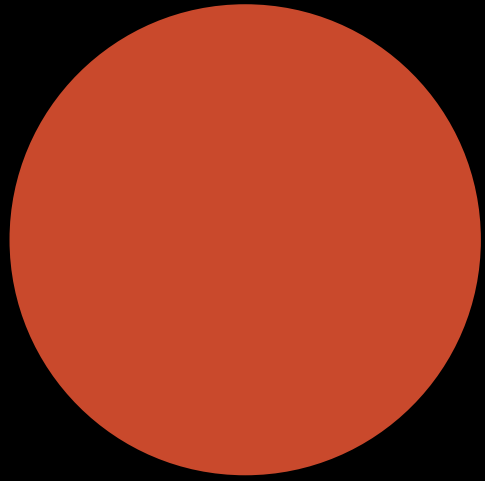




Getting bad grades costs you. Literally.



Satisfactory Academic Progress (SAP) is the federal requirement that students make real measurable progress toward their degree in order to be eligible to receive financial aid.



How do we respond to these trends in order to help more of our students achieve their educational goals?




We need to
build a
pipeline

A college-going culture must begin early



Engage parents and students in dialogue about
college in middle school



K12 and higher ed need to partner on
initiatives like middle college, summer
programs, and other dual-enrollment options

We need to reduce stress



We can't control the cost of their tuition, rent, medical bills, but we can control the price of their textbooks




We can offer students support in time management, stress reduction, financial literacy and debt management



We must do everything we can to make sure that they know about every scholarship opportunity



We need to give them a guide to help them navigate the university



We need to
compete in a
vast
marketplace



We need to offer our students
shorter term credentials along
the way to a degree



We need to streamline our
curricula so that students can
finish faster



We need to focus on access –
via online programs and
bringing programs to students

Nontraditional
is the new
traditional

Our programs need to meet
the needs of adult learners,
people working 30+ hours a
week, taking care of families

Need advising, tutoring,
and courses on weekends,
evenings, catch-up and
compressed courses in
winter and summer breaks

We need to
close
achievement
gaps

We need to determine what is needed for underrepresented groups and customize our student success initiatives to them

We need to take advantage of a substantial resource that we are currently not fully tapping – successful peers and alumni – as mentors and advisors

We need to hire college faculty, staff, and administrators who look like our students

We need to emphasize community, connection and belonging

Students need to know that many peers are homesick, afraid of math, having trouble adjusting; lonely; feeling lost

Emphasize connecting and communication in all of our classes

We need to learn our students names and they need to learn each others' names.

Team-based learning needs to be part of every class


Less individualism, more collectivism

We need to help students get done with college degrees and certificates more quickly

Many students enter higher ed underprepared. Taking developmental courses is disheartening and expensive



Many universities have eliminated developmental education, offering students summer programs and supports so they start at GER-level

- 
- Normalize mental health problems and help-seeking
 - Culture of bystander intervention
 - Promote wellness – especially getting enough sleep, exercise, and good nutrition
 - Teach parents about the dangers of sleeping with cell phones and long hours of video games
 - Foster a growth mindset and resiliency. Failing a class is not the end of the world.

We must prioritize well-being



We must confront math anxiety

- ***“One of the most damaging mathematics myths propagated in classrooms and homes is that mathematics is a gift — that some people are naturally good at math and some are not.” (Boaler, 2015, What’s math got to do with it?, pg. xvii)***

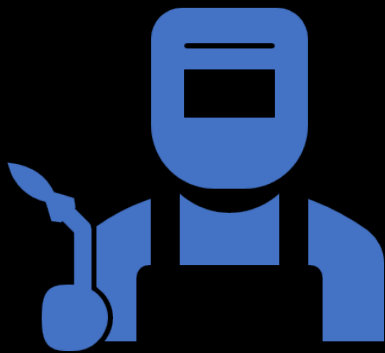


We need to help students pass classes and choose best majors



- Increase participation in tutoring and supplemental instruction
- Customized first year course maps focused on completing writing, math, and communication
- Early warning systems with advisor follow-up
- Predictive analytics to help students choose best majors

As educators,
we need to
grow, adapt,
and change



- Our students and world have rapidly changed. We need to do the same.
- Lecturing and digesting lots of material will never go away. Doing it for 75 min straight is not good.
- Active, team-based learning including lots of reflection
- You don't have to make it relevant to them; they have to make it relevant to them

We need to
keep the
students we
have and help
them
graduate

Students need holistic
advising in their first year so
they can focus on their
studies

They need guides -- like
first-year advisors and peer
mentors -- to help them
navigate college