



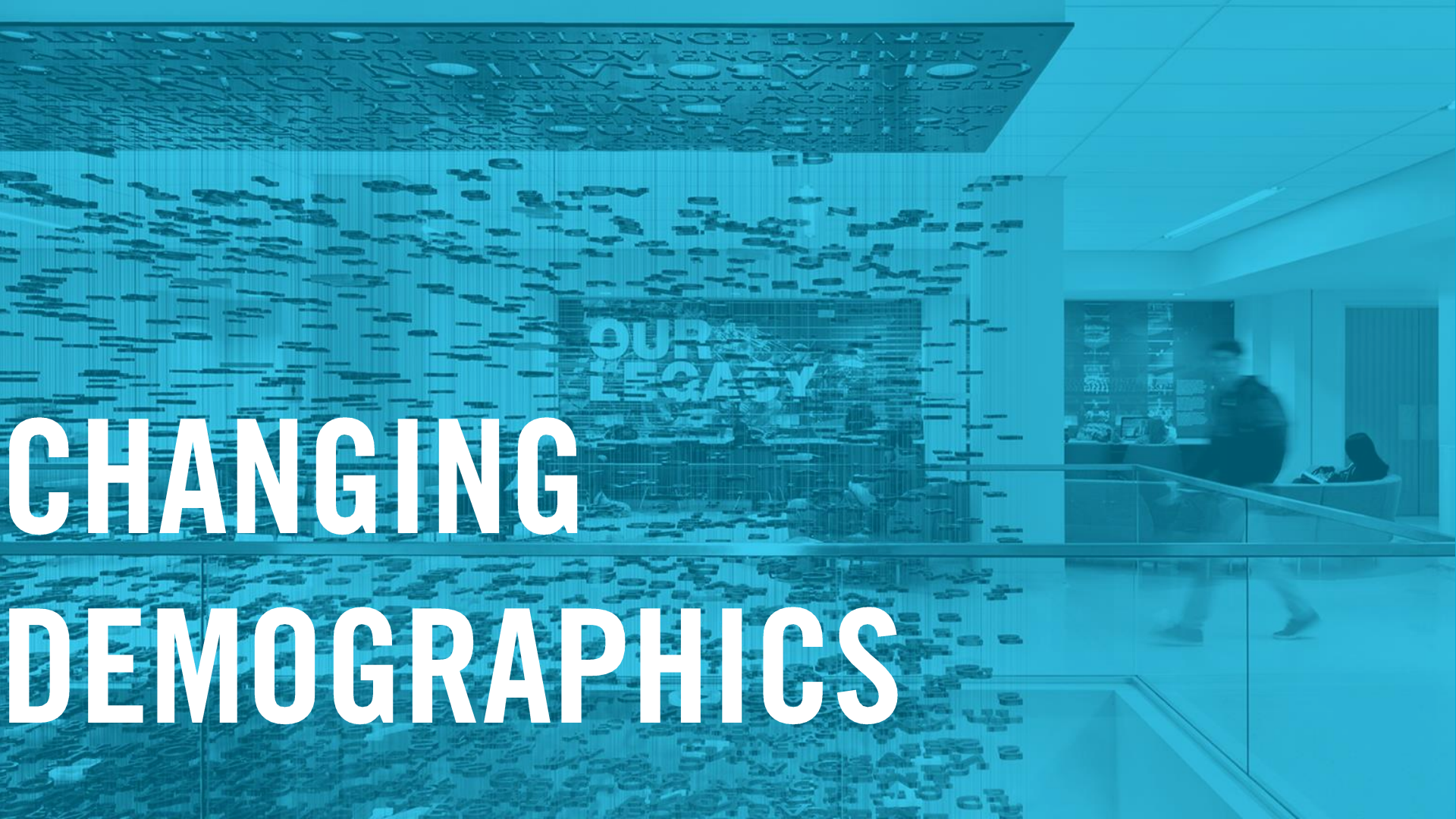
FUTURE PROOFING HIGHER EDUCATION: UNDERSTANDING NEXT GENERATION STUDENTS

ILLINOIS COMMUNITY COLLEGE CHIEF FINANCIAL OFFICER
2017 SPRING CONFERENCE
STARVED ROCK CONFERENCE CENTER



1. DEMOGRAPHICS

2. BEHAVIORS & INTERESTS



CHANGING DEMOGRAPHICS

SMALLER PIPELINE

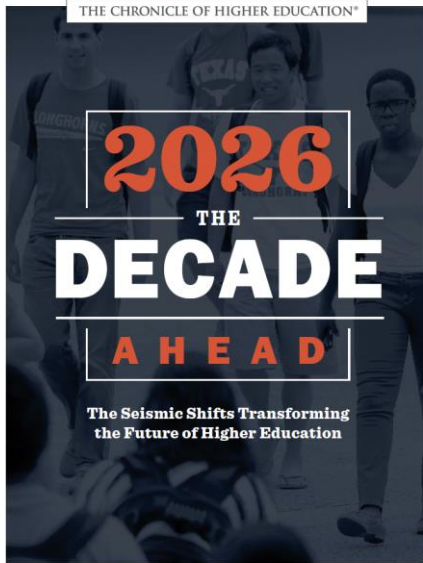
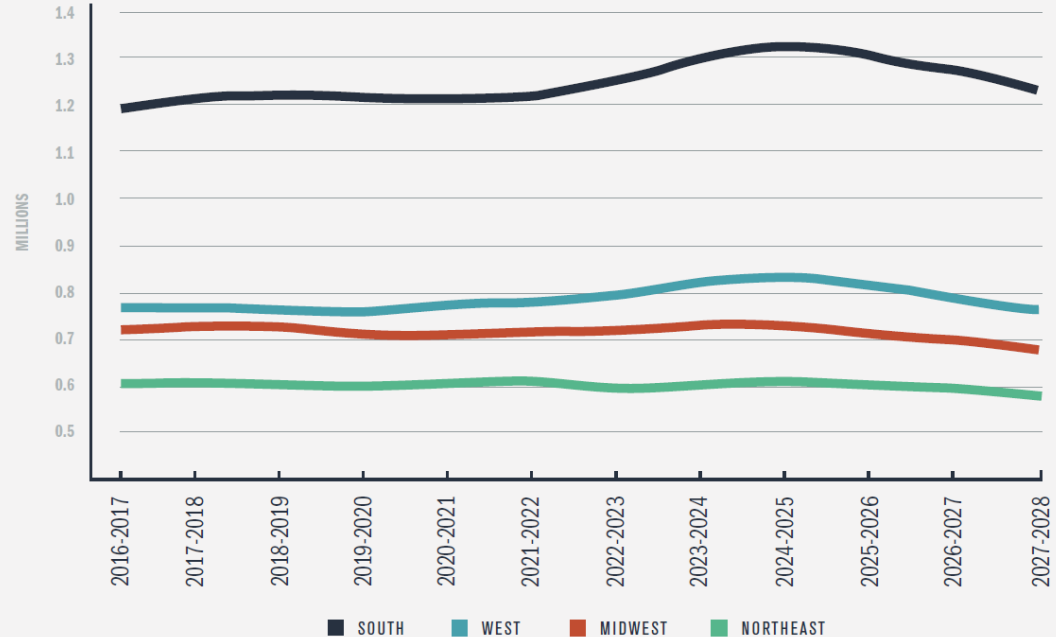


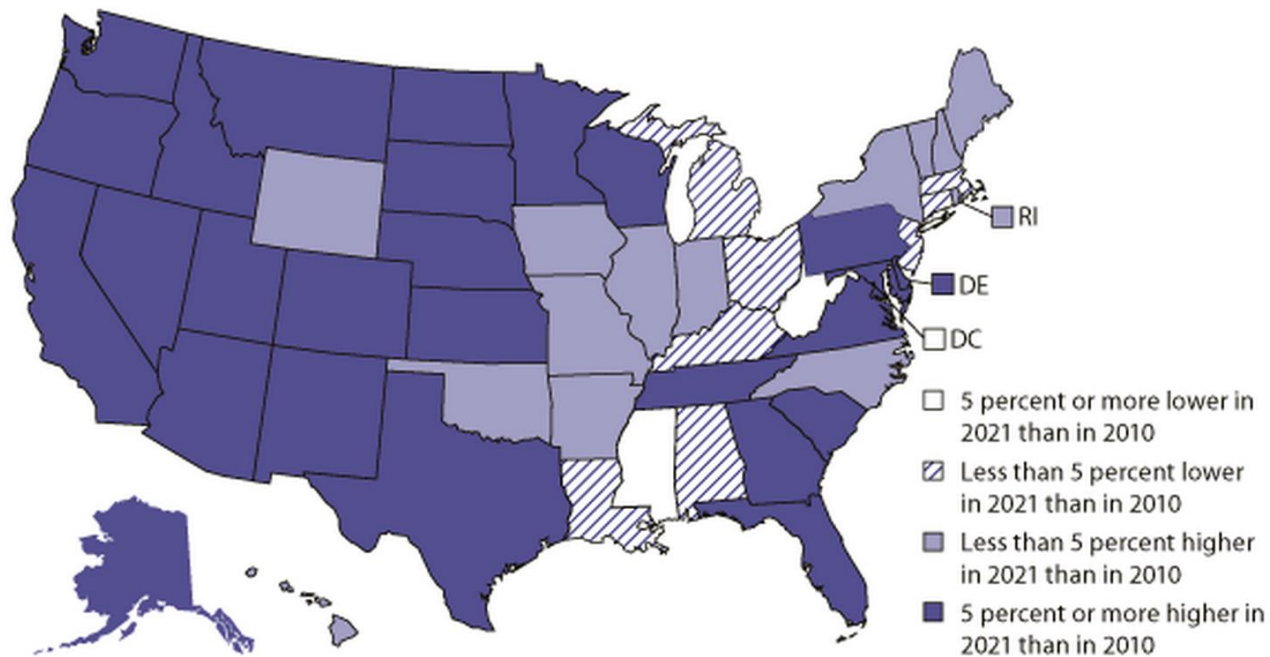
FIGURE 3 A SMALLER PIPELINE OF HIGH SCHOOL GRADUATES

Public and non-public graduates



SOURCE: WESTERN INTERSTATE COMMISSION FOR HIGHER EDUCATION

SMALLER PIPELINE

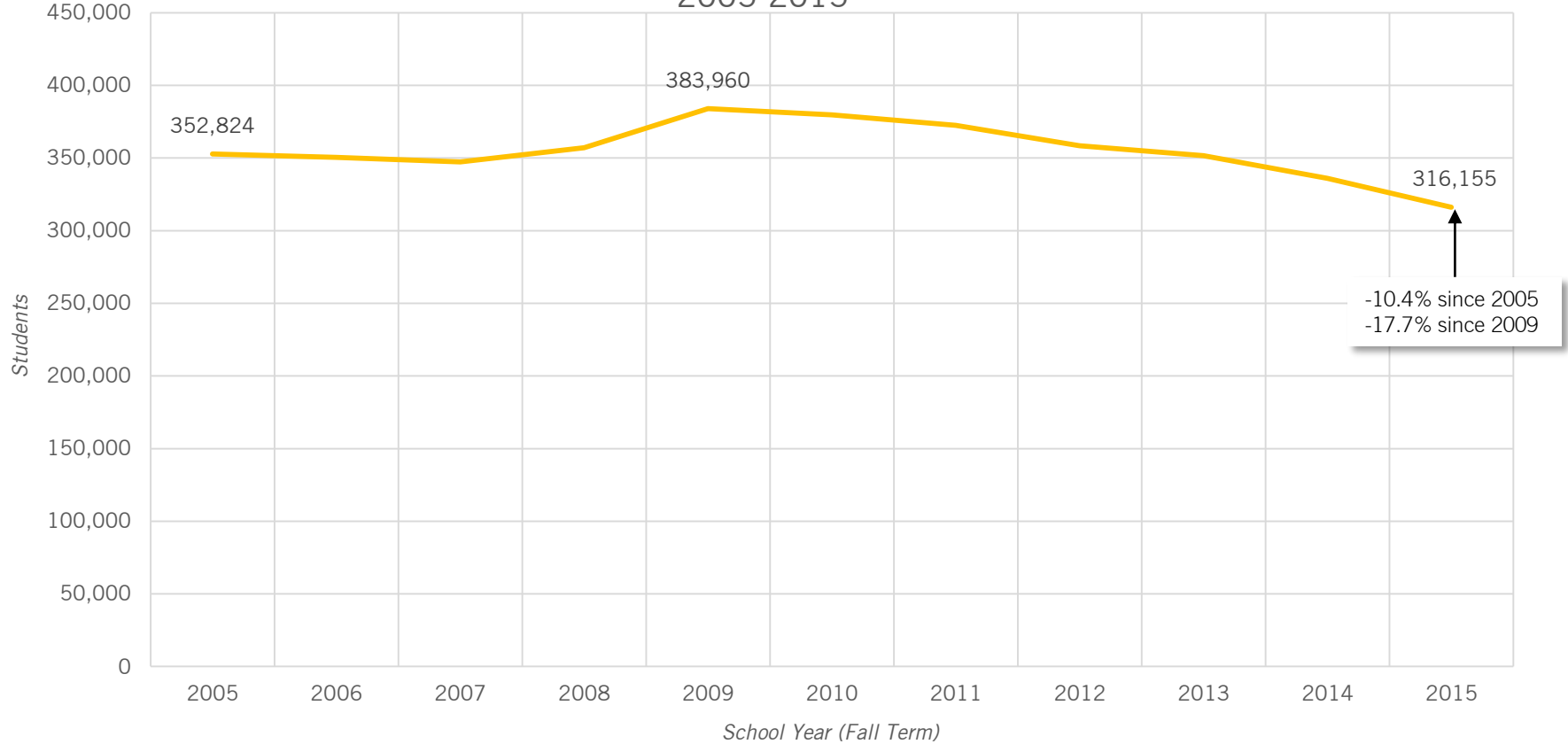


Projected Change in High School Age Population by State

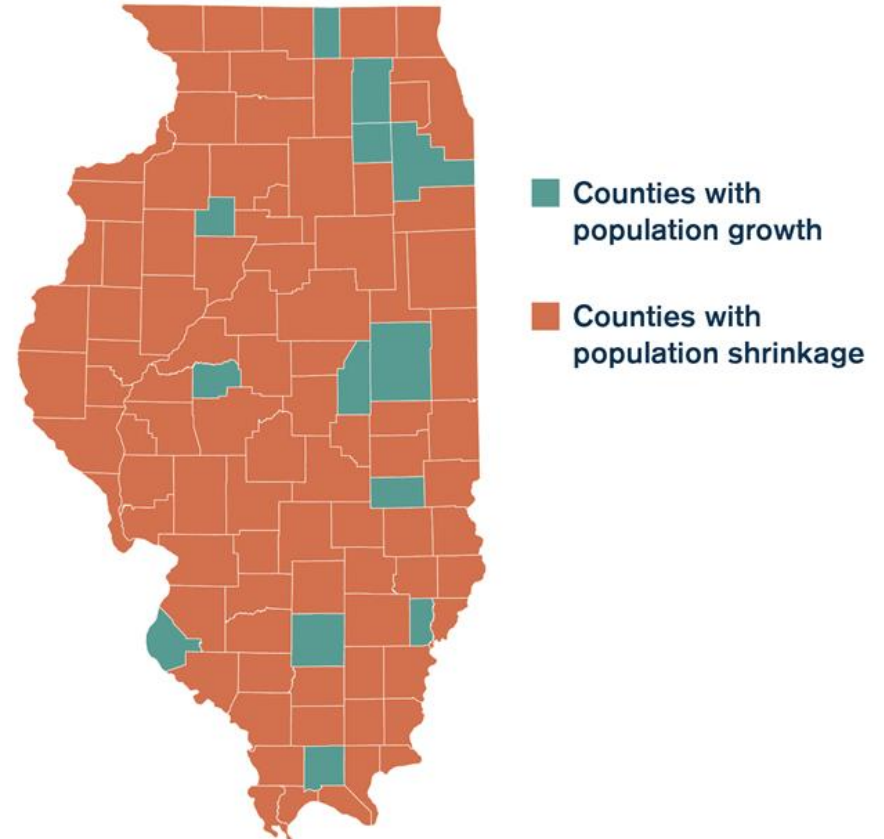
Headcount Student Enrollment

Illinois Community Colleges

2005-2015



DECLINING POPULATION



Source: Illinois Policy Institute, U.S. Census Bureau,

Annual Population Change by County in Illinois (2015-2016)

GROWTH IN NON-TRADITIONAL

2000 – 2012

Under 25
25 & Over

Growth

35%
35%

2012-2023

Under 25
25 & Over

12%
20%



A COLLEGE FOR LIFE



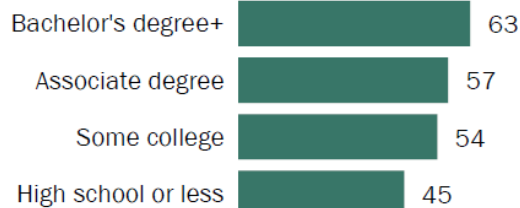
ONGOING TRAINING



ONGOING TRAINING

Adults with higher levels of education see a greater need for ongoing training

% among those in the labor force, saying it will be essential for them to get training and develop new skills throughout their work life



Note: "Some college" includes those who have attended college, but have not earned a degree.

Source: Survey of U.S. adults conducted May 25-June 29, 2016.

"The State of American Jobs"

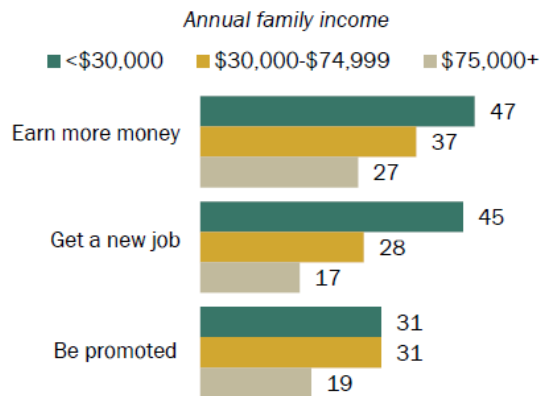
.PEW RESEARCH CENTER



ONGOING TRAINING

Lower-income workers who seek additional training are motivated by wages, new job opportunities

% of employed adults who took a class or got extra training in the past year in order to ...



Note: Based on those who took a class/got additional training either to (1) learn, maintain or improve skills or (2) for a license or certification.

Source: Survey of U.S. adults conducted May 25-June 29, 2016.
"The State of American Jobs"

PEW RESEARCH CENTER



A man in a dark t-shirt and glasses is pointing at a piece of electronic equipment in a server room. Two other people, a woman in a patterned jacket and a man in a black polo shirt, are looking at the equipment. The room has a high ceiling with exposed pipes and lights. The equipment is a rack-mounted unit with various cables and a small display. The word 'RESKILLING' is written in large white letters on a blue background in the top right corner.

RESKILLING

65% of Employers invest in reskilling current employees



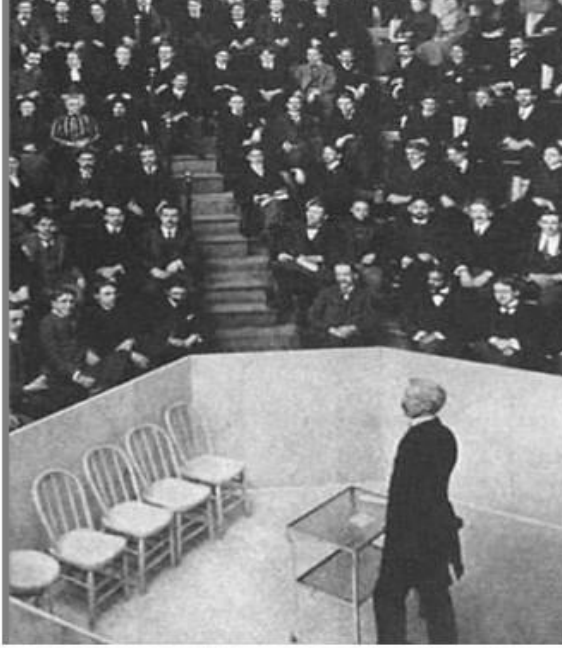
65% of children entering primary school today will work in jobs that don't exist yet

CHANGING BEHAVIORS



OUR
LEGACY

YESTERDAY

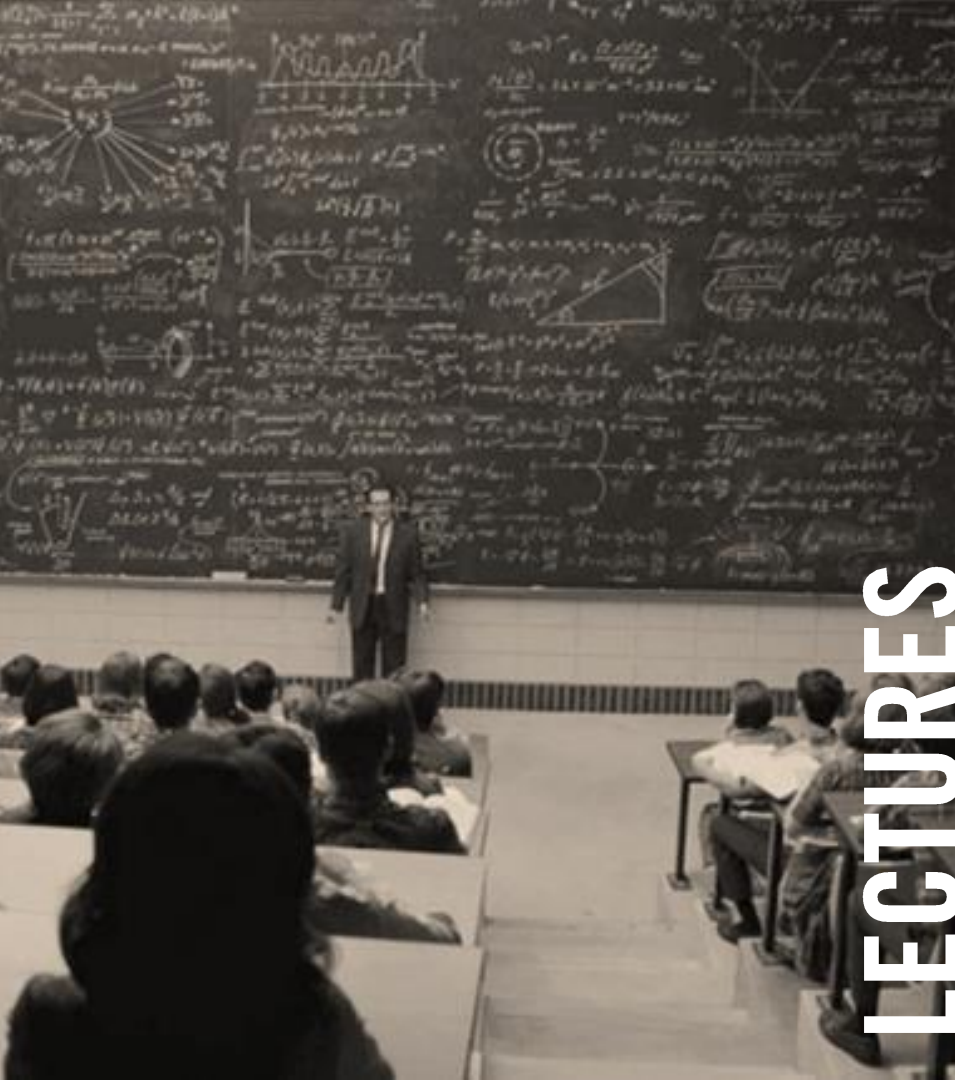


www.perkinswill.com

PERKINS+WILL | PORTLAND

TODAY

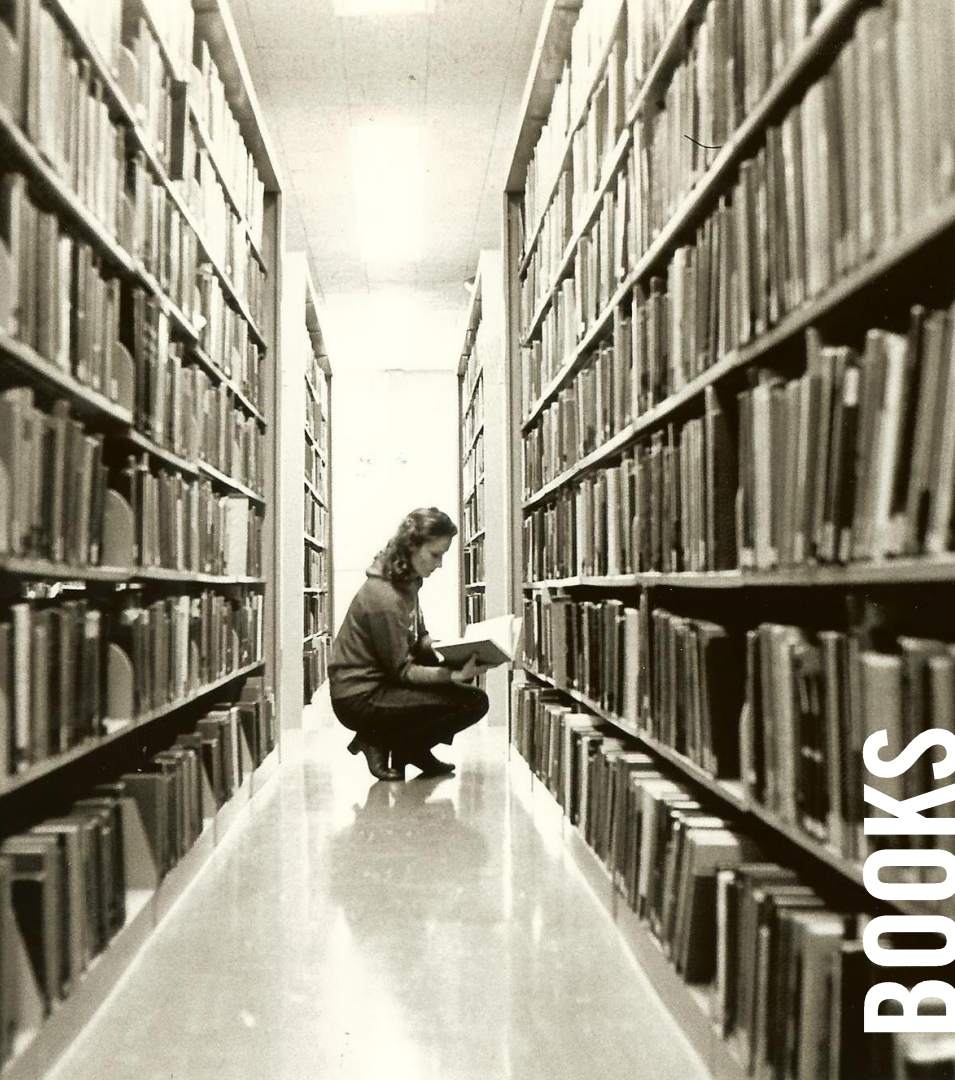




LECTURES



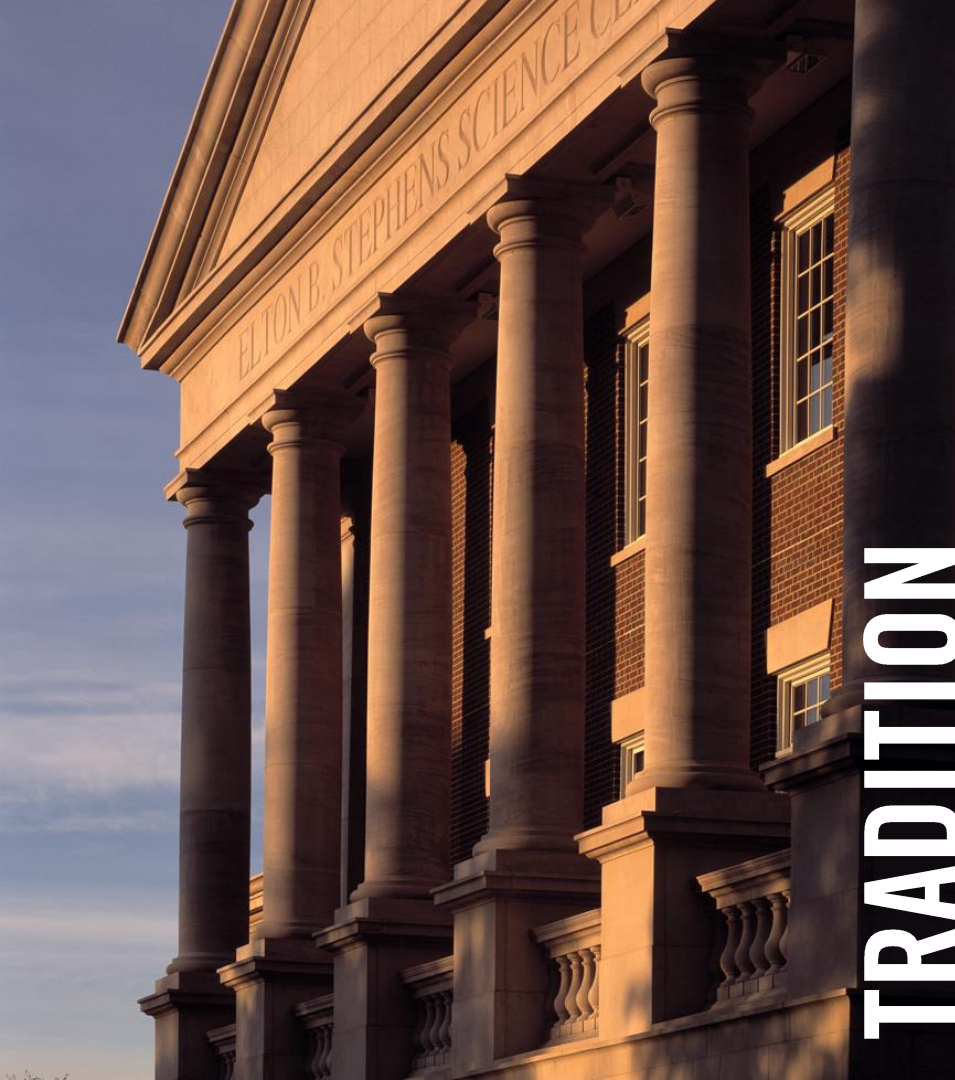
LEARNING



BOOKS



PEOPLE



TRADITION



TRENDS



SEARCH + ACCESS



RAPID DELIVERY



SERVICE AMBIENCE

THOMAS FRIEDMAN

“When I sat down to write ‘*The World is Flat*’ in 2004,
Facebook didn’t exist,
Twitter was still a sound, the
cloud was still in the sky,
4G was a parking place,
LinkedIn was a prison,
applications were what you sent
to college, and
Skype was a typo.
That all happened in 6 years.”



**CONNECTED
COLLABORATE
CO-CREATE
COMMUNITIES
CONSCIENCE**





THEY HAVE THE **POWER TO**
CHOOSE LIKE NEVER BEFORE

PERKINS+WILL | PORTLAND.



THE KEY DEMAND FROM FUTURE
'CUSTOMERS' IS CONTROL.



THEY ARE NOT A **GROUP**
BUT A **WAY OF LIFE.**




THE “DIGITAL NOMAD” GENERATION

A photograph of a person sitting inside a yellow tent pitched in a forest at night. The tent is illuminated from within, casting a warm glow. The person's silhouette is visible against the tent's interior. The background consists of dark tree trunks and foliage, with some light filtering through the trees.

DIGITAL NOMADS HAVE A NEW RELATIONSHIP WITH

TIME
PLACE
PEOPLE
CONSUMPTION
EDUCATION



FROM CRAFTING OF ENVIRONMENTS TO SHAPING OF EXPERIENCES

A group of people are gathered in a room, socializing. In the background, a man is playing an acoustic guitar and singing into a microphone. In the foreground, a group of people is sitting around a table, looking at a board game. The room has a warm, yellowish light and a window in the background.

BLURRING BOUNDARIES BETWEEN...

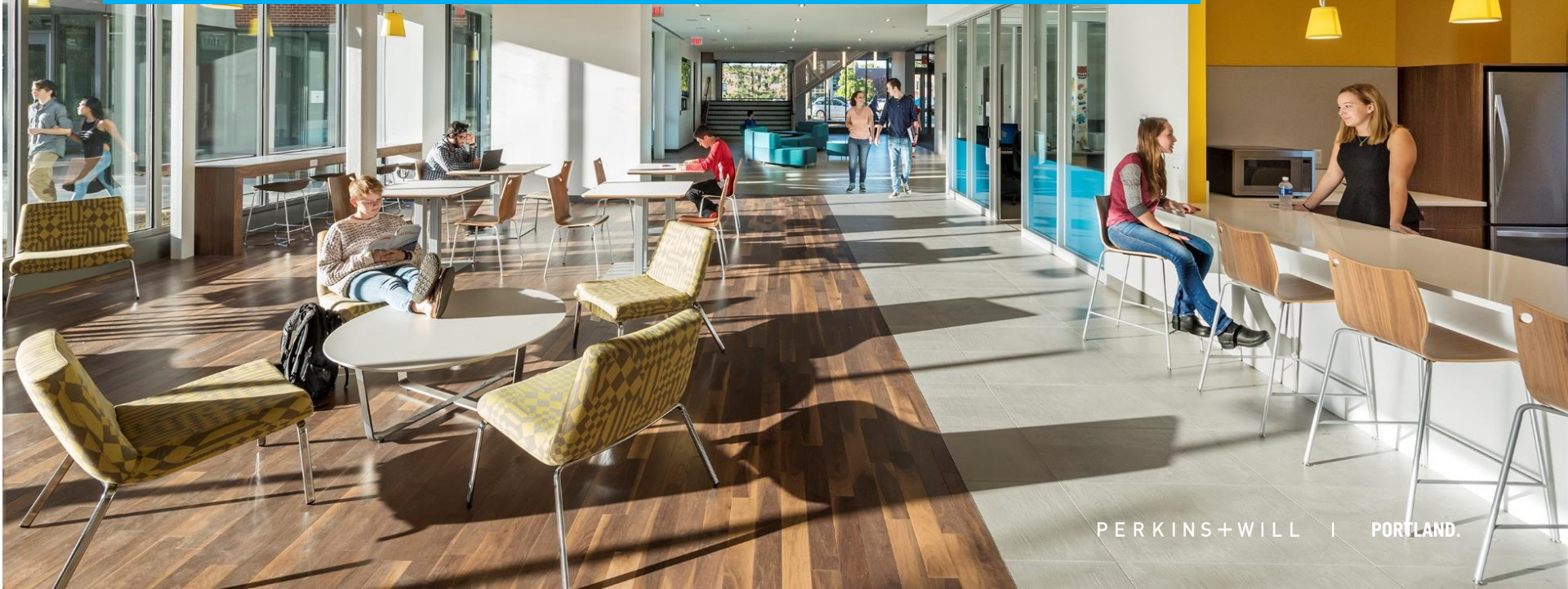
WORKING
SOCIALIZING
LEARNING
SHOPPING
EATING
DISCOVERING



SOFT SPACE
INTERACTIVE SPACE
TRANSIENT EXPERIENCES
JUST IN TIME

ONE SPACE MANY MOODS

DISTINGUISHED NOT BY FUNCTION BUT BY ETIQUETTE





**MULTIFUNCTIONAL PLATFORMS FOR
EXPRESSION, EASILY ADAPTABLE,
PROGRAMMABLE SPACES**

A wide-angle photograph of a modern, bright communal lounge area. The space is characterized by large floor-to-ceiling windows on the left and right, offering a view of an outdoor courtyard with trees and a building. In the foreground, a woman with long dark hair, wearing a light green top, sits on a blue armchair, looking towards the right. The lounge is furnished with several blue armchairs and sofas with white metal frames, arranged around a low, light-colored coffee table. In the background, a pool table is visible, with several people gathered around it. One person is leaning over the table, while others stand nearby. The floor is a mix of light-colored tiles and a dark, textured carpet. The overall atmosphere is bright and open, with natural light streaming in from the windows.

TRANSITIONS BETWEEN DESTINATIONS WITH INTERACTIVE COMMUNAL SPACES BUZZING WITH LIFE



INTERWEAVE BOTH SOCIAL AND LEARNING SPACES

SPACES TO LINGER GATHER PAUSE





ON-DEMAND SPACES

**SEMI-PUBLIC SPACES WHOSE FUNCTIONS
WILL BE DETERMINED BY THE USERS**



SPEAK LIKE A MAGAZINE
CHANGE LIKE A GALLERY
SELL LIKE A SHOP
SHARE LIKE AN APP
LOYALTY LIKE A CLUB
ENTERTAIN LIKE A SHOW
IMMERSE LIKE A GAME





**“THE FUTURE ISN’T WHAT
IT USED TO BE”**

PAUL VALERY

PERKINS+WILL | PORTLAND.