
Current and Future State of Higher Education



Topics

- Today's Students
- Current Landscape
- Changing Demographics
- Innovations and Trends
 - Continuing Education/Professional Development
 - Going Cashless, Refunds and eCommerce

Today's Students

57%
Gen Z

Convenient,
Flexible
Payment
Options

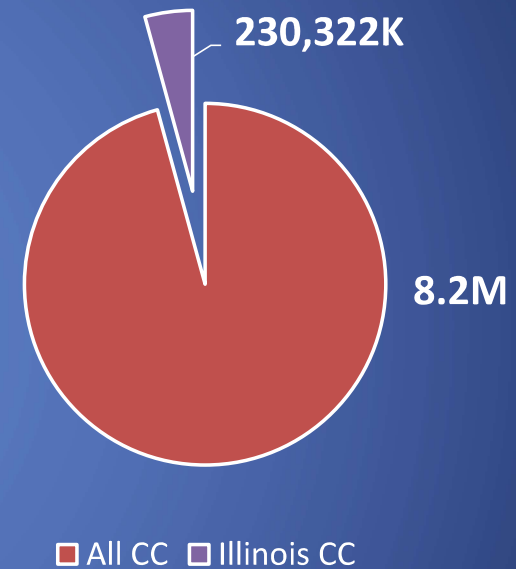
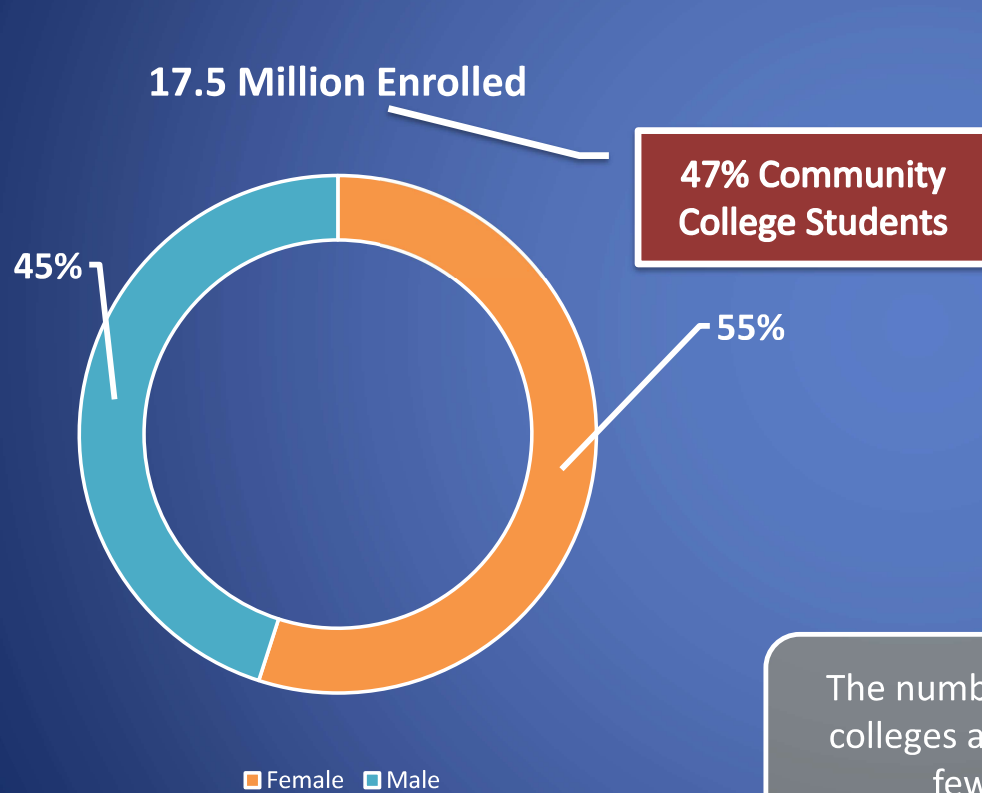
Easy
Checkout
Experience

Today's Students

The screenshot shows a user interface for a student's account. At the top, there is a navigation bar with 'Home', 'My Profile', and 'Financial Accounts'. On the right of the navigation bar, there are icons for help, notifications, and a lock, along with the text 'Signed in as Cathy' and a share icon. Below the navigation bar, the user is greeted with 'Hello Cathy'. The main content area is divided into several sections: 1. 'Payment Activity' (Cathy Victor ID: 12743) showing a 'Current Balance' of '\$5,150.00' with a 'Transaction Details' link and a 'Make A Payment' button. 2. 'View Current Bill' (Current Bill Due 17 Feb 2022) showing 'SPRING 2022 Current Charges' with an 'AMOUNT DUE' of '\$5,150.00' and a 'Set up a Payment Plan' button. 3. 'Other Services' with a link to 'Buy your Nelnet University gear here!' and an 'eStore' link. 4. 'Refunds' (Cathy Victor ID: 12743) with a 'Manage Refunds' button. 5. 'Cathy Victor' profile information including an email address 'TestAccount1@factsmgt.com', a link to 'Register to receive text services on your mobile phone', and a link to 'Want to allow a friend or family member to pay toward your balance? Add an Authorized Party'.

- 1 Convenience
- 2 Easy UX
- 3 Speed

Current Landscape



The number of students enrolling in courses at Illinois community colleges as of the end of regular registration for Fall 2021 is 3,455 fewer than in Fall 2020 representing a 1.5 % decline.

Changing Demographics

Male decline in enrollment

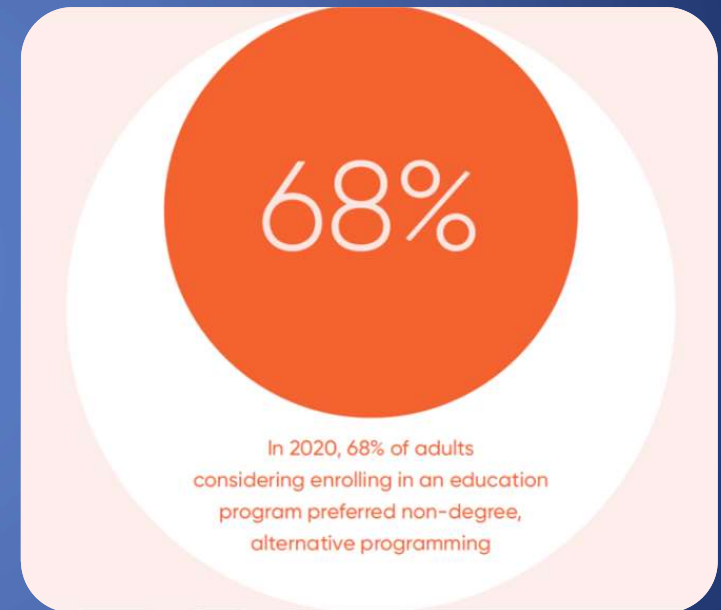
- ✓ 700,000 fewer students—2021 compared with 2019
 - 78% are men
 - Highest decline at two-year community colleges



- Gender gap cuts across race, geography and economic background
- Enrollment rates for poor and working-class white men are lower than those of young Black, Latino and Asian men from the same economic backgrounds, according to an analysis of census data by the Pell Institute.

CE and Professional Development

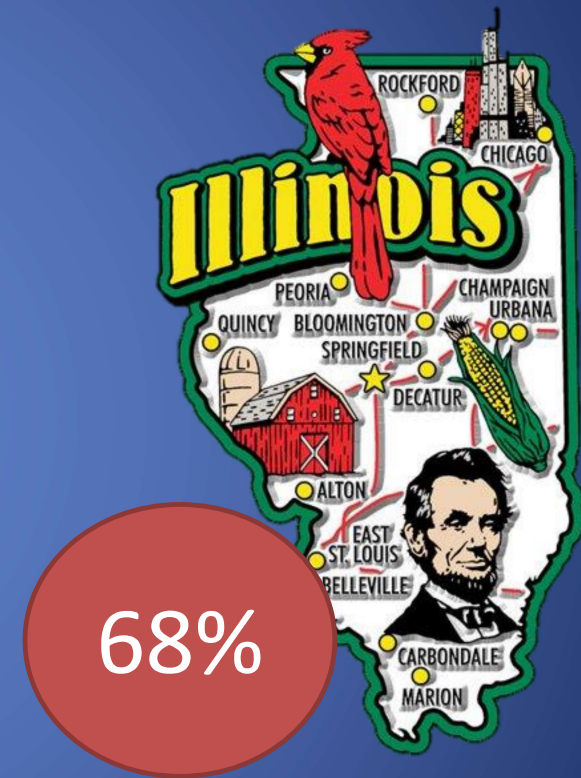
- ✓ Online CE expansion—*tech investment*
- ✓ Incremental Credentialing—*building block approach*
- ✓ Engaged vs. Passive Learning—*team based and sim*
- ✓ Inter-professional Education—*healthcare focus*
- ✓ Personalized Curriculum and Training—*on demand*



CE Opportunity

Estimated market size—\$325 billion by 2025

- ✓ 66% Illinois residents are working adults—6.09M
- ✓ Underserved need—potential market of 4M



Innovations & Trends

Going Cashless, Refunds and eCommerce

Alternative payments and POS

- Tap, type, swipe, dip
 - ✓ PAX Bluefin device
 - ✓ SREDKey 2 Bluefin device
- ApplePay
- GooglePay
- Bitcoin

Direct Deposit—over awards

- Choice
- GLBA—MFA

eCommerce

- Storefront
- Mobile Register

Moving to the Cloud





Thank You!

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College Enrollment & Student Demographic Statistics

<https://educationdata.org/college-enrollment-statistics>

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<https://www.thinkimpact.com/community-college-statistics/>

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A Generation of American Men Give Up on College: 'I Just Feel Lost'

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5 Trends That Will Drive Higher Education Innovation 2020

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These Learning Tools Are Shaping the Online

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