(Master) Planning Post-COVID
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”
4 out of 10 graduates will enter directly into the workforce after graduation
4 out of 10 graduates will enter directly into the workforce after graduation

Financial Barriers  Lack of Information  Lack of Access
More than 40% of parents who prefer their child attend college also expressed interest in career or skill-building learning experiences for their child.
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 | FUTURE VIEW

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.
“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”

During the pandemic, enrollment:

- In short term credential classes increased by 70%
- In trade schools or apprenticeships continued trending up; doubling from 2012 - 2019

Corporations continue to expand their own vocational competency programs
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.
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.

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

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**

1. **Global Pandemic**
2. **Aging Facilities**
3. **Economic Shift**
4. **Social, Racial Equity**
5. **Generational Shift**
6. **Cost/Value**

**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

People

Place

Purpose
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