Current and Future State of Higher Education
Topics

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

- 57% Gen Z
- Convenient, Flexible Payment Options
- Easy Checkout Experience
Today's Students

Hello Cathy

Payment Activity
Cathy Victor ID: 12743
Current Balance: $5,150.00
Make A Payment

View Details

Refunds
Cathy Victor ID: 12743
Manage Refunds

View Current Bill
Current Bill Due: 17 Feb 2022
Spring 2022
Current Charges: $5,150.00
Set up a Payment Plan

Other Services
Buy your NELNET University gear here!
eStore

Cathy Victor

1. Convenience
2. Easy UX
3. Speed

Test Account 1@factsmgt.com
Register to receive text services on your mobile phone.
Want to allow a friend or family member to pay toward your balance?
Add an Authorized Party.
Current Landscape

17.5 Million Enrolled

47% Community College Students

230,322K

8.2M

Female | Male

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

68%
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
Thank You!

Sandy Gjermstad
Account Executive
(224) 623.2223
Sandy.Gjermstad@Nelnet.net

Virgil Lloyd
Sr. Business Development Executive
(773) 656.2781
Virgil.Lloyd@Nelnet.net
References

Education Data Initiative
College Enrollment & Student Demographic Statistics
https://educationdata.org/college-enrollment-statistics

ThinkImpact
Community College Statistics
https://www.thinkimpact.com/community-college-statistics/

Wall Street Journal
A Generation of American Men Give Up on College: ‘I Just Feel Lost’
https://www.wsj.com/articles/college-university-fall-higher-education-men-women-enrollment-admissions-back-to-school-11630948233

RNL
5 Trends That Will Drive Higher Education Innovation 2020
https://www.ruffalonl.com/blog/enrollment/five-trends-that-will-drive-higher-education-innovation-in-2020/

DataUSA
Adult & Continuing Education
https://datausa.io/profile/cip/adult-continuing-education

Learning + Leading
5 Trends Transforming the Continuing Education Landscape
https://info.nhanow.com/learning-leading-blog/5-trends-transforming-the-continuing-education-landscape

WIRED
These Learning Tools Are Shaping the Online
https://www.wired.com/story/class-engageli-online-learning-platforms/