Higher Education in Today's World

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The Higher Education Challenge

• The pressure is on for higher education institutions. From every angle:
  • Presidents, provosts, deans, heads of enrollment, student affairs departments, advancement officers, CFOs, and vice presidents of marketing
The Challenge

• Particularly for public institutions, we all must work to prove that our institutions are worth supporting
TRENDS IMPACTING HIGHER EDUCATION IN 2018

Primary Source: 2018 Trends in Higher Education. Hanover Research, Arlington, VA
Trends

• Declining enrollments
• Mainstream nature of online learning
• The declining value of higher education
• Tuition growth
• Marketing to gen Z’ers
TOTAL U.S. PUBLIC/PRIVATE HIGH SCHOOL GRADUATES

School Years 2000-01 to 2012-12 (Actual)
through 2013-14 to 2031-32 (Projected)

Source: WICHE.
Online Growth

UNDERGRADUATE EXCLUSIVE DISTANCE LEARNING

Percent of Total Headcount by Institution Type

- PUBLIC 2Y
- PRIVATE NONPROFIT 4Y
- PUBLIC 4Y
- PRIVATE NONPROFIT 2Y

Source: IPEDS
Online Growth

GRADUATE EXCLUSIVE DISTANCE LEARNING

Percent of Total Headcount by Institution Type

PRIVATE NONPROFIT 4Y
PUBLIC 4Y

Fall 2012 Fall 2013 Fall 2014 Fall 2015

Source: IPEDS
The Value of Higher Education

• The perception that universities and colleges are disconnected from the real demands of life and careers

• For companies, college degrees are losing their allure

• Pressure is mounting for institutions to quantify the value they create
For Public Institutions: Rising Tuition

**Continued Post-Recession Funding Gap...**

16% Decrease
Average Reduction in State Funding Per Student since 2008 (~$1,448)

**...addressed with Tuition Increases and Cost Cutting**

35% Increase
in annual published tuition at 4-year colleges since 2008 (~$2,484)
Marketing to the Gen Z Population

WHO IS GEN Z?

- Born 1995-2005
- 84.7 MILLION by 2020
- 26% of the U.S. population
- 50% of Gen Z will be racially diverse identifying as mixed race or part of an ethnic group
Marketing to the Gen Z Population

**GEN Z**
- Realists
- Focused on the now
- Communicate with images
- Prefers Snapchat and Instagram
- Ready to work
- Digital Natives

**MILLENNIALS**
- Optimists
- Focused on the future
- Communicate with text
- Prefers Facebook
- Waiting to be recognized
- Digital Savvy
How is Wichita State Responding?
1. Advance a culture of shared governance built on trust and integrity.

2. Support Strategic Enrollment initiatives that lead to a foundation of success for our students.

3. Innovate academic offerings for students seeking new degree options or alternative credentials.

4. Evaluate new reward structures for faculty in teaching, research and service in light of the changing higher education landscape.
Adopted Multifaceted Strategic Enrollment Management Plan

• Goal 1: Develop activities beginning in fall 2016 that foster a culture of enrollment growth among faculty, staff and students
• Goal 2: Increase enrollment of degree seeking underserved student populations by 8.5% yearly through fall 2020
• Goal 3: Increase retention rates of degree seeking underserved student populations by 2.5% yearly through fall 2020
• Goal 4: Increase enrollment along the I-35 corridor by 18% yearly through fall 2020
• Goal 5: Increase non-degree for credit enrollment by 14% yearly through fall 2020
• Goal 6: Identify new and emerging academic programming beginning in fall 2016 that leads to enrollment growth
• Goal 7: Increase enrollment of new fall students in online programs by 110% by fall 2020
• Goal 8: Increase enrollment of new fall transfer students by 11% by fall 2020

Underserved=1st generation; underrepresented minorities; low income students
First-Time New Freshmen

- 2018 (est.) = 1,584 (10% increase over 2017)

First-time new freshmen = matriculating high school students (may have AP hours)
Freshmen = Students < 30 hours of earned hours and can include first-time new freshmen, transfers, returning adults
IPEDS-based freshmen = Students without post-secondary hours after HS graduation (may have AP credit)
I-35 CORRIDOR STRATEGY

- enrollment has increased along the I-35 corridor by close to 200% since 2014 (average increase of 30% per year):

2018 est.
Online Majors

- 2018 (est.) = 53% increase over 2017
Marketing

• Increased enrollment along the I-35 corridor:
  • Completed or ongoing
    • Added regional recruiters in Oklahoma, Texas, and Kansas City, MO
    • Implemented in-state tuition in Tulsa, OKC, DFW, and KCMO metro areas and 150% of in-state tuition for all other areas in OK and TX
  • Digital marketing channels
    • Shifted university marketing spend to digital marketing channels
Target Segments for Undergraduate Students

- Career Starters
- Future STEM Leaders
- First-Generation College Student
Career Starters: Media Consumption

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Tuition Challenges

• Completed or ongoing
  • Created renewable need-based aid for incoming new students
  • Modified KBOR performance agreement retention scholarship
  • Created micro-grants for students who have exhausted federal aid

• New for 18-19 AY
  • Created book fund for students who have exhausted federal aid
  • Discussions on raising more need-based aid from private sources
New Academic Programming

- Identified new and emerging academic programming that leads to enrollment growth
  - BA elementary education ECU teacher apprentice program (started summer 2017)
  - BAA in media arts (started fall 2017)
  - BS engineering technology – cybersecurity (started fall 2017)
  - BS homeland security (started spring 2018)
  - MS is global supply chain management (started spring 2018)
  - MHA – Health Administration (started fall 2018)
- Alternative credentials:
  - Certificates
  - Badges
WATC is now WSU Tech

• The formalized affiliation now allows for more collaborative possibilities
• Increased availability and quality of opportunities for students
• Directly meeting the core workforce needs of the state
Questions?

To learn more about our priorities, go to: wichita.edu/academicaffairs