

What states can do to get students in college

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First... a few caveats

Policy making is a long game- don't expect immediate results

Know your audience- stakeholders, funders, detractors

There is urgency in today's ecosystem

Do what works- and can be sustained


Leverage other states/ systems- they love to share

Never let a crisis go to waste

Trends and opportunities

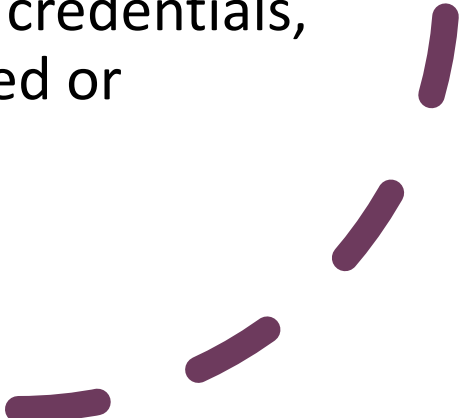
TREND


Workforce Alignment

- Focus on skills (upskilling, re-skilling, skills-based hiring, career focused programs)
 - Credentials must have value in the marketplace (& aligned to high need, in demand industries)
 - Continue flexible options for today's learners
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Workforce Alignment


- Integrate work-based learning opportunities into higher ed programs (Internships, apprenticeships, cooperative learning)
 - Align programs with high need, high demand industries- especially those that have been impacted by the pandemic
 - Provide incentives for high demand programs - (loan forgiveness, stipends, tuition assistance)
 - Provide more flexible learning options- stackable, micro- and incremental credentials, credit for prior learning, compressed or accelerated options
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- The pandemic exposed both our vulnerabilities & our ability to pivot quickly
 - Students expect to have robust digital presence AND accessibility
 - The traditional classroom has changed.... forever
 - Some 'rules' don't make sense anymore
 - We must attend to basic needs



TREND

Meeting
students where
they are

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- Review enrollment/ admissions policies to ensure they meet needs of today's students
 - Test optional, shorter terms, rolling admissions, digital access in both student and academic services
 - Continue hybrid options
 - Transparency in costs/ ditch the fees that hold students' enrollment & completion 'hostage'
 - Get out of the way of innovation
 - Expand caretaking options to address housing & food insecurity, mental health supports, access to safety net programs



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Meeting
students where
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Trend

Market what
matters

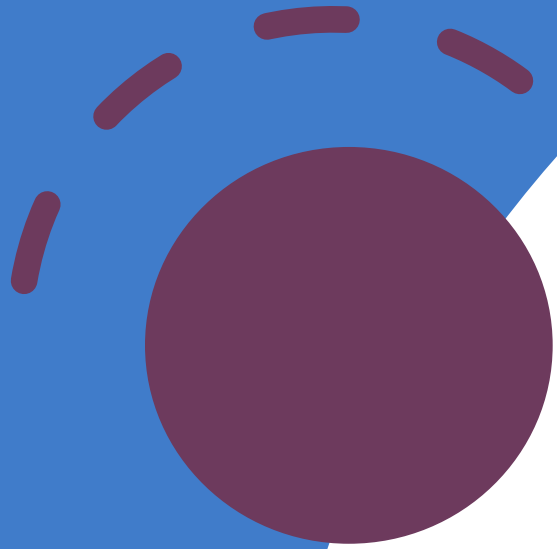
- Students/ Communities/ Legislatures want to have clarity to the VALUE of postsecondary education
 - Branding/ marketing focused on unique assets of institutions
 - Demonstration of affordability and return on a student's investment
 - Movement toward community focus
 - Alignment with future jobs/ careers
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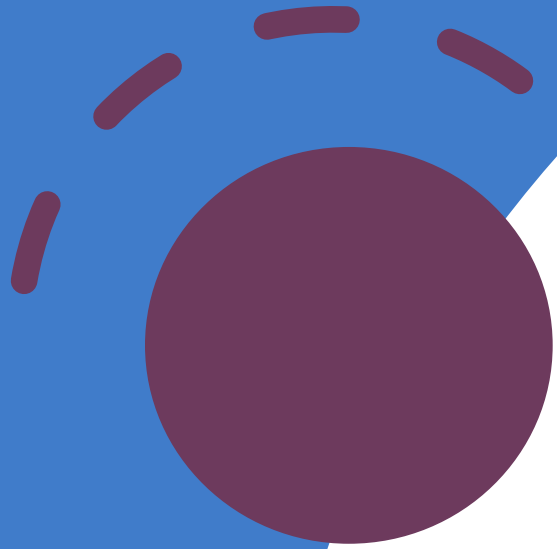
Market what
matters

- Survey students/ communities (prospective and enrolled)
- Market analysis of needs of communities and employers
- Identify and leverage key pipelines
- Transparency of pricing, assets, incentives, unique characteristics
- Focus on student supports





Leverage emergency
resources for innovation
and sustainability



Equity Focused- Data Driven Decision Making

Thank You!