

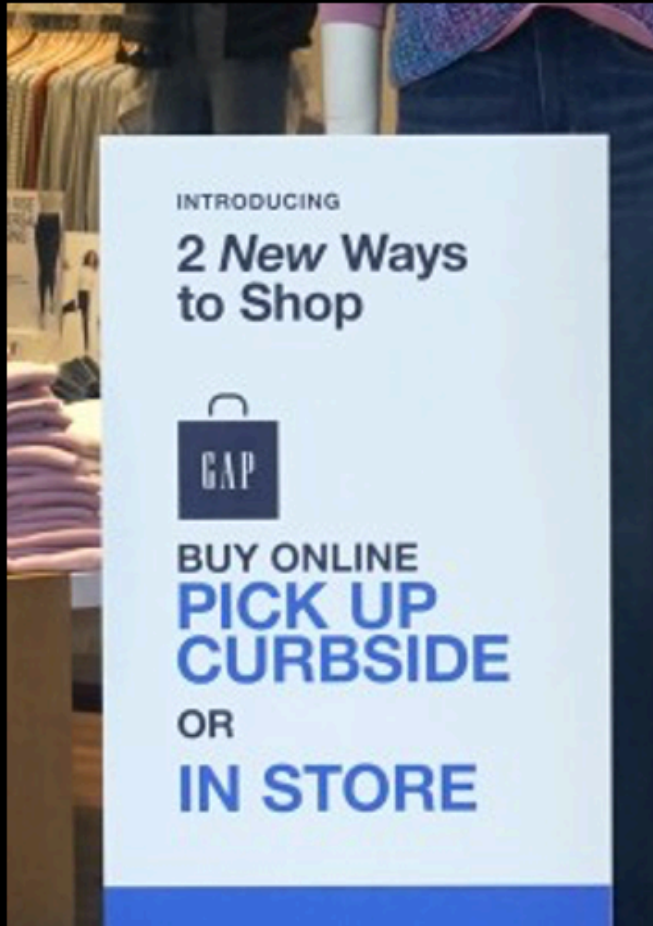


Staying Ahead of an Uncertain Future

JEFF SELINGO



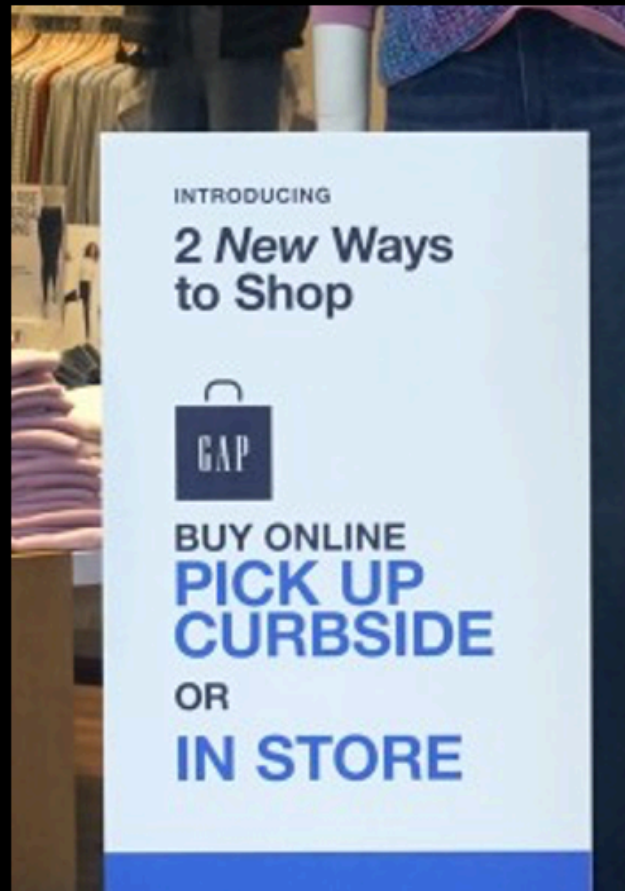
@jselingo



“The core question retailers must ask themselves first is not, “What e-commerce investments do I need to make?” but rather, “What consumer experience do I need to offer?”

This is a culture change for many retailers who’ve long had a mentality that’s anchored in brick-and-mortar stores.”

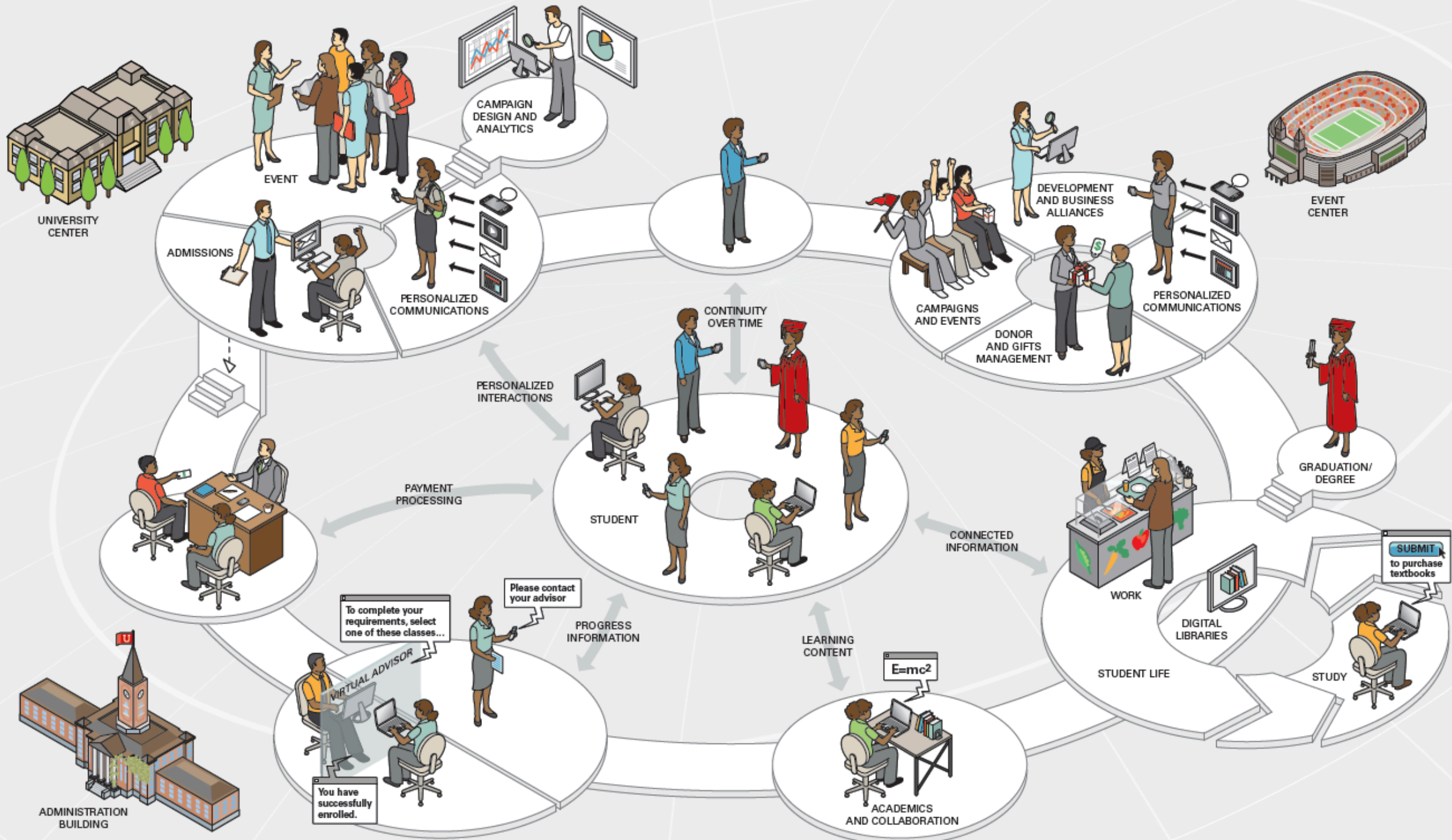
-Harvard Business Review, May 11, 2021



“The core question **higher ed institutions** must ask themselves first is not, “What **e-learning** investments do I need to make?” but rather, “What **student** experience do I need to offer?”

This is a culture change for many **institutions** who’ve long had a mentality that’s anchored in brick-and-mortar **campuses.**”

-Harvard Business Review, May 11, 2021





2000-2009
Amenities



2009-2019
Services

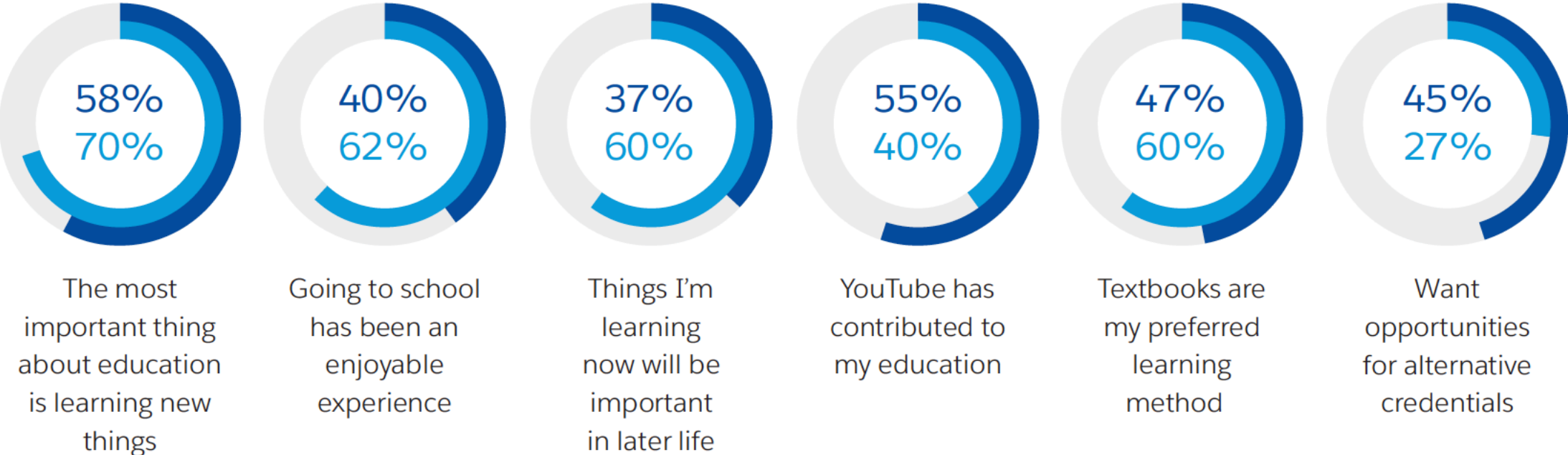


2020-?
Student Experience

Changing Motivations of Learners

As generations change, so do their motivations and mindsets for learning. The leading edge of Generation Z (born between 1996 and 2012) is now in college, and the purpose and goals of higher education for them are different than they were for the Millennial Generation. Millennials (born between 1981 and 1995) now make up the largest cohort of adult learners.

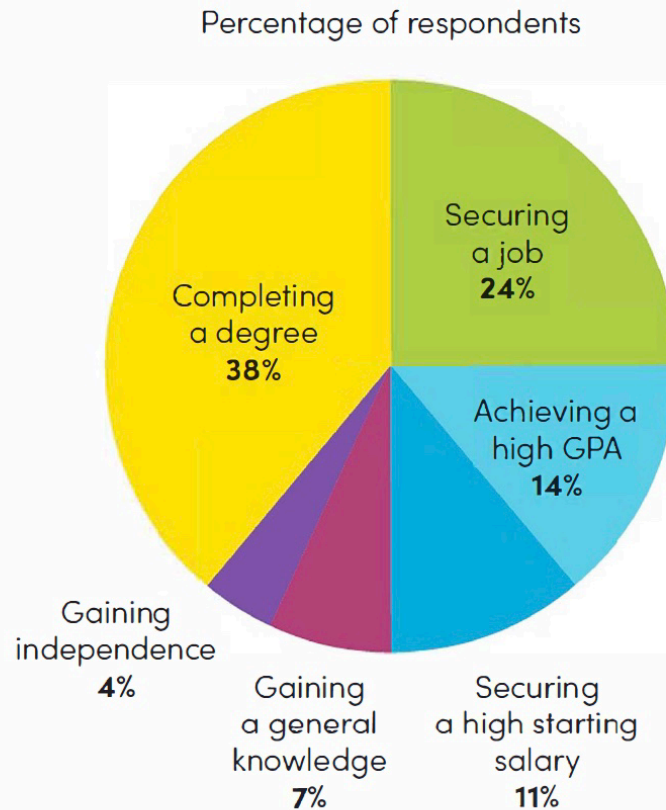
Among the differences: ■ Gen Z ■ Millennials



Source: The Harris Poll, 2018: online survey of 2,587 respondents, 14 to 40-years old

How Students Define Success in Higher Ed

About two third of students see degree completion, employment prospects, academic attainment, and personal growth as their main objective to postsecondary ed...



Note: Percentages don't total 100 due to rounding

...and where on campus they see community and belonging essential to their student experience.

Living on campus and experiencing residence life

41%

Participating in extracurricular activities such as clubs or sports teams

46%

Having access to recreational facilities such as fitness and wellness centers

59%

Taking steps to create a sense of community and belonging in the classroom

71%

Providing mentorship to help me understand and apply my strengths

76%

Providing feedback to ensure I am successful academically

85%

Source: Educause survey of 18,500 undergraduates from 77 institutions in 6 countries and 31 U.S. states; Top Hat survey of 3,000 students in the U.S. and Canada, Spring 2021.



The essence of the student experience

Belonging. Do I fit in here?

Purpose. Why am I here?

**Frequent and customized
interactions with learners
builds a better student
experience and deeper ties
than ever before**





1

Had at least one professor who made one excited about learning

2

Had professors who cared about one as a person

3

Had a mentor who encouraged one to pursue their goals and dreams

4

Worked on a project that took a semester or more to complete

5

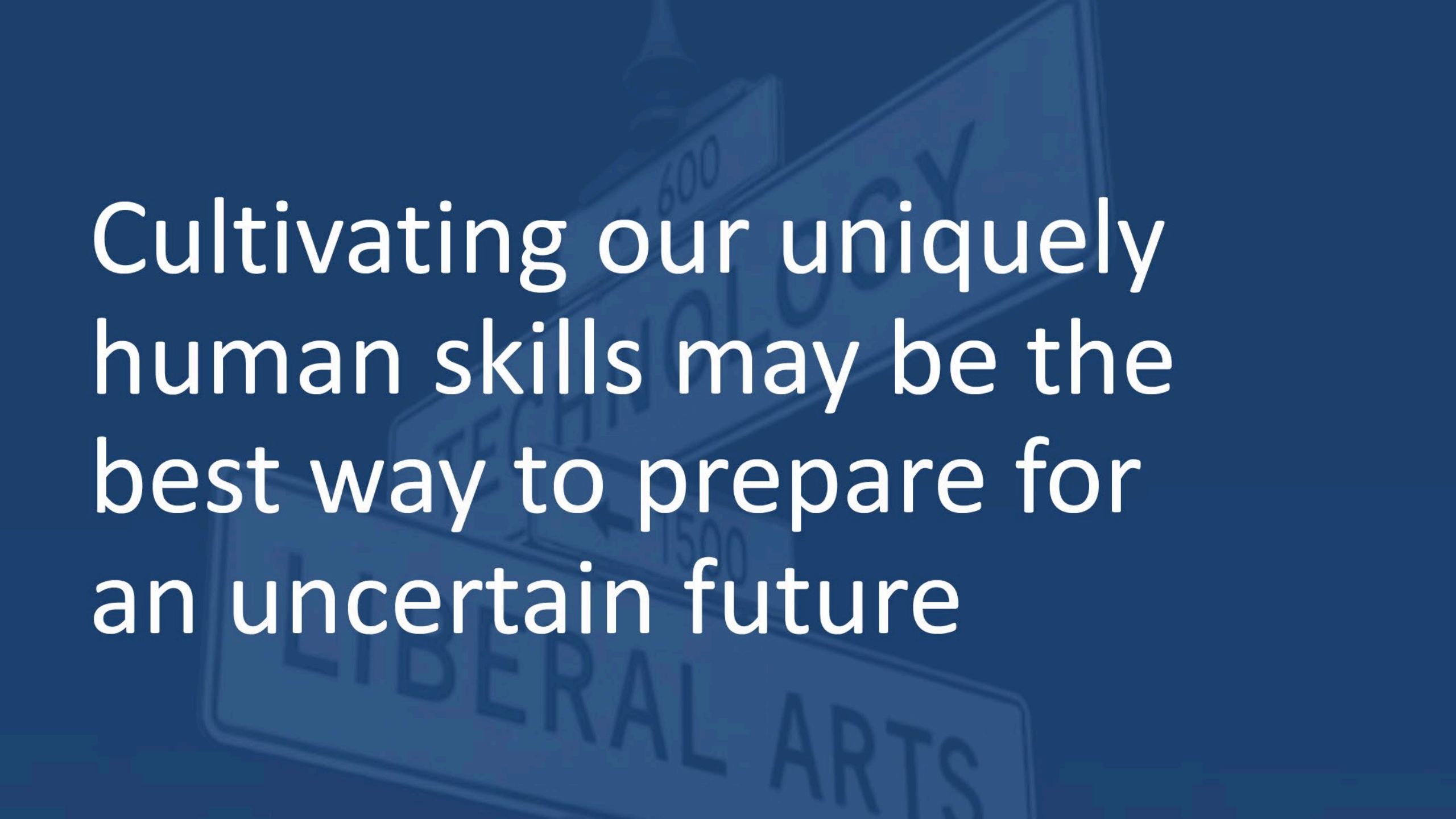
Had an internship or job that allowed one to apply what they were learning in the classroom

6

Were extremely active in extracurricular activities and organizations



FUTURE OF WORK

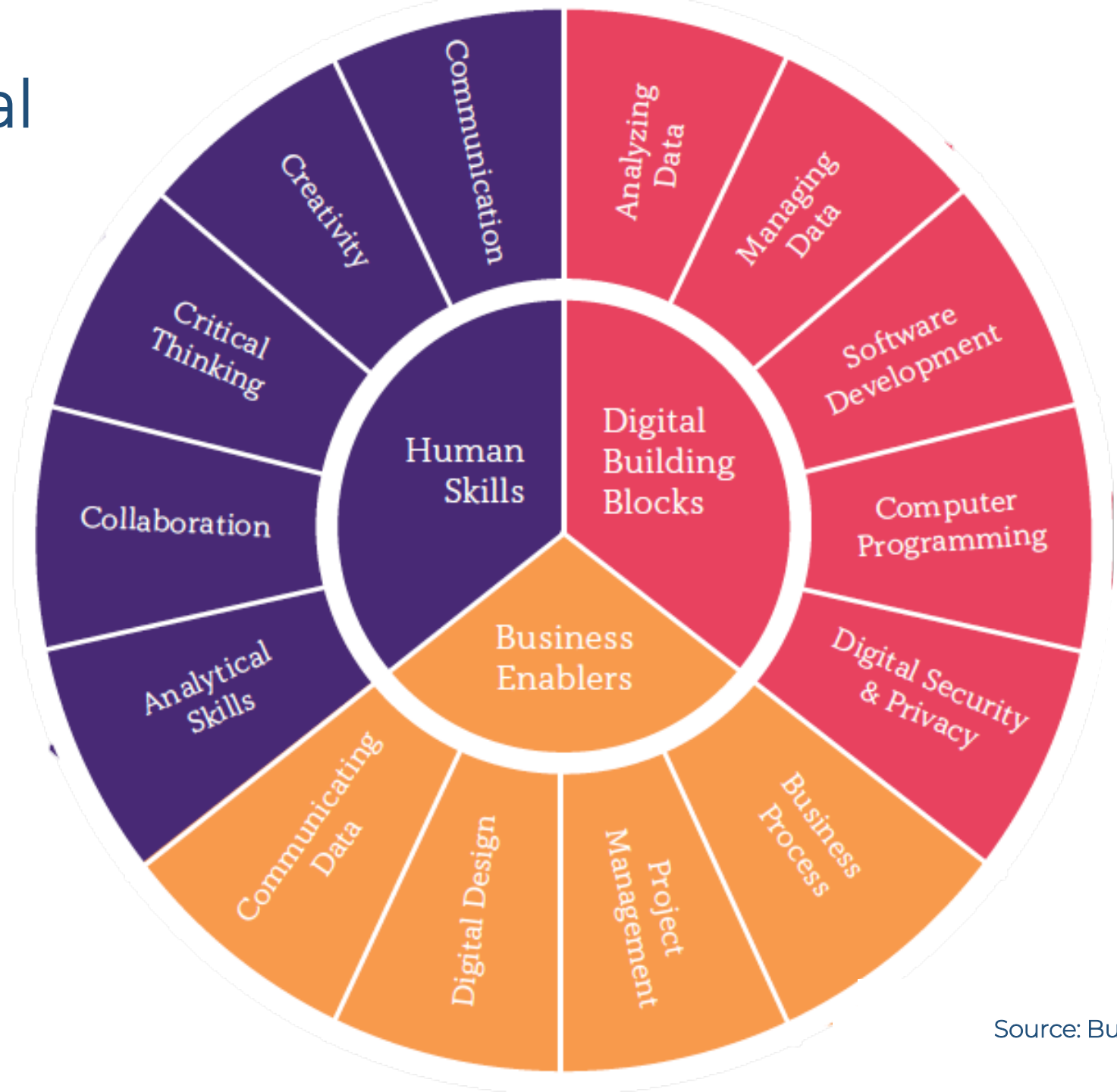


Cultivating our uniquely
human skills may be the
best way to prepare for
an uncertain future

translatable: no matter where you learn skills, you can translate them to another context.

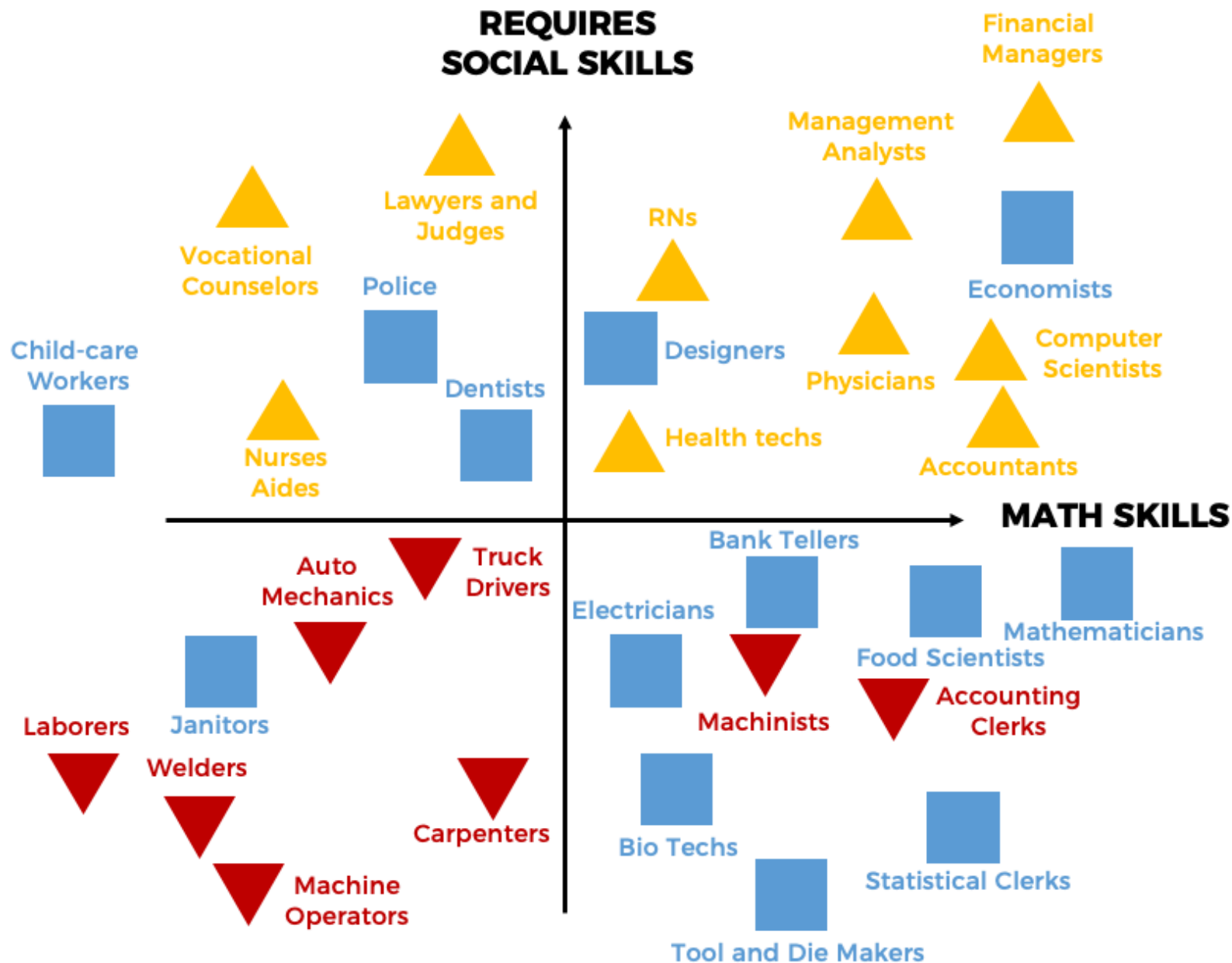
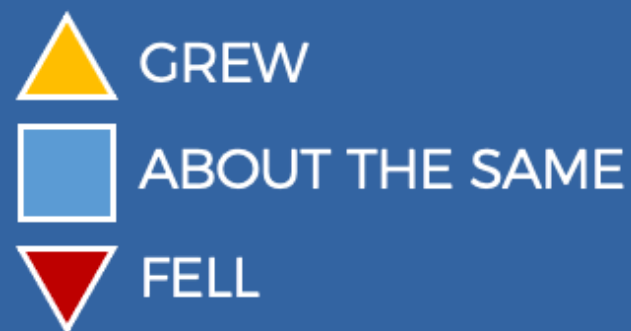
transferable: no matter where you use skills, you can transfer them to another job.

Foundational Skills



Jobs of the Future

Change in share of jobs, 1980-2019



Source: David Deming, Harvard University

Knowledge is everywhere



how to



Google Search

I'm Feeling Lucky

Colleges need to step away from the herd
in meaningful ways



Mapping the Student Experience

Four areas where institutions can innovate on the student experience to compete

Administrative

FROM

Students go to multiple offices on campuses to ask for help, repeating their story over and over again

TO

Students ask a smart speaker or chatbot for help in answering a question about navigating a campus process

Academic

FROM

Offer computer labs and libraries to give students access to technology and course materials

TO

Provide virtual computer labs and digital materials for anytime access for all students

Well-Being

FROM

Wait for students to come to faculty members or advisers to ask for help

TO

Campus officials identify student needs as they arise

Career

FROM

Career services seen as separate from the academic experience and skills acquisition are considered co-curricular

TO

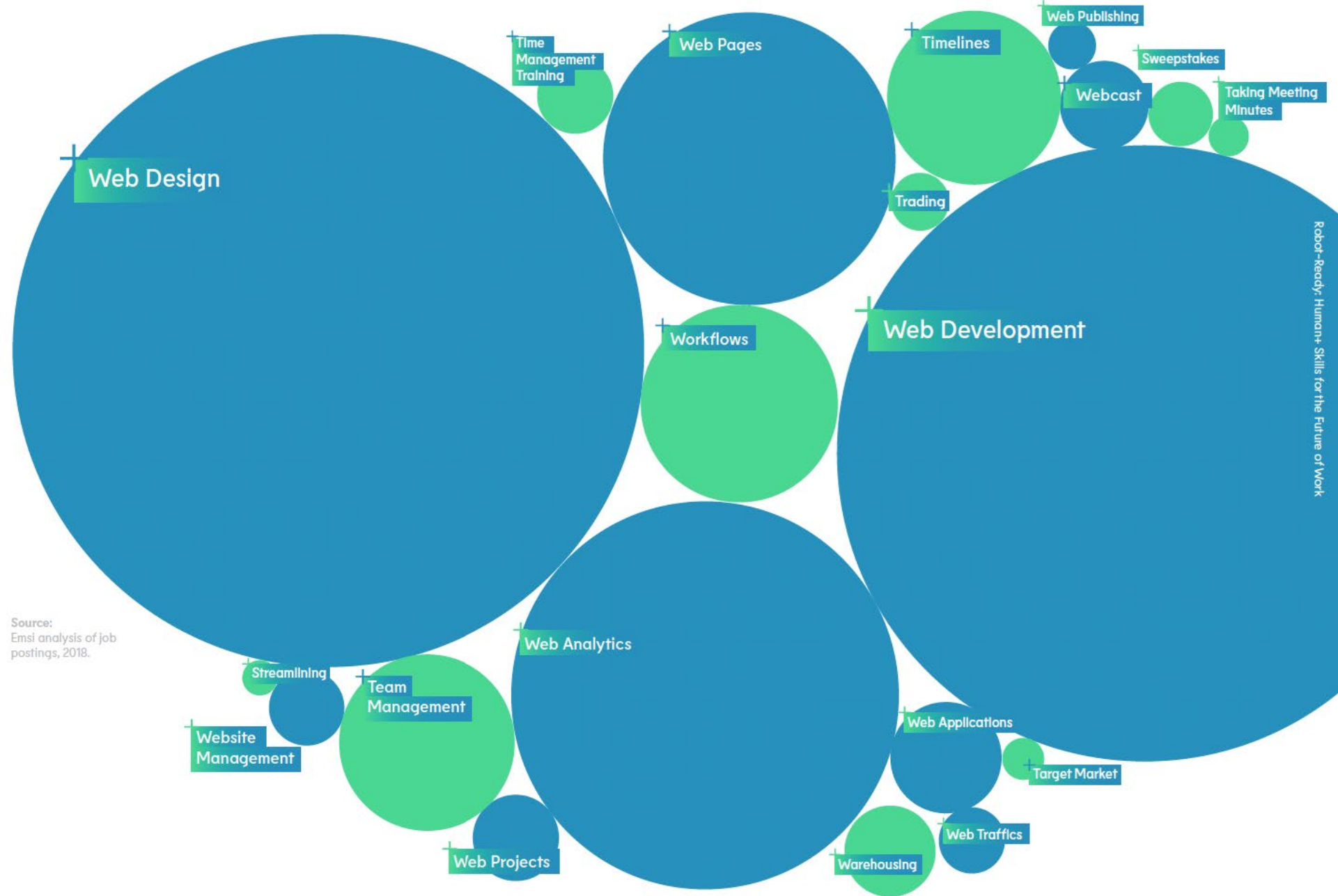
Workforce readiness infused into the curriculum and part and parcel of classroom learning

Hybrid Jobs

Every job is digital

Journalism job postings increasingly require tech skills like analytics, SEO, and JavaScript

Bubble size reflects relative demand of each skill





THANK YOU.

JEFF SELINGO



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